

Make it Easy

Notes:

- The simple, the more straightforward, the better the result.
- You're making your ads confusing and complicated
- Your message is doing more things at a time, this confuses the customers.
- People are good at following simple direction
- Every ad, message, and sales call only does ONE thing.
- Only doing one thing at a time makes it measurable
- Goal of an ad is clicks, views, get a response, putting in an email/ sales call is to sell/ Handling response is to get them on the sales call/ happy customer is to get a referral
- **Where people mess up**
- An Ad Trying to do sell them on the product, leave a good impression inform them, build a brand
- ONE THING AT A TIME, everything can only do one thing, then we can measure it, so people don't get confuse
- Confuse customer does nothing, you need them to do something
- It is your job to make everything clear because people get confused easily and it is your job to make it hard to be confusing
- Make it easy to say "yes"
- **When you see things not working out, in doubt**
- Go through the steps
- Put yourself in their shoes and think is this too confusing
- IS the threshold to high

Headline:

Does a 10 year old understand your message?

Here's why people are not following your orders.

You are pushing your customers away by doing one thing wrong.

Outline:

Problem: Your ad is too complicated and confusing. The sacrifice to perceived something is too high(costing them time and energy to understand your message and instruction), therefore they chose to ignore it even you got their attention at the first place

Agitate: Your message confuses the customers, that's why you're not closing anyone, they are confused at the first step

Solve: Go through your message, question yourself, "Is it too hard for a 10 year old to follow my instruction" Make it simple. One advertisement only does one thing, so it is clear to the customer and most importantly it is measurable, through sales, views , emails.

First Draft:

Everyone has heard the common saying, “Simplicity is King”, but rarely are using it when giving instructions or in their ads.

If you say, “Click the link below to our website, then drop us an email and get daily tips, schedule a call for more information...”. This confuses the customers, the sacrifice to perceived the results is high, so they chose do to nothing, and keep scrolling

When I say, “click the following link to visit our website”. This is simple and easy to understand. Then, the website leads them to leave their email, and the email leads to a sales call, THEN you get to sell your product. Every step has its clear goal. It’s simple to follow, and the customer gets what they want and you get their money.

Here’s the golden tip in getting more customers: Every ad, message, sales call only does one thing.

This way we can measure each step and make improvements to certain areas, and not change the whole system.

The common trap

Many people try to save money and time and extract every bit of juice from one single ad. So, they put the ad and try to sell the product, build a brand, leave a good impression, the list goes on and on.

NO, NO, NO.

By doing one thing at the time, keeps everything simple. One thing at a time saves you money and time. We can measure every step, and most importantly your customer is not confused because...

I’m gonna inform you on a psychology trick, that is, a confused customer doesn’t do anything.

So, it is your job to make your message crystal clear and hard to be confusing. Make it easy for your customer and you will be rewarded.

When it does not work out

Simplicity always works out. You might think your message is already easy to understand, but it might not be for the other person. In this case, go through your message again and put yourself in other's shoes, and genuinely answer these three questions.

1. Is things confusing?
2. Is the step easy to follow?
3. Is the threshold too high?

Now, go test it out in real life and start pulling your customer in.

Second Draft:

Before you start reading, you should get a beer, put this site on your first tab, not the second or the third, and focus. Feel like leaving and finding something simpler to read? This is what people feel when going through some of your messages.

It is complicated. It is confusing. The goal is unclear.

You were already prepared to leave because my instructions were confusing. Simplicity is a nice word. Keeping your message or ad simple and straightforward is going to significantly increase your result, whether it is following instructions or making a sale. Everything gets done faster and better if you keep your message clear and simple.

Human Nature

Let me tell you a secret about humans. Humans are very good at following instructions IF you keep it short and simple. Your ad should ONLY require them to visit your website. Your website should ONLY require them to book a sales call. Your sales call should ONLY sell your product.

See how every step has its own goal and purpose. You can't ask them to do everything in one ad. Everyone tries to put all the instructions in one ad to save money and time and hoping the customer is going to patiently go through their message multiple times.

We live in the shortest attention span generation in history. No one is going to hesitate to swipe off your ad if it's confusing and hard to perform.

Remember this - *Confused customers do nothing, and you need them to do something.*

It is your job to make everything crystal clear and simple, so it's hard for the customers to be confused.

Apply this one trick to make everything simple, that is, ONE thing at a time. Everything can only do ONE thing at a time, then we can measure it, so people don't get confused.

When it doesn't work out

Simplicity always works out. You might think that your message is already clear and simple, and wonder why it isn't working out as it should be. This might not be the case for the other person.

Try putting yourself in the shoes of others, and go through your message without any biased opinions. And, genuinely answer these three questions.

1. Are things confusing?
2. Is the step easy to follow?
3. Is the threshold too high?

Now you have discovered an potentially underlying issue in your business, apply the knowledge you have learnt into perfecting your ad to receive a higher level of achievement for your business.

P.S. If you want me to take a look at your business and what I could do for your business, get in touch with me <here>.