

Pre-Headlines for Landing Pages & More

The pre-headline is the straight to the point, sentence that comes before the main headline on your landing page. In the past, it was usually highlighted in eye-popping yellow or red and began with “ATTENTION:” all in caps.

Pre-headlines have a dual purpose. The first is to identify and pre-qualify the target audience as the right readers, who have the particular problem or need you mention. It tells the reader, if you belong to this group, this message is for you...so pay attention. It might look something like this:

Attention Business Owners! If You're Struggling with Low Click Through Rates with Your Emails, This Could Be the Reason...

Or...

Fellow Email Markers, Are Low Click Through Rates Getting You Down? Keep Reading to Find the Solution...

Or even...

Struggling with Low Email Click Through Rates? The Problem May be in the Execution...

Secondly, the pre-head needs to reassure your audience that the information that follows is important to them. That they do not need to click away without reading it because the solution is here.

Pre-heads can also be used in emails to enhance the subject. Most mobile devices and many email service providers allow users to get a glimpse or preview of an email without having to open it. This is where the pre-head comes into play. Like with landing pages, it helps prequalify readers and assists your subject lines in compelling subscribers to open your email.

It gives you the ability to go more in-depth with your subject line without compromising its length. With this pre-head you can entice your readers with some type of limited offer – a discount, a weekend-only special, a freebie.

These pre-headlines can be customized and use in landing pages, sales pages, emails, and more.

Struggling with _____? The reason _____ (Struggling with frequent acne outbreaks? The reason may shock you...)

Are you worried about _____

Are you or your loved one suffering from _____

Are you tired of _____ and ready for a change?

Are you suffering with _____ and looking for a solution?

Isn't it time for you to _____ (turn your problem into a solution or goal)

Attention _____ of _____ (e.g. parents of an autistic child)

Would you like to _____ without _____ (e.g. be 10 pounds lighter without dieting)

Attention _____!

Are you paying high dollar for _____ with little results?

Are you sick of _____ that nobody _____? (writing blog posts that nobody reads)

If you're _____, _____ could be sabotaging your _____. But today, we reveal how to...

Urgent message for _____! (parents raising a child with ADHD)

Tired of spending endless hours _____?

Are you letting _____ control your _____? (debt control your life)

If you're struggling with _____, this could be the reason...

Who else wants to _____?

Fellow _____ are _____ getting you down? Keep reading for the solution...

Tired of _____ and ready for a change?

New to _____? Keep reading to learn from my mistakes...

Confused about _____ and how to overcome it? Read on.

Disappointed with _____ that don't work? Just read on.

Tired of promises of _____ that leave you feeling _____?

Ever wondered why _____ are more _____ than others?

Want to learn more about _____ and get started immediately?

Is your team _____?

Have you ever _____ but _____? (purchased PLR but never used it) Pay attention to what's below.

Are you suffering from _____? Why? The solution is so easy....

Do you have a burning desire to _____ and _____?

Are you ready to _____ right now?

Have you ever wondered if there's an easier way to _____?

Would you like to _____?

Interested in _____ but don't know where to start?

_____ (parent, business owner, etc.), what would you say if I told you _____

_____? Fast _____ fixes for _____ (Blotchy patches on your face? Quick beauty fixes for uneven skin.)

_____ (Target person)! Here's your chance to _____

Are you in a constant struggle for _____? Want to learn why?

Looking for a unique way to _____?

Troubled over _____? _____ will show you how.

Are you determined to _____? You've reached the right place....

Looking for a way to _____? Learn the secret now.

Interested in discovering how to _____ just by _____?

Are you paying too much for _____?

Ever wish you could _____? You can!

Been dreaming of _____? You'll love this!

Have you ever said _____? You actually can!

Ever thought about _____? Here's your chance.

Do you want to learn _____ the right way?

Are you willing to do _____ to get rid of _____? (spend just 10 minutes a day to get rid of unsightly wrinkles)

Want to learn how to start _____ with _____? (start a business with only \$100)

Did you know you can _____ in the next _____ (learn the top 5 copywriting secrets in the next hour)