

# How To Outperform Every Fancy BS Ad Out There

After spending most of my time looking at ads, I came up with a conspiracy theory...

Most of them, if not all, are made by the Riddler from Batman. Here is what I mean:

Imagine looking at an ad...

Johnny Depp is walking through Death Valley, it's scorching hot. As he walks, a dancing, feathery man appears. Suddenly he finds a guitar in the middle of nowhere and starts playing till sunset.

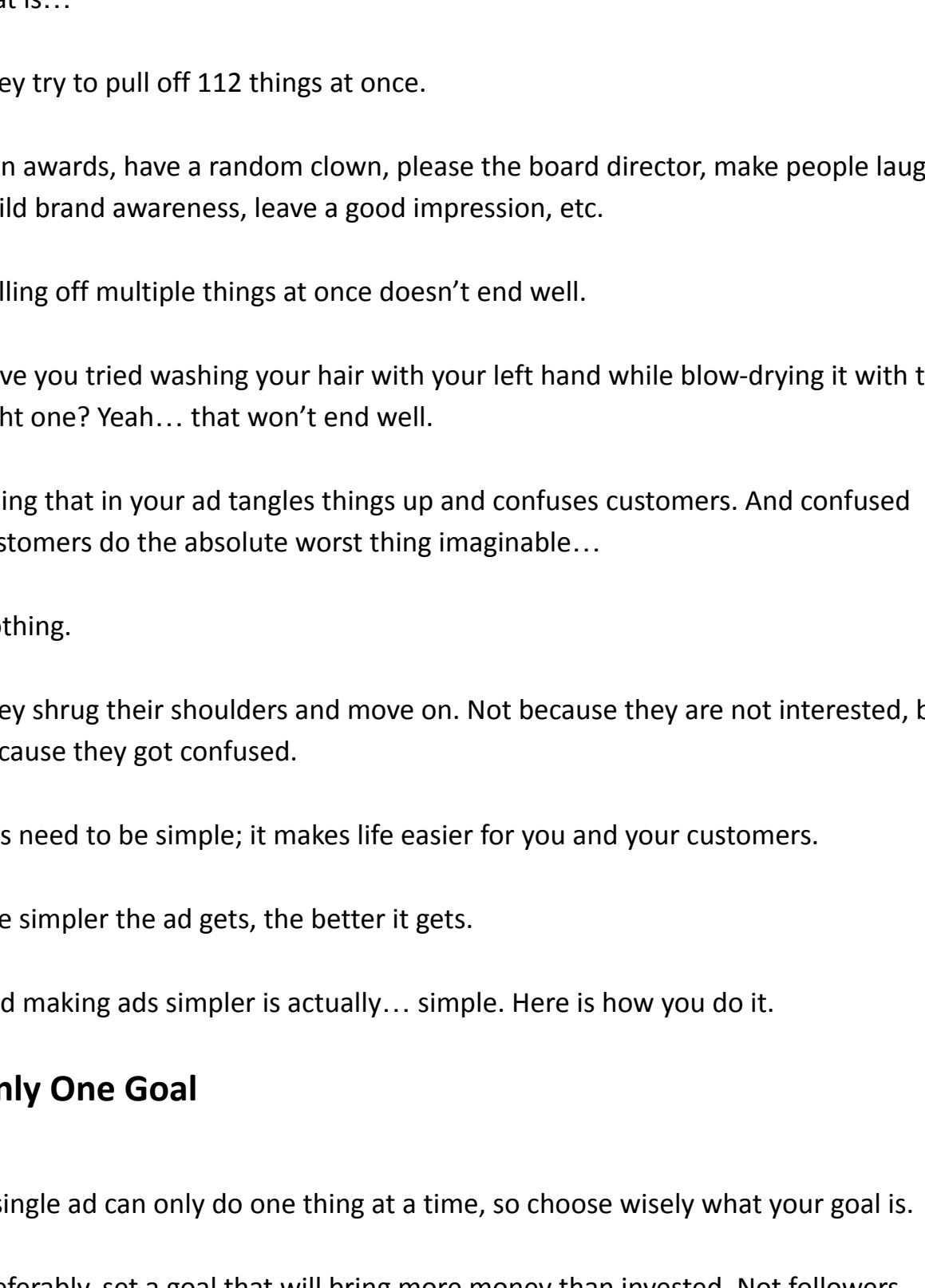
In the end, the narrator's voice says:

*"We are the land."*

And magically, a bottle of Savage perfume appears.

Yeah, sounds like a fever dream. But what I just described is an ad from DIOR.

And when I saw it, I was like...



I did not know what I had just witnessed with my bare eyes.

And the worst of all... they probably threw away millions of dollars filming that 'ad'.

That's not what ads do. Ads are supposed to bring customers, not make them scratch their heads in confusion.

## Why Most Ads Do F\*\*\* All

Most ads are too complicated and confuse customers. And the main reason for that is...

They try to pull off 112 things at once.

Win awards, have a random clown, please the board director, make people laugh, build brand awareness, leave a good impression, etc.

Pulling off multiple things at once doesn't end well.

Have you tried washing your hair with your left hand while blow-drying it with the right one? Yeah... that won't end well.

Doing that in your ad tangles things up and confuses customers. And confused customers do the absolute worst thing imaginable...

Nothing.

They shrug their shoulders and move on. Not because they are not interested, but because they got confused.

Ads need to be simple; it makes life easier for you and your customers.

The simpler the ad gets, the better it gets.

And making ads simpler is actually... simple. Here is how you do it.

## Only One Goal

A single ad can only do one thing at a time, so choose wisely what your goal is.

Preferably, set a goal that will bring more money than invested. Not followers, engagement, likes, or shares.

Focus on getting money in first, all of that can come later.

If we know the objective, we can see if we are getting closer to it or not.

And the second thing you need is...

## Crystal Clarity

Ads must be so simple that even a toddler knows what to do.

Use simple and straightforward language—no jargon, no being cute or clever.

And when you get to the end, give simple instructions on what to do. If your goal is to get more appointments, simply say:

*"Text this number to set an appointment."*

People get easily confused, so make it easy to say "Yes" and hard to get lost.

The easiest way to make your ad simple is to step into your customer's shoes and ask:

*"Is this too confusing?"*


*"Am I trying to pull off multiple things at once?"*

*"Are my instructions clear?"*

And that's it.

It only took us two simple steps to make a winning ad.

If you follow them, your ad will outperform any fancy BS ad you'll see out there. Stuff like this:

 The new Savage Dior film starring Johnny Depp - 2019

If you are curious to know what we would do for your business, get in touch by filling out the form [here!](#)

## OUTLINE:

### Subject:

The Sneaky Mistake That Can Ruin Your Ad And How To Avoid It

### Pain:

Most ads you'll see are overcomplex and they confuse customers. Most of them try to do 112 things at once.

### Agitate:

That confuses the customer and they do the absolute worst thing... nothing

### Solve:

Make your ads so simple that even an 8-year-old can understand them.  
Create simple messages that are easy to follow without ambiguity so it's easy to say "Yes" and hard to say "No"