

Subject: The simple mistake that makes most ads flop

Problem: Most business owners don't know how to run an ad. They flop because of this mistake.

Agitate: Running different pictures, targeting different audiences, using different copy, won't make a change.

Solution: Giving your ads an offer

Close: I'll review a piece of marketing for you, for free.

DRAFT 1

Most ads (even businesses) fail because of this one simple mistake.

Many business owners don't have a clue how to run an ad.

They look at a blank screen for a few minutes, create a word salad using random words, and run it hoping it does well.

What they're missing is the simple mistake that makes all those ads useless.

Reasons why an ad fails

You might think changing the creative, targeting different audiences, using different copy, etc. can make ads perform better.

While you're not wrong, none of these are the game-changer for an ad.

What I'm talking about is the roots of an ad. The base reason why an ad exists.

The actual reason why many ads fail

The primary reason for an ad's existence is to persuade someone to take a specific action. That's what most ads fail to do.

When a viewer reads a piece of advertisement, they should know exactly what they need to do next.

Whether they need to call you for a free quote, fill out a form, check out your website, or anything else.

There needs to be a clear offer.

Fixing your advertisement

Whenever you're reading an ad, try to find the offer in it. It should be pretty easy (if the ad is any good).

And the next time you're putting up an ad yourself, make sure there is a clear offer for your audience and for you to measure.

You need to be able to measure the success of an ad. For example:

"We got 5 booked calls out of that"

"We generated 12 qualified leads"

"It got us 36 sales"

No more messing around, we need solid results.

If you want to get a free review of your marketing, get in touch with us:

<response mechanism>

DRAFT 2

Most ads (even businesses) fail because of this one simple mistake.

Many business owners don't have a clue how to run an ad.

They look at a blank screen for half an hour, create a word salad using some random words, and run it, hoping it does well.

Yet, they're all making a "simple mistake", And it makes all those ads useless.

What's the simple mistake?

You might think the problem is within the creative they use, or the copy they've written, maybe their target audience, etc.

Actually, you're not wrong, these are all crucial for a good ad.

Yet, none of these is the "simple mistake" I want to share with you.

What I'm talking about comes from the roots of an ad. The base reason why an ad exists.

The actual reason why many ads fail

The primary reason for an ad's existence is to persuade someone to take a specific action (usually signing up for something or buying a product). We all know that.

Yet, that's exactly what many ads fail to do. Seems too simple right?

Here is what I mean:

When a viewer reads an ad, they need to know exactly what to do next.

Whether they need to call you for a quote, fill out a form, check out your website for a free review, or anything else.

There needs to be a clear offer for them.

Fix your ads

Here is an easy practice to help you never make this mistake again:

Whenever you're reading an ad, try to find the offer in it. How is the advertiser promising to help you and what should you do to get it?

It should be pretty easy to find (if the ad is any good).

And the next time you're putting up an ad yourself, make sure there is a clear offer for your audience to consider and for you to measure.

“What is measured... is improved.”

We know this as Pearson's law.

If you want to improve your marketing, make it measurable.

To fully grasp this, here are a few examples of ad measurements:

“We got 5 booked calls out of that”

“We generated 12 qualified leads”

“It got us 9 sales total”

No more messing around, we need solid results.

But, how do you know if your marketing is set up in a way to get you what you want?

While there are many ways to test how effective your marketing is, we can do it for you.

If you want to get a free review of your marketing, get in touch with us and we can help you out:

<response mechanism>

DRAFT 3

The simple mistake that makes most ads fail. (How to avoid)

Many business owners don't have a clue how to run an ad.

They look at a blank screen for half an hour, create a word salad with some random words, and run it, hoping it does well.

What if I told you they're all making a "simple mistake", And it makes all those ads useless.

What's the "simple mistake"?

You might think it's the creative they use, or the copy they've written, maybe their target audience, etc.

Well actually, you're not wrong, these are all crucial for a good ad.

Yet, none of these is the "simple mistake" I want to share with you.

What I'm talking about comes from the roots of an ad. The base reason why an ad exists.

The actual reason why many ads fail

The primary reason for an ad's existence is to persuade someone to take a specific action (Clicking on a link, buying something, etc.). We all know that.

But...

What if I told you that's exactly what many ads fail to do.

Seems too simple right?

Here is what I mean:

When a viewer reads an ad, they need to know exactly what their next step is..

Whether they need to call you for a quote, fill out a form, check out your website for a free review, or anything else.

There needs to be a clear offer for them, and that's what many ads fail to achieve.

It's simple, isn't it?

How to avoid this mistake

Here is an easy practice to help you never make this mistake again:

Whenever you're reading an ad, try to find the offer in it.

How is the advertiser promising to help you?

What should you do to get it?

It should be pretty easy to find (if the ad is any good).

And,

The next time you're putting up an ad yourself, make sure there is a clear offer for your audience to consider and for you to measure.

"What is measured... is improved."

We know this as Pearson's law.

If you want to improve your marketing, it's simple, make it measurable.

To fully grasp this, here are a few examples of ad measurements:

"We got 5 booked calls out of that"

"We generated 12 qualified leads"

"It got us 9 sales total"

No more messing around, we need solid results.

But, how do you know if your marketing is set up in a way to get you what you want?

While there are many ways to test how effective your marketing is, we can do it for you.

If you want to get a free review of your marketing, get in touch with us and we will help you out:

<response mechanism>