

## Using Headlines to Get Appointments By Paul Weyland

If it seems a lot more difficult to get prospects to return your calls these days, it's because it IS a lot harder. Phone, texts email messages...the rate of return calls or positive messaging from prospects is dropping. and it's not just us in the broadcast industry, it's any seller in any industry just trying to get appointments with decision makers.

Of course, one huge reason is spam. These days, I don't even answer my phone unless I know the caller. Do you? Probably not. I figure that if it's important enough they'll leave a message for me. And then I warily scan my messages...all of them, phone messages, text messages and email.

So that's why this article is about using better headlines in your messages to get people to return your calls, texts and emails. In the limited eye or ear time you've got in your voice mail, text or email, you've got to provoke an immediate response. If not, you won't get an opportunity to set an appointment. So, here are some of my favorite ways to get prospects to return my calls or messages.

1. "Hello, my name is Paul with WSSQ and I have a way that you haven't considered yet that when people think about (plumbers, banks, car dealers, whatever) they will only think about your business." Please call and I'll tell you what I know (then leave name and number)
2. Hello, my name is Sam with KKNN and I have found a hole in your competitor's marketing and advertising strategy that B-52s could fly through. I'd like to share what I've found and show you how to take advantage immediately (again, leave name and number clearly).
3. Hello, my name is Doris with KQQQ TV and I believe I have an idea easily worth a million dollars to you and your business over a five-year period. Please give me a call back and I'll tell you what I know (remember...One Million dollars over five years breaks down to about 700 extra dollars per day).
4. Hello, my name is Sandy with WWWW and I can show you very quickly how to calculate return on investment on any advertising you buy, whether you buy it from me or not. (See my article in Radio Ink

about how to calculate ROI on advertising). See attached article on calculating ROI for clients

5. Hello, my name is Bevis with KURP and I have discovered something about the way you market and advertising that is so huge and profitable that after I tell you, you'll never be able to go back to your old strategies again. <https://radioink.com/2014/08/20/to-sell-the-truth/>
6. Hello, I'm Troy from Radio Marketing Partners and I have a great idea that I'm certain would help you and your staff get through this difficult period by making your register ring, even in the middle of a pandemic.

The secret to these headlines? They're all about the client! Not about us. No more awkward "deer in the headlights" headlines like, "Hi, My name is Paul with WELP and I just wanted to see if I could meet you and learn more about your business and show you our package and tell you more about our format/program and see if you'd be a good fit." Those "headlines" would be about YOU.