

# My First Article

## Here's Why Being Simple Can Help AND Hurt You

Being simple with advertising is easy, but it doesn't mean be sloppy. Most writers nowadays have this issue where they seem to think that they can ease their way through everything with ChatGPT and low effort. This isn't the case. You have to work smarter AND harder. Being simple helps ONLY when you know exactly what you're doing, and I can show you how.

The VERY first thing you want to do when it comes to advertising and writing copy is to SOUND THE WORDS OUT. I can't stress this enough. Most people run through their advertising. They either spit everything out at once in a blubber of nonsense, or they waffle and talk too much about irrelevant BS. FOCUS. Make it sound human. DO NOT be a robot.

Secondly, what are you selling? A product or a service? FORGET ABOUT IT. Well..... Not entirely. Basically, you don't focus on what you're selling 90% of the time. You focus on how you're helping the client. This is very odd, but think about it this way. You don't go to a restaurant because you want to eat a freeze-dried half-thawed burger that has WAAAAAY too many growth hormones put into it. You go to them because you want someone else to cook for you. Hopefully, you don't go to fast food restaurants because fast food is bad (Mmkay), and you're strong, independent minded people who can eat healthy food without spending money on fat food. (You get the point)

Lastly, you want to do the job right. You don't help someone by answering a question with a question. Give them what they need without giving them everything they want. Most "buyers" are worried about one thing. PRICE. It's like a brokie addiction. CHEAP CHEAP CHEAP. NO. You do a job that does what? You do a job that helps them how? AGAIN, the focus is on them. Also, don't do extra work without extra pay. A famous man once said, "If you're good at something, never do it for free." There will be times where they are so stressed about price to where it's almost UNBEARABLE. BUT... If you do the job right, they HAVE TO buy from you.

## **OUTLINE**

- **Subject: Here's Why Being Simple Can Help AND Hurt You**
- **Problem: Most people confuse simplicity with inefficiency and laziness.**
- **Agitate: This often leads to low effort, robot, ChatGPT speak which won't get you anywhere in the long run**
- **Solve: Make what you're saying coherent, but don't be afraid to be specific and articulate your thoughts**
- **Close = get in touch with us and we'll take a look at your copy for free**