

Content factory

Weekly article Writing 28/05/2024

Source:

Marketing Mastery ⇒ <<Know your audience>>

Subject:

Identify your customer bias. Find who your perfect customer is, their habits, their language their beliefs, things they like and things they don't. Laser focusing on your perfect customer bias will skyrocket your response rate and increase the chances of a purchase.

Title:

1. One simple step to guarantee your ads will sell every time.
2. Most local businesses make this mistake...
3. One thing that can kill every single ad...

Outline:

Point one:

Why mass marketing is not optimal for small business

Point two:

Crew cut marketing story

How narrowing down your audience to people who are interested in your product, can help you skyrocket your response rate

Point three:

How can you easily identify your perfect customer bias?

Attention:

What is the most fatal mistake local businesses make when they first get into Meta ads?

Interest:

Why Mass Marketing/ trying to sell to everyone is killing your results. Why did it work for bigger businesses, but it won't for you.

Desire:

What is the most optimal way for local businesses to market and are the benefits of it. + Crew cut story.

Action:

If this makes sense for you, but you don't have the time to do it yourself, I will gladly do it for you.

Notes:

So let's talk about a mistake that almost every business owner makes, especially local business owners, and that is identifying audience bias.

Now what tends to happen is that people start to think like, maybe there is no bias. Maybe everyone is my customer. Maybe I could just sell to everyone and it'll all be fine. Narrator voice, it was not fine at all.

There is always a bias, like you sell primarily to men or you sell primarily to women, or maybe you sell to a certain age group, or maybe you sell to someone with certain interests, maybe you sell to someone with a certain haircut. I don't know. And the reason I thought about haircut was I remember a story, this was a motivational speaker in the sixties, I believe, and I remember a marketing example that someone that worked for him remembered said, well back in the sixties, obviously you had no internet, you didn't even have a fax machine. You had very little in terms of targeting power. And the guy was doing his seminars, you know city after city after city, and he started noticing in the audience that most men were men that had crew cuts. So, you know, the, basically buzzed head that they get in the army. And a lot of them just had that, like overwhelming majority, like always there was a bias in the audience.

So what he started to do when he for example, he went to go to Denver, he would hit up all the barber shops, basically say hey can you get me a list of your clients? I will pay for the list obviously get me a list of your clients with crew cuts. And then he mailed out like direct mail, like actual mail to them because you know again it's the sixties, with a promotional offer for the seminar. And it boosted the response enormously because there's always a bias. If you talk to the right people, you will get a response rate that's much higher than anything that you would get in a mass market. The problem is a lot of marketing that we grew up with or see is directed at the mass audience. Like you got laundry detergent or you got Coca-Cola, which is basically directed to everyone.

And these people have hundreds of millions of dollars of marketing budget. Uh we don't, well I'm not sure about you, but I don't, I don't have hundred million dollars to put in an ad budget to basically blanket the whole market. See if someone decides, oh yeah, let me pick this up, we were sort of raised with the idea of yeah, let's do mass marketing and then get them to know your brand and then hopefully someone, if he's in the supermarket or something decides, yeah let me pick up this brand of peanut butter because I've seen this on the, you know, the news or in the newspaper.

So what I'm trying to get you to understand is that we don't do that. We talk to our majority audience and we make sure that the people that we talk to are actually the people that we wanna talk to, people that wanna buy our product. Most important. So when I did direct mail again 15 years ago or something, certain areas were better than others. Certain cities certain provinces there's always a bias.

So if you know who your audience is, you get a clear picture, you know what language they use, maybe what party they vote for, uh what kind of income they have, where do they live, do they have kids or do they have pets, do they have hobbies? All of that stuff becomes clear over time as you get to know a customer.

But before that, you need to get a sense of how do these people talk? How do they communicate, what do they say? Excellent resource for that. If you have a client, for example, and he's doing, let's say garage doors, you know, a recent example came up and thought about that, you could look at the reviews of this client and maybe similar clients like competitors. You can look at the review and see what language these people use, like how do they actually speak. And it'll also give you a clear indication of okay,

What kind of people are they? Like, are they students? Are they homeowners? Are they retired people? Like what, what sense do you get from them?

You must understand your audience. You must do the minimum viable research, background research. I did a couple examples in the daily marketing example on products for women. And well, I don't wanna shame you, but you showed a lack of understanding in women's issues. Now I understand most of you are not a woman. I get it, most of you are young. So, but it shows if you don't even have the most basic understanding of stuff. And that's why we need to look into that. You need to, like, let's say you get a client and he does Botox like a cosmetic surgery Botox bar. You don't even have to be a surgeon these days, can just, you know, prick needles into people without too many qualifications. And let's say he does that. If you show up to a client call, it makes a lot of sense to do the least minimum background research. Like, okay, who actually, who's actually interested in this? Because a lot of you think, yeah, when you're 55, you start looking at that. Well, no way. Earlier I said before in a call, there's a whole lot of like natural beauties on Instagram that go through endless procedures even before they're 25. This is not rare, but you need to know this stuff if you're pursuing clients like that, right? If someone books the call, know at least the minimum, it's similar to a job interview. You have to do some background research, don't have to be an expert, he's the expert, that's absolutely fine. But you have to know something, especially if you're then going out and do their marketing for them. Need to do some background research. Ideally, the ideal situation is that the customer, when he sees the ad, I'm not talking about your customer, I'm talking about the customers that we market in general, right? Customer need to see and think, ah, this is for me. This man understands me. I get it, he gets me. This is my problem, this is my situation. That's what we're gonna get to. And you do that by actually getting the customer by actually understanding where they are coming from. And you do that by doing some basic background research and then some educated guesses.

Now obviously if you work with a client, you can interview clients that that's all good. But please understand that there is no product, there is no product, none that appeals to everyone, every age, every sex. Well there are only two every, no that doesn't happen.

There's always a bias. And our clients will think there's not, there is. And your ad results will show this to you as you go along. But for now just understand there's always a bias. You need to talk to the right audience and you need to, your message will cut through the clutter.

If you laser focus it on the person, most likely to respond to your ad. If you want to go up in like, in the, in the ether, if you don't want to get noticed at all feel free to just say well, this is for all people, this is for everyone. It's not it's for a certain segment of the population. And the more concise and clear and laser focused you can get, the better the message will be and the more impact you will have, which is what we're looking for impact.

Weekly article Writing 20/05/2024

Source:

Marketing Mastery⇒ <<Irresistible offer>>

Subject:

Most ads today serve no specific point making their results immeasurable and letting leads fade away without ever responding.

Title:

How to make irresistible offers

General outline:

Every ad has to have an offer. It needs to be a point and have the capacity to have a response.

It needs to make them do something ⇒ direct response marketing.

1. Threshold problem
2. 2 - step vs 1 - step

Minimize the ask, make small requests. **Ease them** in, and have **a low threshold**.
(dating)(kidney)

1 step Lead generation: Is ads that ask for a sale or commitment from the start
(**hey botox is awesome, I am awesome at Botox, buy Botox from me**)

2-step lead generation: The first interaction aims at educating and warming up the audience with some free value before asking for a commitment.

(**hey botox is awesome, It can help you get rid of wrinkles, Here is a guide on how Botox can help you <gift>**)

Headlines:

1. Everyone likes easy
2. Speed dating
3. The importance of warming up

Rough draft:**How to make your Meta ads irresistible**

Most businesses that run ads are dont use this trick scared they will lose profits. The thing is that an ad can't be completed without this key thing. It determines the succes and messurability of the ad it slef and is the main reason why most business owner cant see the results meta ads can bring.

I have worked with various businesses before and i can say with 100% that i can now make irresistable ads because of this one thing. The thing that let me achieve this was this quote:

“Every thing happens for a reason”

To be precise, every thing that you do must have an end point. Unfortunately you can't just write and publish things just for the sake of it. That is if you want to have results. Results are money, and we can all agree that all people like money.

Ads need to always have an offer. The offer is the reason you would put an ad up in yhe first place. If you need more clinets, your offer must comple people to buy from you. If you need to sell more stock of particular product, the offer must compel people to buy this product and so onm...

You see, a lot of people today do the mistake of being scared to present offers. The worst thing you can do is present an ad like this:

===

“Experience Excellence at Manchester Fine Auto!

With over [X] years of experience, Manchester Fine Auto is your trusted destination for finding the perfect vehicle. Our commitment to quality and customer satisfaction sets us apart in the automotive industry.

Why Choose Manchester Fine Auto?

- Decades of Experience: We've been serving the Manchester community with integrity and expertise for over [X] years.
- Exceptional Customer Service: Our friendly and knowledgeable staff is dedicated to providing you with a seamless and enjoyable car-buying experience.
- Wide Variety of Options: Whether you're looking for a reliable sedan, a spacious SUV, or a sporty coupe, our extensive inventory has something for everyone.

Join Our Happy Customers!

Visit us at [insert address], Manchester. Explore our diverse selection online at [insert website], or call us at [insert phone number] to speak with our team.

Drive Away with Confidence at Manchester Fine Auto!"

===

You see most people wouldn't see the wrong in this type of ads. At first glance this seems to be a very promising example, but here is where the tricky part is.

People are bad at making decisions for themselves. When was the last time you asked your partner where she or he wanted to eat and they said an exact location?

We can all agree that people like to be guided in most scenarios. Taking the responsibility of decision making is hard for the majority of people today.

What should I do now?

- Visit the dealership?
- Visit the website?
- Call them?

This way of advertising leads to the immediate creation of confusion and the absence of a response from their part. Response as in buying calling or visiting us or our website.

So we need to make crystal clear our intentions when running ads. If we want more visitors at our dealer then ask them to visit. If we want more online visitors, ask them to visit our website or socials. If we want to get in touch with them, then ask them to get in touch with us. Simple step-by-step guidance:

==

Visit our [insert website], explore our diverse selection, and pick your favorite ride!

Drive Away with Confidence at Manchester Fine Auto!"

==

See how much more direct and easy this is? Now he knows exactly what to do.

Now we asked our prospects to take action for us. Thus visit our web page.

The nicest thing we can do is to offer them something for their troubles right?

An offer is one of the most essential parts of our ad. No ad can perform without an offer.

The offer acts as the reward for completing the task we asked of our audience. The higher the ask, the higher must be the offer. That is the threshold.

The threshold is an important factor when contracting offers. Most people don't enjoy doing difficult things.

Imagine me making an ad and asking you to climb Mount Everest for 50% gift card at my dealer's. I am pretty sure you wouldn't even try, and you wouldn't be on the wrong believe. Noone would.

The ask should be as low a threshold as possible. Completing a simple form, email or text for contact, or even watching a video are the most viable options.

Now our example would look like something like this:

==

Visit our [insert website] to explore our diverse selection. Complete our built-in form and get 5% off the first 3 payments off your favorite ride!

Drive Away with Confidence at Manchester Fine Auto!"

==

See? Now I just gave you a reason to listen to me. And for the majority of people who want or need a new car, this is just enough to make them notice me for good.

Now of course I can't guarantee you that if you spam this format on all your ads you will see immediate results. other things play their part too. Familiarity:

Picture this you and a nice woma go out for your first date. The talking is going well, you both like eachother. The time comes for you to make your proposition.

Imagine instead of asking for a second date you say:

"So yeah i think you are beautiful. I will give you one week to prepair what is necessary, go shopping, do your nails, invite your friend and all of that stuff and i will be waiting for you in the church for the wedding."

We can all agree this wouldn't end as you would expect. Like wise we can't ask for big ask right of the bat.

Most of the times it is better to warm our prospects up byt asking small and giving some free value first. That the part where the video comes in. You can ask them to watch an informational video regrading your product or service to get them familiar with you and your work. You can offer them information in the for of ebooks, articles and even guides all regarding topics of interest in your line of work.

That way, when the time comes and these people are familiar with you and the niche you are working on, it will be much easier to ask bigger and sell bigger.

Most likely all of this sounds logical to you. Simple to do and also tempting. There is also a chance you already tried this and had a difficult time getting results of seting things up. I dont blame you. After all you wouldn;t be abe to do all this stuff first try after only reading one o my articles.

Here's what i am going to do! I am going to share with you my collection of valuable information how about it?

You can read the rest here:

<<link>>

P.S. I know most of you are busy men and women. You have enough on your plate already and it is hard to fit in more stuff like this.

So this is my irresistible offer to you!

If you like this way of advertising and want to see the results speak for themselves, you will complete my contact form on my website and I will get in touch with you. We can discuss a custom solution for your business while giving you a marketing analysis of your systems completely for free!

((1275))

First Draft

The secret to irresistible offers!

You see, most businesses neglect this when first running ads. It's the only thing that can let you know that your ads is working and can also skyrocket results if done in the proper way. You see I made this mistake too when I first started running ads for local businesses. If I knew about these 3 things earlier it would make my job as a marketer 10 times easier.

Every ad needs to have a point.

if you like comedy you are familiar with the saying:

“ The top needs to be pointy!

A round top will put a smile on our enemies' faces!” (*Dictator*)

He was ironically correct. Every ad must have an end goal. Either we aim for more website visits, more face-to-face visits, or more product sales...

You must clarify what action you need your readers to take after going through your ad. Let me show you why:

===

“Are you looking for high-end cars?!

A wide variety of models from all your favorite brands is gathered here in Manchester!

- Safe and flexible financing
- Two 30-minute test drives to ensure you made the correct choice

- Same-day pick-up!

Visit us at [insert address], Manchester. Explore our diverse selection online at [insert website], or call us at [insert phone number] to speak with our team.

Drive Away with Confidence at Manchester Fine Auto!"

===

At first glance, this is a promising example but right at the end is the tricky part.

People are bad at making decisions for themselves. When was the last time you asked your partner where she or he wanted to eat and they had a clear answer?

We can all agree that people like to be guided in most scenarios.

What should I do now?

- Visit the dealership?
- Do I visit the website?
- Call them?

All these unanswered questions will confuse a customer and "test-drive" him away from responding to our call.

So we need to make our intentions crystal clear when running ads. If we want more visitors to our dealership, then ask them to visit. If we want more online visitors, ask them to visit our website or socials. If we want to get in touch with them, then ask them to get in touch with us.

Simple step-by-step guidance is key to maximizing your chances for a first and even a second date with your prospects!

==

Visit our [insert website], explore our diverse selection, and pick your favorite ride!

Drive Away with Confidence at Manchester Fine Auto!"

==

See how much more direct and easy this is? Now he knows exactly what to do.

You get what you pay for

Now we asked our prospects to take action for us. Thus visit our web page. The nicest thing we can do is to offer them something for their troubles right?

The offer is one of the most essential parts of our ad. No ad can perform without an offer.

It acts as a reward for completing the task we asked of them. Now the thing to be careful of is the action threshold.

Imagine me presenting an ad and my offer is this:

==

“Climb Mount Everest with our newly designed flyer, show us, and get 50% off any purchase in our store!

==

Chances are...

...You are tired before even scrolling just by thinking about it.

The ask should be as low a threshold as possible. Completing a simple form, email, or text for contact, or even watching a video is fine.

==

Visit our [insert website] to explore our diverse selection. Complete our built-in form and get 5% off the first 3 payments off your favorite ride!

Drive Away with Confidence at Manchester Fine Auto!”

==

See? Easy task for you to get a small reward.

Now of course you can ask bigger than this. Most advertising today uses a 1-step format. Which means they get right in your face and ask you to buy right off the park. Which will lead to making my next point

Speed dating

Picture you are walking down the road on a nice sunny Saturday morning.

You come across a beautiful lady walking across the street.

You decide that this is nice chance for you to get a date, so you go and say to her:

“Hi, my name is Justin and I think you are beautiful. I will give you one week to prepare what is necessary. Go shopping, do your nails, invite your friends and family. I will be waiting for you at the altar.”

We can all agree this wouldn't end as you would expect.

Warming up your prospects will let you gain people's trust by proving you know what you are talking about. People buy from people whom they trust and like. Offering free value that can prove your worth will give you an edge over any competition and the best part about this is...

You can do this completely free!

So, Don't be afraid to use offers to build rapport with your audience. You will be amazed by the results I promise you!

Talk soon,

Vasilis.

P.S.

I know most of you are busy business people. You already have much on your plate already, so here is what I'm going to do:

Irresistible offer warning!

If you want to do your marketing yourself I will help you. I will give you access to all the knowledge I acquired doing this for many businesses.

You can read here at a time of convenience:

<<link>>

If you are unsure of the end product, I'll be happy to take a look at it for you.

You can email me here:

<<link>>

If you don't want to get your hands dirty but want to see the fruits this can bear, I will gladly do your marketing for you.

Complete the contact form on my website. I will email you back and we can work on a custom solution for your specific business!

<<link>>

((989))

Second Draft

The secret to irresistible offers!

You see, most businesses neglect this when first running ads. It's the only thing that will tell you if your ads work. It can skyrocket results if done the proper way. It can guarantee the ad to get its money's worth. You see I made this mistake too, when I first started running ads for local businesses. Knowing these 3 things earlier would make my marketing work 10 times easier.

Every ad needs to have a point.

if you like comedy you are familiar with the saying:

“ The top needs to be pointy!

A round top will put a smile on our enemies' faces!" (*Dictator*)

He was ironically correct. Every ad must have an end goal. Either we aim for more website visits, more face-to-face visits, or more product sales...

You must clarify what action you need your readers to take at the end of your ad. Let me show you why:

===

"Are you looking for high-end cars?!"

A wide variety of models from all your favorite brands is gathered here in Manchester!

- Safe and flexible financing
- Two 30-minute test drives to ensure you made the correct choice
- Same-day pick-up!

Visit us at [insert address], Manchester. Explore our diverse selection online at [insert website], or call us at [insert phone number] to speak with our team.

Drive Away with Confidence at Manchester Fine Auto!"

===

At first glance, this is a promising example. Right at the end, is where things get tricky.

People are bad at making decisions for themselves. When was the last time you asked your partner where she or he wanted to eat and they had a clear answer?

The majority of people like to be guided in most scenarios.

What is the action the reader should take now?

Visit the dealership?

Visit the website?

Call them?

All these unanswered questions will confuse our lead and "test-drive" him away from responding to our call.

So, we make our intentions crystal clear when running ads. If we want more visitors to our dealership, we ask them to visit. If we want more online visitors, ask them to visit our website or socials.

Simple step-by-step guidance is key to maximizing your chances for a first, and even a second date with your prospects!

==

Visit our [insert website], explore our diverse selection, and pick your favorite ride!

Drive Away with Confidence at Manchester Fine Auto!"

==

See how much more direct and easy this is? Now he knows exactly what to do.

You get what you pay for

We asked our prospects to take action for us. Thus visit our web page. The nicest thing we can do is to offer them something for their troubles right?

The offer is a reward for going through our ad and completing the task we asked of them. Now the thing to be careful of is the action's threshold.

Imagine me, presenting an ad with an offer like this:

==

"Climb Mount Everest with our newly designed flyer, show us, and get 50% off any purchase in our store!

==

Chances are...

...You don't plan on going hiking on Everest this weekend.

The ask should be as low a threshold as possible. Completing a simple form, email, or text for contact, and watching a video are solid offers.

==

Visit our [insert website] to explore our diverse selection. Complete our built-in form and get 5% off the first 3 payments off your favorite ride!

Drive Away with Confidence at Manchester Fine Auto!"

==

See? You do something small for me, I give you something back.

Now of course you can ask bigger than this. Most advertising today uses a 1-step format. They get right in your face and ask you to buy right off the park.

Speed dating

Picture you are walking down the road on a nice sunny Saturday morning.

You come across a beautiful lady walking across the street.

You decide that this is a nice chance for you to get a date, so you go and say to her:

"Hi, my name is Justin and I think you are beautiful. I will give you one week to prepare what is necessary. Go shopping, do your nails, invite your friends and family. I will be waiting for you at the altar."

We can all agree this wouldn't end as you would expect.

Warming up your prospects before asking for a high threshold act is essential. It will let you gain people's trust by proving you know what you are talking about. People buy from people whom they trust and like. Offering free value that can prove your worth will give you an edge over any competition and the best part about this is...

You can do this completely free!

So, Don't be afraid to use offers to build rapport with your audience. You will be amazed by the results, I promise you!

Talk soon,

Vasilis.

P.S.

I know most of you are busy business people. You already have much on your plate already, so here is what I'm going to do:

Irresistible offer warning!

If you want to do your marketing yourself, I will help you. I will give you access to all the knowledge I acquired doing this for so long.

You can read here at a time of convenience:

<<link>>

If you are unsure of the end product, I'll be happy to take a look at it for you.

You can email me here:

<<link>>

If you don't want to get your hands dirty but want to see the fruits this can bear, I will gladly do your marketing for you.

Complete the contact form on my website. I will email you back and we can work on a custom solution for your specific business!

<<link>>

((957))

Third Draft

3 easy tricks to make your ads irresistible.

You see, most businesses neglect this when first running ads. It's the only thing that will tell you if your ads work. It can skyrocket results if done the proper way. It can guarantee the ad to get its money's worth. You see I made this mistake too, when I first started running ads for local businesses. Knowing these 3 things earlier would make my marketing projects 10 times easier.

Every ad needs to have a point.

If you like comedy movies you are probably familiar with the quote:

“ The top needs to be pointy!

A round top will put a smile on our enemies' faces!” (*Dictator*)

He was ironically correct. Every ad must have an end goal.

You must clarify what action you need your readers to take at the end of your ad. Let me show you why:

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“Are you looking for high-end cars?!

A wide variety of models from all your favorite brands is gathered here in Manchester!

- *Safe and flexible financing*
- *Two 30-minute test drives to ensure you made the correct choice*
- *Same-day pick-up!*

Visit us at [insert address], Manchester. Explore our diverse selection online at [insert website], or call us at [insert phone number] to speak with our team.

Drive Away with Confidence at Manchester Fine Auto!”

===

What does the business owner hope to achieve from this ad?

More physical visits? More website visits? Online selling? Face-to-face traditional selling?

That confusion is translated to the customer and a confused customer does the worst thing...

...Which is nothing.

People don't like making decisions for themselves. Just think of the last time you asked your partner where she or he wanted to eat and they had a clear answer.

Simple step-by-step guidance is key to maximizing your chances for a first, or even a second date with your prospects!

==

Visit www.ManchesterFineAuto.com, explore our diverse selection, and pick your favorite ride!"

==

See how much more direct and easy this is? Guide people to what you want them to do.

You get what you pay for

We asked our prospects to take action for us. Thus visit our web page. The nicest thing we can do is to offer them something for their troubles right?

The offer is a reward for going through our ad and completing the task we asked of them. It is the little push anyone needs to make a decision.

If I told you, to jump into a pool with your working clothes still on, we both know you wouldn't. If I promised you two days' worth of money for it, we both know you would consider it very seriously...

The same thing applies to ads. If you want to see results, the offer is essential to what we are doing. The thing to be careful of is the action's threshold.

Imagine me, presenting an ad with an offer like this:

==

"Climb Mount Everest with our newly designed flyer, show us, and get 50% off any purchase in our store!"

==

Chances are...

...You don't plan on going hiking on Everest this weekend.

The ask should be as low a threshold as possible. Completing a simple form, email, or text for contact, and watching a video are solid offers.

==

Visit our website to explore our diverse selection. Complete our built-in form and get 5% off the first 3 payments off your favorite ride!

Drive Away with Confidence at Manchester Fine Auto!"

==

See? You do something small for me, I give you something back.

Now, of course, you can ask bigger than this.

Speed dating

Picture you are walking down the road on a nice sunny Saturday morning.

You come across a beautiful lady walking across the street.

You decide that this is a nice chance for you to get a date, so you go and say to her:

“Hi, my name is Justin and I think you are beautiful. I will give you one week to prepare what is necessary. Go shopping, do your nails, invite your friends and family. I will be waiting for you at the altar.”

We can all agree this wouldn't end as you would expect. If you used this to a woman whom you have been dating for over 2 years the outcome would be completely different.

The difference is in the stage of the relationship you both have. Knowing, trusting, and liking each other, play a big part when making big asks like this.

In marketing, you can build this trust much faster. Offer free value with online e-books, videos, articles, and daily tips. All of that will build trust between you and your audience and will make selling to them much, much easier!

The best part is...

...You can do this completely free!

So, Don't be afraid to use all of this to make killer ads. You will be amazed by the results, I promise you!

Talk soon,

Vasilis.

P.S.

I know most of you are busy business people. You already have much on your plate, so here is what I'm going to do:

Irresistible offer warning!

If you like this and want to do your marketing yourself, I will help you. I will give you access to all the knowledge I acquired doing this for so long.

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If you don't want to get your hands dirty but want to see the fruits this can bear, I will gladly do your marketing for you.

Complete the contact form on my website. I will email you back and we can work on a custom solution for your business!

<<link>>
((961))

Tweets/emails/posts/threads

Tweet 1:

Yesterday I witnessed the brutal murder of my best friend's marketing efforts.

The sad part is that he knows I'm right. He knows I have worked on running Meta ads for local businesses for a long time. And he didn't even bother to ask for help.

Anyway buckle up, because this could be a lesson for everyone.

Now keep in mind that this man has one of the best used car dealerships in the whole state. It's a shame to see him lose so many potential customers like this...

Long story short, he launches an ad for a used car festival that is soon to happen in our area. He packed a really good offer, just to brutally murder its potential, like this:

===

Drive and acquire your next car from the largest collection of used cars with a gift of:

- *Road tax*
- *Transfer fees*
- *Insurance for 1 year.*

===

Yes! Those were the ad's last words. Now, if you have read any of my articles you will realize what's wrong at record speed.

The chances of this ad getting a response are worse than a one-legged man winning an ass-kicking contest!

Let me tell you why...

Let's say you are right at the end of a very fun and enjoyable first date. It's time to go home, you have work to get up to tomorrow.

You decide to end the date by saying:

“This was really nice, I hope to see you again. Good night.”

Now, most sane people would guide the conversation to the “next stage”. A second date, or even a late-night date to the bedroom. Depending on how naughty you both are...

But this man said no! I will leave you to decide what to do next, on your own.

And we all know how this ends. With a big bunch of chances that you won't see her again...

First Article (The correct way to do ads)

Source:

Alright, let's discuss our solar panel cleaning ad. Now, you all know that I'm a big proponent of keeping things simple. I like simple. It's nice and simple, right? You can see right through. So part of me likes the ultra-simple approach. You can go too far though. And our friend Justin took it a bit too far.

So the ad is a picture of his truck. And then the copy; dirty solar panels cost you money. Call or text Justin today. Now, I asked you guys,

1. what would be a lower threshold response mechanism compared to calling this number?

Easy>Hard

And almost all of you got that right. You could do fill out a form. You could do send me a DM.

He put in the ad, send me a text, but probably you want to make it as low threshold as possible. So sending a text, filling out a form. That is usually a good approach. It's better than calling, maybe once upon a time, people were comfortable calling from an ad. These days, not so much. It's much easier to get a low threshold response mechanism there.

2. Number two, what's the offer in the ad?

And here's where things got interesting because, really, if you look at it, there's no offer. The dude just makes a statement saying dirty solar panels cost you money. He doesn't understand, or he doesn't explain why. He doesn't explain how much. He doesn't explain anything, really.

Just a statement. This is like saying, Cows are very expensive to buy. Call or text Justin today. That doesn't make sense, does it? There's no offer. We don't even know why you would call or text Justin. Do you want to talk about dirty solar panels? Now, obviously his company name is Solar Panel Cleaning. So it doesn't require a genius IQ to figure out that if you call Justin, he probably wants you to help you out with the cleaning.

That makes sense, but there is no offer. So the idea of, can you come up with a better one? Yeah, that's quite easy, isn't it? Maybe you could say, get in touch with us today. And we will tell you exactly how much you'll be saving by cleaning your solar panels or get in touch today and get 50 percent off your first cleaning, something like that. Anything except call me. That's a little dry. You need to have a little bit more spice. y.

Formula:

Pas(Problem - Agitate - Solution)

Notes:

1. Simple is King

Simplicity wins every time. I'm a big proponent of keeping things simple. You can see things right through. An ad must do simple things:

1. Show your product/service.
2. Show how it can help people.
3. Make them take action.

You have to understand that most people don't like thinking too much. You have to make things easy to understand and talk to them like you do to a little kid. The hesitance to do something because of the difficulty or mild confusion is a common trait today and it affects everything.

So what you have to do is to make things simple and easy for them. The easier it is the better chances there are of them following the process through.

2. Offer

I am sure we all have encountered ads that seem like they are missing a little information. I was going through the ad library some time ago and I saw a solar cleaning ad, reading: "Dirty solar panels cost you money. call Dustin today!"

Now we said before that simple is king BUT, as with all things you can overdo it. Simple is nice but you can't go wrong adding a little spice.

The thing that is missing here is the offer. There can't be an ad with no offer. To be exact, the offer is the reason someone would prefer to buy from you than any other similar business. It needs to be written in the ad, to be shown to the world! No offer? No difference from the next guy down the street, and so... fewer chances of purchase.

3. Threshold

Threshold. So this is again revolving around simplicity and ease. Calls might have worked 5...6...10 years ago but people today either don't have time for calls or they don't like talking to strangers on the phone.

By threshold, we refer to the thing they must do to get the value of our offer. If for example, our offer was 10% off our product or service. A high threshold would be to do 10 backflips and make a video of it to get the discount. No one would respond to our ad. Knowing that we have to keep the threshold as low as possible in order to make it easy for them to take action.

Completing some type of simple 3-4 question form, a message, watching a video. All these things are activities that require almost no effort to do. This will result in more people taking action...Because it is easy!

So simple is good. Not too simple though. A touch of extra flavor never hurt anybody.

Headline/subject/ Intro:

The 4 things every ad should be built upon

Why most ads today are not doing what they are supposed to.....Sell.

How to improve every ad and have 10X better results.

The 4 fundamental things anyone should follow to make a killer ad.

The 4 tips that Will Change your view of ads Forever

The 4 essentials that will let you see everything through a marketing lens.

How to get sales using ads using a carrot instead of a stick.

Outline:

Attention:

How to write ads that will turn every lead into a money-throwing gun

Problem:

The funny thing is that creating ads with measurable results is fairly simple, but most new or small businesses don't know this. If you can understand this fundamental principle, the fear of losing your money will go extinct.

As a small business, you need money. You can't sacrifice huge amounts of it daily, for years until the effects of brand-building come to bloom.

Desire:

In the next 3 minutes, you are going to show how to make money with every ad you publish. The main purpose of an ad is to sell and if you follow me for only this brief moment, it will!

There are 3 things to keep in mind when utilizing effective marketing, and they all revolve around this simple phrase.

People love to buy...They hate being sold too.

So....Let's start!

Action:

What to do now?

Using paid ads is the most effective way to get attention and utilize it to make immediate profits. I have spent countless hours going through numerous examples of ads and bettering them every time. If you too want to make some easy money without spending time out of your day, I'll be happy to do it for you.

Click here, we can work out a solution for your business.

<Lead magnet>

Lead magnet>

Headline and first paragraph:

**How to write ads that sell in three easy steps.
(By someone who does this for a living.)**

Most advertisement being done today is either boring, cliché, or just dead wrong. This seems like a problem determined by luck or wrong timing, but I can assure you it is not. I made this mistake a lot when I first started experimenting with Meta ads and now I can see it clearly happening all around me still. Many businesses have seen a great difference in the performance of their ads since I started managing them, implementing these key points that I am about to tell you. Let's dig into it.

Outline:

Subject: How to write ads that sell.

Problem: We were taught that the most effective way to market your product was to get your name out there and show people how amazing you are and use excessive language to impress them.

Agitate: People don't actually care about how amazing a product is, they care about how can this product help them with their problems or difficulties. excessive language will often make them distrust the product and its ability to fulfill the promises made in the ad. They get blown off by seeing similar ads all around every day.

Solve: Focus on showing to people how can your products help them, be simple and genuine like you would in a normal conversation, and move the sale forward with every word

Cose: Get in touch with us we'll take a look at your ad for free.

Rough draft:

**How to make sure your ads do the work they are supposed to.
(By someone who does this for a living.)**

Most advertisement being done today is either boring, cliché, or just dead wrong. This seems like a problem determined by luck or wrong timing, but I can assure you it is not. I made this mistake a lot when I first started experimenting with Meta ads and now I can see it clearly happening all around me still. Many businesses have seen a great difference in the performance of their ads since I started managing them, implementing these key points that I am about to tell you. Let's dig into it.

Problem: The vast majority of business when they are first starting utilizing meta ads try to imitate the examples of huge companies like Coca-Cola or Amazon. They are making money so if I do the same I can make money too!"

But that is not always the case. Most people use brandbuilding as an excuse for not having immediate results, but here's where all the money is being made: Results from paid ads are money!

If you take a look at it objectively, investing money into anything you would expect to get more money out. To do that following the brandbuilding strategy you would need to spend immense amounts of resources before gaining anything. If you have millions to spend on ads monthly, good for you, keep doing it.

If you don't then just listen to me for a second. In the next three minutes I am going to teach you how easy it is to make money using the most valuable tool in your arsenal.

Meta ads!

Agitate: People don't actually care about how amazing you or your product are. People are biologically self centered. Your ads must always answer as clearly as possible the following question before anything else:

What's in it for me?

Solve: Focus on showing to people how can your products help them, be simple and genuine like you would in a normal conversation, and move the sale forward with every word

Lets take for example training courses. Most advertisements for training courses out there are focused around " this is nothing like anything else you will see". Training is simple really...

You train you eat right you get abs and a nice chest. The thing you need to focus on to appear different isn't the product itself, but the results it can bring. The worst thing you can do is present an ad like:

"George fitness unleashes the best training program ever created!

4 earthsaking and forgotten exercises that never got relished to the public!

Get Georgefitness training program today only for \$\$\$ a month!"

Do you see the problem here?

The funny thing is that i am exaggerating but not that much. It is stupid how easy it is to sell anything today when you know what you are doing, just because everything that is published today is not good enough to sell!

The train station problem

Picture this...

...You and i are at a trainstation. It is crowded, you have no sight of me and you have to get my attention.

What will you do?

Go ask one by one the other people in the station if they have seen me? That is not practical at all, and you spend too much time until you finally get to me. Go search the whole station for me by walking around. That not it either, i might be moving to find you too and you will get to me this way. Maybe Hold a sign up in the air with your name on it. But that doesn't guarantee i will see the sign...

So the solution that makes the most sense is....

Shout my name.

Now when creating ads you don't need to actually write all the names that exist on the copy just to get the attention of people. You can do it in more subtle way that doesn't require hours on writing. Describe them. For example:

"Do you want to lose weight easily, without giving up all your favourite foods?"

I am positive you can all see the difference between this example and the one before. What just happened here is that we described the dream of all the people that love food but don't want to be fat.

IN. JUST. ONE. SENTENCE.

And the second good with this headline is that it lets you know what you are going to get out of reading this in the first 2 seconds of reading.

See how easy it is?

A finished example would be something like this:

"Do you want to lose weight easily, without giving up all your favourite foods?

See your body change dramatically in matter of 2 months!

No getting rid of favourite meals

No hours in the gym that will make your free time completely disappear

Only 4 easy exercises, anyone can do at home in just 20 minutes a day!

If you are indeed of seeing your dream body this summer click the link below and get your training course for Georgefitness with a 10% discount!"

Do you notice anything else different in this approach?

Let me tell a little a product is, they care about how can this product help them with their problems or difficulties. excessive language will often make them distrust the product and its ability to fulfill the promises made in the ad. They get blown off by seeing similar ads all around every day.

Cotechnical I know this stuff because I have seen them with my own eyes. The various businesses I worked with in the past can reassure you of that. Don't beat yourself up if you don't get it perfect the first time. This stuff came naturally to me from eons of practice and unlimited examples to work with.

That's all I do. I perfect ads for local businesses. If you want feel free to try this for your business and if you are unsure about the end product...

...Get in touch with me I'll take a look at your ad for free.

<link>

P.S.

We both know this stuff will require time to learn and to practice as well. Money too!

So if you would like to see the results they can bring for yourself, feel free to get me to do it for you!

Complete the contact form on my site and I will work out a custom solution for your business.

(1086)words

First draft:

**How to make sure your ads do the work they are supposed to.
(By someone who does this for a living.)**

Most advertisements being done today are either boring, cliché, or just dead wrong. This seems like a problem determined by luck or wrong timing, but I can assure you it is not. I made this mistake a lot when I first started experimenting with Meta ads and now I can see it clearly happening all around me still. Many businesses have seen a great difference in the performance of their ads since I started managing them, implementing these key points that I am about to tell you. Let's dig into it.

The vast majority of businesses when they first start utilizing meta ads try to imitate the examples of huge companies like Coca-Cola or Amazon. "They make money so if I do the same I can make money too!"

But that isn't always the case. Most people use brand-building as an excuse for having no immediate results, but here's where all the money is made:

Results from paid ads come in the form of MONEY!

If you take a look at it objectively, investing money into anything you would expect to get money out.

To do that with brand-building, you need to spend immense amounts of resources before you gain anything. If you have millions to spend on ads monthly....

...good for you, go at it, tiger!

You don't? Well, you are on the same page with all of us, small business owners. In the next three minutes, I will teach you how to make money using the most valuable tool in your arsenal:

Meta ads!

For starters, People don't actually care about how amazing you or your product are. People are biologically self-centered. Your ads must always answer, as clearly as possible, the following question before anything else...

WHAT'S IN IT FOR ME?

Show people, how can you and your products help them.

Let's take for example training courses.

Most training course advertisements focus on " This iS noThinG liKe AnYthinG eLsE yOu wiLl EveR seE!".

Training is simple really...

You train, you eat properly, you get abs and a nice chest.

The thing you need to focus on to appear different isn't the product itself, but the results it can bring. The worst thing you can do is present an ad like:

"GeorgeFitness unleashes the best training program ever created!

4 earthshaking and forgotten exercises that never got relished by the public!

Get GeorgeFitness training program today only for \$\$\$ a month!"

Do you see the problem here?

The funny thing is that I exaggerate but not that much. It is stupid how easy it is to sell anything today when you know what you are doing...

The train station problem

Picture this...

...You and I are at a train station. It is crowded, you have no sight of me and you need to get my attention.

What will you do?

Ask one by one the other people in the station if they have seen me. That is not practical at all, and you will spend too much time until you finally get to me. Maybe hold a sign up in the air with your name on it. But that doesn't guarantee I will see the sign...

So the solution that makes the most sense is....

...SHOUT MY NAME!

Now when creating ads you don't need actually to write all the names that exist on the copy. You can do it in a more subtle way that doesn't require hours of writing. Describe them. For example:

"Do you want to lose weight easily, without giving up all your favorite foods?"

I am positive you can all see the difference between this example and the one before. What just happened here is that we described the dream of all the people who love food but don't want to be fat.

IN. JUST. ONE. SENTENCE.

The second good part about this headline is that it lets you know what you are going to get out of reading this in the first 2 seconds of reading.

See how easy it is?

A finished example would be something like this:

"Do you want to lose weight easily, without giving up all your favorite foods?"

See your body change dramatically in a matter of 2 months!

No getting rid of favorite meals

No hours in the gym that will make your free time completely disappear

Only 4 easy exercises, anyone can do at home in just 20 minutes a day!

If you are indeed of seeing your dream body this summer click the link below and get your training course for Georgefitness with a 10% discount!"

Do you notice anything else different in this approach?

The bar test

Let me tell you a little secret. Let's pretend you are having a conversation at a bar. What would the dialog look like in that conversation? Which ad you think fits the most in the description?

You guessed it, the second one!

Now let me tell you why I bring a bar conversation as a reference here. People tend to pay attention to things they can understand. A doctor never tells you what problem he solved in your pained back in full detail because he knows you wouldn't understand. And you would never want to hear him talk about back pain in technical terms for a full hour.

Same thing we can apply to our ads. Simple language, no hyperbolic and technical terms. If the copy of your ad could easily be read out loud, flowing like a human conversation, show the person what they can gain from it while referring to whom this is for right off the bat...

Then my friend you have a solid ad

Now I know this stuff because I have seen them with my own eyes. The various businesses I worked with in the past can reassure you of that. Don't beat yourself up if you don't get it perfect the first time. This stuff came naturally to me from eons of practice and unlimited examples to work with.

That's all I do. I perfect ads for local businesses. If you want feel free to try this for your business and if you are unsure about the end product...

...Get in touch with me I'll take a look at your ad for free.

<link>

P.S.

We both know this stuff will require time to learn and to practice as well. Money too!

So if you would like to see the results they can bring for yourself, feel free to get me to do it for you!

Complete the contact form on my site and I will work out a custom solution for your business.

(1126)words

Second draft

**How to make sure your ads do the work they are supposed to.
(By someone who does this for a living.)**

Most advertisements today are either boring, cliché, or just dead wrong. We think this is a brand or a product problem, but I can assure you it is not. I made this mistake a lot when I first started experimenting with Meta ads. Now I can clearly see it happening all around me still. Many businesses have seen a great difference in the performance of their ads since I started managing them, implementing these key points that I am about to tell you. Let's dig into it.

The vast majority of businesses imitate the examples of huge companies like Coca-Cola or Amazon. "They make money so if I do the same I can make money too!"

But that isn't always the case. Their advertising is based on getting into everyone's face for as long as possible.

If you want to use "brand-building" effectively, you will spend immense resources before you gain anything.

If you have millions to spend on your ads monthly, then good...

GO AT IT, TIGER!

The thing is that as a small business owner, you don't. You need a proven way to sell your products to many people, without breaking the bank.

In the next three minutes, I will teach you the secret to writing ads that can sell anything!

Buckle up and let's get started!

WHAT'S IN IT FOR ME?

People don't care about how amazing you or your product are. People are self-centered. Your ads must always answer, as clearly as possible, the question above before anything else.

The thing you need to focus on to appear different isn't the product itself, but the results it can bring. The worst thing you can do is present an ad like:

"Transform Your Life with George Fitness!

Ready to unleash your potential? Our exclusive \$400/month package delivers personalized training programs and expert nutrition guidance, updated monthly for unstoppable progress. Experience the ultimate fitness journey, crafted just for you!

Join George Fitness today and start your journey to a healthier, stronger, and more powerful you!"

Do you see the problem here?

"How do I know this would apply to me?"

"How long before I reach my fitness goal? "

"Do I need more money for a gym membership or is this something I can do without it?"

You see all these questions create doubt for the product and scare people away from spending their money.

BUT!

There is a simple and easy way to get rid of all that doubt.

The train station problem

Picture this...

...You and I are at a train station. It is crowded, you have no sight of me and you need to get my attention.

What will you do?

Ask one by one the other people in the station if they have seen me. That is not practical at all, and you will spend too much time until you finally get to me.

Maybe hold a sign up in the air with your name on it. But that doesn't guarantee I will see the sign...

So the solution that makes the most sense is....

...SHOUT MY NAME!

The headline purpose is exactly that. A good headline will attract all the people you need to get attention from.

"Do you want to lose weight easily, without giving up all your favorite foods?"

I am sure you can all see the difference between this example and the one before.

What just happened here is that we described the dream of all the people who love food but don't want to be fat. We actually shout out their name and now all these people will sit down and read our ad to see how they can lose weight.

The second good part about this headline is that it lets you know what you are going to get out of reading this in the first 2 seconds of reading.

See how easy it is?

Ok, let's do the next one!

Dream product

You see you don't really have to have the product of their dreams. The only thing you need is to make it appear like one.

The program sells for \$400/month. As you can see we don't sell to millionaires but everyday working people.

You as a small business man also fit this category. Think about what would the perfect program do for you!

It wouldn't take much of your daily time or energy, you have plenty of work on your plate and don't need extra.

It would help you reach your results fast. You can't be paying \$400/month for an eternity.

You would need to be sure it works. No one would pay for something that doesn't work!

Now you have the perfect formula for your product ad:

"Do you want to lose weight easily, without giving up all your favorite foods?

This program will help get into shape in just 3 months!

A 20-minute workout that you can do at home with minimal or no equipment.

A nutrition plan based on all your favorite foods, tailored to each individual person.

Follow the example of hundreds of people who already bought this product and saw the results for themselves!"

See? Now we are getting somewhere!

When was the last time you saw a solution to your specific problems and thought:

"Yeah... I don't know if I need this right now" Or "I am not so sure about this"?

Flirting your way into the sale

You approach a beautiful woman at a bar. You talk for a good 20 minutes, things are going well, you like each other and you have fun.

After the conversation reaches its end, you get up and leave. Doesn't this seem like the best thing you can do at a time like this?

Wouldn't the best option be to suggest a second date and get her contact information?

You guessed it! Ad work the same way. The date is your offer and her contact information is her response.

So when launching ads you need to keep in mind that these two are essential in getting your ad results and measuring them.

"Do you want to lose weight easily, without giving up all your favorite foods?

This program will help get into shape in just 3 months!

A 20-minute workout that you can do at home with minimal or no equipment.

A nutrition plan based on all your favorite foods, tailored to each individual person.

Follow the example of hundreds of people who already bought this product and saw the results for themselves!

Complete the form below with your email and phone number and get a code for 15% off the whole package today!"

Now you can ask all those who completed the form for a second date. If they respond you can sell them the course. That way you can also make a list with your dates and inform them whenever such offers are about to launch.

You have just built an audience keen on buying things from you and you can retarget them at any moment!

Isn't this wonderful?

Now I know this stuff because I have seen them work with my own eyes. The various businesses I worked with in the past can reassure you of that.

Don't beat yourself up if you don't get it perfect the first time. This stuff came naturally to me from eons of practice and unlimited examples to work with.

That's all I do.

I perfect ads for local businesses for a living. Feel free to try this for your business and if you are unsure about the end product...

...Get in touch with me I'll take a look at your ad for free.

<link>

P.S.

We both know this stuff will require time to learn and to practice as well. Money too!

So if you would like to see the results they can bring for yourself, feel free to get me to do it for you!

Complete the contact form on my site and I will work out a custom solution for your business.

(1357)words

Third Draft

**How to write ads that can sell anything.
(By someone who does this for a living.)**

Most ads are either boring, cliché, or just dead wrong. We think this is a brand or a product problem, but I can assure you it is not. I made this mistake a lot when I first started experimenting with Meta ads. Now I can clearly see it happening all around me still. Many businesses have seen a great difference in the performance of their ads since I started managing them, implementing these key points that I am about to tell you. Let's dig into it.

The vast majority of businesses imitate the examples of huge companies like Coca-Cola or Amazon. "They make money so if I do the same I can make money too!"

But that isn't always the case. Their advertising is based on Selling to everyone.

To use "brand-building" effectively, you will spend immense resources before you gain anything.

If you have millions to spend on your ads monthly, then good....

GO AT IT, TIGER!

As a small business owner, you probably don't. You need a proven way to advertise, without breaking the bank.

In the next three minutes, I will teach you the secret to writing ads that can sell anything!

Buckle up and let's get started!

WHAT'S IN IT FOR ME?

People are self-centered. Your ads must always answer, as clearly as possible, the question above before anything else.

Don't focus on the product itself, but the results it can bring. The worst thing you can do is present an ad like:

"Transform Your Life with George Fitness!

Ready to unleash your potential? Our exclusive \$400/month package delivers personalized training programs and expert nutrition guidance, updated monthly for unstoppable progress. Experience the ultimate fitness journey, crafted just for you!

Join George Fitness today and start your journey to a healthier, stronger, and more powerful you!"

Do you see the problem here?

“How do I know this would apply to me?”

“How long before I reach my fitness goal? “

“Do I need a gym membership or is this something I can do at home?”

You see all these questions create doubt about the product and scare people away from spending their money.

BUT!

There is a simple and easy way to get rid of all that doubt.

The train station problem

Picture this...

...You and I are at a train station. It is crowded, you have no sight of me and you need to get my attention.

What will you do?

Ask all the people in the station if they have seen me. That is not practical at all, and you will spend too much time until you finally get to me.

Maybe hold a sign up in the air with your name on it. But that doesn't guarantee I will see the sign...

The solution that makes the most sense is to:

SHOUT. MY. NAME!

That's the exact purpose of a headline. A good headline will attract all the people you need to get attention from.

“Lose weight easily, without giving up your favorite foods!”

I am sure you can see the difference between this example and the one before.

What just happened here is that we described the dream of all the people who love food but don't want to be fat. We actually “shout out” their name. Now all these people will sit down and read our ad to see how this works.

The second good part about this headline is that it lets you know what you are going to get out of reading this in the first 2 seconds of reading.

See how easy it is?

Ok, let's do the next one!

Dream product

You see you don't really have to have the product of their dreams. The only thing you need is to make it appear like one.

The program sells for \$400/month. As you can see we don't sell to millionaires but everyday, working people.

You as a small-business man also fit this category. Think about what would the perfect program do for you!

It wouldn't take much of your daily time or energy, you have plenty of work on your plate and don't need extra.

It would help you reach your results fast. You can't be paying \$400/month for an eternity.

You would need to be sure it works. No one would pay for something that doesn't work!

Now you have the perfect formula for your product ad:

"Lose weight easily, without giving up your favorite foods!

This program will help get into shape in just 3 months!

A 20-minute workout plan that you can do anywhere with minimal or no equipment.

A nutrition plan based on all your favorite foods, tailored to each individual person.

Follow the example of hundreds of people who already bought this product and saw the results for themselves!"

See? Now we are getting somewhere!

Flirting your way into the sale

You approach a beautiful woman at a bar. You talk for a good 20 minutes, things are going well, you like each other and you have fun.

After the conversation reaches its end, you get up and leave. Does this seem like the right move?

Wouldn't it be best to suggest a second date and get her contact information?

You guessed it! Ads work the same way. The date is your offer and her contact information is her response.

"Lose weight easily, without giving up your favorite foods!

This program will help you get into shape in just 3 months!

A 20-minute workout that you can do at home with minimal or no equipment.

A nutrition plan based on all your favorite foods, tailored to each individual person.

Follow the example of hundreds of people who already bought this product and saw the results for themselves!

Complete the form below with your email and phone number and get a code for 15% off the entire package today!"

You have just asked for the "second date". If they respond, you can sell them the course. You can also make a list with your "dates" and inform them whenever such offers are about to launch.

You have just built an audience "attracted" to you and you can retarget them at any moment!

Isn't this wonderful?

I know all this because I have witnessed them work in action. The various businesses I worked with before can reassure you of that.

Don't beat yourself up if you don't get it perfect the first time. This stuff came naturally to me from eons of practice and unlimited examples to work with.

That's all I do!

I perfect ads for local businesses, for a living. Feel free to try this for your business and if you are unsure about the end product...

...Get in touch with me I'll look at your ad for free.

<link>

P.S.

We both know this stuff will require time to learn and practice. Money too!

So if you want to see the results they can bring for business, feel free to get me to do it for you!

Complete the contact form on my site and I will work out a custom solution for your business.

<link>

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