

HOW TO WRITE GREAT HEADLINES

that won't get ignored
(our 10-point checklist)

The headline is the content!

Scan. Dismiss. Scan. Dismiss. Scan ...click!

Winning that click depends on the headline, more than anything else. It's impossible to overstate their importance.

People read headlines 5x more than body content



-David Ogilvy FOLLOW FOR FREE RESOURCES IG @JTMUSES

- BLOG HEADLINE EXAMPLES
- HOMEPAGE HEADLINE EXAMPLES
- FACEBOOK AD HEADLINE EXAMPLES
- LINKEDIN AD HEADLINE EXAMPLES
- LINKEDIN PROFILE HEADLINE EXAMPLES

compiled by...
jtmuses
see appendix for sources



scan for download of free e-book



LET'S LEARN & GROW

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under one roof >

>cost savings

>efficiency

>transparency & honesty

>consistency

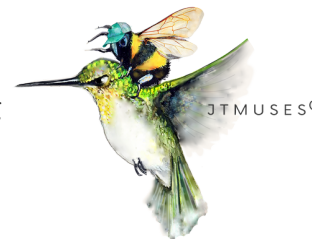
BUILD. PROMOTE. GROW.

I render content and marketing services towards the launch of a brand product and grow the potential success of a business online.

POSITION OR PERISH!

Create strategic content. The power of content lies in attracting new customers, educating your audience, driving revenue and building powerful brand awareness.

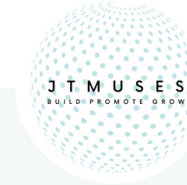
"From Strategy to Execution: Simplify Your Brand's Journey with JTMUSES Integrated Marketing Solutions"



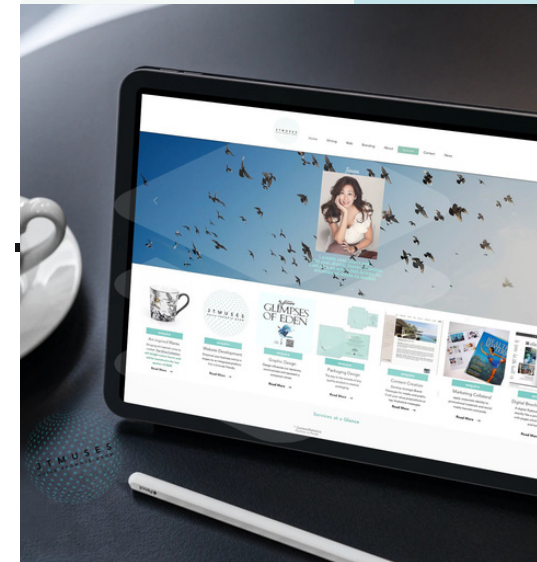
FOR UPCOMING FRAMEWORKS/TOOLS FOR SMALL BUSINESSES

FOR SMES AND START-UPS

BRANDING & MARKETING SERVICES



I CREATE YOUR STORY AND BUILD YOUR DIGITAL PRINT ONLINE



CONTENT STRATEGIST & ARTIST JTMUSES

- BOOST YOUR BRAND VISIBILITY,
- ENGAGE &
- DRIVE BUSINESS GROWTH WITH JTMUSES.COM



OUR SERVICES



LOGO DESIGN & CORPORATE IDENTITY APPLICATION

Build trust and value through consistent branding. A brand identity manual ensures easy application and maintains consistency."

BRAND CONSISTENCY & MANAGEMENT

I develop your brand promise (what you or your business stands for) and ensure integrated communications when you publish your content in print and online.



MARKETING COLLATERAL THAT PROMOTES

apply corporate identity and brand messages to any media material used to promote your company's products or services



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Digital Brochure | Flipbook

A digital flipbook looks and feels exactly like a printed publication with pages which can be flipped and turned. [Scan to see example.](#)



why hire JTMUSES?



JTMUSES®

under one roof >

>cost savings

>efficiency

>transparency & honesty

>consistency



I'm a content marketing strategist with 3 decades of experience in the public and private sectors.



Partners with *Chancery Corporate Services** to provide SMEs with a comprehensive range of integrated marketing services under one roof.

At [ChanceryCorporate.com](#), we recognise that corporate services are essential for the smooth running of businesses.



*provides corporate secretarial and administrative services for local and offshore companies and for the law practice Attorneys Inc. LLC.

OUR SERVICES

WEBSITE DESIGN & DEVELOPMENT

Empower your business online in stages via an integrated platform that is browser- and user-friendly! Get a branded website that sells what you do. Call to action with lead generation forms

- BUILD
- PROMOTE
- SELL

[learn more about a web infrastructure](#)



CONTENT CREATION

Develop your strategic Brand Messages for the media and public. Craft value propositions / key illustrative messages that resonate with your target audience.

POSITION OR PERISH!

VIDEO OR INFOGRAPHIC CREATION

Harness the power of video to truly engage your audience.



[scan to watch video e.g.](#)

PHOTOSHOP SERVICES

- Product photography editing – see examples at [amazon.com/jtmuses](#)
- Unique product Infographic
- Professional product listing for AMAZON, EBAY
- Photo retouching/editing Add logo, graphic, custom icon etc.



SKILLS

JTMUSES.COM
GLIMPSESOFEDENART.COM



artist-merchandise importer of wares



Content strategist



graphic designer



one-stop shop