

Blog 1

Headline: How to Improve Your Ads Overnight With One Easy Trick.

First Paragraph: Most advertising today is there to lose money. Doing research on it only gives you headaches and gets you nowhere. Now If you understand this one simple trick you will be able to transform your ads to cut through everything and sit directly on your clients lap.

Outline:

Problem: Writing ads can be a difficult task. You don't know where to start and when you finish it ends up like nothing you hoped for.

Agitate: You start doing research but nothing is adding up, just more headaches and you decide to run an ad just for the sake of it.

Solution: The magic formula is to use simple words that get to the point quicker. Make it easy for them to say YES.

Close: Send us a message today for a free ad analysis.

Draft 1

First time I made an ad was 10 years ago. It was for my parents' local business that they had and I convinced them to run an ad on Facebook. (because that's what the other businesses were doing)

Now if you asked me what the goal of the ad was I would have laughed at you and said "for getting the word out of course".

Fast forward to today and I see that I had no clue what I was talking about. "Getting the word out" what does that even mean ? You can imagine that the ad didn't do anything but burn all the money that went to it. Like a roaring fire in the middle of winter it ate up all the money but gave no warmth in return.

So how can you make sure you don't burn your money ?

Eager to figure this out as well, I started looking at what other competitors were doing, not just competitors I looked at everyone that was running ads. And I noticed something. Most of them had no idea what they were doing, every 2nd or 3rd ad was a cluster of words fitted together made to resemble a sentence.

I knew something was wrong but didn't know exactly what. Not until I looked closer at the copy.

How to fix your ads.

When looking closer most ads used two or more of the following:

- Using complicated language to sound smart.
- Vague information about what is advertised
- They prioritize "brand awareness"
- Weak or non existent offer

Major thing you can do to instantly improve your ads is to use simple words that are easy to understand.

Most people don't want to struggle to read anything, so if you make it hard for them they would just skip you. By using simple words not only do you engage more people, you get them to actively engage in the ad. (That means they take the offer you give them.)

Understanding this can be a big difference in your ads burning money or creating money.

Now you can choose to take time to learn and implement this yourself or work with you and we'll do it for you. If you want to know what we can do send us a message to get in touch:

<response mechanism>

Draft 2

<rewrite for flow and clarity>

read this suggestion —>

How to Improve Your Ads Overnight With One Easy Trick.

Want your ads to stop burning money, get more attention and bring you more clients ?

By the end of this article you will understand completely how to apply this trick to your ads and make them work for you.

First time I made an ad was 10 years ago. It was for my parents' local business.

I convinced them to start running ads on Facebook.

That's what the other popular kids were doing.

Now if you asked me what I was planning for the ad I would have laughed at you and said “for people to see it”.

Looking back at it now, I was set up for disaster.

You can imagine that the ad didn't do anything but burn all the money that I had. Like a roaring fire in the middle of winter.

It ate up all the money but gave no warmth in return.

You can imagine that my parents were not happy with the marketing skills that I showed.

So How Can You Make Sure You Don't Burn Your Money ?

I want to know that as well. I started looking at what other competitors were doing, not just competitors I looked at everyone that was running ads.

And I noticed something. Same as me, most of them had no idea what they were doing, every 2nd or 3rd ad was a bunch of words that looked like a sentence. They were ads but there was no purpose to them.

They just existed.. Floating there doing nothing.

Something was wrong but I didn't know exactly what. Not until I looked closer at the copy.

Quick Way to Fix Any Ad.

Most ads used two or more of the following:

- Complicated language to sound smart.
- Vague to no information about what they sell.
- They prioritize “brand awareness”.
- Weak or non existent offer.

After some time I understood that the one major thing you can do to instantly improve your ads is to use simple words that are easy to read.

Most people don't want to struggle to read anything, so if you make it hard for them they would just skip you.

By using simple words not only do you reach more people, you get them to actively engage in the ad. Provide value quickly and give them an easy way to contact you.

Understanding this can be a big difference in your ads burning money or creating money.

Now you can choose to take time to learn and implement this yourself or work with us and we can do it for you. If you want to know what we can do send us a message to get in touch.

<response mechanism>

Post 1:

Подобреете ги Вашите Реклами Преку Ноќ Со Овај Лесен Трик.

Колку лошо сте збркале реклама?

Најголемиот хаос што го направив беше оти мислев дека ако многу луѓе ја видат рекламата дека е успешна.

Но, единственото нешто што се деси, беше тоа што го снеса целиот буџет.

Рекламите кои бараат внимание исто како и жените не враќаат ништо, освен празен паричник.

Post 2:

Натерајте Секој Да Купи Преку Вашите Реклами.

Дали сакате вашите реклами да трошат пари?

Гледајќи ги повеќето реклами, ќе забележите дека тие се само куп зборови поврзани заедно.

Има изглед на реченица.

Ама е без никаква цел... само лебдат таму.

Секоја реклама треба да има детална цел за што е пуштена.

Post 3:

Како Да Ги Направите Вашите Реклами Неодоливи.

Дали ова е главното нешто што може да ја направи или скрши вашата реклама ?

Луѓето се мрзливи и не сакаат да се мачат да читаат...посебно кога ќе им излезе реклама поголема од Библијата.

Би ја скокнале побрзо брзината на светлина.

Затоа ако им го олесниме читатњето на нашите реклами со користење на едноставен јазик исто така му даваме вредност на брзо начин и лесен начин да не контактираат.