

The Ultimate Headline Secret

Article 2 notes

Let's start with one of the easiest, most obvious things that are basically fixable in 90-95 percent of the businesses, probably closer to 95 percent.

The headline is a crucial part of any ad, any website, any letter, even any conversation, any marketing message.

The headline serves as the way of getting the attention.

First sentence

Walk in to a job interview

What you wear

What you say

Everything is a headline.

If the hook is weak, the people will leave.

Good Headline Examples

Your home sold, within 94 days, or we pay you 1500 dollars.

How to easily get more clients, without increasing your ad budget.

Four little known tricks, to get a higher mortgage.

Bad Headline Examples

Meed Miguel, our lead carpenter

Is your mom special

Executive coach (name) - (good one - I help you get rid of stress, take back your time, and live a life of freedom)

Three Keys To Succeed In Any Business

Article 3 notes

“Let me give you three things that you can scan for, there are absolutely vital when you are starting a business”

1. In built market, is there a problem
2. Message, can you offer something to the market that stand out (don't be cheaper)
3. Can you reach your audience?

Don't try to prevent a problem that is not there.
Instead cure the problem.

Rough Outlines + Headlines

Source:

FAB - The Ultimate Headline Secret

Subject:

Most businesses lose potential customers within the first seconds of their ads.

Working title / Headline:

Why 95% of ads don't work.

General idea / Structure:

Without a great hook to lure people into reading our ads, we are losing potential customers.

If the hook is weak, the customers will keep scrolling.

The worst thing you can do, is to make it about you and only you, because nobody cares about you and your business.

That is why the start of your ad is the most important. Or website. Or phone script. Or video.

Catch them with the hook, or lose them instantly.

Here's how you write a GREAT headline:

- Does it pass the 'what do I care?' test?
- Does it step into the conversation already going on in the prospects' mind?

Source:

Three Keys To Succeed In Any Business

Subject:

Can you offer something to the market that stands out

Working title / Headline:

How to beat your competitors without being cheaper

General idea / Structure:

The competitors can be very annoying, because there is always someone out there who is willing to sell cheaper than the next guy, there's even people that will throw in their grandma for free to make a sale.

But selling is necessary to make money.

Instead of selling on price, sell on service and guarantee.

People love to buy, they hate to be sold.

If you can make the customer feel that they need your service, price is irrelevant.

Draft 1 - Article 2

Why 95% of ads don't work

The worst thing you can do, is to do like 95% of businesses when they write ads, you should be like the remaining 5%.

Because that is the reason why your ads don't perform, let me give you an example.

The concert problem

Imagine that you're at a concert. There's people everywhere, it's crowded, noisy, chaotic. But you just HAD to get my attention.

How would you do that?

You could start asking around, one by one if they had seen me, but with thousands of people , that's not very practical.

You could start throwing beers in the air, hoping that one would hit me and I would spot you. But that would probably piss a lot of people off, it might even get you punched in the face.

So the best way to get my attention?

Shout out my name.

Makes perfect sense. But what does that have to do with fixing your ads.

Bleeding Necks

When I go over marketing examples, ads and articles, I see this problem all the time. Which many times is a shame , because the work that people have put into it, turns out to be very solid once in a while, but still doesn't perform like they want to.

In the marketing business we call this a 'bleeding neck' problem. Something you want to solve right away. An itch you want to scratch ASAP.

Becoming the top 5%

If you want your ads, or articles, or video clip, or phone script to beat 95% of all the others, then you need to start doing this.

You need to lure people in with a strong hook, a hook that they can't refuse. A hook so strong that they just have to click that link.

Because if the hook is weak, the customer will keep scrolling.

So how do you do this

Let me tell you just that.

The worst thing you can do, is to make it about you and only you, because...

I'm sorry to have to be the one to say it, but nobody cares about you, or me, or anybody else for that matter.

People only care about them self, WIFM (What's In It For Me)

That is why the start of your ad is the most important. Or website. Or phone script. Or video. Catch them with the hook, or lose them instantly.

The greatest headline

With a solid headline, you are sure to lure those people in that you are searching for, the headline is the most powerful tool you have.

It takes a split second for a person to make a decision, and that decision is based on how well your headline is.

So next time you are wondering why your ads are not performing like you were hoping, think about this...

- Does it pass the 'what do I care?' test.
- Does it step into the conversation already going on in the prospects mind?

Put yourself in the shoes of the people you are trying to lure in, and you will become among the 5%.

If you want us to look at your marketing, don't hesitate to get in touch

Talk soon
Martin

Draft 1 - Article 3

How to beat your competitors without being cheaper

Are you frustrated from trying to keep up with your competitors, because everybody constantly sells on price, with 30, 40, 50 or even up to 75% discounts. And if you started doing that you would break even if you are lucky, it might even cost you money to give such a discount.

That's why you should never sell on price. Selling on price might get you more turnover, but its not getting you more money.

Selling something for 5 dollars when you need 10 dollars to make a decent living out of it is not the best business idea.

For example:

Your in the shoe business, lets say you are buying shoes for 25 dollars a pare, so you need to sell them for 75 dollars, preferably 100 dollars just to make a decent living, due to taxes - rent - website cost and aaaaall the other expenses that comes with running a business.

So if you would have to sell for 50 dollars to keep up with competitors, you're kind of screwed.

Do what your competitors are to scared to do

I've been doing the same thing like so many others for ages, selling in bulk just to be able to get food on the table.

Until I figured out what to do instead.

'Start thinking more service minded than sales margin'

Have you ever bought something online, let's say a baby chair for the car, you find the exact same thair in another online store, but 30 dollars cheaper.

You buy it from there, and it turns out it's not how you expected it to be, so you want to return it.

But...

Their customer service sucks, and you have to spend your valuable time trying to find a phone number or an e-mail, and when you finally do, no one answers anywhere, days goes by and you get more frustrated because you already ordered another chair, so now you might be stuck with two..

In fact, I fell into that trap the other day, only difference is that we have two cars, so we ended up with four chairs.

And I should have known better.

Give your customer a guarantee

Many years ago, McDonalds was giving a guarantee, that if you didn't get your food within 5 minutes you would get your meal for free.

By giving a guarantee you will stand out from most of your competitors, the guarantee shows credibility, it shows that you are serious and customer orientated. And that you are confident within your business.

If you want us to take a look at your marketing, fill out the form and we will give you a free analysis.

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Draft 2 - Article 2

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Becoming the top 5%

If you want your ads, articles, video clip, or phone script to beat 95% of competitors, then you need to start doing this.

You need to lure people in with a hook so strong that they can't hold temptation to click that link.

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So how do you do this

Let me tell you.

The worst thing you can do, is to make it about you and only you.

Because...

I'm sorry to tell you, but nobody cares about you, or me, or anybody else for that matter.

People only care about themselves, WIFM (What's In It For Me)

That is why the start of your ads are the most important.

Catch them with the hook, or lose them instantly.

The greatest headline

A solid headline attracts the right people, the headline is one of the most powerful tools you have.

It takes a split second for a person to make a decision, that decision is based on how enticing your headline is.

So next time you are wondering why your ads are not performing like you were hoping, think about this...

- Does it pass the 'WIFM?' test.
- Does it step into the thoughts that are already going on in a customer's mind?

Put yourself in the shoes of the people you want to reach, and you will become among the 5%.

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Draft 2 - Article 3

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You find the exact same thair in two different sites, but 30 dollars cheaper in one of them.

You go with the cheaper, and it turns out it's not how you expected, so you want to return it.

But...

Their customer service sucks, and now you spend valuable time trying to find a phone number or an e-mail, and when you finally do, no one answers.

Days go by and you get more frustrated because you already ordered another chair, so now you might be stuck with two..

In fact, I fell into that trap the other day.

The only difference is that we have two cars, so we ended up with four chairs.

All that trouble wasn't worth the 30 dollars, knowing that the more expensive site runs smoothly with everything.

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