

## 3 Secrets To Making Perfect Ads For Your Business

If you're looking to attract the perfect type of clients for your business, then this is for you.

These three principles transformed my advertising and I'm sure it'll be the same for your business.

### Copy Paste Marketing

Most business owners go into their advertising like a bull running into a red cape.

Every successful ad on the planet has a formula behind it. A skeleton that anyone can easily copy and paste into their own advertising.

So why doesn't everyone copy the stuff that works?

*Spoiler Alert:* Most ads fail miserably because no one teaches us what truly works.

Think about it. What were you taught about advertising?

Maybe it was something about brand building or connecting with customers. Let me tell you...

...that type of marketing just doesn't work and it definitely won't attract more clients.

Effective marketing comes down to three simple principles:

Hook, Offer and Close.

We didn't start a business to become professional ad-writers. We just want to run our businesses and get more clients.

Let me go deeper into this formula so you can easily write high-performing ads and attract more clients.

## The Secret Marketing Formula

The first line in your ad is the HOOK.

Reel the customer in with something they find enticing. Something they can't resist.

Quick Examples: "Do you have neck pain?" / "Want a brand new design for your kitchen?" / "Have a leaky pipe? We can fix it."

Anything that forces the prospect to pay attention. And the perfect way to get people's attention is to talk about something that they really want.

The hook is the ad for your ad. Get this part right and you'll see a dramatic increase in results.

The second part is your OFFER.

Now that you have their attention, offer your prospect something to take action on.

What are you offering? Is it a one time deal? A free estimate? A free consultation?

Whatever it is - make it something special and exciting. Something that's really easy for them to say "YES" to.

The last part is the CLOSE. Super important to get this right.

The way you finish your ad makes a night and day difference to how it'll perform.

You must end your ad with a "Call To Action". This is simply the next step that you want your customer to take.

Simple Examples: "Click Book now." "Order today for 25% off."

Make the next step extremely clear and dummy-proof. Make it so easy that a toddler could read it and know exactly what to do.

One more thing - make that instruction super easy to say "Yes" to. Don't ask for too much right off the bat.

A "30 Minute Zoom Call" is a giant ask from the customer. But asking for an email

address is super easy since it only takes a few clicks.

Try these steps out in your next ad and let me know how it goes.

If you'd like a professional to handle the marketing for you... schedule a consultation with us and we'll look at your ads for free.