

EMV Results & Screen Shots by: Marissa Sayno

EMV, or Emotional Marketing Value, plays an essential role in driving traffic to your website. It is vital to catch a reader's very short attention span and move him or her into curious thoughts that will result to – action, and profit to your business. Here are sample slogans that I have made for my clients and the EMV result from the site: www.aminstitute.com

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Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"Quality Sleep means Quality Sex"

Your Headline's **EMV Score:** **120.00%**

This score indicates that your headline has a total of 120.00% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75% EMV words** in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 120.00%, your headline also has the following predominant emotion classification:

Intellectual

Your headline carries words that predominantly appeal to most people's intellectual sphere. Intellectual impact words are especially effective when your goal is to arouse curiosity, and when offering products and services that require reasoning or careful evaluation. The majority of words with emotional impact in the English language fall in this Intellectual category. Intellectual impact words are the most-used of all three categories, and have the broadest appeal to people in general.

Intellectual impact words are best used to attune copy and sales messages aimed at people and businesses involved in the fields of education, law, medicine, research, politics, and similar fields. While not restricted to these groups, by giving presentations which are weighted with Intellectual impact words, your clients and customers will be more positively influenced and you are more likely to attain a more favorable response.

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Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"When Insomnia Means Being Ugly"

Your Headline's **EMV Score:** **100.00%**

This score indicates that your headline has a total of 100.00% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

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Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"What Causes You to be Truly Sleepless"

Your Headline's [EMV Score](#): **100.00%**

This score indicates that your headline has a total of 100.00% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75% EMV words** in headlines.

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While the overall EMV score for your headline is 100.00%, your headline also has the following predominant emotion classification:

Intellectual**Spiritual**

We've determined that your headline appeals equally to people's spiritual and intellectual spheres.

Words with Spiritual impact are best used with people and businesses desiring to make an appeal to some aspect of spirituality. This does not mean religion specifically, but any product or service that resonates with "spirituality" oriented markets are appropriate. The clergy, new age, health food and related markets all respond favorably to sales copy heavy with Spiritual impact content. Women and children also respond strongly to words in the Spiritual sphere. Marketing documents with strong Spiritual impact content can make for the most powerful presentations in the marketplace but must be used with considerable skill.

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