

“4 reasons why your paid ads won’t work”

Using paid ads is a great idea to attract more customers, leads, clients, traffic, sales, etc.

But, just paying for paid ads won’t be enough to get you to your goal.

The first mistake is...

You are selling to everyone of every age and that can kill your ad no matter how good is.

Before you even consider writing an ad think about who are you talking to. When they read your ad will they say “Yes, he is talking about” or will they just scroll?

To grab people’s attention you need to make sure that you’re talking to them, don’t just sell them your shit because people like buying but don’t like to be sold to.

Let me give an example, if you are selling weight loss meal kits instead of offering discounts or some pictures of your food, you can go with “Lose weight while eating 3 meals a day”.

Why is this headline good?

Simply, when people hear weight loss they will think about being hungry and starving all the time.

But, your ad says you can lose weight without starving, now you grabbed their attention and made them cruise.

Remember!

You are selling to humans who have pains and desires, so use these emotions to build an ad that will make you reach your goal.

The second mistake is...

Don’t throw your money away on the first ads.

Start with an AB split test, and test a couple of different types of paid ads with a different approach to each one of them.

Your budget depends on how much you are willing to invest in these ads, but a good budget to test and collect a good amount of data is \$10 per ad daily.

After you collect the data you need, now you choose the best performing ad, edit it to make it better, and double down on it.

Now you can spend your money without being worried that the ad might not work at all.

The third mistake is...

OFFER.

If you don't have an offer in your ad, then it's a useless ad that won't work, no matter what you say.

If you want your ad to work, then tell people what they should do next: click here to learn more, fill out this form, get free tips, etc.

You need to have something that leads them to your goal. Use clear and concise language. Be direct and to the point. Emphasize the benefits they will receive.

People only care about what they will get if they click, so give them a reason to click and make it easy for them to do so. Don't hide it; make it crystal clear.

It's just about fundamentals: get your plan clear in your mind first, then start writing your ads or any type of copy.

The headline and CTA must be perfect because if the headline isn't good, they won't even read or click the ad.

And if the CTA is bad, they will read and leave without doing what we want them to do, which is clicking on the link.