

Source

<https://www.statista.com/statistics/271258/facebooks-advertising-revenue-worldwide/>

Irresistible Offer video (marketing mastery)

Clear Purpose for Every Ad:

Ensure each ad has a specific goal or call to action, guiding the audience towards a direct response.

Direct Response Advertising:

Prompt immediate action from viewers to measure ad effectiveness accurately.

Understanding Thresholds:

Recognize the barrier between asking for an action and the audience taking it.
Start with low-commitment requests before progressing to bigger asks.

The Dating Analogy:

Like dating, build trust gradually with small steps before proposing bigger commitments.
In marketing, initiate with easy actions to establish rapport and credibility.

One-Step vs. Two-Step Lead Generation:

Choose between direct sales requests (one-step) or engaging content followed by sales offers (two-step).
A two-step approach often leads to higher engagement and conversions.

Effective Use of Retargeting:

Utilize tools like Facebook and Google Pixels for retargeting engaged users with follow-up ads.
Focuses on interested leads, saving budget, and increasing conversion rates.

Real-World Example (Botox):

Start with informative content about Botox.
Follow up with a special offer ad to interested users.

Benefits of the Two-Step Approach:

- Saves budget and increases effectiveness by targeting interested users.
- Results in higher engagement and conversions compared to broad, untargeted approaches.

Key Takeaways:

- Define Clear Goals: Ensure each ad prompts a specific action.
- Lower the Threshold: Start with easy, low-commitment requests.
- Use Two-Step Lead Generation: Engage first, then retarget interested users.
- Leverage Retargeting: Target interested leads efficiently for better conversions.
- Implement these strategies to optimize ad campaigns, save budget, and boost conversions effectively!

Notes

Outline

- 1. Lower the Threshold: Start with easy, low-commitment requests.**
Understanding Thresholds: recognize the barriers and start with low-commitment requests
- 2. Use Two-Step Lead Generation: Engage first, then retarget interested users. Leverage Retargeting: Target interested leads efficiently for better conversions.**
One-Step vs. Two-Step Lead Generation and the Benefits of the Two-Step Approach
Effective Use of Retargeting
- 3. Define Clear Goals: Ensure each ad prompts a specific action.**
Clear Purpose for Every Ad (specific goal or CTA)

Close

This is a tested formula that we have been using with our clients to get them to grow their businesses. We are so confident about it, that we use it in our own company. So we are certain this will be greatly beneficial to your business as well.

If you want us to take a look into your marketing, get in touch. We will analyze it and tell you what we can do for your business.

And don't worry – we won't bother you with obligations or annoying sales pitches. We're both too busy for that.

Real-World Examples

Implement these strategies to optimize ad campaigns, save budget, and boost conversions effectively!

Headline / subject / intro:

Subject: Irresistible Offer

How To Create An Irresistible Offer

Create An Offer Your Clients Can't Say No To

How To Make An Offer So Powerful That Your Clients Won't Be Able To Resist

Get More Clients By Creating An Offer They Can't Resist

An Offer So Powerful Your Clients Won't Resist

How To Create A Strong Offer That Will Get You More Clients

How To Create An Irresistible Offer To Get More Clients

Want More Clients? Create An Irresistible Offer.

How To Create An Irresistible Offer Triggering Your Audience's Desire

How To Create An Irresistible Offer That Triggers Your Audience's Desire

How To Trigger Your Audience's Desire By Creating An Irresistible Offer

**Your Audience Has A BUY Button! Press It With An
Irresistible Offer.**

Outline

Subject:

Creating an irresistible offer to get more clients

PAS: problem, agitate, solution

AIDA: attention, interest, desire, action

Problem | *What is the problem*

Acquiring new clients is challenging and can be an expensive process.

Agitate | *What the problem does and what pain are the pains it causes*

There is an initial barrier when you look for new clients. They don't know you and if your offer isn't different from your competitors, it will be very hard to get their attention.

Solution | *How can the problem be fixed*

This means you need to stand out from others in your market, capture your audience's eyes, and get them interested in what you're offering.

Close:

you can do this yourself or... you can have us do it with you and for you. We handle marketing, you handle everything else.

Final Outline

Do you propose on a first date? Why You Should Start With A Lower Threshold.

How To Leverage Retargeting: The Advantage Of Two-Step Lead Generation.

Ensure That Your Ad Triggers One Specific Action

Close

DRAFT 1

Your Audience Has A BUY Button! Press It With An Irresistible Offer.

The goal of any company is to make money. Irrefutable fact, right? While many businesses thrive, either by knowledge or luck - and, sometimes, by a bit of both - others struggle to get results. That's another irrefutable fact. I'm not saying this in a bad way, over the years I've spoken with different business owners who stated this themselves.

If you're a business owner, trust me!, you will want to read this article.

“Why should I read this? And why do you think you can help me?”

Because I've been in the front seat analyzing different methods companies use to approach leads (or potential clients, if you prefer).

And...

I've done this job several times, pilling up years of mistakes and knowledge - mistakes, trial, and error are essential to gain knowledge and grow any successful business.

So, in simple words, I'll tell you how to get more clients.

Do you propose on a first date?

Picture this:

You're on your first date with a stunning girl (or boy), you barely know each other and only exchange a few words. You have no clue what's going on inside the mind of the person seated across you.

The place is busy and loud, making it difficult to get her/him to look at you. Suddenly your eyes meet and you scream out of your lungs so you can be heard on the other side of the table:

“Will you marry me?”

“Nooo...” - answers the most annoying high-pitched voice you’ve ever heard (which makes you realize that this relationship would never work anyway).

In two seconds, you:

1. Asked for a high commitment and got refused;
2. Discovered this actually wasn’t even a match for you.

The same happens when approaching leads. If you invite someone for a half-hour Zoom call without qualifying them first, this is a very high threshold, you’re asking too much. Think about it, this meeting might not even interest you either. Would you spend time with potential suppliers without ensuring you’re interested in what they offer?

It’s crucial to recognize the barriers and start with low-commitment requests (but, keep in mind, they need to be paired with an irresistible offer!), like filling out a form or subscribing to a newsletter.

How To Leverage Retargeting: The Advantage Of Two-Step Lead Generation.

Do you try to sell in your first contact?

Going back to our dating example:

You're dating someone interested in you. You get to know each other better, solidifying the relationship. The day you pop the question, you're sure that's really what you want and there's a higher chance that you get a trilled - and this time tuned - "YES!".

With one-step lead generation, you go straight for the sale's pitch without any previous connection. Might work, but the chances are much lower, don't you agree?

On the contrary, when using a two-step lead generation, there's a first contact where you disqualify people who aren't interested. This gives you a solid list of leads that can perfectly match your business, increasing your conversion rate. Also, this can be applied to different channels: ads, e-mail, phone, trade shows, you name it.

So, let's recap:

1. You capture their attention and they show their interest
2. You retarget them with better-winning chances.

As simple as that!

Trigger The BUY Button With One Specific Action.

Everything done in a business must be towards goal fulfillment, otherwise, you should cut them off. This will optimize your business, from top to bottom. This means that any piece of content must contribute to achieving a clear goal.

Here we're focusing on leading your audience to take the action you want, so everything you communicate must have an intentional purpose and trigger a specific action.

We all have a "BUY" button inside our brain, but we need the right impulse to trigger it!

Google and Meta Ads work if you create the right ad. Find your audience's trigger and don't be afraid to use it.

Oh, and if you are skeptical about using these tools, just look at their 2023 ads revenue: “Meta generated over 131 billion U.S. dollars” and Google got to 237.86 billion U.S. dollars (statista.com, 2024).

What you need to have in your ads to make them winners:

- Have a clear purpose for every ad;
- Every ad should have a point, a reason for its existence;
- Every ad must contribute to a goal;
- Every ad must be measurable;
- Your ad must have a clear call to action.

This is a tested formula that we have been using with our clients to get them to grow their businesses. We are so confident about it, that we use it in our own company. So we are certain this will be greatly beneficial to your business as well.

Implement these strategies to optimize ad campaigns, save budget, and boost conversions effectively!

If you want us to analyze your marketing and tell you what we can do for your business, get in touch:

<response mechanism>

And don't worry – we won't bother you with obligations or annoying sales pitches. We're both too busy for that.

DRAFT 2

How To Trigger Your Client's BUY Button

Every time you find something you want to buy, your brain is driven to get it. It's such a natural human response that we barely think of it.

When I go by a coffee shop, feel the smell of freshly ground coffee beans, before I know it, I am drinking a cup of coffee. This happens because the drink appeals to me, triggering the buy button inside my brain.

The key to your business success is triggering the buy button inside your audience's brains. But you need to know how to do it.

Let's dig in!

The goal of any company is to make money. But while many businesses thrive, either by knowledge or luck - sometimes, by both - others struggle to get results. Not saying this in a bad way. Over the years I've spoken with dozens of business owners who stated this themselves.

"All right, but why should I read this? And what can you help me with?"

I've spent a lot of time in the front seat analyzing different methods used by businesses to approach potential clients. It took many trials and failures to put together this knowledge in a compact and easy-to-digest format. Although, as long as we grow from our failures, are they really failures?

Simply put: In this article, I'm going to tell you how to easily get more clients.

Do you propose on a first date?

Picture this. You're on a first date with who you believe is your soulmate, despite you barely knowing each other as you only exchange a few words. You have no clue what's going on inside the mind of that person seated across you.

The place is busy and loud, making it difficult to get your "soulmate" to look at you. Suddenly, as your eyes meet, you scream out of your lungs amongst the chaos:

"Will you marry me?"

Your date blushes, excuse themselves to the bathroom, never to return.

In two seconds, you:

1. Asked for a high commitment and got refused;
2. Discovered this wasn't even a match.

The same happens when approaching leads.

Inviting someone for a half-hour Zoom call without any previous qualification, for example, is a very high threshold, you're asking too much. AND, you're not even sure if you're interested either. Would you spend valuable time with a supplier that might or might not have an irresistible offer for you?

Crucial: recognize barriers and start with low-commitment requests, like filling out a form or subscribing to a newsletter, paired with an irresistible offer!

Leverage Retargeting: Advantages Of A Two-Step Lead Generation

Do you sell on your first contact with a lead?

Let's get back to your date:

This time, you're dating someone really interested in you. You get to know each other and solidify the relationship. The day comes when you pop the question! The main difference? You're sure that's really what you want and there's a much higher chance of getting a trilled "YES!".

With one-step lead generation, you go straight for the marriage proposal, the sale pitch with no previous connection. Might work, but the chances are low.

On the contrary, when using a two-step lead generation, there's a first contact where you disqualify people who aren't interested. This gives you a solid engagement (pun not intended) and a list of leads that perfectly match your business, increasing your conversion rate. This can also be applied to different channels: ads, e-mail, phone, trade shows, you name it.

Let's recap:

1. You capture their attention and they show their interest
2. You retarget them with better-winning chances.

As simple as that!

One Specific Action To Trigger Their BUY Button

Every action in a business should work towards goal fulfillment, otherwise, cut them off. This will optimize your business, top to bottom. This also means that any communication must contribute to achieving a clear goal.

And how do you lead your audience to take the action you want? Your message need to have an intentional purpose and trigger one specific action.

We all have a "BUY" button inside our brains, you just need the right push to trigger it!

Ads are one of the best investments in a business. For example, Google and Meta Ads both allow the creation of an on-point message to a very specific audience. So, craft your ad based on your audience's triggers, and don't be afraid to use them.

Oh, and if you are skeptical about using these tools, have a look at their 2023 ads revenue: "Meta generated over 131 billion U.S. dollars" and Google got to 237.86 billion U.S. dollars (statista.com, 2024), no one gets these numbers by chance, they really know what they're doing!

Create your winner ads by checking these boxes:

- Have a clear purpose for each ad;
- Every ad must contribute to a goal;
- Every ad have an irresistible offer;
- Every ad must be measurable;
- Your ads MUST have a clear call to action.

This is a tested formula we've been using with our clients, it grows their businesses. We are so confident about it that we use it ourselves.

I'm certain this will work for you as well.

And if you want us to check what we can do for your business, let's get in touch.

Cheers,

Ana

ana@nimblebyfrancis.com

Nimble by Francis

P.S.1: Don't worry-we won't bother you with obligations or annoying sales pitches. We're both too busy for that.

P.S.2: If you want a strong strategy to create your ad using Meta Ads, download this free and concise guide:

"4 Easy Steps To Getting More Clients Using Meta Ads"

DRAFT 3

-rewriting to reduce wordcount with about 10%-20%-

Appealing/Catchy HEADLINE

Our first paragraph is supposed to make them salivate. Make them want to read on. Tease them into devouring this article. Into taking the time to actually look and think about this.

Example: In this article I want to tell you how I figured out the formula to make any ad perform better. It doesn't require hours and hours of work. It doesn't require you throwing thousands and thousands of dollars at it, hoping it will work out. And it doesn't require buzzwords or fancy marketing terms.

Body text

Subtitle 1

Body text

Subtitle 2

Body text

Subtitle 3

Body text

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:

<response mechanism>



IDEAS FOR SOCIALS



OTHER ARTICLES/CONTENT