

Article centered on the headline

Outline for the first art.

1. **Headline:** How to be ahead of 87.6% of your competition with this information
2. **Lead:** Every day, I get the opportunity to look at and analyze someone's Ad. It's part of my working routine to test what works and what doesn't. While doing so, I noticed a common pattern that keeps showing up in many Ads that I see and, in this article, I will show you how to be ahead of your competition while running Ads.

When people work with us to improve their Ads, in many cases the little changes deliver the most results. Pareto's principle states that 80% of consequences come from 20% of causes and it's all very true.

3. **Problem:** Most of your competitors run ads, by themselves or by outsourcing it to an expert.
4. **Agitate:** They could be ahead of you already in getting more clients, more visibility and more money than you do.
5. **Solution:** You can turn this around in your favor today by applying Pareto's principle. For instance, let's talk about the Headline which is such a small and overlooked component of any advertisement of any kind. A good headline can convince someone without requiring any text under it, a bad one will not even sell the greatest product in the world, it's all about grabbing attention and this is what the headline does.
6. **Close:** Most business owners prefer to run their business rather than coming up with a perfect headline. You can outsource your marketing to us and we will get you the results that you want.

How to be ahead of 87.6% of your competition with this information

It's no secret that many of your competitors are running ads. Maybe they do it themselves if they have enough free time, or perhaps they've outsourced it to someone that does that every day.

This means that your competitors might already be ahead of you. They could be experimenting with new strategies, testing what works and what doesn't. Perhaps they're attracting more attention and clients than you do.

However, competition is healthy and where there is competition it signals that there's a demand in that market, a problem to solve. The competition also drives us to deliver higher quality services and products to our clients.

As a result, there are always ways for you to be ahead of them and in this article, I would like to show you how.

How to be ahead.

While doing my daily analysis of someone's ad, I noticed a common occurrence among entrepreneurs who advertised on their own. Pareto's principle, which states that 80% of consequences come from 20% of causes, it's all true! Most of all, this principle can be used to gain a competitive advantage in your market while advertising.

Let's apply Pareto's principle to an ad and see what small, fast changes we can make to actually be ahead of everyone else.

Get in their faces.

It all begins with capturing the attention of your ideal customer. If you can accomplish that, in many cases, you won't even have to struggle to sell to them. Your ideal customer will often sell themselves.

Let me tell you how to manage that.

The first thing anyone sees in an ad, is the title of your text, also known as a subject, headline, hook or bait.

It's called all of those names for a reason, because you could have the greatest product in the world with the best offer, if you fail to attract the attention of your customer or "hook them", they won't even look at what you have to offer and lose them in an instant.

Many people also overcomplicate this aspect, failing to use the Headline to their advantage. Instead, they just throw random words that don't say anything to the reader.

Through my work, I've seen many headlines, and I can instantly tell whether they're good or not. A headline should immediately convey to your customer, "Hey! This is for you!".

Here's how to do it.

If you're struggling with the headline, don't overthink it. Use a headline that is easy to understand and doesn't confuse the customer. It should stop them from scrolling and make them curious about what you have to offer.

For example, if you sell coffee (I'm using this as a random example, but if you actually sell coffee, this will be helpful), you could easily grab someone's attention with a headline like this:

"Tired? Get a coffee from us and energize yourself"

On the other hand, a less lucrative example:

"We bring smiles to your mornings! Find us for your daily dose of happiness and caffeine"

Now ask yourself this: "Which one of these two headlines would make me stop and actually get a coffee from them?"

When in doubt, simplicity is your best friend as you can see.

If you are a business owner, chances are that you are busy and don't have the time to think of a perfect headline. No worries, we got you. You can always outsource your marketing to someone that actually thinks of a perfect headline for a living, someone like us.

Get in touch with us and we will analyze your marketing for free.

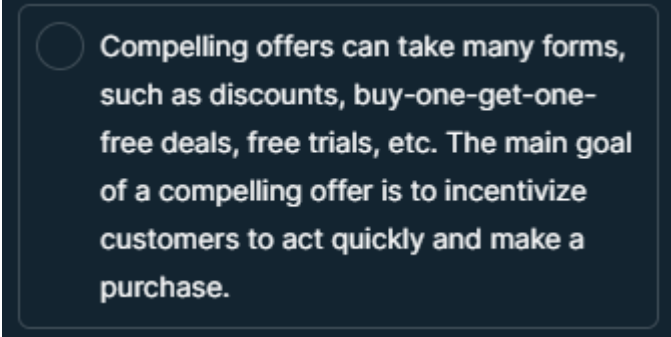
Article centered on a compelling offer

Outline for the second art.

1. **Headline:** A Golden Rule for an Effective Ad that actually delivers results
2. **Lead:** While writing the text for your Ad, there are many things to look out to. You have to make sure that it flows smoothly from one point to the other and the context is there for a reason.

I am a big advocate of dissecting big problems into smaller ones and many people who I spoke with and ran ads that didn't perform, usually there was only one element of the Ad that lost the attention of the reader and I want to tell you what to look out for while writing a text for an ad.

3. **Problem:** The majority of business owners don't have the time to write 3 different texts and launch 3 different ads just to test the results.
4. **Agitate:** Instead, they come up with a quick text, run the ad and guess what they say? "Facebook is not working for me"
5. **Solution:** A compelling offer will take your leads by the hand and turn them into clients. Doesn't matter if it's a discounted offer, a buy 1 get 1 free or click here. Every Ad needs to have a compelling offer at the end and instruct precisely what the reader should do if they are interested in what you offer.
6. **Close:** If you are looking to outsource your marketing, we are here to help you get more clients and grow your business.



Compelling offers can take many forms, such as discounts, buy-one-get-one-free deals, free trials, etc. The main goal of a compelling offer is to incentivize customers to act quickly and make a purchase.

Offer:

A Golden Rule for an Effective Ad that actually delivers results

While writing the text for your Ad, there are many things to look out to. You have to make sure that it flows smoothly from one point to the other and that you keep the same context without wandering off from the main point.

All of that made me aware of something. Many times, I speak with people that advertise for themselves but their ads don't perform as they should. I am a big advocate of dissecting big problems

into smaller ones and in many cases, there was only one thing that if you get it right, you can persuade the reader to buy your product or service.

The majority of business owners are too busy running their business than writing 3 different texts to launch 3 different ads just to test the results. It can feel like a chore but it's like going to the doctor, you don't want to go but it's necessary.

Before we get to the bottom of the idea, let's add some context so it will be easier to understand and put in practice.

Think of marketing as a car engine.

A car engine has many components, different filters, moving parts like pistons, immobile parts like the combustion chamber, and it needs quality gas to run smoothly.

Marketing is no different, it has elements like creatives and texts, target audiences and many more, besides that it needs a budget.

The car engine needs regular maintenance to function in normal parameters and your marketing needs constant optimization to deliver results.

There's one element in this equation that if you get it right, it will get you the results you need.

It's all about what you offer.

People are generally good at following simple instructions yet I see many ads ending abruptly with a confusing offer that does nothing to push the needle towards the sale or there's no offer at all and that's even worse.

If you want your Ad to get you results, here's the golden rule:

Every ad should have a compelling offer. It can be anything from a discount, buy 1 get 1, click this link, watch this video.

A compelling offer should take your customer by the hand and tell them what to do next.

It's not rocket science, just human psychology and chances are that if you are a human reading this, you can make a compelling offer as well.

Or if you would prefer to focus on running your business and doing good work with no distractions, you can outsource your marketing to someone that does exactly that. We do business, same as you, the difference is that our whole work is focused on crafting compelling offers and Ads that deliver results.

Contact us by completing the form, at the bottom of the home page and we will be in touch to talk about your marketing.