

# How This Principle Can Make Your Adds 10x Better

First time I made an ad was for my parents' local business and I had no idea what I was doing.

But I did something that most ads struggle to do, and to my surprise the ad was actually effective and doing what it's supposed to do.

Bring more clients.

However, because I didn't know why the first ad was successful, the ones I did after failed miserably. Looking back now It's easy to understand where it all went wrong later.

## **Let me explain.**

Most ads you see today are like bodybuilders on steroids, they may look cool but the parts that are supposed to do something are useless.

Ads that are filled with steroids and offer everything under the stars are useless as well.

Why ?

Because they commit the biggest mistakes an ad can make. They make prospects confused.

And the only thing a confused prospect will do is the only thing he can and that's nothing.

## **How to avoid committing an ad felony.**

Nobody when scrolling online wants to jump through hurdles, solve puzzles or navigate through 10 different pages after they come across your ad.

The highest amount of interest they will have is when they see your ad for the first time. And talking about 3 different things that you are offering and 1 e-book that they must get will only make them confused.

And no one wants to be confused, they want to feel like they understand what's happening and know what to do.

So what you want them to do needs to be very very simple and clear.

Preferably give them only one thing to do. But not only does it need to be simple, you need to tell them what to do.

Ask them to do one thing, make the process as easy as possible.

## **Do this to always make sure your ads are simple**

Like a light switch you can default to, you can use this to make your ads easy to follow.

It's a principle called Occam's razor. It means that most of the time the best path is the simplest one.

Looking at our ads this way will make sure we always make it easy for prospects to follow what they need to do.

Imagine using a razor to cut off all the unnecessary junk for the ad and leave only the important parts in.

That will ensure that you make your ads easy to understand and hard to get confused.

P.S. If you would like for me to see what I can cut off and simplify your ads, you can contact me at any time and we can see what we can do.