



Gilbert Advertising

Articles

Week of writing (02-07/07/2024)

For the weekly articles that you write, make a copy of this document and get writing.

Article 1

Source - Make it simple

Headline - Why keeping things simple can mean the difference between success and failure of a marketing campaign.

Alternative headlines:

What most businesses overcomplicate when it comes to their marketing.

Creating highly complex ads will wow your audience into buying right? WRONG! Here is why simple ads will always trump complex ones.

Outline

Attention- Introduce the Occam's Razor Principle:

Interest- Simplify things; the simplest solution often works best and leads to better results.

Avoid Confusing your audience by giving complex instructions that unintentionally confuse customers when it comes to the close.



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Case Study of McDonalds: The restaurant can be run by an 18 year old, who has no experience in the restaurant industry. The script for the McDonalds drive through is the most simple sales script on the planet, and people still mess it up.

Direction - Marketing Steps Simplified:

Keep each marketing step in your Ad simple and direct

Ad: Get a response.

Response handling: Set up a sales call.

Sales call: Close the sale.

Post-sale: Ensure customer satisfaction and get referrals.

Action- Ready to streamline your marketing strategies? Get in touch with us.

1st Draft

Not a lot of people know that the secret to successful marketing isn't based around how much you can spend on your ads (to a degree).

Nor is it based around creating complex messages for your marketing.

It is much simpler than that.

Let me explain.

Marketing success can be determined by an ancient theological principle from the middle ages.

If you are not familiar with the Occam's Razor Principle, it's worth knowing.

To put it short and simply, it is the idea that you take two existing arguments/theories/explanations and whichever one is the simplest and easiest to understand is usually the right one.

Now if you use that in marketing, you can compare two ads together and depending on what ad has the simplest language, the easiest to understand offer, and generally is less confusing, will be the more successful one.

Let me show you how you can create successful marketing while still keeping it simple



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How to simplify your advertising for devastating financial gains.

The vast majority of business owners overcomplicate the writing process it takes to create a Successful ad, which is to be expected.

In school, from a very young age we are taught to write in a way that is very unnatural to us, and while it might sound somewhat intellectual on a piece of paper, if that was the way you spoke in real life, you'd just sound like a pretentious git.

And it comes across the same way, when you look at a business's website and they use all sorts of corporate language, that would sound smart in the boardroom of a London office, but doesn't translate so well into getting sales.

So you've got to simplify your language to a conversational level: whenever you're writing marketing materials for your business, look at your work and ask yourself "Would I say this to a friend", and if not, it's gotta go.

But language is not the only thing you need to simplify with your advertising.

You must also...

Have one offer for one ad.

Every piece of marketing you write must have just one action step: only one.

Humans are extremely good at following simple instructions, but as soon as you start overpopulating your ads with loads of offers and no action steps, that's a no no.

Take Mcdonalds as a good example.

Mcdonalds is one of the largest employers on the planet, which means that they hire people from all kinds of backgrounds, and all different ages. Why is it that an 18 year old with very little industry experience can be a manager at a McDonalds restaurant, and still have all the orders get delivered within a couple minutes.

It's not because he's smarter than everyone, or even that he's better at telling people what to do, but because the systems at mcdonalds have been made as straightforward as possible to follow.

And if a fast food restaurant can be run by pretty much anybody and everybody with just easy to follow instructions, you can apply the same to your ads.



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So don't confuse your audience; have just 1 offer in your ad and give simple instructions to follow, Which brings me on to my other point:

What should the process look like?

We've talked a lot about keeping things simple, so let's talk about the simple step by step sales process we're looking for.

Firstly, we run an ad for a desirable offer for our audience, and we have just one call to action on our ad that we can measure. Could be getting a phone number, could be getting a visitor to our website, anything that gets a response saying I'm interested.

Next we handle the response. This is where we either set up a sales call with our prospect, or we hit them with a retargeting ad. We're just trying to get in touch with them to see if we can sell to them.

Then we get to the sales call, and it could be an in person appointment, or it could be a video call; doesn't matter. This is a meeting in some way shape or form where we close the sale by talking to our prospect, getting to know their situation and their problems, then positioning ourselves as the best person to solve them.

Then there is post sale at last: assuming we get the green light, we're off to the races and it's time to ensure customer satisfaction and get a good referral.

So that's a little lesson in simplifying your marketing.

If you'd like us to see how we can simplify your marketing, why book a call with us here.

It's completely free and I'm not going to shove some high pressure sales tactics down your throat.

2nd Draft

Not a lot of people know this, but the secret to successful marketing isn't based on having the biggest budget, nor is it based around having the strongest brand identity.

It's something far simpler than that.

Let me explain:

Marketing success can be determined by an ancient theological principle from the middle ages.

If you are not familiar with the 'Occam's Razor' Principle, A franciscan monk almost 700 years ago came up with this metaphorical razor to cut through all information clutter.



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Essentially, you take two existing arguments/theories/explanations and whichever one is the simplest and easiest to understand is usually the right one.

Little did he know that this would come in extremely handy for marketing because you can compare two ads together and depending on what ad is the simplest to follow will be the more successful one.

Let me show you how you can create successful marketing while still keeping it simple:

How to simplify your advertising for devastating financial gains.

In school, from a very young age we are taught to write in a way that is very unnatural to us.

It's been hammered into us that we need to use big words and write long paragraphs to come across as more intellectual.

However, all you're really saying to your prospects is *"I'm just like everyone else"*, and that's pretty lame if you're trying to position your product/service as the best in the area.

So one of the first things you've got to simplify is your language to where it's at conversational level: whenever you're writing marketing materials for your business, look at your work and ask yourself *"Would I say this to a friend"*, and if not, it's gotta go.

Don't be afraid to dumb it down; better to be simple than to be misunderstood.

The other thing you should focus on is...

Have just ONE offer for one ad.

Humans are extremely good at following simple instructions, but they're rarely good at following complex ones.

Take boosting a post on facebook as an example.

Boosting a post on Facebook is basically flushing money down the toilet. Primarily because, and you can't choose which types of audiences see your posts, which is pretty important when trying to create a successful ad.

BUT, if a business owner wants to use the ads manager, he's got to go through 17 different pages, multiple campaign objectives, type in audience keywords etc. which looks more confusing than learning chinese.

Whereas using boost, all he has to do is press a button and BAM, and numbers go up on the screen.



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That's 'a result'. May not be a good one, but it does something at least, and people are far more likely to go through an ad that follows a similar principle than a complex one, even if the complex ones lead to a better outcome.

So don't confuse your audience; have just 1 offer in your ad and give simple instructions to follow, which brings me on to my last point:

What should the sales process look like?

Let's talk about the simple step by step sales process we're looking for in our ads.

Firstly, we run an ad for a desirable offer for our audience, and we have just one call-to-action (CTA) on our ad that we can measure. Could be getting a phone number, could be getting a visitor to our website, anything that gets a response shows interest in the offer.

Next we handle the response. This is where we either set up a sales call with our prospect, or we hit them with a retargeting ad. We're just trying to get in touch with them to see if they are a good fit for our product or service.

Then we get to the sales call, and it could be an in person appointment, or it could be a video call; just as long as it's a face-to-face interaction. This is a meeting in some way, shape or form where we close the sale by talking to our prospect, getting to know their situation and their problems, then positioning ourselves as the best person to solve them.

Then there is post sale at last: now we've got the green light, we're off to the races and it's time to ensure customer satisfaction and get a good referral.

So that's a little lesson in simplifying your marketing.

If you'd like us to see how we can simplify your marketing, why book a call with us here.

It's completely free and I'm not going to shove some high pressure sales tactics down your throat.

Tweet/post idea bin.

- **Marketing success can be determined by an ancient theological principle from the middle ages.**

If you are not familiar with the Occam's Razor Principle, An ancient English franciscan theologian, William of Ockham, came up with a way of detecting bullshit where you take two existing arguments/theories/explanations and whichever one is the simplest and easiest to understand is usually the right one.



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Little did he know that his principle would be extremely useful at running successful marketing campaigns because most marketing for businesses is full of bullshit.

Most make the mistake of feeling the need to impress people with their intellectual language, and impressive industry awards, when no-one really cares, and if somebody doesn't get it, they just move on.

No customers, no conversions.

Instead, the mindset should be "how can I make my offer

Article 2

Source - Copywriting Bootcamp - How to write fascinations.

Headline - 10 recipes to create devastating headlines that get a reader hooked to your ad.

Alternative headlines - How to create ads that get devoured by your readers, using these 5 simple recipes.

The secret to writing killer headlines lies in these 5 simple recipes.

Outline

- Writing headlines when you're just starting out can feel like an impossible task. So I've created 10 simple recipes that anybody can use to write headlines that sell their stuff.

(each point will get some explanation as to why it works; I'll come up with my own examples as I stole these from the copywriting campus, they are just there for reference)

- **How to.** How to become a \$10k/mo copywriter as quickly as possible



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- **Secret to.** The secret to writing killer fascinations everytime you sit down at your computer
- **Why.** Why most billionaires start their day in the exact same way.
- **What.** What do if you want to land your first copywriting client in less than 30 days
- **What NEVER.** What NEVER to say on a first date if you actually like the girl
-
- **PLUS.** PLUS the exact phrase that will make her blush, smile, then fall deeply in love with you.
- **Number.** 7 steps that guarantee you will reach your pushups goal each day
- **...right? WRONG!** Working smart is what will guarantee your success, right? WRONG! Why working “smart” will never be enough and what you need to do instead.
- **Warning.** WARNING! Don’t email another client until you learn this new upsell question that will dramatically increase your monthly revenue.
- **Bonus Are you?** Are you afraid you’ll get stuck with a depressing “white-picket-fence” life if you don’t start making real money NOW?

Close - Get in touch with us.

1st Draft

There’s no question that the headline of your ad is the most important thing about it.

You could have the best offer, a solid budget, be the best option out of all your competitors, even have the best ad creative, but if the headlines are weak... your ad is weak. Like how Alec Baldwin yells in GlenGarry Ross: “The leads are weak!?”,”YOU’RE WEAK!?”

The effort you put into coming up with a good headline is so important in fact, that for £1.00 you spend from your advertising budget, 80p of it goes into your headline.

10 recipes for creating headlines that sell.

Not many people know this, but there’s an easy way to predict how successful your ad will be.

I call it the “**double take test**”.



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Pretend that you're a perfect customer for your business. Take a look at your ad. Glance over it, like a prospect would.

If you glance over it and it FORCES you to do a double take? That means it's a good ad.

It needs to be so strong, cut through the clutter so effectively, talk to THEM so directly... that they have no choice but to read or watch what you have to say.

And here are recipes you can use to create headlines that will do exactly that.

How to... - "How to make 10k a month PROFIT as a business owner."

It doesn't get any simpler than this formula. With every ad you make you're looking to reach your audience with a particular offer, you always want to give them a unique gimmick or premise, and when you show them step by step to achieve a desired result, they'll pounce on it, because it's the final thing you're looking for.

Why... - Why 90% of most local businesses fail within the first year.

People love to be shown why things happen the way they do, because although some enjoy fantasy, most want to get closer to the truth. It's why people follow religions, and believe in certain things. If you can show them in one line that you have the answer to the unsolvable enigma, that's pretty hard as a prospect to ignore.

Secret to... - "The secret to closing clients like the wolf of wall street."

Slightly different to showing them the truth, you're showing them a gimmick, a life hack, a glitch in the matrix if you will. Humans are hardwired to pay attention to things that get us to our desires faster, and if you present that to your audience, they're at least going to pay attention to what you're saying.

What NEVER... - "What NEVER to say on a first date if you actually like the girl."

For most what really motivates and drives decisions, isn't necessarily the future dream outcome that a prospect might have, rather the pain doing something scary, and it going tits up on them. When that becomes imminent, people act, and fast, because the fear of embarrassment is far greater than the ideal future of winning.

PLUS. PLUS the exact phrase that will make her blush, smile, then fall deeply in love with you.

This is like adding gasoline to the fire of your headlines. Add this onto whatever headline you've created with another thing that would attract your audience to your offer, and if it works well with the original headline, it will only stack up curiosity in their head.



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- **Number.** 7 steps that guarantee you will reach your pushups goal each day

When you go to get your weekly groceries in the supermarket, what's the first thing you do before stacking up on countless shopping bags you've forgotten to bring? You create a list right? Makes it much easier to see what you need, and what you don't need. Same thing with a number list. If you can promise them a desirable outcome by following a numbered step list, that's innately fascinating.

- **...right? WRONG!** Working smart is what will guarantee your success, right? WRONG! Why working "smart" will never be enough and what you need to do instead.

We've taken their current expectation and we've shattered it, and by being shown why their current existence is wrong, that's gonna be at the very least intriguing.

- **Warning.** WARNING! Don't email another client until you learn this new upsell.

DANGER! DANGER! DANGER! Humans are hardwired to pay attention to potential threats to their existence. By using this recipe, you shortcut the reader's primal caveman brain. There is nowhere for their attention to go.

Now you have no excuse for creating bad headlines, because you have 10 recipes that will work every single time, and will always be attention grabbing for years to come.

If you'd like to see how we'd use these recipes to create highly converting ads for your business, get in touch with me here.

It's free, and I'm not going to put any high-pressure sales tactics on you.

We're both too busy for that.

2nd Draft

There's no question that the headline of your ad is the most important thing about it.

You could have the best offer, a solid ad budget, be the best option out of all your competitors, even have the best ad creative, but if the headlines are weak, every other effort you've made will be redundant.

Getting someone's attention in the first place is half the battle in selling to somebody, and with the modern standard of being bombarded with marketing messages and notifications during the day-to-day your message must cut through the clutter of all of it.



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Let me show you some frameworks that take the headache out of coming up with good headlines, and are guaranteed to sell.

10 recipes for creating highly profitable headlines.

They will work every single time, for any industry, at any point in time, provided you have a compelling offer to give to people:

How to... - "How to make 10k a month PROFIT as a business owner."

It doesn't get any simpler than this formula. With every ad you make you're looking to reach your audience with a particular offer, you always want to give them a unique premise. The "how to" opening will always work, because you'll be showing them something that they care about, and how to do it.

Why... - Why 90% of most local businesses fail within the first year.

Humans used to wonder why the sun sets and rises, why the weather gets colder and warmer, why certain things happen the way they did. That innate curiosity hasn't changed, and will never change. If you can show them in one line that you have the answer to an unsolvable enigma, that's a hard proposition to ignore.

Secret to... - "The secret to closing clients like the wolf of wall street."

Slightly different to showing them the truth, you're presenting them a gimmick, glitch in the matrix. We will always pay attention to things that get us to our desires faster, and if you present that to your audience, they're at least going to be interested in what you're saying.

What NEVER... - "What NEVER to say on a sales call if you want to do business with the prospect."

What really motivates and drives decisions, isn't necessarily the dream outcome of being a hero, rather the outcome of failing, and looking like a clown. Embarrassment as a motivator always beats bravery, and using this recipe will make them pay attention to what you're saying, because you've shown them that by not reading this text, they have a greater chance of failing.

PLUS. - "PLUS the exact phrase that will make your prospect happily sign your contract."

This is like adding gasoline to the fire of your headlines. Add this onto whatever headline you've created with another thing that would attract your audience to your offer, and if it works well with the original headline, it will only stack up curiosity in their head and practically force them to read it.



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Number. - 7 steps that guarantee you will reach your push ups goal each day

When you go to get your weekly groceries in the supermarket, what's the first thing you do before stacking up on countless shopping bags? You create a list right? Makes it much easier to see what you need, and what you don't need. Same thing with a number list. If you can promise them a desirable outcome by following a numbered step list, that's innately fascinating.

...right? WRONG! - Working smart is what will guarantee your success, right?
WRONG! Why working "smart" will never be enough and what you need to do instead.

We've taken their current expectation, and we've shattered it. People HATE being wrong. Try arguing with a communist, and even after you've shot their argument and logic full of holes they will still believe that they are right. Telling them why they're wrong will get their attention, but don't go overboard with it, otherwise you can lose them very quickly.

WARNING! - WARNING! Don't email another client until you learn this new upsell.

DANGER! DANGER! DANGER! Humans are hardwired to pay attention to potential threats to their existence. By using this recipe, you shortcut the reader's 'primal caveman brain'. There is nowhere for their attention to go but the words on the screen.

Now that you have 10 recipes for creating attention grabbing headlines that will work every single time, you have no excuse for creating bad headlines: It's time to get to work.

If you'd like to see how we'd use these recipes to create highly converting ads for your business, get in touch with me here.

It's free, and I'm not going to put any high-pressure sales tactics on you.

We're both too busy for that.

Tweet/post idea bin.

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