



TIM BURT

"America's NUMBER ONE
MARKETING STRATEGIST™"

www.MarketingWithTim.com

“Boring Copy That SELLS” Bonus Headlines & Tactics

Headlines you can use to start your ads:

- a. **If you ___ and you want to ___, you'll want to ____.** (You can also substitute “you'll want to” with an action: go to (website) and download this recipe.)
- b. **Get ___ without ____.** “Get skinny without dieting.”
- c. **When you're ready to stop/start {thing}, you may decide it's time to/for a ____).**
“When you're ready to start eating healthier, you may decide it's time to stop getting fast food for dinner every night.”
- d. **You keep saying to yourself...**(insert world-shattering problem here). This is an offshoot of “I wonder when”.
- e. **Have you ever?** (Have you ever wanted to ____)
- f. **“Perhaps”** – ex. “Perhaps this is the year you ____” – it is a difficult word for the brain to resist, and it places no demands or expectations on anyone.
- g. **Sooner Or Later.** (Sooner or later you'll have to replace your roof.)
- h. **You might have noticed...** (immediately shifts the audience's attention to the topic of the ad) “You might have noticed your basement leaking more when it rains...”
- i. **Would you rather (a) or (b)?** If you use this phrase, you must offer two concrete examples. “Would you rather pay an extra \$40,000 for your house over 30 years, or pay it off in half the time and save that money?”
- j. **So you can...** This is a subtle and quick way to show the outcome in advance. “Start the 90-day water diet now, so you can look good in time for summer!”
- k. **Where do you feel...?** This forces the audience to answer the question in the way they can. “Where do you feel your finances are right now?”
- l. **And you'll only ___ when ____.** A phrase that places a subconscious directive. “You'll only (achieve the goal) when (they do what you want them to do.)” For



example: “**And you’ll only** learn how to put out a kitchen fire in less than 5 seconds **when** you watch this groundbreaking video.”

- m. **Every time you** ____, **then** _____. This connects a behavior with something that must happen. “Every time you make a purchase on this app, then we’ll round it up to the nearest dollar, and put that change in your savings account.”
- n. **And yet...** A two-word phrase that can draw focus quickly. “You keep saying you want to buy a house. And yet you keep throwing your money away on rent.”
- o. **As soon as** ____, **you’ll** _____. Another way to connect a cause and effect. “As soon as (you download the “Sleepy Time app), you’ll (be a few taps away from the best sleep you’ve had in years.)”
- p. **There’s no need to...** This is a fast way to bust a myth. “There’s no need to call a plumber when your sink is backed up!” Then you’ll want to offer the solution.

Super-secret POWER word #1: Because.

“Because” is an **extremely** powerful word *because* it gives a **specific answer**.

The person hearing it is subconsciously expecting to hear a **reason** as to **why**.

- “Why is it important to get a solar-powered backup generator? Because it will give you electricity when disaster strikes.”
- “We’re doing this pledge drive because we don’t have corporate sponsors.”
- “You’ll have peace of mind because you chose the most comprehensive insurance policy on the market.”

Super-secret POWER word #2: Guarantee

The word guarantee means no risk, which can speed up the buying cycle.

Super-secret POWER word #3: New

Unless you’re talking about antiques, practically everyone loves the word “new.”



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A boring tactic that you can use to get started fast:

Think like a New Yorker.

Are New Yorkers known for being subtle, or ambiguous when you ask them a question?

No. They tell you *exactly* like it is.

When you apply this same tactic to your client's ads, you'll achieve clarity (which is what the spot is ultimately selling) much faster than trying to decide how to word a phrase.

STOP worrying about **how** you are going to say something...and just SAY IT.

Of course, you'll want to keep it clean...

Want more resources to help you make your job easier? Visit

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