



Solo Biz Hacks

Go to The Bookstore To Help Improve Your Headlines

This is one of my favorite hacks because it involves a field trip to a bookstore. Who knew that spending time browsing books and magazines could actually be good for business! **Getting a print book or magazine into a major bookstore is expensive. Publishers spend an enormous amount of time and energy making sure that there is an audience before a book or magazine ever hits the shelves.** You can benefit from all the market research for free just by visiting your local bookstore.

Steps



Browse the Magazine Section for Niche Ideas. Browsing the magazine rack of a large bookstore is a great way to see if your niche is viable. If there is a magazine for “Chihuahua Halloween Costumes” that means there is market both of customers and people willing to buy advertising.



Browse the Magazine Section for Niche Ideas. Let Professional Copywriters Write Your Headlines. Magazines make their money on their headlines. Have you ever been sucked into a magazine at the grocery store because a headline made you want to know more?



FREE GIFT: Click here for your invite-only Time Traders Club Membership



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That is great copywriting at work. Just change the format to work for you and your niche. "10 Things You Absolutely Must Know about Vaccinations" (Parents Magazine) can easily turn into "10 Things You Absolutely Must Know About (Fill in Your Niche Here).



Get Content Ideas from Book Table of Contents Stuck for a topic for your next webinar or e-book? Go to the bookstore and look at the nonfiction best sellers in your niche? Check out the table of contents - each chapter title can provide a great idea for a piece of content. Also, table of content titles (and book titles) are not subject to copyright in the United States, so feel free to borrow.

Test This Hack



Split test some of your new headlines against your old ones. Do the ones you borrowed from the bookstore do better or worse?



How many new headline ideas can you find on your trip? Can you find more ideas next time as you get better at finding what you need?



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Resources

11 Brilliant Headlines You Can Steal From the World's Best Selling Magazines (Inbound Pro)

How to Write a Headline - The Headlines I Stole from Cosmo (LeadPages Blog)



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