

Get More Sales From Your Ad In 2 Simple Steps

In the last decade, there has been a massive shift in how businesses market their stuff. They used to pump tens of thousands of dollars into advertising just to pop up on some billboard by the side of the road or to get a spot during TV commercials.

Marketing was for the big boys only, but thanks to the coming of social media, we now all have access to this marketing goodness. Social media is one of the cheapest ways, if not the cheapest, to do marketing without sacrificing results.

Just like moths to a flame, or flies to a big bunch of cow shit, almost every business has taken this opportunity. Because of that, your social media is being bombarded with marketing messages.

The same is happening on my timeline, and call me crazy, but I don't read all of that. So this leaves us with a very important challenge:

How To Make Sure People Actually Read Your Ad

Every single business that starts advertising has the same goal in mind:

Make sure the marketing budget pays itself back.

So everyone wants to do a good job. There's just one problem. Businesses are busy doing the things they do. Plumbers do plumbing, dentists make gums bleed and chiropractors snap people in half.

They don't have time to learn about marketing. So they look at what everyone else is doing and do the same. Because: *"Business A does it, Business XYZ does it, ... Apparently everyone does marketing like this, so this must be the way to do it in this business... Let me do the same thing."*

The Question Of The Day

Does this work?

The answer is a big fat NO.

If you look at any business, you will see the same thing happening. Let's take real estate agents as an example.

They have been saying the same thing for 50 years. Either they talk about themselves: *"buy with us"*. Which is horrendous advertising.

Or when they are "advanced" real estate agents they say: *"call us for a free valuation of your home"*. This is horse shit as well, because every single agent on earth uses this sentence.

Here's How To Actually Stand Out (In A Positive Way)

If you want to be the business owners whose marketing budget actually pays itself back, then you should follow these 2 steps:

1. Don't say the same thing as your competitors

This should be self-explanatory. Just don't follow the footsteps of the other businesses.

People have heard their marketing message over 100 hundred times. It just doesn't work.

2. Say something that makes your potential customer sit up and pay attention

Basically you need to make them say: *"oh wow, this is interesting"*.

Best way to do that is to make clear that you understand them. Let's use a chiropractor as an example: *"Does your back hurt?" "Does it hurt when you get up in the morning?"*

This is what the reader is experiencing. This is what they want to fix. If not, then it would've never been a customer.

So you need to focus on the problem that your ideal client has. And you basically ask: *"do you have this problem?"*.

Ladies and gentleman, we got 'em

Now you have their attention, and you can build on that. Let them know that you understand what it is that they're struggling with and that you can help them out.

No one cares about the messages that say: *"we're transparent, we're cheap, we've been in business for 40 years, ..."*

NO. They only care about themselves and their problems.

Don't be like a sheep in the herd. Actually stand out with your marketing message.

There's plenty of ways to do this and it's doable for every single business, yours included. If you want to know how we would do this in your business, get in touch by clicking the button below.