

Three Principles You Need To Create The Perfect Ad

93% of collapsing businesses lack one of these three essential keys while marketing their product/service.

Ever wonder why some businesses thrive while others struggle? Why do some have unlimited clients while others struggle to find at least one, although they have the same product/service?

It's because one is following these three principles, and the other simply ignores them.

In the next few minutes, you will know exactly how to implement these principles and make your revenue go through the roof, get new clients every single day, and be fully booked by the end of this week. GUARANTEED.

The three principles for a successful ad:

1. What's the message?

What are you saying that grabs their attention and makes them read whatever you have to offer?

A lot of times, people fail at the very beginning by not having a clear message.

Whatever you offer, it needs to be clear. It needs to be powerful. It needs to be compelling. It also can be intriguing and fascinating, BUT... you can never be boring. You need to stand out because ... this isn't 1794 where people didn't see an ad for days.

No... we're bombarded with them every single day. You need to be able to stop their mindless scrolling through social media and catch them with an attention-grabbing hook, and NOOO it cannot be... we're cheap so buy our stuff.

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NO SIR.

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We do not do that.

So to sum it up:

HAVE A CLEAR AND ATTENTION-GRABBING MESSAGE.

2. Who's your target audience?

You need to know your target audience.

You can't just talk to everyone and think this is how you will get more sales because it doesn't work like that.

The way we were taught marketing will lead us directly to bankruptcy.

"Experts" taught us that marketing needs to be directed at a mass audience like Coca-Cola, that our company name needs to be on billboards all across the city, if not the whole country. Fliers need to be distributed to EVERYONE: men, women, children, transformers—everyone needs a flier.

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FUCK NO.

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People like Coca-Cola have hundreds of millions of budgets on marketing, and we DON'T.

Now you may think, well, water is a product and everyone needs water, and my product is just like that, so I'm gonna target everyone.

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Nooo... No.

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Because now you're competing against the whole world.

But hey... If you don't want to get noticed, then feel free to say this is for everyone.

You NEED to talk to the right audience, only then you'll get a response rate that is much higher than anything that you will get at mass market.

If you know your audience, then you get a clear picture. You know what language they use, what kind of income they have, where they live, if they have kids or pets, if they have hobbies. But before that, you need to know how these people communicate. How do they talk? What do they say? Who are they? Are they students? Are they homeowners? Are they retired people?

Generally, the customers, as soon as they see the ad, need to think: these people understand me, they get me, this is my problem, this is my situation.

This is why you need to understand your customers. There's no product that appeals to everyone, every age, every gender.

The simplest yet most effective thing to do in this case is research. And research can be different. It could be in person, it could be online (through YouTube, Instagram, Facebook, and so on). The amount of feedback people give in the comment section is wild—how they feel now, how they want to feel, what's stopping them, what can help them. You can identify your audience instantly and target them instead of everyone.

3. How are you reaching these people?

When you have a rough idea of the message and you've figured out your target audience, you need to figure out how you're gonna send it to your audience. Through which medium are you gonna reach them? Will it be door-to-door? Will it be fliers? Will it be online? You need to figure out where your target audience spends most of its time. Is it social media? Is it outside in the real world? Once you figure all that out, you are set to succeed, my friend.

So what to do now?

Fill out this form and we will contact you in less than 48 hours for a free consultation. No annoying sales pitches, no obligation, no cost