

Filip Szemiczek - July 1st - 4 Min Read

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The Secret To Creating Profitable Ads With One Quick Mindset Fix

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In today's article, you will learn how to actually get your market's attention so they listen and buy from you.

Imagine you're at a train station.

You're going with a friend who is a few metres away from you.

You look down at your hand and... you have their phone. They've lost their phone.

You need to get their attention quickly.

What do you do?

You probably shout their name!

And that's what most marketing fails to do.

In 4 minutes, I will explain how to correctly get your audience's attention to make profitable ads.

What Most Marketing Fails To Do

You may be wondering why I used that friend example.

Here's why:

What was the last time an ad on TV or Social Media actually caught your attention?

Personally, I can think of very few ads in my lifetime that have stuck with me!

And that's what the friend from earlier faced.

Unless you called out their name so that they knew the message was for them, they would not know whether or not to react.

This is the issue with most marketing - it doesn't know how to speak directly to you.

Let's go into why this is the case.

How 99% Of Marketing Could Be Improved Drastically

This rule could be applied to any industry, because all companies solve a customer problem.

Roofers fix your roof, landscapers make people feel happy with their gardens, etc.

All businesses solve problems.

So let's take an industry - chiropractors for example.

If I search 'chiropractor' in the Facebook Ads library in my area, here are 3 headlines I find:

- 1) "Swipe for 5 stars. Just a few of the reviews we've received recently."
- 2) "Discover Bramhall's Premier Chiropractic Clinic!"
- 3) "Hi, I'm Freya, (area)'s local Chiropractor at (business name)."

All 3 talk about themselves!

How are they going to catch your attention if they aren't talking about you specifically?

Do you know how I would catch your attention with a chiropractor ad?

A better headline would be:

"Does your back hurt?"

That's straight to the point and focuses on you!

My headline is better because it:

- Cuts the fluff,
- Is short and sweet,

- And it focuses on your problem instead of talking about myself.

However, I know why most people follow the structure of the 3 earlier headlines.

Plus I know how you can prevent yourself from falling into the trap of boring marketing.

Let's touch on that.

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Why Boring Marketing Happens And How You Can Stop It Today

There are 2 very common reasons why boring marketing exists:

The first... is because people are used to thinking of themselves.

That's perfectly normal. Lots of people's mind jumps from:

- "What will I have for dinner today?"
- "When's my next break?"
- "Where should I go on Saturday?"

You get the picture. Everyone is focused on their problems.

That's not a bad thing, that's normal.

You just need to change that for one second when marketing.

Instead, write like you want to help the reader.

In the chiropractor example, write like you genuinely want to solve their back problems.

Because people can tell when you actually want to help them.

The second reason is also natural:

If you were forced to write an ad... a natural reaction would be to see what others are doing.

This is why others get caught in the trap of doing what others do.

And those others follow the first reason from earlier.

It's a process, really.

People think of themselves and publish ads, and people follow those ads.

But to fix this problem... I would suggest not following what your industry does.

Sometimes it's good to do what no one else does.

For example, did you know that McDonald's did not create the drive-thru?

The first McDonald's one was in 1975, but Gary Clinton created the drive-thru for a pharmacy in 1971.

However, McDonald's became the first drive-thru for fast food and it was game-changing.

If you take a risk no one else is willing to do and it pays off, you'll be remembered in your market.

Lastly, let's dive into examples of bad marketing so you know what not to do.

Don't Use These 3 Phrases In Your Marketing

Companies with less effective marketing commonly use these phrases. If you avoid these mistakes, you'll have some of the best marketing in your industry.

Some of these kill the possibility of readers believing you want to solve their problem.

- "We've been in business for over 60 years..."
- "Our honest and reliable team..."
- "We have 73 5-star reviews..."

Things like these are great for the business saying them.

But imagine you were on your phone.

If an ad interrupted your funny cat videos, would you pay attention to it talking about how good their business is?

Probably not. Because it doesn't affect you.

The best way to stop doing this is to really imagine yourself as the reader.

What problem do you solve?

From fixing their back pain to saving them time, you are providing something in your service.

And you should use that as your selling point.

And to be honest... Most marketing doesn't do this. So if you do this, you'll have some of the best marketing in your industry.

Through just these small changes alone!

If you need help implementing any of these into your business, get in touch with us today for a free marketing consultation.

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