



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE. 5

Amazing Tricks for Perfect Social Media Headlines Every Time Episode 165

Yes, indeed, let's change the world and watch your business grow. I like the sound of that. This is the podcast dedicated to helping you prosper with purpose and we're definitely going to focus on that today, as I share 5 Amazing Tricks for Perfect Social Media Headlines.

Look, the single most important thing you can do to boost your social media engagement and results from your social media marketing is to write better headlines because that's what get the click to your social media posts. If you don't get the click, you certainly don't get engagement. You savvy? Make sense? Of course it does.

Now, old-fashioned headline templates are no longer enough because we all know those tricks, we've all seen them a hundred times. They're not as effective as they used to be. Even if your readers don't know the headline tricks, they've seen the headline enough times that they finally are a little skinacal or septical. I'm not even going to edit that out I'm just going to leave that in. They're skinacal, they're septical. When they see one weird trick to writing better headlines they know "Oh, I've seen that before. That's that one weird trick thing."

You've got to get smarter than that, you've got to be stickier than that, so I'm going to show you a smarter, stickier strategy. In today's episode, I'll give you a sample from our brand new Copywriting Course and I'll share 5 Amazing Tricks for Perfect Social Media Headlines Every time.

Tip of the Week

As if I haven't promoted it enough, I'm going to talk about our Copywriting Course just for a couple more moments. It's my Tip of the Week. We've opened the doors for the new Copywriting Training Program, but only for a limited time. You can only get in for a limited time. Now, who's this for? It's for anybody who wants to sell more of your products or services, who wants to spread your ideas faster and more effectively, or it's for somebody who wants to write freelance copy and get paid to do so.

It's some of the best freelance work you'll ever get, some of the highest paying freelance writing you can ever get, period. I mean seriously. I've been paid anywhere from \$50,000 up to \$100,000 to write sales copy. I'm not kidding. That was not a misprint or a mis-speak, that's how much I've been paid. I don't write copy for clients very often anymore. Sometimes, every now and then I do, but not very often. So please don't write about that I'm not going to do it, but I will teach you how to do it and teach you how to get paid.

Look, just because I made that kind of money doesn't mean you can. I'm not making income promises. You're a grown up adult, a full-grown person, you understand that I can't promise you any kind of income, but I can tell you what's worked for me and how I did it and I do in this course. I tell you how to write the copy and I also share with you how you can get clients who will have your write copy and possibly pay you a lot of money to do it.

So here's the deal. We have a ton of free gifts we're giving away, videos, templates, infographics, great stuff. Even if you don't enroll in the course you could still use this stuff to make your copywriting better, so get all the copywriting launch freebies before they're gone. The doors close the 18th, just a few days away from now.

The easiest way to get there is to go to RayEdwards.com/165, that's this episode. You'll see a picture of the video player in the post, just click on it and you can get the freebies. It's just as easy as that, as easy as ABC, 1, 2, 3. "ABC, it's easy as 1, 2, 3..."

Spiritual Foundations

Today's topic for Spiritual Foundations is entitled 'No Other Gospel but This One'. In the New Testament or the Second Covenant, as some may call it, the New Covenant, the Christian Bible, the Apostle Paul continuously refers to the Gospel in a certain way. He calls it the Gospel of Grace or, interchangeably, the Gospel of Peace.

In fact, he was so known in the early church for preaching Grace, the absolute and total forgiveness of all of our sin, past, present, future. That we were, basically, unpunishable because of the work Jesus Christ did on the cross. He was so known for this message that he had to defend himself against his critics who accused him of preaching too much Grace. Their argument was that you have to keep things in balance. Yes, there's Grace, that's part of the Gospel. Nobody will deny that. All Christians will tell you "Oh, yes, I understand that Grace is part of the Gospel." But it's not part of the Gospel, you see, that's the problem. It is THE Gospel.

Paul was so persecuted about this issue that he had to offer a defense for his Grace teachings in the Book of Romans. It's actually in the Bible. If you know what you're reading, it becomes clear why he had to write the things he wrote. Many people in the early church accused the Apostle Paul of promoting a Gospel of Grace so liberal that it would cause licentiousness. In other words, licenses to sin.

That's why in Chapter 6 of the Book of Romans Paul had to write, "What shall we say, then? Shall we continue in sin so that grace may abound? Certainly not! How shall we who to sin live any longer in it?" To paraphrase that a little bit, he's saying, "So what am I saying? Am I saying you're supposed to keep on sinning more and more so that you can have more grace?" No! You've died to sin, so how could you keep living in it.

He goes on to explain that what he's saying is when you understand and receive the revelation of how much Grace, how much unmerited favor God has poured out on you by forgiving all of your sin, those you committed in the past, those you're committing right now and those you will commit in the future. He saw all that before he paid the price for it.

When you understand the astounding weight of the glory of that you don't want to sin anymore. It doesn't mean we don't, we still are not totally perfected in this existence. So we still do sin, but we don't have a sin nature in us anymore. So this Gospel of Grace is what results in that being true.

Interestingly, the very Gospel that Paul preached, the Gospel of Grace, the Gospel of Peace, is the one that is seen by many in the church today as the aberration. It scares them, it worries them. They want to say, "Now, look, that grace thing is good, but you need to balance that. Follow the 10 Commandments, behave well, dress right..."

No. Paul wrote that all things are permissible, but not all things are profitable. So he's saying you can, basically, do anything you want, but you probably shouldn't because it's not going to help

you. It's not going to be good for you. It's not going to result in good things happening for you in this life.

This really scares people. It really messes with people's heads. It frightens them. They want to have to work for it. The 'it' being right standing with God, but Jesus, himself, is the only way we could be right with God. He's the only way we could have right standing with God. He's the only way that God could look at us and say, "You are pure and clean because of the work of my Son, Jesus." So many persecute this Gospel of Grace, as if it were the aberration, but Paul warned against this, both in his day and for our day. He had the same problem back then.

You have to understand, when he was writing to the church in Galatia he was writing to them saying, "You started in the Spirit. You started with the Gospel of Peace, the Gospel of Grace, now you're trying to become Jews again. You're trying to follow the Laws, the seasons, the customs and the rituals. You're trying to keep the Law and you can't do that." In fact, he got really strong in his language and said, "You foolish Galatians! You fools, who has bewitched you? Why would you start in the Spirit and then go back to the Law."

About people who were preaching something counter to the Gospel of Grace (they were preaching a mixture of Grace and Law) Paul said, "But even if we", referring to himself, he was saying, "Even if I, the Apostle Paul himself, or an angel from heaven", not a demon, not a Lucifer, not a fallen angel, but an angel from heaven, "Even if I, the Apostle Paul, or an angel from heaven preach any other gospel", any other Gospel aside from the Gospel of Grace, "to you than what we have preached to you before, let him be accursed." So Paul is saying that a person who preaches a gospel that is different from the Gospel of Grace or the Gospel of Peace is cursed.

Ironically these days, many people persecute those who preach the Gospel of Grace by using this very same verse. They say, "Oh, you're preaching another gospel. You're not preaching THE Gospel, you're preaching another gospel." It's THE Gospel, the Gospel of Grace, it's the only one there is. Ironically, it was against the very same kind of anti-grace people that Paul originally wrote this verse and, somehow, they've managed to turn it around and use it for the exact opposite purposes for which Paul it.

My point is this, this is what I'm trying to get at, there is only one Gospel and that is the Gospel of the Grace of our Lord, Jesus Christ, this radical, scandalous, wipes-the-slate clean, your sins are forgiven once and for all past, present and future liberating Gospel of Grace. If you're being persecuted or criticized for the same things for which Paul was persecuted or criticized then, perhaps, you're not preaching the same gospel Paul was preaching.

I feel like I should be like the psalmists, in fact I will be. I'll just put a Selah in here, which is pause to reflect. Selah about what I just said about the Gospel of Grace. Selah. Think about it. Okay, now back to the show.

Feature Presentation: 5 Tricks for Perfect Social Media

If you want your social media postings to get attention, engagements, interactivity with the people for whom you are posting, you've got to write good headlines or they will never click through and if they never click through they can never engage with what you have written. That means you will not benefit from the power of social media, so I have 5 Amazing Tricks for Perfect Social Media Headlines that I'm going to share with you right now.

These are tricks that I take from my Copywriting Course, the Copywriting Formula, which is available now. If you go to RayEdwards.com/165, which is the show notes page for this episode,

you'll find a link to the Copywriting Formula. You can click that link and get the free stuff we're giving away or you can actually enroll in the program, which I recommend you do because it will make you more effective and more persuasive in your writing.

Here's just a little taste of what you'll learn in the course. Here they are, the 5 Amazing Tricks for Perfect Social Media Headlines.

1. Use Numbers

Think about the irony of this, I just told you I was going to give you 5 Amazing Tricks for Perfect Social Media Headlines. Possibly, you're listening to this podcast because you saw the title of it and you thought, "I want to know what these 5 amazing tricks are. Tell me of these 5 amazing tricks of which you speak and write." I use numbers.

The specificity of numbers is hypnotic in its nature. It causes people to want to know what the names are that go with the numbers. If you give 7 reasons, 7 tips or 5 amazing tricks, I want to know, what the 5 things are you're promising. It's just human nature. We want to fill-in that gap, fill-in that void and the fact that it's a specific number of things, somehow, makes it more real to us. It dimensionalizes the knowledge, information and benefits we are sharing in our social media post.

Look at your social media stream right now and tell me how many of the titles that are appealing to you actually are numbers. In fact, I'm going to do that right now. I'm going to go on Twitter while I'm recording a podcast. This is something I don't recommend you do because it can result in a disastrous need for editing, I don't think you want to do that. Let me just scroll through my social media feed on Twitter and we'll see what I come up with in terms of numbers.

Social Media Simplified: 8 Types and How Each Can Benefit Your Business, by Michael Stelzner of Social Media Examiner; 7 Reasons You Should Be Podcasting; 3 Ways to Make Your Editorial Calendar Work Better; The 7 Keys to Marketing Automation; 7 Ways to Use Pinterest Better and 101 Free Home School Curriculum and Resources. You get the idea; numbers play a powerful part in getting you to click on headlines in social media. So that's trick number one, amazing trick number two—

2. Keep it Short

Now, this one is a little harder because the fewer words you have to use in your headline, the harder it is to be interesting. But it's vital to keep it short because many of the devices we are using in the windows with which we're looking at our social media through don't allow us to read a long headline, plus there are limits. Like Twitter, Twitter is basically a headline machine; 140 characters, period. Google allows you 60 characters in a headline, when you're listed in the search engine.

You don't have a lot of space so you've got to keep it short and pithy. If you don't, then your entire headline does not make it through and that means you don't get read. Just as a for instance, I'll read some headlines from, I think, one of the masters of short headlines that are powerful and get your attention and that is the good folks at Buffer. I love the Buffer app. I use it every single day. So here are some headlines from Buffer app. They're all very short, but notice how compelling they are.

Social Media Images in 30 Seconds Flat: So is This True? The Complete Beginner's Guide to Social Media Benchmarks: What We Learned in 5 Years of Tweeting; 25 Questions to Help Define Your Social Media Strategy; LinkedIn Generates Social Media's Highest Lead Conversion Rate; The Essential Tips and Tools for Working With a Social Media Team; Video: How to Use Buffer to Validate a Blog Post; How to Write, Format and Organize Articles Your Readers Will Love.

See? These are short, but very compelling, so you've got to keep your headlines short. My rule of thumb is I really prefer to keep a headline 7 to 9 words, maximum, if possible. Seven words is better than 9, but sometimes you've got to go longer. Like 5 Amazing Tricks for Perfect Social Media Headlines is not 7 words it's 8 words. Keep it short. All right, amazing trick number three—

3. Use the Rubberneck Effect

What do I mean by the Rubberneck Effect? What I mean is simply this: There's a term we use, derisively really, to describe drivers who are looking back at an accident as they pass it. They slow down and they're taken out of the moment of driving because they are rubbernecking. They can't keep their eyes away from what's happening. They want to see, they rubberneck. They turn around to look and see out of curiosity.

You can use the same thing in your social media. Say things in your social media headlines that cause people to whip their neck around because they want to get a glimpse of what you just said. Usually, it's something controversial, something intriguing, enticing, puzzling or, perhaps, just appealing, like this one from Guy Kawasaki I just read: Frozen Pizza Taste-Test Video. Well, I want to know, which frozen pizza is the best?

My friend, Kathleen Thompson, tweets: Why Experts Think You Should Eat More Fat. I'm definitely rubbernecking that one because I want to know. Why? You can support my need to eat fat? The Good Men Project, their headline says: Why Nice Guys Stay Single.

Rubbernecking, we want to look. We can't help ourselves but look, so use this effect to your benefit.

Here's one more, my friend Mike Kim of Mike Kim TV on Twitter. He tweets: ESPN Reporter Berates Parking Attendant. Oops! Who's not going to click on that? I want to click on it right now, but I'm doing a podcast so I can't. I'll just bookmark that so I can watch it later.

The Rubberneck Effect, it works! I don't know what it says about us human beings, but it works, I know that.

4. Shocking Juxtapositions

That's mixing things together that don't normally go together for a shock effect. For instance, I just sent out a tweet not long ago that was Updating Your Beliefs. Now, that's kind of shocking juxtaposition because if you have beliefs, they're just your beliefs. That's juxtaposition, a mixing of things that don't seem to belong together that cause you to do a double take and want to look and see.

Other examples of juxtapositions that surprise, Eric Fisher tweets: Sometimes I think that focus at-will is my best friend and secret weapon. Now, who thinks of the best friend as a secret weapon? That's a juxtaposition. Guy Kawasaki puts this tweet out: This 90's sizzler promotional

video is both horrifying and awesome! Definitely going to get a click from me, I'm bookmarking that one, as well. So, shocking juxtapositions in your headline definitely work to pull people in.

Number 5, the number 5 Amazing Trick for Perfect Social Media Headlines, this should be no surprise, yet I see it used so seldom that I wonder why people don't do it more often and that is simply to—

5. Make Big Promises

Make big promises. Promise people something they want desperately and they will click on your posts. For instance, let's take a look at some posts from one of my favorite Twitter accounts HubSpot. HubSpot say: Why Should You Be Podcasting? Get the Answer and Step-by-Step Instructions on Getting Started in This Slide Share; Does Your Sales Team Have a Playbook? There's a link to get the playbook, that's a promise. Looking For a New Sales Job?

Check Out These 11 Job-Search Sites. That's a promise. Blogging 16-plus Times per Month Garnered 3.5 Times More Traffic than Blogging 0 to 4 Times per Month. There's a promise in that. Mobilegeddon is Coming: Here's What You Need to Know about Google's Next Algorithm Change. There's a promise. If you don't pay attention to them you're going to be in trouble because you're not prepared for mobile on Google.

So making a promise in your social media post headlines is powerful, it will draw the click in. The 5 Amazing Tricks for Perfect Social Media Headlines are:

- Use Numbers
- Keep it Short
- Use the Rubberneck Effect; make people want to turn around and look at what they just saw
- Shocking Juxtapositions
- Promises

"Promises, promises, why do I believe!" Use these 5 amazing tricks, get more clicks on your social media headlines.

What to Do Now

So my question for this week is: Will you put these headline tricks to work and post a link to your most-shared social media content this week? I hope you will. I hope you'll come to RayEdwards.com/165 and share the headline you used that got the most clicks and put a link to it. Go ahead, promote yourself. Promote your social media outlet, I'm happy to do that. I'm happy to have you show evidence that it worked, that's what I want to have happen.

Until next time, I pray that God blesses you with crazy good favor, simply because He loves you!

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