

# The Best Way To Create Ads

Business owners nowadays accidentally overcomplicate things such as their ads.

Every day I see a confusing ad on the TV or even Snapchat and it annoys me.

## How to not overcomplicate your ads

The first way to not overcomplicate your ads is by keeping things simple,

The best way to keep things simple is by sticking to one offer, having a basic copy, and focusing on one thing.

It's important to stick to one offer and focus on one thing because in an ad when a potential client is looking at your ad, they're trying to see one thing...

What's in it for me?

This is an important term because it could be the difference between a sale and just another viewer.

Here is an example of a not-so-simple ad that doesn't follow the 3 important steps

## Not So Simple Ad Example

ARE YOU TIRED OF COCKROACHES IN YOUR HOME?

We make your home free from pests.

Don't waste money on expensive traps that never work and cheap poisons that could end up harming you and your loved ones.

Instead, let us remove them permanently. WE GUARANTEE YOU'LL NEVER SEE ANOTHER COCKROACH AGAIN.

SERVICES WE SPECIALIZE IN:

- Cockroaches elimination

- Bedbugs eradication
- Mosquitoes Control

- Termites control
- Rats elimination

- Bats elimination
- Snakes elimination

- House flies elimination
- Fleas elimination

Book now to claim your (free inspection + 6 months money-back guarantee), only available this week.

Send us a message on WhatsApp to schedule your fumigation appointment.  
Click the link below.

This ad isn't terrible but it could look a lot more simple

## **What the Ad could look like**

ARE YOU SICK OF SEEING INSECTS?

We make your home 100% pests-free, which will prevent you from purchasing expensive traps and poisons that could only harm you.

We are so confident in our services that if you see any unwanted insects in your home within 6 months of our eradication you can have your money back!

Our Specialties:

Cockroaches elimination, bedbug eradication, mosquito control, termite control, Rat elimination, bat elimination, Snake elimination, House elimination, and Flea elimination.

Book now to claim your FREE inspection.

Send us a message on WhatsApp to schedule your fumigation appointment.  
Click the link below.

## **Ending**

If you want your ads to look more simple and get better response rates from your CTAS then feel free to email me at [Joe@volcanimarketing.com](mailto:Joe@volcanimarketing.com)

Until next time,  
Joe