

Weekly Writing Competition 21/10

Sources:

"Discipline is doing what you hate to do, but do it like you love it"

Mike Tyson.

<https://www.wordstream.com/blog/ws/2014/10/09/call-to-action>

<https://www.wordstream.com/blog/ws/2021/10/05/best-call-to-action-phrases>

<https://adespresso.com/blog/call-to-action-examples/>

<https://blog.hootsuite.com/how-to-write-effective-ctas/>

Weekly Writing Competition 24/09

Get More Sales By Improving Your Writing (part 3 - Stop Waffling Around)

In this article series we're covering better writing and how you get your customers glued to their screen while they devour your marketing. If you haven't checked out the previous two instalments, they're here: <get more sales by improving your writing> <get more sales by improving your writing2>.

You know what really kills sales?

Being booooooooooooooring.

And the most boring thing in the world is something called "waffling".

You might not know the term but once I show you some examples you'll start seeing it everywhere.

How To Recognise And Ruthlessly Kill Your Waffling

Take a look at this sentence:

"The meeting will be held at five and what will be discussed is 'the sorry state of business writing.'"

Or this one:

“I’m reaching out to you because we’ve been in the process of developing a new marketing system geared towards the generation of leads for home service businesses.”

Or this one:

“I know you’re probably busy and I don’t want to take too much of your time since your schedule is probably packed.”

You know what they have in common?

They’re WAFFLING. There’s so much passive, weak, neutered language there.

You’re supposed to cut through all the clutter and noise. Trying to cut through the noise with waffling language is like trying to cut down a tree with a floppy spaghetti strand. Won’t work.

We need a chainsaw.

Cutting Through The Clutter With Active Language

Alright, let’s fix these dreadful sentences.

“The meeting will be held at five and what will be discussed is ‘the sorry state of business writing.’”

Boring wet noodle of a sentence.

Here’s an active version.

“The meeting’s at five. Subject: ‘the sorry state of business writing’.”

See how that’s much more to the point?

Next one:

“I’m reaching out to you because we’ve been in the process of developing a new marketing system geared towards the generation of leads for home service businesses.”

Yawn. Let’s fix this.

“Reaching out because we generate leads for home service businesses. Would that be of interest to you?”

To the point. Concise. Compendious.

Last one:

“I know you’re probably busy and I don’t want to take too much of your time since your schedule is probably packed.”

Ok. This is easy. Look:

“ ”
.

That's it. The entire sentence doesn't do anything! Why are we telling someone that he's busy and we want to keep it brief?

Just by writing these words we're wasting time. Which is the last thing you want to do, right?

The Death Of Waffling

Let's stop using passive language. Let's stop being so careful, so timid, using castrated language.

Write like you're breaking down doors, kicking down fences, storming the barricades.

Take charge in your language and see your sales and results soar.

Talk soon,

Arno

P.S. Want to know how I'd make sure we'd eradicate waffling and keep your prospects glued to their screen, unable to stop consuming your content?

Get in touch with my agency today. If we're a good fit I will personally take a look at your company and your marketing, come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Sounds good? Then fill out this form: <link to form page>

Headlines:

1. A common mistake in your writing that's killing your sales
2. Waffling is killing your sales
3. The Evil Mastermind Behind Boring Writing: Waffling

Outline:

Notes:

Draft 1:

Draft 2:

Draft 3:

Tweet/Email/post ideas:

Weekly Writing Competition 03/09

Source:

Do You Make This Mistake In Marketing?

Once upon a time, in a galaxy far, far away, I ran an ad account for a real estate business. It was doing very well. We were spending over \$1000/day using Google AdWords and the ROAS was +/- 5.

Meaning: for every \$1 that was put in we were making \$5 back!

That's so good it should be illegal.

I was very pleased with myself. Like Icarus, I was flying high, enjoying my greatness, basking in the glow of my achievements.

And like Icarus... I was about to be humbled badly.

The Worst Business Mistake

One day I log in and I notice my Google account is blocked and the ads are paused. I assumed there had been a mistake. Some hiccup somewhere. Went for lunch, didn't stress about it too much.

Few hours go by and it's still blocked. So I get in touch with customer service.

Turns out it's impossible to talk to a human being. Even if you spend \$30,000/month you're still considered to be a small fish. So I send in ticket after ticket.

Three days go by and I finally get an answer. Turns out my ad account got blocked because someone somewhere thought that the ads were 'possible misleading'.

Keep in mind, these are regular real estate ads. There's nothing particularly weird or offputting about them. So I get embroiled into a ton of discussions and in the meantime there are ZERO leads coming in.

Why?

Because I got dependant on ONE source of leads. And that's the dumbest possible thing you can ever do.

The Worst Number In Business

At first I blamed Google and Big Tech and a whole lot of other things.

Then it hit me.

This was ALL MY FAULT.

I failed miserably because I got too dependent on ONE source. One is the worst number in business.

One key staff person.

One source of leads.

One big client.

And what happens when you're ONE is taken away? You're dead in the water.

And that's the nasty thing about business. Everything that CAN go wrong eventually DOES go wrong.

So I set out to fix this issue and vowed to never get in that position ever again.

Making Your Marketing Hard To Kill

I make it a point to spot the “ones” in my business. Because every ‘one’ is an attack vector. A vulnerability waiting to be exploited. Ticking time bombs. You get the picture.

And it’s even worse if you ignore a specific ‘one’ because you’ve convinced yourself that “this one is different”.

Narrator voice: “this one wasn’t different.”

When it comes to marketing this means we’re always looking to get an ad to work... and then we branch it out across many different platforms.

Meta ads working? Awesome.

Let’s look at Youtube.

And Google.

And offline.

And direct mail.

And cold email.

And autoresponder marketing.

And affiliate marketing.

And referral marketing.

And anything else we can think of.

This is the only dependable way to become ‘Hard to Kill’ or ‘Hard to Cancel’.

Talk soon,

Arno

Subject:

In this article, we are talking about the worst number in business. It is about being unprepared and relying on only one way of doing things.

Headlines:

1. The most fatal mistake you can make in any business!
2. The worst number in business!
3. “The worst number in business” How it caused many business owners to be left with nothing.

Outline:

Hook:

Set up a personal story of how “One” proved to be a fatal mistake in your strategy(it can be yours, it can be a story you heard, or you can be just one of the ones included).

Story of a client with a dog toy business, a Meta ad account with a good ROI. For every 1€ we got 3€ back.

Body:

- Introduce the conflict inside this story, the problem you faced, and how it affected you at that time.

So the cunt got restricted because someone reported it might have been misleading....

How can dog toys be misleading?

- What was that thing that made that situation go to shits, what did you learn from it?

The thing is that this was our only way of generating leads, keep in mind while all of this happened I had to explain to the man who owned the business why ZERO leads were coming in

Close:

- How do you solve this problem, what can you do to avoid situations like this one?
So, how can you make your marketing bulletproof?

I made a promise to myself to never depend on any “Ones” again

When it comes to marketing this means we’re always looking to get an ad to work... and then we branch it out across many different platforms.

Meta ads working? Awesome.

Let’s look at YouTube.

And Google.

And offline.

And direct mail.

And cold email.

And autoresponder marketing.

And affiliate marketing.

And referral marketing.
And anything else we can think of.

This is the only dependable way to become 'Hard to Kill' or 'Hard to Cancel'.

Notes:

"The worst number in business" How it caused many business owners to be left with nothing...

On a blue moon, many-many nights ago, I managed an ad account on Meta for a dog toy business.

We were getting leads for about 2€ each...

...I happen know people who would kill for CPL like this.

Anyway, when I was little my mother used to say: "Don't fly too close to the sun!"

Some of you might have heard of this too!

Well, I did!

I let excitement get the better of me and I was about to reach the bottom of the ocean real soon...

The worst mistake you can ever make

Every morning I get up at the same time to check my client's KPI's. So I make myself a nice cup of hot coffee before sitting on my laptop...

...Only to spill all of it all over my pants when I saw that my Meta account had been restricted and the ads were paused!

I am a big boy, so I got my thoughts together and assumed that this was just a mistake.

I tried to get someone to talk about this but apparently, unless you spend 6 figures on a monthly basis you are not that important...

So, I did the next best thing and sent ticket after ticket throughout the day.

Just before I was about to grab dinner I got a response.

What happened was that someone had complained that my ads were misleading.

My first thought was: “How can a pink, squicky bone be misleading?”

Keep in mind that this happened late at night and I still had to call the owner and explain to him why ZERO leads are coming in.

Pretty bad place to be...

The worst number in business

Since that day I have sworn to my self tha I will eliminate every single “One” that exist in my business.

One huge client.

One key member of stuff.

One way of generating leads.

The vast majority of people already have detected their businesses “One’s” and keep ignoring them just because “This one is different”...

...Narrator voice: No, it is not!

That’s the thing about business you will have to be really careful since whatever you think is going to happen...

...It is going to happen!

You may be asking your self: How do we fix this?

Making your marketing bulletproof!

When it comes to marketing, you want to locate strategies that work and then branch them out to any other media possible.

Do your Meta ads work?

If yes, then great!

Now try Google adwords

and Youtube

and Rumble

and Afiliate marketing

and referral marketing

and email marketing

and autoresponders

and registered mail

and whatever other vehicle you can think of.

That a really good way to make your marketing hard to kill.

Talk soon,

Vasilis

Draft 1:

“The worst number in business” How it caused many business owners to be left with nothing...

Once in a blue moon, many nights ago, I managed an ad account on Meta for a dog toy business.

This was a small local seller and manufacturer and at first he couldn't spend more than 250€ a month.

Even so, we were doing great generating leads for 0,5€ a piece!

I know some guys who would kill for a CPL like this.

Since this was one of my early jobs I was really excited with the progress...

...BUT!...

...This excitement blew strong winds under my wings. I flew too close to the sun and I was about to meet the bottom of the ocean really soon!

One mistake that almost ruined my whole career

Just like any other day, I get up early in the morning to check my emails, messages, and all my KPIs.

So, like always I go and make myself a nice cup of hot coffee before sitting down to dice to work...

...Only this time, I never got to drink my coffee.

I spilled it all over the floor when I saw that my Meta account had been restricted and my clients as were paused.

At first, I felt my soul leave my body thinking I shited the bed badly on my first time...

...But, I am a big boy, so I got my thoughts together and assumed that this was just a mistake.

I tried to get someone to talk about this and clean all this mess, but apparently, unless you spend 6 figures on a monthly basis you are not that important...

So, I did the next best thing and sent ticket after ticket throughout the day.

Just before I was about to grab dinner I got a response to one of my emails.

Someone had reported that my ads were misleading.

On which my first thought was:

"In what universe, can pink, squicky bones be misleading?"

Keep in mind that this happened late at night and I still had to call the business owner and explain to him why ZERO leads were coming in.

Pretty bad place to be...

The worst number in business

Since that day I took an oath to eliminate every single "One" that exist in any future business.

One huge client.

One key member of staff.

One way of generating leads.

And you get hit with an even greater punish-hammer when you ignore the clear signs just because: "This one is different"

That's the thing about business you will have to be really careful since whatever you think is going to happen...

...It is going to happen!

So, how do you make sure you won't end up in the same situation as me?

Make your marketing bulletproof!

In marketing what you want to do is locate things that work and then branch them out to as many channels as possible!

Do your Meta ads work?

If yes, then great!

Now try Google adwords
and Youtube

and Rumble
and Affiliate marketing
and referral marketing
and email marketing
and autoresponders
and registered mail
and whatever other vehicle you can think of.

That a really good way to make your marketing hard to kill.

Talk soon,

Vasilis

Draft 2:

“The worst number in business” How it caused many business owners to be left with nothing...

Once in a blue moon, many nights ago, I managed an ad account on Meta for a dog toy business.

This was a small local seller and manufacturer and at first, he couldn't spend more than 250€ a month.

Even so, we were doing great, generating leads for 0,5€ a piece!

I know some guys who would kill for a CPL like this.

Since this was one of my early jobs, I was really excited about the progress...

...BUT!...

...This excitement blew strong winds under my wings. I flew too close to the sun and I was about to meet the bottom of the ocean really soon!

One mistake that almost ruined my whole career

Just like any other day, I get up early in the morning to check my emails, messages, and all my KPIs.

So, like always I go and make myself a nice cup of hot coffee before sitting down to dive to work...

...Only this time, I never got to drink my coffee.

I spilled it all over the floor when I saw that my Meta account had been restricted and my clients as were paused.

At first, I thought Meta was sabotaging my great success and this was all a scheme of the lizard man...

...But, I am a big boy, so I got my thoughts together and assumed that this was just a mistake.

I tried to get someone to talk about this and clean all this mess, but apparently, unless you spend 6 figures on a monthly basis you are not that important...

So, I did the next best thing and sent ticket after ticket throughout the day.

Just before I was about to grab dinner I got a response to one of my emails.

Someone had reported that my ads were misleading.

On which my first thought was:

"In what universe can dogs playing with pink, squicky bones be misleading?"

I mean, my ads were mostly videos of dogs playing with toys, nothing irregular or out of place.

And keep in mind that this happened late at night and I still had to call the business owner and explain to him why ZERO leads were coming in.

Pretty bad place to be...

The worst number in business

Since that day I took an oath to eliminate every single "One" within my work life.

One huge client.

One key member of staff.

One way of generating leads.

And you get hit with an even greater punish-hammer when you ignore the clear signs just because: "This one is different"

That's the thing about business, you will have to be extremely careful since whatever you think is going to happen...

...It is going to happen!

So, how do you make sure you won't end up in the same situation as me?

Make your marketing bulletproof!

In marketing what you want to do is locate things that work and then branch them out to as many channels as possible!

Do your Meta ads work?

If yes, then great!

Now try Google AdWords
and Youtube
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and registered mail
and whatever other vehicle you can think of.

That is a really good way to make your marketing hard to kill.

Talk soon,

Vasilis

Draft 3:

Fix this Mistake in your Business Before it's too Late!

Once in a blue moon, many nights ago, I managed an ad account on Meta for a dog toy business.

This was a small local seller and manufacturer, and at first, he couldn't spend more than €250 a month.

Still, we were doing great, generating leads for just €0.50 each! I know some guys who would kill for a CPL like this.

Since this was one of my early jobs, I was really excited about the progress...

...BUT!...

...This excitement blew strong winds under my wings. I flew too close to the sun, and I was about to meet the bottom of the ocean really soon!

The Worst Number in Business

Just like any other day, I got up early in the morning to check my emails, messages, and all KPIs.

So, like always, I made myself a nice cup of hot coffee before sitting down to dive into my work.

Only this time, I never got to drink my coffee...

...I spilled it all over the floor when I saw that my Meta account had been restricted and my clients' ads were paused.

At first, I thought Meta was sabotaging my great success and this was all a scheme of the infamous lizard man!

But, like a big boy, I got my thoughts together and assumed that this was just a mistake.

I tried to reach someone to resolve this mess, but unless you're spending six figures monthly, you're not that important...

So, I did the next best thing and sent ticket after ticket throughout the day. Just before I was about to grab dinner, I got a response to one of my emails.

Someone had flagged my ads as misleading.

My first thought was:

"In what universe can dogs playing with pink, squeaky bones be misleading?"

And then it hit me.

All of this wasn't just a simple error...

...It was completely MY FAULT!

My enormous failure occurred when I got too dependent on ONE source. One is the worst number in business.

One key member of staff.

One source of leads.

One big client.

What happens when your ONE is taken away? You're dead in the water.

And that's the nasty thing about business. Everything that CAN go wrong eventually DOES go wrong.

The best part is that I had to email the business owner in the middle of the night to explain why ZERO leads were coming in.

So, I ditched dinner and set out to fix all of this mess. That night I got so embarrassed I vowed never to get in that position again.

Make Your Marketing Hard to Kill

Be very careful of the “ones” in your business.

Every ‘one’ is an attack vector. A vulnerability waiting to be exploited. Ticking time bombs. You get the picture.

And it’s even worse if you ignore a specific ‘one’ because you’ve convinced yourself that “this one is different.”

Narrator voice: “this one wasn’t different.”

When it comes to marketing, this means we’re always looking to get an ad to work... and then we branch it out across many different platforms.

Meta ads working? Awesome.

Let’s look at YouTube.

And Google.

And offline.

And direct mail.

And cold email.

And autoresponder marketing.

And affiliate marketing.

And referral marketing.

And anything else we can think of.

This is the only dependable way to become ‘Hard to Kill’ or ‘Hard to Cancel.’

Talk soon,
Vasilis

P.S.

If you want to see how I would eliminate the “Ones” in your business, feel free to contact me! I will personally review your marketing strategy, and we can discuss it later on a call in depth.

No cost, no obligations.

If you don’t want to work with me, that’s fine too! No pressure, no hard-selling, no annoying sales tactics.

Let’s just get to know each other!

Tweet/article/email ideas

Tweet 1:

If you have a business, you can never depend on “Ones”...

...One big Client...

...One key member of staff...

...One way of generating leads...

It's like asking the universe to tear everything you ever worked for down.

Makes you fragile!

Tweet 2:

Make your marketing hard to kill.

Get an ad to work... and then we branch it out across many different platforms.

Meta ads working? Awesome!

Let's look at Youtube.

And Google.

And offline.

And direct mail...

...And anything else you can think of.

Tweet 3:

Tweet 4:

Weekly Writing Competition 27/09

Source:

Achieving Top Of Mind Awareness In Your Market

Plenty of brands and companies have top of mind awareness. Think about cola and what brand comes to mind? Think about a search engine and what brand comes to mind? Think about famous TV shows and what show(s) come to mind?

You've answered these in your mind. Which is the entire premise of Top of Mind Awareness. Think of a subject and something is at the top of the pile.

Ideally every potential customer in your area thinks of you when they think of the product or service you sell and/or the problem you solve. So let's talk about how to make that happen:

Introducing A CTA To Crush The Competition

Once upon a time I worked in real estate, Had my own firm, did pretty well. In fact, I did so well that I was invited to participate in a contest to determine who was the best real estate agent in my country!

It was a big event and I was supposed to do a pitch in front of a live audience of about 500 peers. The pitch and the subject would determine who would be the grand prize winner.

Spoiler alert: I absolutely nailed that speech, won the contest, demolished the competition.

How?

By introducing the concept of a CTA.

CTA stands for Call To Action. And it's the best way -by far- to build that coveted top of mind awareness.

How To Set Up A Funnel To Catch Clients

Let's say you run a service business. Could be accounting, could be real estate, could be a law firm or any other service business.

How would you get the word out about your business?

Maybe you'd run ads? Maybe you'd put up a sign. Maybe you'd tell friends and family about the fact you started a business.

Maybe you'd do all of the above. That'd be a great start.

Now add a CTA to that and everything gets supercharged.

Something like: 'download your free guide to do X' or 'put your email here and we'll send you the best way to do Y' or 'text us today and we'll tell you exactly how to do Z'.

Something that gives them a reason to respond. A reason to raise their hand and say: "Yes, please get in touch with me".

How To Instantly Upgrade The Advertising For Your Small Business:

Adding a CTA makes everything better. It allows you to attract both customers that are ready to buy now AND customers that are still thinking about it. You build a list, a herd of people interested in whatever you're selling. You're building marketing equity for both today AND tomorrow.

So let's start adding CTAs to your marketing. It's easy, doesn't cost anything and it can change EVERYTHING for you.

Talk soon,

Arno

P.S. Curious about how I'd implement CTAs in your business? Do this:

Get in touch with our agency today. If we're a good fit I will personally take a look at your company and your marketing, come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Sounds good? Then fill out this form: <link to form page>

Headlines:

Ideally every potential customer in your area thinks of you when they think of the product or service you sell and/or the problem you solve.

- 1) A simple way to become second nature to your targeted audience.
- 2) A simple way to achieve top-of-mind awareness in your market with just 3 extra seconds of work.
- 3) A little trick that will get you the No. 1 spot in any potential customer's brain.

Outline:

Opening:

What is top-of-mind awareness and what examples are there of businesses who achieved it?

Second statement:

- 1) How can a good CTA lead you one step closer to achieving top-of-mind awareness?
- 2) Enter some Conflict(Boring CTA vs a good CTA)
- 3) Introducing the CTA and its benefits:
 - a) Gives the prospect a reason to respond to your ads
 - b) Makes every marketing effort measurable

Close:

Guides people who are ready to buy and those who are just thinking about it precisely to the next step of the funnel (cliffhanger)

Notes:

A simple way to achieve top-of-mind awareness in your market with just 3 extra seconds of work.

What actually is top-of-mind awareness?

We make huge Marketing campaigns with the sole goal of reaching that thing and chances are most business owners don't really understand the term.

In most cases, they only have a vague idea, a blurred picture of it in our brains...

...Let me clear things out for you!

Picture your brain like a huge file room with thousands and thousands of drawers. Each drawer contains a different subject.

Think of cola for example. What is the first brand that comes to mind? What about search engine brands? What about famous TV shows?

As businesses when you reach this level is like opening each of these drawers and appearing at the top of the pile.

Whenever a potential customer thinks about your product/service or even the problem you solve, should picture you as his first thought.

Now, what if I told you I have a way to reach that state without sacrificing unlimited time or huge amounts of money?

Introducing the CTA

If you wanted to advertise your business, how would you do it?

Maybe you'd run ads, make and distribute a bunch of flyers, put billboards in the busiest cities...

...All of these are good ideas, but you can't go wrong adding a little bit of spice!

Whenever you add a CTA to your marketing materials is like shining through the pathway of a dark ally, guiding all people to the next step of your marketing funnel.

"Ok, but how does a CTA help me achieve top-of-mind awareness?"

Well most use calls like:

"Click the link below to our website!" Or

"Click the button to book a call"...

...So plain, so vanilla, just boring!

What I like to do is add a little value for prospects. Give him a small motive to go through the next step.

Something like:

'Download your free guide to do X' or 'Put your email here and we'll send you the best way to do Y' or 'Text us today and we'll tell you exactly how to do Z'.

It's like adding a piece of cheese to the end of the media labyrinth!

Building up your list

The best part about this is that it makes your every ad measurable while attracting both people who are ready to buy AND people who are still thinking about it.

Now, you can build up your hit list, a herd of people that you can retarget later again and again until they buy or DIE! (Not literary because that would be bad, but you get the point!)

So let's start adding GOOD CTA's to our marketing. It is easy, has no cost, and can have a HUGE impact on your results!

P.S

Do you want to know how I would implement CTA's to your business?

Go to my website and fill out my form, I will personally take a look at your marketing and make a plan that will get you closer to your goal.

We can discuss it in depth on a call.

No cost, no obligations.

If you don't want to deal with all of this and want to get back to running things, I can take this workload off you. If you don't wish to work with me that's fine too. I won't pressure or try to hard-sell any of you

570 words

Draft 1:

A simple way to achieve top-of-mind awareness in your market with just 3 extra seconds of work.

What actually is top-of-mind awareness?

In business, we hear things like this all the time but in most cases, we only have a vague idea of what it actually means...

...Let me clear things out for you!

Picture your brain like a huge file room with thousands and thousands of drawers. Each drawer contains a different subject.

Now, think of cola brands for example.

Who is the first one that comes to mind?

What about search engine brands? Or maybe, famous TV shows?

To put it in simple terms, when a business reaches this state, it is placed at the top of the pile inside the drawer.

Whenever a potential customer in your area thinks about your product/service or even the problem you solve, you pop up as his first thought!

Amazing right?

Now, what if I told you I have a way to reach that state without sacrificing huge amounts of money and time?

Introducing the CTA

If you wanted to advertise your business, how would you do it?

Maybe you'd run ads, make and distribute a bunch of flyers, put billboards in the busiest cities...

...All of these are good ideas, but you can't go wrong by adding a little bit of spice!

Whenever you add a CTA to your marketing materials is like shining through the pathway of a dark ally, guiding the interested people to the next step of your marketing funnel.

"Ok, but how does a CTA help me achieve top-of-mind awareness?"

Well most use calls like:

"Click the link below to our website!" Or

"Click the button to book a call"...

...So plain, so vanilla, just boring!

What I like to do is add a little piece of cheese at the end of the maze. A little something just to give them a reason to take the next step.

Something like:

'Download your free guide to do X' or 'Put your email here and we'll send you the best way to do Y' or 'Text us today and we'll tell you exactly how to do Z'.

Now watch them go:

"Oh yeah, I know a guy that has some cool advice on this stuff"

And that is the reaction we want from every potential client.

It is an easy way to build rapport, raise our credibility, and embrace trust between us. Which will make buying from us, a whole lot easier later on.

Building up your “Hit List”

The best part about this is that it makes every ad measurable. It allows you to clearly see if the money you’ve invested was fruitful or not.

How?

It attracts both people who are ready to buy AND people who are still thinking about it.

Now, even if they decide that is not the appropriate time to buy, you can build up your hit list.

A herd of people that already expressed their interest in your work, that you can retarget later again and again until they buy or DIE! (Not literary because that would be bad, but you get the point!)

So let’s start adding GOOD CTA’s to our marketing. It is easy, has no cost, and can have a HUGE impact on your results!

P.S

Do you want to know how I would implement CTAs for your business?

Go to my website and fill out my form. I will personally take a look at your marketing strategy and come up with a plan that will get you closer to your goal.

We can discuss it in depth on a call.

No cost, no obligations.

If you don’t want to deal with all of this and want to get back to running things, I can take this workload off you. If you don’t wish to work with me that’s fine too.

No pressure, no hard-selling or annoying sales tactics.

Sounds good? Then fill out this form: <link to form page>

664 words

Draft 2:

A simple way to achieve top-of-mind awareness in your market with just 3 extra seconds of work.

What is top-of-mind awareness?

In business, we hear things like this all the time but in most cases, we only have a vague idea of what it actually means...

...Let me clear things out for you!

Picture your brain like a huge file room with thousands and thousands of drawers. Each drawer contains a different subject.

Now, think of cola brands for example.

Who is the first one that comes to mind?

What about search engine brands? Or maybe, famous TV shows?

To put it in simple terms, when a business reaches this state, it is placed at the top of the pile inside the drawer.

Whenever a potential customer in your area thinks about your product/service or even the problem you solve, you pop up as his first thought!

Amazing right?

Now, what if I told you I have a way to reach that state without sacrificing huge amounts of money and time?

Introducing the CTA

If you wanted to advertise your business, how would you do it?

Maybe you'd run ads, make and distribute a bunch of flyers, or even put billboards in the busiest cities.

All of these, are good ideas!

But...

...buuuuuuuuuuuut...

...You can never go wrong, by adding a little bit of spice!

Whenever you add a CTA to your marketing materials is like shining through the pathway of a dark ally, guiding the interested people to the next step of your marketing funnel.

“Ok, but how does a CTA help me achieve top-of-mind awareness?”

Well, most use calls like:

“Click the link below to our website!” Or

“Click the button to book a call”...

...Plain...

...so vanilla...

...soo BORING I could fall asleep!

What I like to do is add a little piece of cheese at the end of the maze. A little something just to give them a reason to take the next step.

Something like:

‘Download your free guide to do X’ or ‘Put your email here and we’ll send you the best way to do Y’ or ‘Text us today and we’ll tell you exactly how to do Z’.

Now watch them go:

“Oh yeah, I know a guy that has some cool advice on this stuff”

And that is the reaction we want from every potential client.

It is an easy way to build rapport, raise our credibility, and embrace trust between you and them.

Which will make buying from us, a whole lot easier later on.

Building up your “Hit List”

The best part about this?

It makes every ad measurable. It allows you to clearly see if the money you’ve invested was fruitful or not.

How?

It attracts both people who are ready to buy AND people who are still thinking about it.

Now, even if they decide that is not the appropriate time to buy, you can build up your own "Hit List".

A herd of people that already expressed their interest in your work, that you can retarget later again and again until they buy or DIE! (I trust you won't actually kill anyone...)

So let's start adding GOOD CTA's to our marketing. It is easy, has no cost, and can have a HUGE impact on your results!

P.S

Do you want to know how I would implement CTAs for your business?

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We can discuss it in depth on a call.

No cost, no obligations.

If you don't want to deal with all this technical stuff and just focus on the other 101 things you need to do, I can take care of this workload for you. If you don't wish to work with me that's fine too.

No pressure, no hard-selling or annoying sales tactics.

Sounds good? Then fill out this form: <link to form page>

673 words

Draft 3:

The best way to reach top-of-mind awareness! (Easy, quick, and cheap)

Are any of you familiar with the term top-of-mind awareness?

In business, we hear things like this all the time, but in most cases, we only have a vague idea of what it actually means...

...Let me clear things up for you!

Picture your brain like a huge file room with thousands and thousands of drawers. Each drawer contains a different subject.

Now, think of cola brands, for example.

Who is the first one that comes to mind?

What about search engine brands? Or maybe, famous TV shows?

To put it in simple terms, when a business reaches this state, it is placed at the top of the pile inside the drawer.

Whenever a potential customer in your area thinks about your product/service or even the problem you solve, you pop up as their first thought!

Amazing, right?

Now, what if I told you I have a way to reach that state without sacrificing huge amounts of money and time?

Introducing the CTA

If you wanted to advertise your business, how would you do it?

Maybe you'd run ads, make and distribute a bunch of flyers, or even put billboards in the busiest cities.

All of these are good ideas!

But...

...buuuuuuuuuuuut...

...You can never go wrong by adding a little bit of spice!

Whenever you add a CTA to your marketing materials, it is like shining through the pathway of a dark alley, guiding interested people to the next step of your marketing funnel.

"Ok, but how does a CTA help me achieve top-of-mind awareness?"

Well, most use calls like:

"Click the link below to our website!" Or

"Click the button to book a call"...

...Plain...

...so vanilla...

...sooo BORING I could fall asleep!

What I like to do is add a little piece of cheese at the end of the maze. A little something just to give them a reason to take the next step.

Something like:

“Download your free guide to do X” or “Put your email here and we’ll send you the best way to do Y” or “Text us today and we’ll tell you exactly how to do Z”.

Now watch them go:

“Oh yeah, I know a guy that has some cool advice on this stuff.”

And that is the reaction we want from every potential client.

It is an easy way to build rapport, raise our credibility, and embrace trust between you and them.

Which will make buying from us a whole lot easier later on.

Building up your “Hit List”

The best part about this?

It makes every ad measurable. It allows you to clearly see if the money you’ve invested was fruitful or not.

How?

It attracts both people who are ready to buy AND people who are still thinking about it.

Now, even if they decide that it is not the appropriate time to buy, you can build up your own “Hit List”.

A herd of people who already expressed their interest in your work, whom you can retarget later again and again until they buy or DIE! (I trust you won't actually kill anyone...)

So let’s start adding GOOD CTAs to our marketing. It is easy, has no cost, and can have a HUGE impact on your results!

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Sounds good? Then fill out this form: <link to form page>

679 words

Email/tweet/thread/post ideas:

Tweet 1:

When you think about cola, what is the first brand that comes to mind?

What about search engines?

Famous TV shows?

What if I told you there is a much easier and cheaper way to achieve top-of-mind awareness than the way those brands did?

Tweet 2:

Give people a reason to respond!

A reason to raise their hand and say: "Yes, please get in touch with me"

How'd you do it?

You run ads, put up signs, and maybe tell people you run a business...

...Now add a CTA and everything gets supercharged!

Part 2

Do you want the easiest way to guide people to the next step of your funnel?

Call them to take action and offer an immediate reward...

..."Download your free guide to do X," or

"Put your email here, and we'll send you the best way to do Y," or

"Text us today, and we'll tell you exactly how to do Z."

Works like a charm every time!

Tweet 3:

A simple way to build marketing equity for both today AND tomorrow!

A good CTA can attract both customers who are ready to buy and those who are still considering their options.

It is the easiest way to build a list—a group of people interested in whatever you are selling.

Tweet 4:

It has become a trend to throw money into ads and pray they work.

If they don't, we just use brand building as an excuse.

Ads should be measurable.

Every business owner should know if the money they invested was fruitful or not.

Food for thought.

Tweet 5:

Building up your own "Hit List" is one of the best things you can do for your business.

A list of people who already expressed their interest in you, that you can now retarget until they buy or DIE! (Well, I leave it to you not to actually kill anyone...)

Tweet 6:

Every time I make an ad I like to put a little piece of cheese at the end of the maze.

A little something just to give people a reason to take the next step.

"Oh yeah, I know that guy he has some cool stuff on..."

This reaction is exactly what you need for any potential client.

Now, every time anything related to you and your work comes up, guess who else comes to their mind...