

A Headline Secret That's Made Me Millions

By Mike Pavlish

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Using specific numbers in my headlines has made my promotions very successful ... and made me millions of dollars.

Why are specific numbers so effective in headlines? Because the reader is curious about them and he believes them.

Here are some examples of specific numbers used in headlines:

- How my business went from \$42,193 to \$247,875 in sales in just one year
- Get your work done as well in 8 hours less time each week
- This liquor control system will save you \$6,500 a year and it costs only \$2.48 a day
- How to save \$1,100 a year on gas and car maintenance
- Save at least \$4,000 in taxes this year
- Famous investor shows you how he turned 10k into 31k last year
- Who else wants to save \$3,875 on this executive office furniture?

Do you get the idea? Again, specific numbers used in your headlines can increase your response dramatically. They almost always have for me, and this secret has made me a fortune. It can for you too.

Mike Pavlish

The Millionaire Maker

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