

ABOUT THIS TOOL

My friends and relatives believe that I'm a very creative person. When we are travelling together or simply hanging out I come up with unique attention grabber lines in the middle of our conversations that are related to the subject that we are discussing or situation that we are living.

They would say something like, "Hey! That would be a good title for a movie" or "If that was a real product it would sell very well, let me tell ya!"

The truth is that I'm no more creative than the average person. I simply practice this technique of retaining in my mind key words that people use when their conversations become intensive and then I insert them in slogans or movie titles that already exist but that with a little twist they sound new, clever, or funny.

In the next two pages I tried to decompose the principle behind the technique so you can apply it to the crafting of an irresistible course headline.

I recommend that you first watch the Video Lesson "How To Craft An Irresistible Headline For Your Online Course" at www.investarlearning.com to learn how to use it.

I hope it helps you!

Eddie

www.investarlearning.com

Irresistible Course Headline Generator

STEP #1 - Identify Your Basic Offer

1.1 Roles You Know

1.2 Acquired Skills Or

Knowledge

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Step #2 - Add Value To Your Basic Offer

Category/Focus

Your Basic Offer

Advantage/Target

STEP #3 - Adapt It To An Educational Offer

Depending On Your Product Attach Format Specific Words Like:

Online Guide	Webinar	Private Class
Online Course	Online Workshop	Amazon Book
Complete Report	USB Files	Interview Series
Education Program	Video Conference	Online Chat
Prerecorded Seminar	Videos Lessons	Step By Step Guide

Step #4 - Add A Touch Of 'Attention Grabber' Material With Carefully Selected Words That Convey Emotion

Emotion Category (Example)

Security	Excitement	Value Identity
Money Back	Ultimate	For People Like You
Proven	Uncensored	Your Way
Guaranteed	Declassified	Like They Do It
Official	Sexiest	To Start Your Own