



# Origami: 150 Powerful Headline Formulas That Will Sell Your Crafts FAST!

*A.J. Cabrera*

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### How to Use This Book

It only works if you work it.

The techniques cannot work themselves. You have to implement what you learn here for these methods to work. It does no good to take in the information if you don't put it to use.

Are you looking for a solution... or an idea to a solution?

Sometimes we can get caught up searching for the solution to a problem that we forget to use the solution once we find it. Instead, we keep searching for other solutions to the same problem. Many times the solution seems simpler than we think it should be and we search to find a solution that seems more difficult.

What is your plan of action? Ask yourself what you plan to do after reading this book. How can you use what you learn here to further your business marketing efforts? What specific ways can you implement these formulas to give you maximum results?

The simplest explanations are usually true.

The information in this book may seem too easy. Your initial reaction may be to reject that simply using these formulas will give you the desired results.

The easiest solutions are often disregarded. We hold a belief system that says solutions must be hard or out of reach to be valuable or work.

This is not true.

The solution is to take action. That is what separates you from the next person who has success.

Blogging, social media, email, advertising and marketing efforts.

Use these techniques in your blog. Use them on social media. Use them in all email correspondence. Use them in your advertising. Use them in your marketing efforts.

The goal is to grab your readers' attention and keep it long enough to tell them about your business. You only have SECONDS to do that before they are off to another site. That's why it is critical to use the time you have to capture their attention and keep it.

You must catch readers' attention before you can sell them.

White noise is everywhere in the world.

Customers are used to the noise of trying to be sold. They veer away from it when they see it coming. Your job is to make what you have to say interesting, even pleasant enough to keep their attention.

You have to compete for customers' attention. The competitive pool becomes smaller when you use powerful techniques to cut through the sea of noise and focus on them directly.

Work smarter not harder.

Don't try to compete with the competition. Instead, forge your own road and lead customers down your path.

The way you catch their attention is what matters. These formulas are designed to get customers to stop and pay attention to what you have to say.

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