Twitter Thread by Alex Garcia ■



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Four simple headline formulas you can use on your ads or landing pages:

1. [Introduce The Product] x [Say What It Does]
2. [Value Creation] x [Tackle The Objection Behind It]
3. [Define The Outcome] x [Explain What Creates The Outcome]
4. [Be Specific] x [Add Your Hook]



If this helped you, then I think you'll enjoy my newsletter centered around growth marketing :)

- One case study every Thursday
- 40k+ marketers and founders read it
- Only goal is to make you a better marketer
- 3 min a week

Join us here :)

https://t.co/1AkFGgDsa1