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Advertising Copywriting

Assignment: Eight Basic Headline Types

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Direct

Get Your Golf Game on Par with Biomechanics and
Rebound from Injury FASTER.

Indirect

Biomechanics = Your Golfer's Edge²
Lengthen your drive, lower your handicap and rebound from injury faster!

News

The golfer's edge—now available to the public!
Introducing biomechanics, a scientific advancement that lowers your handicap,
lengthens your drive, and reduces injury downtime.

How-to

How to lower your golf handicap, lengthen your drive, and rebound from injury
faster with Biomechanics!

Question

Got Golfer's Edge?
Get Golfers' Edge with Biomechanics: lower your handicap, lengthen your drive,
and rebound from injury faster.

Command

Your Golf Game just gets Better with Biomechanics—and so do You!

Lengthen your drive, lower your handicap and rebound from injury faster.

Reason Why

The Only Reason Why Golfers Need Biomechanics

—It's Scientifically Proven to Give You the Golfer's Edge.

Lengthen your drive, lower your handicap, and rebound from injury faster.

Testimonial

“Biomechanics gave me the Golfer's Edge! I dropped three strokes in six weeks, and I didn't even buy new clubs!”