

How I'd Grow Your Business With 1 Dirty Tactic

When advertising for businesses, I keep track of all the elements of an ad.

The headline. The creative. The body copy.

Some make a big difference, some don't. But this element alone either makes your ad work or just kills it instantly.

80% of results come from 20% of the elements, so let me help you get it right from now on.

You need to understand this...

If you've ever seen a homeless person on the sidewalk, you didn't need to check his bank balance to get that impression.

Judging based on first impressions isn't cool.

But that's how we work, as humans.

Our brains are programmed to make assumptions for survival. It's just human psychology.

And that's fine, because you can use this to get more results for your business.

Here's the dirty secret

There's one element in your ad that's *the most important*.

It's the first impression people get when they see it for the first time.

It's similar to the first impression when you meet someone new.

And in your advertising, that first impression is the **headline**.

Lame advertisers say the headline isn't that important, and there are other important parts. And that might've been true before social media was here.

People would actually pay attention to your headline on the newspaper. But that doesn't happen anymore...

We live in a faster world now. People are just scrolling and you need to grab their attention tight and not let it go.

If your headline doesn't grab their attention, you could have the best offer in the world and it won't matter because they won't even notice if you don't GRAB them with your Headline.

Instead they will just scroll again, and never see your ad again.

That's how powerful the Headline is.

Don't overcomplicate this. Keep it simple.

Let me show you an example, a bad one and a good one.

Let's say you help people manage their relationships (This is out of the blue but if you actually do this, it might help), here are two headline variations:

1. People Like You If You're You. I'll Help You Make People Like You More

2. The Secret of Making People Like You

Back to reality:

Your prospect is scrolling the Facebook feed and sees an ad. Which one of these headlines catches your eye and makes you curious?

While the first one might sound nice and direct. We are selling a need, and the first example doesn't help going in that direction.

It's about grabbing your audience's attention with the Headline, as quickly as humanly possible.

Changing your headline might seem like a small play of words, but it can bring amazing results.

From my experience, headlines work best if they're based on desire.

The desire to get something, solve something, make something... could be anything. But it needs to satisfy a desire.

If you feel like overcomplicating your headline, wait a second.

Fill out the form below and I'll help you out for free. No need to be complicating stuff.

[Click Here](#)