

Outline

- **Source:** FAB- The Ultimate Headline secret
- **Subject:** How To Dramatically Get More Sales With One Easy Trick.
- **Setup:** Started as a small businessman, doing my marketing, got HORRIBLE response rate.
- **Conflict:** Got so bad. Couldn't even figure out what I was doing wrong. Did everything they taught me Online.
- **Resolution:** My mentor, an old grizzled veteran, told me about the "Dan Kennedy Test".
- **Solution:** Put up the headline and see if the customer would contact you without reading the copy.
- **Close:** get in touch with us and we'll take a look at your copy for free

One Simple Trick to Increase Your Sales by 63%

Almost every business gets this wrong. It's the most important element in their ads, yet So many businesses fail to do this properly.

This element can make your ads profitable if the rest aren't in place. If you get this right, you are going to get that customer.

In this article, you'll learn how to make sure you always have a higher chance to get new Clients.

Let's Get started.

The Incident That Changed My Life.

I remember writing my first ad for my side business, I hated every second of it..

You know what was the worst part? I learned to write ads from every online resource that was available.

And Everyone taught everything completely different from one another, Sitting with a blank page on my desk.

I kept on thinking, no idea what to do and where to start from.

The most important thing that everyone misses

I didn't stop, I needed something to start off. I continued to research a formula to make my reader a customer.

Some online dude told me to start my ad with my business name. Others said that's exactly what not to do.

Some sources told me to repeat my message again and again. Others said it is annoying.

With the deadline approaching... I got my headline "15 years of experience in Interior decoration" and with a pretty good ad.

So, I ran the ad with confidence hoping for a good amount of customers to come in.

Some days later, I got back to my ads manager hoping to see some great results but...

I did HORRIBLE, I failed completely, I did get the reactions and people actually saw my ad but no one bought from it.

Why?

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Fixing Your Marketing

I went to my Mentor, One of the best marketers that have ever lived, an old aged veteran and showed him my ad.

He laughed at it, Being all Confused I asked *“What’s there to laugh off? Did I make a mistake down in the Ad?”*.

He looked at me and said *“Not the ad Krish, The First Sentence of the ad (The Headline). The customer didn’t even read your ad”*.

“Dan Kennedy Test”

I asked curiously *“What is wrong with the headline?”*.

He replied *“If I just put your and ask the customer to give his phone number/email would he give in?”*.

I replied thinking of my headline *“No! But won’t they read the copy as well?”*.

He replied “No, They won’t. Think about going to an interview with a muddy shirt instead of a clean shirt. Similarly, The headline is what hooks the reader to know more and more. If it isn’t catchy the copy doesn’t matter.”

He told me that this test known as “**Dan Kennedy TEST**” would massively help me make any headline for any ad in the world.

And he was absolutely right. It works for literally every business ad in the world.

So, The Next time you write your headline down. Ask yourself *“would you put in your phone number just by reading the headline.”*

If Yes, You are going to reach your perfect customer that needs this product/service..

If NO, This headline won't work better come up with another one.

Don't be afraid to stand out. In today's crowded world it's the only way to reach customers.

If you want us to take a look at your marketing plan and see what we could do for you, get in touch with us today.