

How to Create Ads, Blogs, and Posts That Sell

The vast majority of ads are boring, cliché, or just completely wrong. I've seen it after viewing so many ads that just had me falling asleep. Dry as my tongue after waking up from an epic hangover.

It's like watching a documentary on grass growing.

We don't want to make our ads bore our customer to death, we want the absolute opposite.

So, in the next couple of minutes, I'll show you how to transform your writing so that you have your customers salivating over it. Let's get into it.

The BIGGEST Mistake That's Killing Your Content.

A couple of weeks ago, I was reviewing some content that my friend had made. The topics were actually pretty solid, and I could tell that it would be beneficial for people to know this stuff.

However, there was one main problem I had while reviewing his content.

IT WAS BOOOOORING.

No, seriously, his content was so uninteresting to read that I just stopped after a while. I'm talking about content that looks AI-generated, with weak hooks, Tolkien-long paragraphs, and so much more.

However, the BIGGEST mistake I saw throughout his content was...

His content never asked the question, "What's in it for me?"

There was no value to be gained by reading his article. In other words, the reader was not the star of the show in his content. I simply told him, "Nobody gives a crap about you; it's about the READER."

Boring Content = Less Views

He didn't seem too interested in my criticism until he started noticing his views plummeting.

He knew that what I was saying was true all along, so he finally pulled his act together and stopped writing like a wet noodle.

I simply told him that everybody has TikTok brain and can't focus on reading for too long if you continue to write like this. It only hit him when he saw his marketing budget decrease, his views decrease, and, most of all, his effort being put to waste.

This is why it's vital that you make sure your content is not annoying, sleazy, or salezy. Everybody wants to read content that's natural and accommodates the reader's needs.

Failure in doing so will result in the same outcome as my friend when he created content that was beyond boring to read.

Inject Some Dynamite In Your Copy

The solution to this is simple and straightforward: stop writing like a wet noodle. You need to make sure your content is enticing from start to finish.

Also, write your content like you're having a conversation with a good friend. Keep it casual. Keep it real. Like I'm doing here.

This also means that you don't start writing like Tolkien. Nobody on this planet wants to read content with paragraphs smushed together. So, make sure your content has evenly spaced paragraphs that aren't too long.

Lastly, make sure your reader is the star of the show. Never make yourself the star of your own show because literally no one cares.

Accommodate the reader's needs and wants to create content that sells.

In the next article, we'll talk about the main thing almost every business owner makes, which makes their ads boring.

Sounds good? Then fill out this form: <https://www.afzalmarketings.com/free-marketing-analysis>