

THE 6 GREAT FREE TOOLS FOR WRITING POWERFUL COPY & HEADLINES. (FAST AND EASILY)

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1. THE HEADLINES ANALYZER

The Headline-Analyzzer is a powerful tool for improving headlines quickly. It allows you to see how strong of an emotional response you've created, which is the benchmark of a good headline.

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2. THE EMV HEADLINE ANALYZER

The EMV Copy analyzer will determine the Emotional Marketing Value of your headlines. It is similar to the Headline-Analyzzer, but also gives you tips and recommendations on powerful marketing words that are effective when offering products and services.

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3. THE MAGIC R.O.T. FORMULA

Use the R.O.T. Formula for Writing Headlines. This is the "secret sauce" that we use in the agency to crank out winning headlines quickly and efficiently!

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4. THE ULTIMATE POWER WORDS LIST

This is the ultimate list of emotionally charged words. It's a way to get your brain into writing mode. Since your headline is unquestionably one of the most important pieces of copy you will use. Thinking outside of the box with effective attention grabbing headlines will help influence and appeal to people on an emotional level.

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5. THE A.I.D.A. FORMULA

The AIDA Formula has been around since the early days of advertising, but more than ANY other strategy, it is a proven way to move your prospects through a buying sequence. As you are writing your ad copy, structure it this way:

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6. THE SO WHAT EXERCISE

Do the SO WHAT Exercise! You can have all of the tools, analyzers, and tips in the world, but none of that matters if you haven't connected with your reader on a DEEP EMOTIONAL LEVEL.

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