

How To Run Ad Campaigns That Sell

The absolute majority of businesses make their advertising way too complicated. They confuse their customers beyond comprehension. They want their ad to impress them, inform them, sell them, focus on branding, all at the same time.

A confused customer does nothing, ABSOLUTELY nothing! Give me a “Yes!” or a “No!” but never give me a customer that says “I don’t know...”

In this article, I'm going to show you how to avoid confusing your customers and actually get them to buy your stuff.

What Are Most Humans Naturally Good At?

Let me start this off with an example.

I was hiring staff for my business and was tearing my hair out on finding the right candidate that could follow instructions.

They were either not qualified for the job, didn’t know what position it was for during the interview or they genuinely had Joe Biden esque talking abilities in their 20’s.

Anyway, I had revised a genius plan to separate the wheat from the chaff. So, I gave very specific instructions in the job advertisement:

“Do NOT send a letter to (x address), do NOT send an email to (x address) and do NOT call (x number).

I want you to send a letter by registered mail to this address: (x address) and this address only.

Make sure that it arrives between WEDNESDAY / FRIDAY! So, that’s not on Saturday, not on Monday and definitely not on Sunday.

Mention (x word) somewhere in your letter and address it to (x person)”

Now, the amount of people that f*cked that up was mind blowing. It would either arrive late or early. It would come on Monday instead of Wednesday. Sometimes, they wouldn't even use registered mail.

And that's when I realized:

"People are very good at following simple instructions and not so good at following hard instructions."

This is ESPECIALLY true when you want them to buy something. Let me show you how this applies to advertising.

A Good Rule Of Thumb

Have you ever heard of "Occam's Razor"? You should look it up, but I'll explain it briefly here:

"When faced with two possible solutions, the simpler one is most likely to be successful"

Clear instructions must be given in every ad. When you give multiple instructions to people, they get VERY confused. A confused customer does nothing.

Another example of this, I saw an email the other day that closed off by saying:

"Let me know if you like this idea and what your thoughts are. And when it would suit you to have a phone call about this."

Kind regards,"

This is a textbook example of being unclear in what you want the reader to do. Are you trying to get feedback? Are you trying to schedule a phone call? Do you want to talk?

Let's say you want them to schedule a call, do it like this:

"Please [click this link](#) to schedule your call, at your convenience."

Click

See how easy that was? We always focus on ONE action. So, that's not 2, not 5, but 1 singular action.

"Do this, then that"

Tell them exactly what to do and you'll start to see some improvements in your advertising.

When in doubt...

...Use This Litmus Test

If your advertising numbers aren't what they're supposed to be, start going through the process yourself. Put yourself in the shoes of your customer, look at your ad, and ask yourself:

"Is this confusing?"

"Is this asking way too much of me?"

"Is the threshold for this action way too high?"

Let's use Occam choosing a razor as an example on how most businesses confuse their customers looking to buy something:



Always strive to make things easier. People like easy, and they're VERY good at following simple instructions.

P.S. If you're interested to see what we can do for your business, [click here](#) to schedule a free analysis call and we'll get in touch with you.