

THE LAZY GUIDE #04

headline
swipe
file



2020

summer
autumn

LEGAL STUFF...

Lazy Guide 04 headline swipe file

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HERE'S EVERY HEADLINE YOU'LL EVER NEED, TO BETTER SELL YOUR PRODUCTS & SERVICES.

A good headline can actually do *most* of the hard work of *selling for you*.

Dead serious. A good headline makes your readers' subconscious scream:

"I'm in the right place!"

A good headline can rejuvenate shabby copy. A good headline grabs your reader by the scruff of the neck and doesn't let go until they emerge panting, sweaty, smiling and exhausted - credit card still smoking from recent use!

Now, mostly I sell with video...

...but above that video *there's always a headline*.

So, whether you're writing long or short sales-pages, selling on video like me, or using any other form of online or distance selling... it all starts with the HEADLINE.

Every good copywriter has a document called a "SWIPE FILE".

A swipe file is where you keep a record of awesome high-converting writing...so you can "swipe" it...(basically copy it) only you take out the words that relate to the other persons product or service, and the pain-points, all that stuff...and you replace them with YOUR WORDS. Simple.

So this guide is your intro swipe file of 47 of the best headlines ever written, some by the people who taught me copywriting so read 'em, swipe 'em...then start adapting 'em for your stuff!

**PLUS I'M GIVING YOU ALL 11 OF MY MOST SUCCESSFUL HEADLINES
EVER TOO! GET GOING...ENJOY ;)**

Now, a blunt promise by an eminent dermatologist:

**Every cell of your face has
a “clock” in it! Here’s how to
wind those clocks backwards!**

At last! A well-known, widely experienced practicing attorney shows you

HOW TO AVOID LAWYERS

For people who are almost (but not quite)
satisfied with their own cooking — and can’t
figure out what’s missing.

**‘I lost 85 lbs. of ugly fat
in only 2 short months!’**

**IS IT WORTH \$2 TO YOU
TO BANISH UGLY CELLULITE
FOREVER?**

**IF YOU'RE OVER THIRTY—
THIS IS THE BEST EXERCISE
YOU CAN DO FOR YOUR FACE,
YOUR BODY AND YOUR HEART!**

**IS SPIRITUAL PEACE
worth THREE MINUTES A DAY
to YOU?**

**You'll never need to buy another pair of socks again—
for the rest of your life!** *(unless your laundry loses them)*

**Overcomes the
Body Chemical
that keeps you fat!**

Use Your Newspaper to Boost Your Child's Grades

*Five minutes every Sunday with this paper could be one
of the greatest gifts you will ever give your youngster*

[personalized first
name],
I Desperately Need Your
Help!

Want to slash strokes from your game almost overnight?

**Amazing Secret Discovered By
One-Legged Golfer Adds 50 Yards
To Your Drives, Eliminates Hooks
and Slices... And Can Slash Up To
10 Strokes From Your Game
Almost Overnight!**

At last! Doctor reveals new 6-days-a-week diet that

Doesn't Just Shrink Fat Cells, But Destroys Them!

**Don't Pay A Penny For This Book Till
It **DOUBLES** Your Power To Learn!**

Why Models Stay Young Till Sixty!

Revealed at last! By the world's most beautiful women —
who make their living by being, and staying, young! What
they really do to:

Finally Released In This Country!

**SWEDEN'S MIRACLE FORMULA THAT
MAKES SKIN LOOK YOUNG AGAIN**

Weird New Sonic Lure Caught Fish Like Crazy!

For the man (or woman) who would like to break out of the salary-rut for good...open doors to thousands of extra dollars of income every year, without risking his present job...and perhaps even start two, three or four little self-perpetuating businesses of his own on the side, that make money for him while he sleeps — here is

a startling FREE report

37 ingenious SPARE-TIME BUSINESSES
that require almost no investment, and net
you up to \$200 EXTRA INCOME every week!

Why Haven't TV Owners Been Told These Facts?

HOW TO LIVE TO BE A HUNDRED!

This woman is giving herself the equivalent of eight hours of "solid sleep" relaxation in a mere minute! Just one of the fabulous Yoga exercises you can master—on sight!

World's Easiest Yoga

Are The Foods You Are Eating Today STARVING YOUR BRAIN?

Check the three vital symptoms below—and then read how ORDINARY FOODS—used in a new way—may actually be able to REFUEL your vital brain cells, ACTUALLY AVOID OR BANISH MANY KINDS OF MENTAL TROUBLE!

Do You Make These Mistakes in English?

**FROM THE DAYS
WHEN MEN WERE
MEN. AND SO
WERE THE WOMEN.**

Feel “guilty” about your appetite?

Sugar can help you control it!

How to Grow Thousands of Flowers Without Dirtying Your Hands

Plant Scientists Discover How To Make Flowers, Fruit Trees, Shrubs, Bloom In Virtually Any Soil—Even If You've Never Planted A Seed Before In Your Life.

LOOK WHO'S THE FAMILY GARDENER NOW!

"Doing this simple exercise, I have no more problems with my sacroiliac."

How To Correct Your Own Back Troubles!

Get it together and manage projects the right way.

Before Basecamp: Projects feel scattered, things slip, it's tough to see where things stand, and people are stressed. **After Basecamp:** Everything's organized in one place, you're on top of things, progress is clear, and a sense of calm sets in.

They Laughed When I Sat Down
At the Piano
But When I Started to Play!—

7 Reasons Why List Posts Will
Always Work

How to create financial advertising that sells

by Ogilvy & Mather

Need some fast cash? Try this...

**The Amazing Money-Making Secret
Of A Desperate Nerd From Ohio!**

2X more absorbant
So you can use LESS

"How to profit from people who say no."

Would You Like Me To Personally
Double, Triple, or Even
Quadruple Your Business
...For **Free**?

Brand New From Frank Kern

"New Book Reveals **How To Create Internet Campaigns That Sell...**"

**How a man Jay only refers to as 'Mr. X'
pirated \$50,000 worth of Jay's closely
guarded secrets & proprietary materials,
then revealed everything to the public for
much less than \$500...**

**...in the now legendary marketing manual
"*Money-Making Secrets of Marketing
Genius Jay Abraham and Other Marketing
Wizards*"**

**NOW--FOR THE FIRST TIME EVER--
FULLY DIGITIZED--NOTHING OMITTED!!**

**“You’re About To Learn Secrets That Most Men
Will Never Know About Women...”**

Learn The *Exact Time Management And
Productivity System* I Used To Start TWO
New **Multi-Million Dollar** Businesses
In One Year, Lose 25 Pounds... AND
Double My Physical Energy

**Have You Ever Wondered What You Would
Look Like With A "Million Dollar Smile"?**

Will you throw away your Political Correctness crutch and show you are ready to see America great again? Get your Trump shirt NOW!

Maria Duval, the famous clairvoyant, is making you this unusual offer:

**Choose from the 33 wishes below
those you'd most like to see
come true in your life NOW!**

**Would You Like Me To
Hand You A
\$30 MILLION DOLLAR
Profit Blueprint
...For Free?"**

**World Famous Street-Fighter Will Give You A
FREE GUN...**

**Just To Prove He Can Take It Away From You *Bare-Handed*
As Easy As Candy From A Baby!**

JAMES LAVERS HEADLINES



The True Story Of How The Biggest Name In Personal Growth Doubled His Sales By Following My Advice Using The 'Secret' Art Of "Commercial State Chaining"

And How YOU Can Double Your Income By Employing This Method In Simple Online Videos That Turn Your Viewers From "Bored To BUYER!"

The Top 3 Reasons Why Your Ad' Writing SUCKS*...

...And What To Do About It.

(*doesn't sell)

By James Lavers

I wrote this letter to help you out in a BIG way.

And when I say ‘help you out’...I mean help you **CREATE CORE CONTENT** that gets YOU as many customers, clients and sales as you can handle!

“*Silly* Little Videos That Get Serious Sales.”

**Ethically & easily rip-off
my best video structure for quickly
getting high-paying clients in
1 hour or less...
...using nothing but your webcam!**

**This Online Client-Getting Method
Has Been A PROVEN Money-Maker
Four Times In A Row, Bringing In
OVER \$134,000
...In Just Under 7 Days**

**Here's The True Story Of What Happened,
How This Simple, Proven System Works...
And How You Can Put It To Work For YOU.**

**The Secret To Writing Marketing Copy
That Gets The Job Done* Quickly &
Effectively.**

(*sells)

By James Lavers

“THE STATUS CONSPIRACY”

Why everything you thought you knew about the NLP-Training and Coaching business is wrong! How to escape the “Game”, stand out in your market and become known, loved and trusted by a rampant crowd of followers who will buy everything you create.

Revealed: The truth about how to *fearlessly* turn
your ideas into successful
client-getting courses that SELL & SERVE...fast!

What two former business “rivals” learned about **creating great products & services that attract awesome paying clients** from
lying naked together on a beach...
....and how you can use their discoveries to multiply your client and cash situation in 2018 and beyond!

The Inside Story Of One Man's Journey To Discover
The Hidden Code To Making An Impact & An Income
As A Modern "People Helping Expert".

BOOKS

ASUCK!



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by James
Lavers

For more cool stuff go to:

jameslavers.com

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2020