

Tab 1

Source

<https://contentmarketinginstitute.com/articles/create-powerful-headline>

Headline

- How to HOOK your audience every time with the right fishing bait
- How to grab customers' attention and KEEP IT.
- How to be the one eyed man with 99% of businesses are blind
- The # Secret for ANY..... Business Ad.

Outline

Subject: How to HOOK your customers every time with the right fishing bait.

Problem: We were taught that putting flooding your ads everywhere will give you sales

Agistate: You posted your ads everywhere. Online, Billboards, on roads etc, still not enough returns

Solve: To catch your customers EVERY TIME, not only do you make ads but you have to call them by Name. That's the
Headline.

EX: If you're a chiropractor, you don't need to ask did you know there are 206 bones in the human body(207 if I'm watching Gossip Girl ~Deadpool)

You need to ask, Does Your Back Hurt! I'm pretty sure anyone with back pain will be hooked to your ad. Especially if we put in a sweet offer, but that's a whole other subject.

Draft 1

How to HOOK customers with the right marketing BAIT.

In today's world we are FLOODED with a SHIT ton of ads & the majority of it SUCKS. Whether it's the Political ads on X, Thirst trap on IG and Animal lovers TikToks, they all receive attention,

but don't generate SALES. By the end of this article, YOU will not only attract new customers, but most importantly KEEP them. Grab a fishing rod and follow me.

Fishing with no NO BAIT

When first starting, 99% of business owners, including myself, just start posting their product/services with a logo at the top anywhere we can. You spend endless budgets on FB, GOOGLE ADS, Billboards, but it doesn't work like you planned it. You start to believe it's just the trials and errors of business. WRONG..... When

How to catch MOBY DICK in a Storm

The only bait with fishing for your IDEAL lead, is calling them by their name, which is the HEADLINE. The Headline is by far the most important part of ANY ad, because it's the first thing the prospect/ideal customer reads. If you don't hook them there, you will lose that fish(prospect).

EX: If you're a chiropractor, you don't need to ask did you know there are 206 bones in the human body(207 if I'm watching Gossip Girl ~Deadpool)

You need to ask, **Does Your Back Hurt???** I'm pretty sure anyone with back pain will be hooked to your ad. Especially if we add in a sweet offer, but that's a whole other subject.

Draft 2

How to HOOK customers with the right marketing BAIT.

In today's world we are FLOODED with a SHIT ton of ads & the majority of it SUCKS. Whether it's the Political ads on X, Thirst trap on IG and Animal lovers TikTox, they all receive attention, but don't generate a positive **ROI** or better yet **SALES**. But that's all about to change. After making these mistakes multiple times, I finally know the right

type of bait to use. By the end of this article, YOU will not only attract new customers, but most importantly **KEEP** them. Grab a rod and hook(Pen and paper) and follow me.

Fishing with no NO BAIT

In Marketing, 99% of business owners, including myself, just start posting their product/services with a logo at the top anywhere they believe a human being will be. Spending or should I say wasting endless budgets on META ADS, GOOGLE ADS, Billboards etc.

But..... just like myself, many believed this is just the trials and errors of running a business. WRONG..... There's a special type of bait that the successful companies tried to hide.

How to catch MOBY DICK in a Storm

The secret and only bait when fishing for your **IDEAL customer**, is calling them by their name, which is the **HEADLINE**. The Headline is like calling someone by their nickname given by their parents. They can't help but pay attention.

The Headline is by far the most important part of ANY ad, because it's the first thing the customer sees and reads.

Sooooooo, If you don't hook them there, you will lose that fish(prospect).

EX:

Wrong Way: If you're a chiropractor, your headline shouldn't be, "**did you know there are 206 bones in the human body** (207 if I'm watching Gossip Girl lol ~Deadpool)

Correct: Headline should be, **Does Your Back Hurt???** I'm pretty sure anyone with back pain will be hooked to your ad. Especially if we add in a sweet offer, hmmmmm

but that's a whole other subject.

Until next time,

Sir Roosevelt

Final Draft

Social Media

Tab 2

Final Draft

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In Marketing, 99% of business owners, including myself, just start posting their product/services with a logo at the top anywhere they believe a human being will be. Spending or should I say wasting endless budgets on META ADS, GOOGLE ADS, Billboards etc.

But..... just like myself, many believed this is just the trials and errors of running a business. WRONG..... There's a special type of bait that successful companies use in plain sight.

How to catch MOBY DICK in a Category 5 storm

The secret and only bait when fishing for your **IDEAL customer**, is calling them by their name, which is the **HEADLINE**. The Headline is like calling someone by their nickname given by their parents. They can't help but pay attention.

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but that's a whole other subject.

Focus on that Headline and watch the sales come in. If ever you need assistance with catching some customers and keeping them, contact us [here](#).

til next time,

Sir Roosevelt