

## **How To Write High Performing Ads In As Little As 5 Minutes**

If you're looking to write high performing ads in as little as 5 minutes, you've come to the write place!

I remember starting out and staring at the screen for what felt like an eternity...

And left with nothing to show for it.

It took me months, banging my head off the wall to finally get over that hurdle

It wasn't until my mentor shared with me something that changed my outlook on marketing entirely...

I went from spending hours with nothing but a headline typed, to writing the blog you see in just 30 minutes

## **Marketing Can Be Daunting And Time Consuming...**

The average business owner will spend hours upon hours doing their own marketing just for it to flop.

The constant repetition of the same action and expecting different results is insanity. It's like running into a brick wall and expecting to go through it. Here's a hint, it's not going to happen.

Writing an ad can be intimidating at first, you have no idea where to start or how to start so you sit in this constant loop of procrastination.

This constant loop of procrastination is what eventually leads to business owners giving up on marketing or not worrying about it

This can be a death sentence

## **The Marketing Money Pit**

Marketing can be a huge money pit to a lot of business owners

Some think it's important to focus on brand name

Some think that you should focus on top of mind awareness

Some think that you should focus on the brand positioning

And while all of these are definitely important aspects to a business, they can lead to a dead end in marketing

Typically, when we spend money, we like to know that we are going to get our money's worth out of it

But when we try to tie this principle to business, it can lead to a giant word salad.

In fact, ***most businesses throw away at least half of their marketing budget***

### **Measurable actions generate measurable results**

“When performance is measured, performance improves.” This is Pearson’s Law. Following this method and making your ads measurable is going to eventually skyrocket your marketing and sales with it

No more sitting down and procrastinating, you can now sit down with the goal of writing something that can be measured and when it performs you can measure it again and again and again.

The second part of Pearson’s Law is, “When performance is measured and reported back, the rate of improvement accelerates.” Which is exactly what is going to happen.

When you create something that can be measured, it can be tracked to exactly what is affecting your ad

Your offer is the perfect example to having a measurable action. One offer may perform better than another, so the logical decision would be to continue with the winning offer and improve upon it.

Create/Change

Test

Measure

Repeat

Following that exact formula is going to cut your time dedicated to marketing down to minutes.

No more sitting around, banging your head off the wall trying to come up with the “perfect” ad

We just need measurable actions to generate measurable results

There are many ways for businesses to do this, yours included. If you want to see your business’s sales skyrocket, get in contact and we’ll check your copy out for free!

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