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Ever found yourself driving on the highway, then you happen to take the wrong exit?

Almost as if we were driving on autopilot...

This happens far more often than we think funnily enough!
We experience a tragic downfall without even realising it.

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Incase you haven't yet noticed, this isn't just about cars.

Many of us in day-to-day or business life end up making the wrong turn. Yet for some reason we still wonder why it's taking so long for us to reach the desired destination.

Ironic isn't it? Well it doesn't need to be.

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Infact, it's possible to reach that desired destination in half the time, with a fraction of the fuel.

So you must be wondering why we don't do this?
If it was so easy, everyone must have already caught on right? Well you would be wrong.

Most companies are unorganised, with employees who don't care about the organisation.
They never learn from their mistakes, like many of us...

Too busy, Too tired, Too lazy because there's always a reason for the problem yet never the solution.

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Often this solution is simpler than it seems, with quite logical reasons.

So let's introduce ourselves to the principle which allows us to do all this as well as reach our destination.

Occam's Razor, in layman's terms(simple terms)

It means that the solution which is the simplest with the least number of **logical** reasons is often the best.

This applies to many aspects of life, especially marketing.

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Even on the highway, the simplest and most reasonable route often ends up being the best.

So how can we apply this specifically to marketing?

The answer to that is also very simple and easy.

Make your close as simple, straightforward and easy as possible hence not requiring the customer to use their brain.

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The reason that this will work in increasing your sales/conversions with minimal effort and time is due to human nature.

We always choose what's most optimal, perhaps you have even a relatively good or average offer that you promote.

However your close makes you the easiest choice available to your target audience...

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That's going to make you their best and FIRST choice. It requires no effort from them, no risk.

Take any real life example;

We look for a restaurant, the easiest one to get to with reasonable prices and choice will often end up being our best bet.

Pascal's Wager, they have nothing to lose.

Our goal is to get them to purchase a good/service. Whether it's an advertisement, billboard or social media post.

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However, this then means our objective must be extremely clear. Two questions and their answers are necessary.

What do we want from them?
What do they want from us?

Answer these and half your work is done.

Keep these in mind at all times when structuring **any form** of Ad.

An Ad's objective is to get a response.
A Sales call objective is to get a sale.
Our Post Sale objective is to ensure satisfaction and get referrals.

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Our Close should be simple, making it very easy in all aspects hence requiring not the slightest bit of thought.

If they want your service, they'll get it otherwise they won't.
When applied correctly, those will be the only two reasons they either did or didn't purchase the product.

If you'd like to learn more about direct response marketing.

Click this link: <https://arstrategists.com/>