

Find your perfect leads with sniping precision

If you are running a business, you surely have your perfect customer. You also know that they can be extremely difficult to reach.

I remember watching a Slow Mo Guys episode where they tested how many untampered glass panes a 9mm bullet can go through.

Imagine that this bullet is your ad. The glass panes are alllllllllll the other irrelevant messages people get bombarded with every single day.

The bullet in the show surprisingly went through only 11 panes out of 20. For that reason, your message has to be of a bigger caliber to go through all that glass, a.k.a. Irrelevant pile of junk.

So let's snipe our way through that glass, shall we?

Just do what big companies are doing.... Right?

I remember when I was starting my freelancing career as a graphic designer. Naturally, I was inspired by others, since my skills weren't that good. I noticed that I had the urge to copy those people.

At first, I thought I was a bad person, how could I do such a thing, thinking of stealing other people's work...

Now when I think of it I know it was a natural response because I found myself in an unknown world, so the first thing I did was try to do what others were doing, with some small minuscule changes.

The same thing can happen to a business owner who starts marketing his business.

For example, I once saw an ad where a chiropractor talked to the camera for a full minute about the community he cares about, his 40 years of experience, the firm history, and the other stuff nobody cares about.

He was clearly influenced by the ads he saw every day. The shattered pile of glass, junk, and a piece of 9mm bullet that didn't go through.

All he had to do was to ask "Does your neck hurt?"

The message that cuts through the clutter

Why is that simple question a lot more effective than the one-minute talk?

Because of these 2 rules:

- 1) Don't say everything everyone else says
- 2) Say something specific that sparks the prospect's desire or cures their pain

Imagine having neck pain and seeing a guy talking about community. Couldn't care less.

Now imagine him asking if your neck hurts. Makes you feel like he understands you, and more importantly - he can help you solve it.

Most people are afraid to use these two rules for a simple reason - they don't want to hurt anyone's feelings.

I remember talking to a friend who was selling trimmers.
He wanted to be different from his competition who were targeting men only.

His logic was that women would buy trimmers as a gift for their men, so he should advertise to both genders equally.

Spoiler alert - it didn't work. Because we always need to talk to our target audience.

It is natural to target men only for a men's product and vice versa.

No woman on Earth would be offended because she does not see some men's product ad that she will or won't buy as a present for her man.

What's your next move?

If you want to know 3 simple steps that will improve your headlines so that they can cut through the clutter, check out this article.

Want us to handle the whole work for you? Get in touch [here](#).