

Source:

Marketing Mastery lesson - Razor sharp message that cuts through clutter.

Headlines:

1. Increase your sales by knowing this important factor.
2. This is how to convert more leads, guaranteed.
3. Do this simple step to generate more clients.

Outline:

Subject: How to cut through clutter with your message.

Problem: Businesses use the same generic message which has been used for decades. The lack of innovation leads to ineffective marketing.

Agitate: This is causing them to waste money on ads without knowing if the ad generates leads.

Solve: Make your message interesting and relevant to your audience. Show that you understand and can solve their specific problem.

Close: Let's make your ad direct to the perfect audience and generate leads, guaranteed.

Article

Do this simple step to generate more clients.

This is how you manage to pull out the Excalibur out of the stone. You just need to pull it out and it's done.

In marketing, the Excalibur is your leads and the stone is the crowd which the message needs to stand out in. But how do you actually gain the strength to manage this?

Businesses use the same generic message. It has been used for decades and the lack of innovation leads to ineffective marketing.

Money is wasted on ads, without even knowing if the ad is generating leads, like it is supposed to.

The message needs to be interesting and relevant to your audience. Show that you understand and can solve their specific problem.

Focus on your target audience and don't be afraid to narrow your focus. Speaking directly to your potential customers helps you make a stronger impact.

Let's make your ad direct to the perfect audience and generate leads, guaranteed.

