

# Source:

How To Force Your Perfect Client To Read Your Ad

The worst sin in marketing is...

...being BORING.

Meta is a social media platform. People are scrolling. You can't expect people to see your ad, go sit by the fire, put their feet up and read your stuff with rapt attention. That's not how it works.

They say that we get 5,000 ads and/or branded messages per day. I have no idea who came up with that number. It sounds random and made up. But we both know there is a LOT of marketing competing for your audience out there.

You'll have to grab their attention RIGHT NOW.

Couple of tips on this.

The image has to hit right

We're visual creatures so make sure that your image is disruptive. Not in a weird way. More like a 'huh, that's interesting', way.

Show movement. Or use bright colors. Or show something they really really want. Or combine all of those. That's why we're always testing when working with clients. There's always a better picture.

Next up is the headline

There's a ton of power in your headline.

Your headline is the ad for the ad. If you don't grab their attention right away they're sweeping and swiping fast.

Don't overload on the text

Lots of people cram the image in the ad full of text. That's usually not the best idea.

Again, they're scrolling. Not reading The Lord Of The Rings.

Short summary: make sure you grab their attention right away. Don't be boring. It's the kiss of death for meta ad results.

## Headline:

3 Easy Steps To Make Sure Your Perfect Customer Reads Your Ad.

## First paragraph:

I'm going to tell you now something that completely changed the results I was getting from my ads. After learning these 3 easy steps my ads transformed from underperforming pieces of text into an absolute machine of generating customers. A laser hitting exactly where my customers would see it.

## Outline:

Subject: 3 Easy Steps To Make Sure Your Perfect Customer Reads Your Ad

Problem: when you run your ads no matter how good the ad is, if noone reads it it won't bring you results.

Agitate: and so you can keep throwing the money away thinking the ad is good, but because it misses these simple points your ideal customers scroll past it.

Solve: Don't be boring in your ad, make sure the picture grabs the attention, and finally write a headline that will make your ideal customer stop and start reading what's below.

Close = get in touch with us and we'll review your ads for free.

## First draft:

3 Easy Steps To Make Sure Your Perfect Customer Reads Your Ad.

I'm going to tell you now something that completely changed the results I was getting from my ads. After learning these 3 easy steps my ads transformed from underperforming pieces of text into an absolute machine of generating customers. A laser hitting exactly where my customers would see it.

We all have been there - you write your ad and think it's pretty good. Then you run it on Facebook and results are not what you would want to see. The number of times the ad was shown to people goes up but you don't get any leads. No-one reaches out to you from the ad.

And so you keep throwing the money away on the ad thinking it will solve the problem. But the truth is that because the ad misses these 3 crucial points your ideal customers don't read it at all. They just see it and scroll past without reading or checking the ad.

To fix that all you have to do is:

First: It's absolutely crucial that your ad is not boring. It is the greatest marketing mistake that costs businesses an uncountable number of lost customers.

Someone said that on average people today get bombarded with 5000 ads each day. I don't know, it sounds like a made up number, but the truth shouldn't be far away from that.

If an ad loses the interest of the reader or makes him bored even for a moment, they will scroll past it.

Second thing to make sure of - make sure the picture grabs their attention. Not in a weird way, but in a positive "huh, that's interesting" way.

Show movement. Or use bright colors. Or show something they really really want.

Test things out to see what works best for you specifically.

And the third thing, but arguably the most important of them all - write a headline that will make your ideal customer stop immediately and start reading what's written underneath it.

Show in the headline what exactly the reader will get from reading the ad. As an example check our headline above. Before you started reading the text you already knew that you will learn 3 things that will make your perfect customer read your ads.

Writing ads can be hard and complicated to get around sometimes.

We have been doing professional marketing for many years now. So we are happy to help you out with any problems you might have right now.

Get in touch with us and we'll review your ads for free.

[Response mechanism]

## First edit:

### 3 Easy Steps To Make Sure Your Perfect Customer Reads Your Ad.

I'm going to tell you now something that completely changed the results I was getting from my ads. After learning these 3 easy steps my ads transformed from underperforming into an absolute machine of generating leads.

We have all been there - you write your ad and think it's pretty good. And then you run it, and the results are not what you want to see. The views of the ad go up but you don't get any leads. No-one reaches out to you from the ad.

And so you continue throwing the money away on the ad thinking it will solve the problem.

But the truth is, your ideal customers don't read it at all. They just see it and scroll past without reading into it.

To fix it, all you have to do is this:

1) It's absolutely crucial that your ad is not boring. It is the greatest marketing mistake that costs businesses an uncountable number of customers lost.

Someone said that on average people today get bombarded with 5000 ads each day. I don't know, it sounds like a made up number, but the truth shouldn't be far away from that.

If an ad loses the interest of the reader or makes him bored even for a moment, they will scroll past it.

2) Make sure the picture grabs the reader's attention. Not in a weird way, but in a positive "huh, that's interesting" way.

Show movement. Or use bright colors. Or show something they really really want.

Test things out to see what works best for you specifically.

3) And the last thing, but arguably the most important of them all. Write the headline that will make your ideal customer stop immediately and start reading what's written underneath it.

Show in the headline what exactly the viewer will get from reading the ad. As an example check our headline above. Before you started reading the article you already knew you will learn 3 things that will make your perfect customer read your ads.

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We have been doing professional marketing for many years now. So we are happy to help you out with any problems you might have right now.

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[Response mechanism]

## Final draft:

### 3 Easy Steps To Make Your Perfect Customer Read Your Ad.

I'm going to tell you now something that completely changed my ad results. After learning these 3 easy steps my ads transformed from an underperforming ad into an absolute machine of generating leads.

We have all been there - you write your ad and think it's pretty good. And then you run it, and the results are not great, not what you want to see. The number of views on the ad goes up but you don't get any leads. No-one reaches out to you from the ad.

And so you keep throwing the money away on the ad thinking it will solve the problem. But the truth is, your ideal customers don't read it at all. They just see it and scroll past without reading it.

To fix it, all you have to do is these 3 things:

1) Absolutely crucial that your ad is not boring. It is the greatest marketing mistake. It costs businesses an uncountable number of customers lost.

Someone said that on average people today get bombarded with 5000 ads each day. I don't know, it sounds like a made up number, but the truth shouldn't be far away from that.

If an ad loses the interest of the reader or makes him bored even for a moment, they will scroll past it.

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