

## **Final Draft: How To Instantly Attract More Clients With One Easy Trick**

If you're looking for an easy way to attract more clients for your business, this is for you.

We were able to drastically increase a client's results with this principle, and I'm sure it'll be the same for you.

### **Why The Majority Of Ads Fail Miserably**

Most ads fail miserably because they don't grab their customers by the throat.

The most important part of any ad, website or social media is...

...**The Headline.**

The headline is simply the first impression.

The first line of text in your ad. The top section of your website. The first thing you say on a sales call.

It's what makes your customer pay attention. Your headline has to immediately force your customer to pay attention.

If you come across like *"just another business"*, you'll get ignored.

Let's take this plumbing ad as an example:

*"The best plumbing in New York, call 888-Plumbing Business!"*

This ad is booooooring. It wouldn't get anyone to respond since it's so vanilla paste. And people are bombarded with these types of ads every single day.

If you want to attract more clients for your business, you need to stand out from the crowd in the best way possible.

So here's how you can easily write headlines that attract more clients:

## Fixing Your Headlines

### Step 1 - **Know Exactly Who You're Speaking To:**

Write the headline with your customer in mind.

What would make them pay attention? What problem do they want to solve?

Speak exactly to what your customer wants. If you're a dentist who whitens teeth - a solid headline would be:

*"Get a beautiful white smile in just 30 days."*

It's straight to the point and it grabs the reader's attention.

### Step 2 - **Use Your Selling Promise:**

Every headline you write should have your unique selling promise.

Think of what separates you from other business owners. What would make a customer pick you over someone else?

Here's a fantastic example from a real estate agent's ad:

*"Your home sold within 94 days or we pay you \$1500."*

This headline is perfect because it forces the customer to pay attention. It immediately peaks their interest and makes the agent stand out.

Your headline should precisely tell the benefit that you're offering.

### Step 3 - **Solve Their Problem:**

Every customer wants to make their life better. Your headline must make it clear that you can solve their problem.

So don't beat around the bush with this stuff... be extremely precise on how you can help your customer's life improve.

Start using these principles in your business and let me know how it works for you.

If you like this advice but don't have time to do all the marketing yourself... get in touch with us for a free marketing analysis.