

Gain an advantage over your competition by improving ONE sentence in your ads

The headline is one of the most important, if not the most important, element of an ad. It is the first words you say to a potential customer. It's comparable to the first sentence a salesperson says to a customer in your first sales call.

So you better get it right. After all, you only have one shot at convincing someone to look at your ad with your headline.

Many business owners underestimate the power that such a headline has. In this article, I'll show you 3 points you have to keep in mind, to write the perfect headline for the perfect customer. After reading this article, you'll have an edge over your competition. Let's get started.

Keeping it simple

For some reason, the general consensus is that ads and advertising messages should be something incredibly complex and lengthy. But that's not the case at all, it's actually the exact opposite: the simpler the better.

Put yourself in the shoes of an ordinary social media user. You are scrolling through your feed and you see an ad. You're already annoyed just by looking at it, aren't you? If the headline, which is probably only skimmed over when scrolling away, is also complicated and unclear, you will ignore the ad, no matter how beautiful and appealing the picture is or how good the offer is.

So keep your headlines short and use clear and simple but precise sentences. They should not create questions in the reader's mind or leave any room for interpretation.

But be careful not to use blind headlines, those that mean nothing if you don't read the whole text. Because if you don't immediately grab the reader's attention and desire with your headline, they won't pay attention to the rest of your ad.

Talk to the right audience

How many people are on social media every day? I don't know the exact figure, but we can assume that it is an incredibly high number. But the number of people for whom your product or service is useful and appealing is very likely much smaller.

Let's say you run a ladies' hairdressing salon. Does it make sense to address every single one of the billions of users in your ad? Of course not. You only want to target ladies who need services like yours. At the same time, it also makes no sense to address users who live 15,000 kilometers away from your salon.

This way, you can find out step by step who exactly matches your offer in order to increase the likelihood that someone who reads your ad will also buy. We also show you exactly how

to do this in our article "[One simple step to easily write High Performing Ads for your Business](#)".

Promises make the world go round

Include a promise in your headline. And make this promise as concrete, desirable and beneficial to the reader as you can.

People always want to get more benefits, results, utility, pleasure or value from their lives, both from their actions, from their work or business and definitely from their relationships. And they want to avoid more or constant pain, dissatisfaction, frustration, mediocrity and discomfort in their lives.

By cleverly using promises, you can appeal to this aspect of your target group, attracting more people and converting them into customers. But be careful not to make promises you can't keep, because you'll be shooting yourself in the foot.

Four eyes see better than two

If you keep these points in mind when writing your headline, you are guaranteed to achieve better results. If you would like assistance, please feel free to contact us [here](#). We'll take a look at your business free of charge to find out what we can do specifically for you. We look forward to hearing from you.