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Subject:

Increase The Performance
Of Your Ad Quickly

Notes:

Every ad needs to have a point, goal and an offer. Something that makes it measurable. We need to think about threshold, what is threshold?

Threshold is the barrier between you asking them something, and they actually doing it.

Example:

If I run an ad and it says: Get a million dollars and the only thing you have to do is send me your kidney, that's a massive ask, high threshold. Or jump on a zoom call for 30 minutes. That's a high threshold. Make it easy to say yes = low threshold. Example of low threshold:

Watch this video, that's not hard.

One step lead generation:

Let's say I sell botox treatment, it's 500 dollars. One step lead generation is when I run an ad and it says: Botox will make you prettier. We have been doing this for a while, and yea were good at it. This is one step lead generation.

Two step lead generation:

Let's say I run an ad, it could be a video about why botox is great, an article about how to get rid of wrinkles. or read this before doing botox in Lillestrøm. The goal of my ad is to get the person to watch my video, read my article or consume my ad. And the facebook pixel tells me who of the for example 100 000 people clicked the ad or read the article, whatever. 5000 of those 100 000 clicked the ad. Now we can retarget the ad with the facebook cookie/google cookie. Those are the perfect audience.

Outline:

Most businesses make this obvious mistake. After reading this, you will be kicking yourself in the but for doing this. Use this simple trick to boost the performance of your ad, article or website etc.

Draft 1

How Your Business Is Missing Out On Huge Amounts Of Money

Most businesses make this obvious mistake. After reading this short text, you will be kicking yourself in the butt for making this easy-to-fix mistake. This simple and easy trick will quickly increase the performance of every ad, article and even websites you write.

The mistake almost every business owner makes, is using a high threshold offer. But what is the meaning of threshold?

Threshold is the barrier between you asking them to do something, and they actually doing it. For example me asking you to jump on a zoom call with me for 40 minutes. This is a high ask. You don't want to spend all that time with me, you don't even know me! But if i were to show you my material, what i do and how I can help you, the chances of you getting on a call with me now is much higher.

You need to have a low-threshold offer, meaning it has to be a low ask. For example, reading a short article or watching a video. This is not a high ask (unless the video is 1 hour long) most of the time, the video is just a couple of minutes therefore it's a perfect low-threshold offer.

If you want to increase the performance of your ad fast, then measure it. What can be measured will be improved. It is ridiculous how much money businesses are missing out on by not doing this simple trick. When you measure it you can see if it works or not. Usually I would spend 1 dollar on an ad, and get 2 dollars back.

If you want me to look over your copy and how it can be better for free, fill out this form.

Draft 2

The Easy-To-Fix Mistake You're Making That Is Losing Your Business Money

After reading this text, you will be kicking yourself in the butt for making this mistake. This simple and easy trick will quickly increase the performance of every ad, article and even websites you write.

The mistake almost every business owner makes, is using a high threshold offer. But what is a "high threshold offer" and how does it affect my business?

Threshold is the barrier between you asking them to do something, and they actually doing it. For example me asking you to jump on a zoom call with me now for 40 minutes, you probably wouldn't do it. This is a high ask. You don't want to spend all that time with me, you don't even know me! But if i were to show you my material, what i do and how I can help you, the chances of you getting on a call with me now is much higher.

You need to have a low-threshold offer, meaning it has to be a low ask. For example, reading a short article or watching a video. This is not a high ask (unless the video is 1 hour long) most of the time, the video is just a couple of minutes therefore it's a perfect low-threshold offer. You need to craft the perfect offer. But If you want incredible results right NOW....

The fastest way to increase the performance of your advertisement, measure it. What can be measured will be improved. It is ridiculous how much money businesses are missing out on by not doing this simple trick. When you measure it you can see if it works or not. Usually I would spend 1 dollar on an ad, and get 2 dollars back.

If you want me to look over your copy for free, and tell you how it can be improved, fill out this form.

