



HEADLINES That Work: How to Get more Results from your Ads Now

Le David Morris

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The book HEADLINES That Work speaks to our need for good advertising and exceptional copywriters. The development of trained freelance copywriters are essential to business, industry and those needing the best in copywriting. From the book you will see not only concern for better than ordinary headlines, but the desire to have those who write them to have a comprehensive understanding of what constitutes the best in headlines. Le David Morris believes that extraordinary headlines come through experience and training. His methods can be copied by any astute reader or learner. The secrets to Morris' 35 years experience writing headlines were handed down from Dr. Dalton B. Jones who was a master headline ad-writer. Dr. Jones emphasizes that P.T. Barnham was the original master headline writer. Chapter Six discloses 26 headline formulas that every advertiser or copywriter can use to improve their headlines. The results are better response and more sales. Morris is a retired business consultant, teacher and minister,

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