

Get Your Headline Noticed

Tips from Ellie Winslow, *beyondthesidewalk.com*

Whether your press release gets noticed will depend a lot on how well its headline gets the attention of the reader. Give some thought to **what YOU can do to get the attention of your readers.**

How invisible is your headline? Here are some examples of headlines that get overlooked:

For Sale (you and a thousand other people)

Quality _____ for Sale - (what does "quality" really mean?)

Great _____ Now Available - ("great" is nebulous. It's overworked—boring)

Farm Dispersal - (and why exactly should they care????)

Handcrafted Natural _____ - (how does that make a customer feel better?)

The **above headlines are missing the point** of a headline which is to get you noticed. Why? Because they don't give the customer any reason to care about what you have to offer.

So the question is **how to get them to care.**

1) Who are you talking to? If you're talking to someone who wants to raise a particular species and become a well known breeder, your approach has to be different than if you're talking to a homesteader who wants more sustainability in her life and meat in her freezer. Your animal or your product might be perfect for both, but how to catch their attention is very different because they want different things. So decide "who" you're trying to reach and what "matters to them"!

2) If you talk about yourself and your stuff, no one will notice. They don't care about you. **Customers only care about themselves.** They might someday be your best friend, but right now they do not care about you, your stuff and what matters to you. They care about themselves! When you can reach them at that level, they'll pay attention.

3) Go ahead, jot down a headline. Now ask yourself, "Am I talking facts?", because facts are about you. **To catch attention figure out how the facts make the customer feel better, solve a problem or fulfill his hopes.** What it can do for "them" is the only reason why the facts matter to your potential customers. Now change the headline with the reason it matters to them.

4) Have a headline that makes the reader "curious" about reading your story. An attention getter will at least get them to read the beginning of your ad or press release. An example might be, "Expectant mom walks out on doting father", going on to explain about these unusual birds. Tell how the male emu sets the eggs while the female goes off and looks for another mate.

Here are some headlines that talk about why facts matter.

Give Your Skin A Gift of Softness

Move Your Farm Into Profitable Territory

How Your Child Can Get That Sense of Accomplishment

How to Improve Taste and Boost Nutrition, Too

Want Your Own Line of Top notch Farm Animals? Here's the Genetic Quality to Do It!

Sell More Fat & Fill Your Freezer, Too

Put Money in Your Pocket & Fill Your Freezer, too

Protect Your Investment Without Breaking the Bank

Catches Your Eye with Feathers, Feathers & More Feathers

How We Brought home 6 Purple Ribbons For Our Egg Crafting

They'll Put More Meat in the Freezer (More Nutrition In Your Diet)

We'll Make It Easier, And You More Successful, With Our 3 Year Mentoring Program

And, these make the reader curious:

The Incredible, Edible, Green Egg

Expectant Mom Walks Out on Devoted Dad

Ask yourself, is it a fact? If it's a fact, then it's about you and your stuff. Potential customers are saying, "Who cares!" These **customers care about what it can do for "them" and how it can make "them" feel.**

For every fact that you can think of, there is a reason that it matters to your potential customers. **Tell them why it matters (and use it in your headline).** You WILL get noticed!
