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Slipped by me like a “Vaseline-coated ninja”

Hint: It's about the HEADLINE!

by **Tom (Big Al) Schreiter**

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I’m bouncing up and down on a cruise ship near Antarctica. I’m bored. So I surf the Internet to pass the time.

I stop by the forum at MLM.com and decide to contribute some tips and an article on goal-setting. I post the following headline:

> **Slipped by me like a “Vaseline-coated ninja.”**

The readers of the forum can click on the headline to read the complete message.

<u>This case study is not about the message</u> – it’s about the headline.

Anyway, just for your reference, here is the message the reader would see if they clicked on the headline:

> This year went by way too fast... and I didn't achieve all the goals I set out to accomplish. Same for many of my associates.
>
> Putting together some more tips on "achieving goals" -- not "setting goals."
>
> Any tips that you'd like to contribute for my update? I'll send you the completed tips when finished.
>
> My best method so far: "Blackmail."
>
> I previously wrote, "Setting Goals Is Easy: Achieving Goals Is Difficult." -- and used it to help me and my associates reach our

goals in 1999. I forgot to use the methods this year -- typical. If you want a copy of those 13 pages of goal-achieving tips, send a blank e-mail to goalreport@infogeneratorpro.com .

Hey, maybe next year will be better -- if I do something about it now.

Now remember, no one will see the message unless they click on the headline. This means you could literally test any headline that you'd like to use in a forum, and see the response.

Does the headline make a difference?

Of course it does. That explains why some messages are read **more often** than others in a forum. For example, the MLM.com forum lists how often each message is read – and lists the number next to the headline.

I'm going to list the headlines of the 12 messages before and the 12 messages after my message. I'll list the number of times each message was accessed next to the headline. (I'm reporting these numbers seven days after my original posting, but they probably won't change much.)

Re: This Is What Keeps Me Going..... (views: 18)
Giving it time is the key (views: 13)
Hello - I am new to this forum (views: 63)
Re: Hello - I am new to this forum (views: 14)
Re: Hello - I am new to this forum (views: 16)
Hi Jason...I am old to this forum! (views: 23)
Re: Welcome to the Family! (views: 14)
Re: Hello - I am new to this forum (views: 19)
Re: Hello - I am new to this forum (views: 21)
MLM -vs- CDM (views: 74)
Re: MLM -vs- CDM (views: 57)
Re: MLM -vs- CDM (views: 32)
Slipped by me like a "gasoline-coated ninja" . . . (views: 134)
<=========
Re: Slipped by me like a "gasoline-coated ninja" . (views: 65)
Wow!. . . (views: 78)

Deregulation Industry (views: 74)
Re: Deregulation Industry (views: 19)
Re: Deregulation Industry (views: 33)
Re: Deregulation Industry (views: 33)
Saturday Profile (views: 64)
Re: Saturday Profile (views: 35)
Re: Saturday Profile (views: 74)
Can you read? (views: 70)
Re: Can you read? (views: 60)
Try A Chat Room (views: 56)

Well it doesn't take a mathematics expert to see what's happening here. The weakest or least interesting headline drew only 13 views. The strongest headline drew 134 views.

That's ten times more views by changing just a few words.

> **That shows how adjusting your headline can give you ten times the response, ten times the sales, and ten times the return on your investment. And all it costs is a few words.**

Or let's put in another way.

If you pay $100 to get 10 good leads, you would have to pay $1,000 to get 100 good leads, right?

But what if you adjusted your headline, changed a few words, and got ten times the response? That would mean your $100 advertising investment could get you those same 100 leads – saving you $900!

There are two ways to get 100 leads:

1. Spend $1,000 with a lousy headline, or
2. Spend $100 with a good headline.

Which choice makes more sense to you?

Now, I didn't post this message to the forum to test a headline. I just wanted to pass on some goal-achieving information to the readers of the forum. However, I do think this case study graphically illustrates the difference we can make by carefully choosing what we say.

So take a look at your banner ads, your first sentences, the opening page at your web site, the title of your brochures, etc., etc., etc. Then, ask yourself this:

"Can I change just a few words and get two times or even ten times the results?"

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