

Article Week 6/24

Final Draft:

Headlines:

Grab Your Customers Attention With A Headline They CAN'T Ignore

How To Stand Out Amongst 1000s Of Ads

How To Make Your Business Stand Out Among The Tsunami Of Ads

How To Write Razor-Sharp Ads That Get Attention

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People are bombarded with ads every single day. So you're competing with every dude with a laptop and a dream. But I have good news: if you can get these 3 things right in your marketing strategy, standing out becomes... pretty damn easy.

Why It's "Hard"

Meta Ads are GREAT but they are also extremely competitive. Each Facebook user sees 1000 ads every day, each facebook user clicks on 1 in 2000 ads, and each facebook user buys from 1 in 5000 ads. So is it impossible (or even hard) to succeed with Meta Ads? No.

Why It's Easy

Yes, people buy from 1 in 5000 ads but only 1 in 5000 ads are actually effective enough to get the customer to stop scrolling. The other 4999 ads don't work because they all do the same thing. Businesses don't want to innovate too much from the "script". Real estate agents have been doing the same 2 things for the past 50 years and will be doing the same 2 things for the next 50 years. They either talk about themselves or they say, "call us for an evaluation of the value of your home." They overestimate how hard it is to create good marketing content, so they never try.

Messages That Stand Out

Innovate

Don't say the same things everyone else says. Your message needs to be more bold, more creative, and more interesting if you want to differentiate yourself from your competitors. An easy way to upgrade your writing is to write like you speak. Do this test when writing anything: read it outloud and think, would you say this to an actual human being?

Intrigue

Can you craft a message that will make your prospect jump out of their chair? If not, then at least try to think of something to make them intrigued. A painter could say, "we will paint your house in the next 24 hours and won't leave any mess or spill." This may seem like a simple example but it's a GREAT selling point because most painters take forever and then leave your house a mess.

Understanding

If the customer believes that you understand their problem, selling becomes much easier. To understand your customer you need to do the bare minimum research about them. Know the language they use, tonality, interests, etc.

Get a Free Marketing Analysis

You have all the answers now but writing an ad takes a lot of time...

You can do it yourself but without experience, you may not get it right the first time...

Click here to get your Free Marketing Analysis: [JA MarketSky](#)

We will let you know where you are missing out on huge opportunities to make money in your marketing approach.

Sources:

0 - Razor-Sharp Messages That Cut Through the Clutter

- You're at a busy train station, you have to get attention of a certain person in the crowd.
 - You call out their name.
- You are bombarded with 1000s of marketing messages everyday.
 - You have to cut through this clutter.
- How?
- Real estate agents have been saying the same things for 50 years.
 - Their ad is either...
 - About themselves
 - Or they say "call us for a free evaluation of the value of your home."
- Why haven't things evolved over the course of 50 years?
 - A plumber doesn't know anything about marketing so...
 - They just do roughly the same things everyone else is doing.
 - This is why starting a marketing service is EASY.
 - They spend 1 hour a week on their own marketing.
 - If you can spend 2 hours a day on marketing it's EASY to be at least better than they are.
- McDrive was not invented by McDonalds, pharmacies invented drive throughs.
- Unique selling proposition is the BEST way and EASIEST way to cut through the clutter.
- IMPORTANT
 - 1. Don't say the same things everyone says.
 - 2. Say something that makes the prospect sit up.
 - 3. Make it clear you understand them.
- EXAMPLES
 - Chiropractor: Does your neck hurt? Does your back hurt regularly? Does it hurt when you get up in the morning?
 - Do you want more clients in your area?
- FORMULA
 - Get their attention.
 - Know what their struggling with and help them out.
- No one cares about your business, they care about themselves.
- Everyone says the same thing because they have no creativity and they also don't want to piss anyone off.
 - Men buy blowtorches.
 - We need to talk to our target audience.
 - Use man language.
- If you sell to everyone, you sell to no one.
 - And you make zero impact.

Points to drive home

- **Businesses don't have time for creativity and innovation.**
- **Have a unique selling proposition.**
- **Understand as much as you can about your customer.**

Notes

1 - Subject: How To Get Attention Amongst 1000s Of Ads.

2 - Problem: You see thousands of ads every day

3 - Agitate: Visualize how competitive internet marketing can be with no skill because most people see 1000s of ads every day and buy from 1 in 5000 ads they see. People haven't innovate for 50 years and they won't in another 50 years.

4 - Solve: Get attention, understand them. Don't say the same things everyone says. Say something that makes the prospect sit up. Make it clear you understand them.

5 - Close: You have all the answers now but writing an ad takes a lot of time.

Outline

Subject - PAS - Close

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Article/Email/Tweet Ideas

1: Meta Ads are GREAT but they are also extremely competitive. Each Facebook user sees 1000 ads every day, each facebook user clicks on 1 in 2000 ads, and each facebook user buys from 1 in 5000 ads.

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