



THE MILLION-DOLLAR HEADLINE CHECKLIST

By Jon Benson

Purpose of your Headline: Remember your headline is NOT supposed to sell your product. The purpose of a headline is to

FOCUS the attention of a qualified prospect using shock, awe, humor or intrigue.

Tip: I like writing my headlines first. Why? It's the easiest way to start your letter once you use these formulas below.

The “4 Quadrants of Desire”





Quadrant #1: Needs

Needs : What does your prospect wake up in the morning and say they need?

(I need to lose weight, I need a car, I need a home.)

Answer: I need _____.



Quadrant #2: Wants

Using the “need” above, write a list of 10 ‘wants’ of your prospects.

e.g:

- I need to lose weight
- I want to look sexy and trim.
- I want to feel better in my clothes
- I want to feel more confident
- I need a car
- I want a green hybrid car with black interior
- I want to feel safe when driving
- I want to feel a sense of prestige, for others to notice me

BONUS: Sales Detective Technique

If you're having trouble with this, sit down with someone that wants your product and ask them: What do you want? WHY do you want it? You'll get insights worth millions.



Quadrant #3: Pleasures

Step 1: Ask WHY for each of the ‘wants’ you come up with above. Come up with as many as you can.

e.g:

- I need to lose weight
- I want to look sexy and trim
- (WHY) Because I want my friends to notice me and catch the eyes of strangers
- (WHY) Because I want to be more attractive to my spouse.
- (WHY) Because I want to turn back the clock a bit and feel like I have more control over aging.

Step 2: Take the words you come up with as the PLEASURE descriptors, open up thesaurus.com and list out 5-10 words that describe the same thing. [a]

e.g. Sexy - hot, inviting, racy, seductive,

e.g. Trim - dapper, fit, slick, well-groomed, in good shape



Quadrant #4: Fears

Step 1: Ask “What if that doesn’t happen?” on each of the Pleasure Quadrants? (These are long term fears)

This will uncover the prospect's fears, often hidden under the surface and give you 75% of why anyone buys anything.

Then, define that fear using one word.

- I need to lose weight
- I want to look sexy
- (WHY) Because I want to be more attractive to my spouse.
- (The Fear Opposite) I fear my spouse will leave me unless I lose weight. - One word: Abandoned
- (The Fear Opposite) I fear my spouse will cheat on me with a younger mate unless I lose weight. - One word: Betrayed
- (The Fear Opposite) When I’m overweight, I am less healthy and a sickly partner puts a tremendous burden on the family.

Plus I fear these unhealthy habits will be picked up by my children. One word: Failure

Step 2: Ask yourself why your prospect hasn’t already achieved their goal and use as many terms as you can that are associated to that goal. (These are short term fears)

e.g.

- I need to lose weight
- I want to look sexy
- (WHY) Because I want to be more attractive to my spouse.
- (Why Not Yet?) I dread the thought of exercise.
- (Why Not Yet?) I am embarrassed to be seen in the gym
- (Why Not Yet?) I’m too busy, and I don’t have time.
- (Why Not Yet?) I don’t want to starve myself

Step 3: Take the words you came up with as FEAR descriptors, open up [thesaurus.com](https://www.thesaurus.com) and list out 5-10 other words that describe the same thing.

e.g. Exercise - action, drill, task, workout, warm-up

e.g. Embarrassed - bashful, meek, regretful, reluctant, sheepish

e.g. Busy - buried, slaving,

Remember: If you do The 4 Sales Quadrants exercise correctly, you'll end up with literally dozens of psychological hooks (called Trigger Hooks) that you can automatically plug into a Headline Formula.

3 Headline Formula

- Million Dollar Headline Formula 1:

Pleasure + without + FEAR

Step 1: Write 10 'three word' headlines with short term fears

Examples:

- Slimmer Without Starvation
- Skinny Without Exercise
- Trim Without Calorie-Counting

Step 2: Expand your 10 simple headlines into more words

Examples:

- Drop The Pounds Without Sacrificing Your Favorite Foods
- Shed 11 Pounds Without Counting A Single Calorie

Step 3: Write 10 headlines with this formula using long term fears

Examples:

- Spoil Your Kids With Your Boundless Energy For Play Without Adding More Hours To Your Day
- A Sexier Waistline Without An Ounce of Exercise

Million Dollar Headline Formula 2: He/She/I/They + Fear Story + Until/Before + Discovering This + Power Word + Pleasure Benefit + Power Word

Examples:

- She Almost Lost Her Husband Until Discovering This Odd Slimming Secret!
- I Almost Lost My Life Partner Until I Discovered This Weird Fat-Burning Miracle
- I Almost Ate Myself Into An Early Grave Until I Discovered This New Weight Loss Breakthrough
- She Never Had Any Time For Herself Anymore Until Discovering This 1 Simple Trick That Frees Up Hours In Your Day Overnight!

Million Dollar Headline Formula 3: Power Word + Hook OR Primary Benefit + (Optional Adjective) + Verb + Target + Promise

Examples:

- Revealed: The Obesity Gene ‘Off Switch’ Stuns Women Everywhere With Near-Overnight Weight Loss!
- At Last: The “Hidden Time Hack” That Resurrects Your Freedom By Giving You Back 2 Or More Hours In Your Day!
- Top-Secret “SEAL Combat Tactic” Quickly Subdues The Toughest Guy In The Joint In Less Than 7 Seconds!
- New “Words Into Cash Machine” Instantly Gives Any Marketer Lucrative Persuasion Phrases That Triggers “The Yes Reflex” In Prospects, Generating Up To 297% More Sales In A Matter Of Days! [a]
- Does Jon say why to do this step?