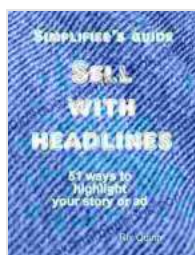


51 Ways to Highlight Your Story or Ad

In today's competitive market, it's more important than ever to make your story or ad stand out from the crowd. Here are 51 ways to do just that:



SIMPLIFIER'S GUIDE: SELL WITH HEADLINES: 51 ways to highlight your story or ad by Rix Quinn

★★★★☆ 4 out of 5

Language	: English
File size	: 2601 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 10 pages
Lending	: Enabled



1. Use high-quality images

Images are a powerful way to capture attention and draw readers in. Make sure your images are high-quality and relevant to your story or ad.

2. Use bold headlines

Your headline is the first thing people will see, so make sure it's bold and attention-grabbing. Use strong verbs and keywords that will grab people's attention.

3. Use subheadings

Subheadings can help break up your text and make it easier to read. They can also be used to highlight key points or introduce new sections.

4. Use bullet points

Bullet points are a great way to present information in a clear and concise way. They can also be used to create a sense of urgency or excitement.

5. Use callouts

Callouts are boxes or highlighted sections of text that draw attention to important information. They can be used to highlight key points, quotes, or testimonials.

6. Use quotes

Quotes can add credibility and authority to your story or ad. They can also be used to highlight key points or provide a personal touch.

7. Use testimonials

Testimonials are a great way to show potential customers how your product or service has helped others. They can be used to build trust and credibility.

8. Use videos

Videos are a powerful way to engage your audience and tell your story. They can be used to provide a more in-depth look at your product or service, or to share customer testimonials.

9. Use social media

Social media is a great way to reach a wider audience and promote your story or ad. Use social media platforms to share your content, engage with

your audience, and run targeted ads.

10. Use email marketing

Email marketing is a great way to stay in touch with your audience and promote your story or ad. Use email marketing to send out newsletters, updates, and special offers.

11. Use paid advertising

Paid advertising can be a great way to reach a larger audience and promote your story or ad. Use paid advertising platforms to target your ideal audience and get your message in front of more people.

12. Use public relations

Public relations can help you get your story or ad in front of a wider audience. Use public relations to pitch your story to journalists and media outlets.

13. Use influencer marketing

Influencer marketing can help you reach a larger audience and promote your story or ad. Use influencer marketing to partner with influencers who have a large following in your target market.

14. Use content marketing

Content marketing can help you attract and engage potential customers. Use content marketing to create valuable, informative content that will help your audience solve their problems.

15. Use search engine optimization (SEO)

Search engine optimization (SEO) can help you improve the visibility of your story or ad in search results. Use SEO to optimize your website and content for relevant keywords.

16. Use social media marketing

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Influencer marketing can help you reach a



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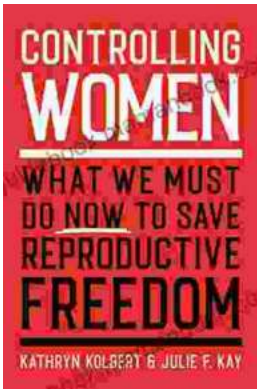
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