

# "SECRET FORMULAS TO POWERFUL HEADLINES THAT COMMAND ATTENTION"



**head·line**  
/'hed, līn/

**noun**

1. a heading at the top of an article or page in a newspaper or magazine.  
"a front-page headline"
2. **ECONOMICS**  
denoting or relating to a figure for unemployment based on the unadjusted total number of people out of work, as a percentage of the population.  
"the headline unemployment rate has surprised the markets by dropping slightly"

CONNECT WITH ME

<https://www.linkedin.com/in/jerome007knyszewski>

Business Growth Strategic Calls Available:




















[http://bit.ly/Business\\_growth](http://bit.ly/Business_growth)

# LINKEDIN CONVERSIONS

Here are some KEY factors that KILL your conversions, from profile views to paying client.

- How to pick the BEST picture for a LinkedIn Profile?
- Is your HEADLINE not appealing? Confusing? Too formal?
- Do you have a CTA, "Call to action"? Is it compliant?
- Do you have a Premium account?
- Is your HEADER image turning off prospects?
- Is your SUMMARY a typical resume that cripples how you are perceived?
- Do you have engagement triggers strategically placed in your profile?
- Do you NOT have Media uploaded?
- Do you NOT know how to create media to upload on your profile?
- DO you have media but does it hurt your image & conversion rates?
- If you have less than 2000 CONNECTIONS your audience CANNOT see you.
- How can you get 2000 QUALITY connections in less than 45 days?
- Are you somehow NOT getting in front of the right people?
- Did you build a Weak or Wrongly focused Network.
- Do you have recommendations and are you displaying the right ones?

# LINKEDIN CONVERSIONS

- How can you get RECOMMENDATIONS that convert views into clients?
- Is your profile OVER optimized? UNDER optimized?
- Is your email open for scrapers and spammers?
- Are you using icons and symbols? Are you using the right ones?
-                   
- Is your profile optimized for MOBILE users AND desktop users as well?

Headlines and pictures are the TWO most important thing to address on your LinkedIn profile ASAP

# YES! We Use Tools!



1. <http://www.aminstitute.com/headline/>
2. <http://www.b-rhymes.com>
3. <http://www.portent.com/tools/title-maker>
4. <http://www.contentrow.com/tools>

<http://www.aminstitute.com/headline/>

Write you headline first, put it to the test and see how it scores.

## "Copywriter Expert in Conversion Optimization Facebook LinkedIn Social Media Guru"

Your Headline's [EMV Score](#):

**50.00%**

## "Expert Copywriters Proven Blueprint to Consistently Attracting High Quality Clients on Facebook"

Your Headline's [EMV Score](#):

**75.00%**

This score indicates that your headline has a total of 75.00% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75%** EMV words in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 75.00%, your headline also has the following predominant emotion classification:

**Intellectual**

**Empathetic**

**Spiritual**



Once you see the result, tweak, modify, adapt, rephrase, rearrange, and test, test and test.

Keep in mind this is a “machine” so don’t rely on it 100% but it’s a great tool to guide you and motivate you to improve your headline.

## "Expert Copywriters PROVEN Blueprint to Consistently Increasing Your Profits"

Your Headline's [EMV Score](#):

**88.89%**

This score indicates that your headline has a total of 88.89% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75%** EMV words in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 88.89%, your headline also has the following predominant emotion classification:

**Intellectual**

**Spiritual**

<http://www.b-rhymes.com>

Since infancy we learn with rhymes, the alphabet, the states, songs, sayings and poems. Rhymes just sound better and stick in the minds longer. Adding a bit of a flow to the headline with a rhyme is not a crime...

## Find Words That Almost Rhyme

B-Rhymes is a rhyming dictionary that's not stuck up about what does and doesn't rhyme. It gives you words that sound good together even if don't technically rhyme.

Find a Rhyme:

Go

## Near rhymes with Verses

	Word	Pronunciation	Score ?	
1	<a href="#">curses</a>	k er r s i z	1999	<a href="#">Definition</a>
2	<a href="#">subversive</a>	sub v er r s i v	1933	<a href="#">Definition</a>
3	<a href="#">inversive</a>	in v er r s i v	1933	<a href="#">Definition</a>
4	<a href="#">aversive</a>	uh v er r s i v	1933	<a href="#">Definition</a>
5	<a href="#">dispersive</a>	di s_p er r s i v	1926	<a href="#">Definition</a>
6	<a href="#">discursive</a>	di s_k er r s i v	1926	<a href="#">Definition</a>
7	<a href="#">surface</a>	s er r f i s	1917	<a href="#">Definition</a>
8	<a href="#">resurface</a>	ree s er r f i s	1917	<a href="#">Definition</a>

Once again, tools are NOT a means to humans, but to assist in the process, so use them but do NOT depend on them fully. Think of your audience, think of your prospects, think about those that need your services, think about how you can serve them better and EXPRESS that in a few characters.

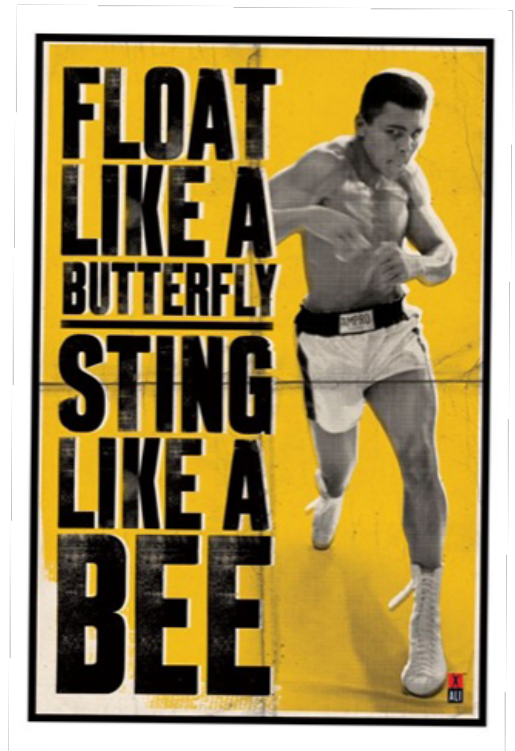
<http://www.portent.com/tools/title-maker>

Here is an AWESOME web based tool, it gets your mind flying, your headlines float like butterflies and yet sting like bees with accuracy!

This website is DESIGNED to help copywriters to craft headlines for articles.

It is OBVIOUSLY not originally intended for a LinkedIn profile headline. However, it is SO nifty in the way it “teaches” the elements of headlines that, if you apply that to your profile, you WILL see DRAMATIC improvement.

Take that website for a ride, play with it, spin the wheel and pick up nuggets of copywriting.



BEWARE - DISCLAIMER - BEWARE

It can be addictive!





Enter your Subject here:



AWESOME suggestions Magically Appear!



Obviously, the answer  
is "cupcakes."

No, you're the best  
thing. Yes you are.

Why

Chiropractors

are the Best Things

Since Sliced Bread

[Tweet This](#)

Exercise is a great  
way to get inspired.

Enter your Subject here:

chiropractor



How did sliced bread  
fall from favor So  
fast?

Did the Content Idea Generator fail English? That's impossible!  
See below for tips on how to make it work better.

<http://www.contentrow.com/tools>



content row

[Blog](#)

[Tools](#)

[Contact](#)

## Content Marketing Tools

**[LINK BAIT TITLE GENERATOR](#)** – Racking your brain to come up with interesting content? Look no further — our link bait generator is here to help you generate shareable content ideas with the click of a button.

**[HASHTAG SCOUT](#)** – Finds current and popular hashtags relevant to your content topic.

**[WORD COUNT TOOL](#)** – Not sure if you've made it to your word goal? Need to check and see how long an article is someone sent you? Whatever your reason, this word count tool can help you out. It's an easy-to-use online word count tool ready to count.

*More content marketing tools are coming soon. Sign up for our newsletter to be notified when they arrive:*

These 3 tools, provide great tips and insight to the headline crafting process.

They help you keep count of your words, suggest trending hashtag, and other nifty headline generators.



## Bryan Franklin

2nd

I've Helped 7 Companies Reach \$1 Billion. Who Wants To Be #8?

San Francisco Bay Area | Professional Training & Coaching

Current California Leadership Center  
Previous Highlander Funds, LLC, FranklinMedia  
Education NLP Marin

Connect

Send Bryan InMail

500+  
connections



## Brynne Tillman

1st

Transforming the Way Professionals Grow Their Business Through LinkedIn & Social Selling ► Learn How in My Summary Below



## Steve Cartwright

1st

I help you identify online goals & I help you achieve them using ✓web design ✓content marketing ✓conversion optimization



## Preeti Kim Malhans

1st

Using Excel For Budgeting, Forecasting, Reporting? Connect with Me & Learn How the Best-in-Class Manage Spreadsheets



## Brian Burns

1st

Host of "The Brutal Truth About Sales & Selling" PodCast



**Martin Nganga** 2nd

I Help Small Businesses Increase Their  
Recurring Revenue With a Customised  
Reputation Management Solution.



**Zachary Miller ★ Automotive Marketing** 2nd

Auto Dealerships - Lets Talk! 813★735★7252  
- I can show you an 800% ROI Let's raise your  
CSI & Service Retention Today!



**Wally Kline** 2nd

Looking for more Leads, Get more customers  
calling you each day To find out How Call 888-  
315-4642



**Jerome Knyszewski**

1st • PREMIUM

221 Recommendations For My Marketing Strategies. READ MY PROFILE &  
CONTACT ME

Dallas/Fort Worth Area | Marketing and Advertising

Current Linked BluePrint, Heavy Shift Reputation, Metroring LLC  
Previous Mustangtel LTD  
Education Paris, France

[Send a message](#)

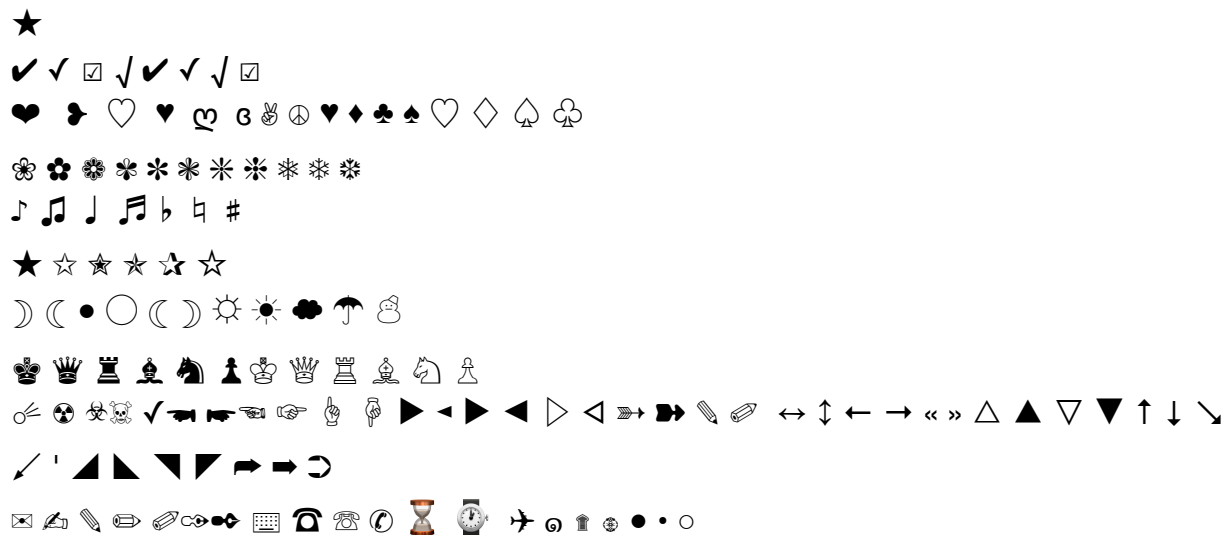
[View In Sales Navigator](#)

500+  
connections

AS YOU WRITE YOUR HEADLINE, IMAGINE  
YOU ARE TRYING TO START A  
"CONVERSATION"

SYMBOLS YOU CAN USE ON LINKEDIN

USE WITH DISCERNMENT!!!!!!



Copyright, registered trademark symbols:

TM SM © ® ®



# SECRET WORD WHEEL OF COPYWRITERS



USE THESE WORDS, IN YOUR PROFILE AND SUMMARY TO CONVEY EMOTIONS AND COMMAND ATTENTION.

## MORE RESOURCES :

<http://michelleshaeffer.com/read-this-now-the-secret-triggers-behind-43-powerfully-simple-fill-in-the-blank-blog-post-headline-templates/2013/07/06/>

<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>

<http://copyranger.com/emotional-copywriting-words-and-a-really-nifty-tool/>

<http://michaelhyatt.com/headline-templates.html>

## BUSINESS GROWTH IS NOT AN ACCIDENT



### Jerome Knyszewski

1st • PREMIUM

221 Recommendations For My Marketing Strategies. [READ MY PROFILE & CONTACT ME](#)

Dallas/Fort Worth Area | Marketing and Advertising

Current Linked BluePrint, Heavy Shift Reputation, Metroranking LLC

Previous Mustangtel LTD

Education Paris, France

[Send a message](#)

[View in Sales Navigator](#)

500+  
connections

## CONNECT WITH ME

<https://www.linkedin.com/in/jerome007knyszewski>

Business Growth Strategic Calls Available:

[http://bit.ly/Business\\_growth](http://bit.ly/Business_growth)