

## Unsure Why You're Not Making Sales? Here's Why...

I want to tell you about something that is always forgotten in marketing. And there's a good chance you might know what I'm talking about.

But there's also a really good chance that you could use some tweaking.

What I'm talking about are **headlines**.

Headlines are easily one of the most important parts of an ad.

Let's find out why.

### Why Are They Important?

Imagine you're scrolling through Facebook. You see an interesting photo. But on top of it.

Is one big slab of text.

There's a high chance you're gonna skip past and forget about it entirely.

Most ads are just like this. Boring. Repetitive. And just flat-out waffling.

Now, I need you to read the following sentence at least three times:

### **Most businesses SUCK at advertising**

Yes, read it again. I mean this wholeheartedly. Your competition doesn't know what the hell they are doing.

Sure, some competitors toyed around with some interesting ideas. But they never followed through.

It's like going to a job interview. Without even knowing what the job is actually about.

This is the same for youtube videos.

When you click to watch a youtube video, it wasn't the description that made you click..

Matter of fact, there's a good chance that you don't even remember the description at all.

You clicked because of the headline

And for some reason... they suddenly disappear when it comes to advertising.

### **What Should I Do Now?**

You need to be clear, concise and make it all about them.

Something along the lines of "One Simple Trick to Skyrocket Your Sales".

Chances are you'll be more inclined to read that than something like "At (Company Name), we pride ourselves in..."

Blah blah blah.

Headlines shouldn't only be used through writing. Many people forget that the headline can also be the first few words you say to a prospect or a customer.

It's important to understand that people are constantly looking to benefit their own life. So if you can create a headline which incorporates their desires... you've struck gold.

Now you can try to do all this yourself or... you can have us do it with you and for you.

We handle advertising, you handle everything else.

If you want to know how we would do this for your business, get in touch by filling in the "Contact Us" form.