

Do this to have your ads ignored

99% of ads fail in their first stage.

They don't grab anyone's attention.

Getting attention is a crucial step in any ad, as it gets your audience to stop and listen to what you have to say.

So, if you get it wrong and nobody listens, you certainly won't sell them on anything.

Because they are already gone.

In this article, I will show you exactly what to do if you want your ads to be ignored...

...And I will show you how to cut through the noise and grab your audience's attention.

The world is chaotic

Today, everyone is constantly bombarded with marketing messages.

On social media, Google, news articles, basically everything you could imagine.

It's almost impossible for it not to happen.

Which is an issue for anyone who wants to advertise their own stuff.

Because you're now in a battle for attention with every other company already running ads.

The consequences

This battle for attention is exactly why most ads fail.

They are boring and don't catch the attention of the people you want to see the ad.

We need something bold that will grab the audience.

Ideally more bold than everything else they come across.

Otherwise, you could see yourself throwing money out into the wind.

Not to worry though, it is simpler than you think.

How to do it

Here's a good example of this:

Let's say you're in a busy train station and see someone you know.

How would you get their attention?

You call their name, of course.

By doing this, you're cutting through all the distractions surrounding that person.

Your ads should do the same thing.

You need something that will grab your audience's attention in an instant.

This can be a **BOLD AND CRAZY HEADLINE**

Or it could be a **bright picture**

oR sOmEthInG uNusUaL

It's up to you, just make sure it catches the eye.

Once you've done this, you can begin selling to your audience.

Try it out

Next time you create an ad for your business, make sure of one thing.

Does it stand out?

If you were scrolling through your phone, would this make you stop to read?

If the answer is no, not a problem, just change it accordingly.

If yes, you now have the green light to prepare the rest of your ad.

If you want to create ads for your business but don't have the time. Fill out the form on our homepage and we'll handle the rest for you.

Talk soon,
Tommy