Outline:

Headline: The Ultimate Headline Secret That Will Make Your Sales Go Up

Attention: If you've been struggling to get any sales, even clicks on your ads then this is most probably the problem that you're facing.

Interest: It doesn't matter what media you use or if you have the best offer in the world, if this isn't in place then it will not sell.

Desire: But if you get this in place and you master this, it will turn your ads into a client-generating machine on-demand.

Action: Start showing a reason for your audience to read your ad, make it scroll-stopping. A great test is to imagine if your audience would call you if they just saw the headline, and then the offer right underneath.

Close: You can do this yourself, or you can have us do it for you. We handle the marketing, we get you money in. You focus on what you do best, running your business.

Article:

The Ultimate Headline Secret That Will Force Your Sales To Go Up!

Today's article is about making you money, getting your ads seen and filling up your calendar with so many clients you'll have to start a waiting list.

And if you really grasp what I'm about to share with you, and you implement it, you'll instantly start to see the sales you get from your ads skyrocket. Really, I'm not joking when I say the sky is the limit.

And the best part is… it isn't even hard. In fact, this is probably the easiest way to fix your ads and turn them from burning your budget to expanding it.

So without wasting a second longer, let's get right into it…

If you've been struggling to make your ads work for you and not against you, this is probably the first place you want to start.

Your headline is the most decisive factor that will tell you whether your ads work or not. And if you've been struggling to make any return on your ads then it's safe to say that your headline is the first thing you want to check out.

Because nine times out of ten, this is why your ads have consistently been chipping away at your budget and slowly decaying over time.

Especially if you've noticed you're not getting any click-throughs (clicks on your ad), I could bet my house, my car and my dog on the fact that it's to do with your headline.

And you might be thinking,

"What if I'm using really captivating and attention grabbing media? What if my offer is irresistible? Surely that will help my ads make more money?"

Probably not, and here's why:

Your media is the last thing they see on your ad. Now let's say you own a dog-walking business and you show a picture of a bunch of strong, healthy and smiley dogs - they're not going to pay any attention to that.

And this is the same when it comes to your offer - if they don't read down to the point where you have your offer and you're presenting your dog-walking service as the best dog-walking service in town, then no one's going to even see your offer.

It doesn't matter if you have the most breathtaking media in the world, or if you have the most invaluable and generous offer in the multiverse…

…if they don't see it - it doesn't do its job.

Mastering the art of headlines

What happens to your ads when you actually slap a headline on your ad that is attention-stealing, scroll-stopping and mind-breaking?

Well, it's quite simple actually, and you already know the answer to this.

Your ads will become a client-magnet, effortlessly attracting clients to your business online just through wording a simple sentence together.

A solid headline will give you the power to generate clients on demand, fill up your calendar till you have to tell people,

"Sorry, there's no available spaces till next month. I'll have to put you on the waiting list."

And this can all be done with a simple yet effective headline.

I know right, sounds almost too good to be true - but in fact, this is just the beginning to forging a ruthless and competitor-destroying ad.

But now, let's discuss crafting the headline of the century…

"WIIFM?"

I know you're already wondering,

"What's this gibberish? Is it morse code? Is he engraving a virus into my computer?"

Rest assured, I have no intention of speaking in morse code or infecting your malware with vicious lines of code.

WIIFM actually stands for What's In It For Me?

And this is the question your clients have all day, everyday, in their minds when deciding to do something or buy something.

You don't go buy a coffee just to buy a coffee - you're buying a coffee because it's solving a problem that you have. You might be tired, or you want a warm drink, or maybe you just want to taste some nice coffee.

You have to answer this question in the headlines of your ads, give them a reason to call you.

Instead of saying, *"At BestPlumbers we are focused on sustainability and keeping polar bears alive"*, give them a reason to keep reading.

"We'll fix your pipes in 20 minutes or you don't pay us!" - see how that's attention-grabbing? Scroll-stopping? It cuts straight through the fluff and answers the question, *"WIIFM?"*.

And a great way to test this is by imagining whether your headline and response mechanism alone would get clients flying through your door.

If the answer is 'yes', then well done - you've forged a mighty headline worthy of bringing back ten times what you pay for your ads.

However, there still lies one problem…

…as a business owner, your time is very limited. You have to take care of staff, run your business, deal with chaotic clients, and if you've got a family then you also have to look after them as well.

Now don't worry, because we've found yet another solution to this problem.

You can have us do your marketing for you, run your ads for you and bring clients in for you. The best part is that…

…if our ads don't beat yours, you don't even have to pay us! That's right, we're so confident in our ability to craft relentless ads that will generate clients for you on demand that we're happy risking not getting paid.

Think about it - we handle the marketing, we get you money in. You focus on what you do best - running your business.

If this is something you'd like to discuss then get in touch:

FORM.