

How Apple Turns Art Into Profit

How and why to create attractive headlines

Jenan Mujkic



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I rather chose to relate plain matter of fact in the simplest manner and style,
because my principle design was to inform, and not to amuse thee.

Jonathan Swift
Gulliver's Travels

Preface

I want to share a secret with you.

Would you like to know why you started following this story?

The answer may surprise you.

It should also save you years of wasted time. Sure, it's taken me a while, but I've finally put together a resource that should help you get one very important aspect of your advertising handled, once and for all. Among other things, you will learn: the steps you need to take today; the mistakes you need to avoid right now.

Your attraction to this story was not a coincidence.

But it was not necessarily a conscious decision either.

Did you really stop and think to yourself:

“OK [insert your name here], follow this story!”

Of course not.

So, what do you think, why did you start following this story?

Right now, you may be thinking to yourself:

“How could he possibly know why was I attracted to this story?”

I know that you did not need to follow this story.

You had many other choices.

So why this story?

Because an attractive headline promised you a worthwhile reward for reading it.

This was really not a conscious move on your part.

It is very hard to pass up an attractive headline.

If it makes you feel any better, you are not alone.

Most people find it very hard to pass up an attractive headline. And that is a good thing.

The real question is: would you like to learn how to add instant magnetism to your own advertisements (or stories) and hence improve the response rates of the same?