

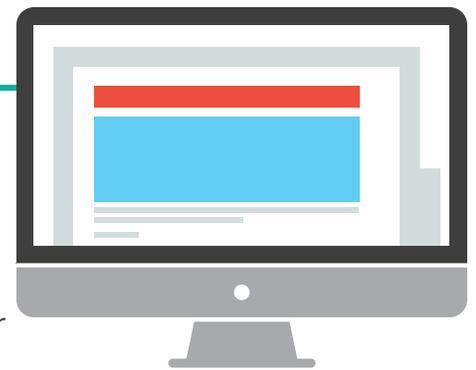
How to Create Customer ENGAGEMENT HEADLINES



Whether you call it clickbait, targeted marketing or something else, compelling headlines on the web are crucial to creating interest for your customers. It's why we will be calling this approach "Customer Engagement." Because, after all, you want your potential customers to engage by clicking a link that eventually leads to sales.

So, What Are They, Exactly?

Customer Engagement headlines are targeted towards customers to help generate revenue. The difference between what's generally on the web and what you have, is that your content can actually change lives. You won't be trying to get people interested because of ad revenue, but to create a relationship. You'll be using Customer Engagement headlines to talk about meaningful products, not just another "Top 5 Things a Celebrity Did That You Just Won't Believe!"



In general, you want your headline to be a compelling call to action! For example: "Want to know how I transformed my life?" instead of "Doctors hate her for her weight loss." Not only will this set you apart from the deluge of misleading headlines on the internet, but it will create credibility and trust with your followers; something that is paramount in the digital space.

Content Matters

Ideally, your headlines should lead readers to dynamic content that helps create a conversation. Don't lead them to Mannatech branded information just yet, as you ONLY want to pique interest and start a dialog.

However, another option is to have a call to action after your headline that says: "PM me for more details!" At this point, you can send them a link that goes to our introduction video.



People Matter

Your target audience is just as important as what you post. Remember, you want to reach people who are: motivated, fun, positive and have high energy. To do that, your headlines should reflect that.



Who knew fat loss would be easy?! Click to learn my secret!"

It's all about how you make people feel. If they click on your link and feel entertained, educated and respected, they will share and continue to come to your page for more. They will see you as an expert in your field and will be more willing to hear what you have to say.

In a Nutshell

Create Customer Engagement headlines that are compelling, create conversations and that speak to your audience in a meaningful, emotional way. Plain and simple, you want to get clicks on social media by piquing interest!

Some Help

Even though we have given you the bridgework to creating your own Customer Engagement headlines, we didn't want to leave you to your own devices just yet. Here are a few headlines you can use:

- *The future of getting fit is here, click to find out what it is!*
- *What you've been told about fat loss is wrong! Find out the truth here!*
- *My life has been radically changed! Click to see what made it happen!*
- *Fat loss without the hunger?! Absolutely. Find out more here!*
- *My kids love playing outside with me. My one trick to more energy is so simple!*
- *I can climb steps without getting winded! You can too. Click to learn more!*
- *One easy change and the inches fell off. Discover what it was here!*
- *I lost the fat and never went looking for it. Read here to find out where it went!*
- *I left the jiggle to my jello! Find out how I lost the fat!*
- *You're one decision away from a better life. Click here for a change!*
- *I didn't get the butt I wanted by sitting on it. Discover what I did to look amazing!*
- *This simple change kept me from hiding behind baggy clothes. Find out more here!*
- *I decided to ditch my scale. What happened after that shocked me!*
- *I switched to inches instead of pounds and everything changed. Click here to see what happened!*
- *I didn't finish everything on my plate. I'll bet you can't guess what happened next!*
- *I did one easy thing to get my husband to notice me again. Click to find out what it was!*
- *My wife goes crazy when I walk into the room. See what I did to make it happen!*
- *My kids keep wondering what happened to mommy. What I did was easy!*
- *The world changed when I finally chose me. Find out what I did here!*
- *I was astonished at how easy fat loss could be. You'll be too!*
- *Think you know everything about fat loss? Think again!*
- *6 ways your views on fat loss is wrong.*
- *She decided to lose 50 pounds in 6 months to get her husband back.*
- *The most incredible article about fat loss you'll ever read.*
- *Unbelievable things you never knew about fat loss.*
- *I just took my AFTER picture and I couldn't be happier.*