



## **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 Marketer, Are Low Click Through Rates a 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?

Have you joined me to the Fine Art of Persuasion Behind The Scenes Learning Opportunity?

<https://aliceseba.com/persuasion-behind-scenes>

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!

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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)

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