

## **Final Draft: Simple Marketing Secret To Instantly Attract More High-Paying Clients**

Let me show you a very simple trick that has almost doubled my client's results in a short amount of time.

Not many advertisers like giving this stuff away - I'll hold nothing back and give you everything you need to make your ads perform.

After this article you'll never have to worry about getting clients again.

### **Why 93% Of Ads Fail And How To Fix It**

93% of Ads fail because they have no offer.

Most ads talk about how amazing the brand is, how affordable they are, or that they've been in business for 45 years.

Your product or service can be the best in the world - if there's no offer, then your ad won't perform.

An offer is what you want your customer to do.

What action do you want them to take?

Here are two examples ads - one of them has an offer and the other one doesn't:

Ad #1: "Get our new perfume so you can smell great!"

Ad #2: "Get our new perfume today. Book now to get a second bottle for 30% off."

Notice how the second ad tells the customer exactly what to do, and why they should do it?

To make things even easier for you, here are the two types of offers you can use so you can easily implement this into your business:

#### **Offer #1: Purchase Offers**

Purchase offers are when you give the customer a discount or bonus when they buy your product. It's easy to use and it's always available.

But it's definitely not the best option.

That's because it forces the customer to buy right now. If they're not ready to buy, then they just won't buy.

So how do you get around this?

### **The Best Type Of Offer To Attract More Customers**

The second type of offer is Lead Generation Offers.

This is where you give your customer something valuable that they really want for free - could be a free estimate, a free cheat sheet, or whatever else they would really want to have.

Point being - it has to be really easy to say "Yes" to. Something they cannot ignore.

Let's go over a quick example:

Purchase Offer: "Buy now and get another wedding photo for 50% off."

Lead Generation Offer: "Enter your phone number to get the 5 Easy Ways To Look Better On Your Wedding..."

What's the difference between these two?

The second offer is very easy to say "Yes" to.

Anyone that's interested in looking good at their wedding is bound to enter their phone number.

You know what the best part is?

Once you have their phone number, you can follow up with them.

Give them a call.

Get in touch with them.

Send them a text message.

Point being, you don't lose that connection with your customers. You can follow up with them until the end of time.

Use this method and you can easily double your leads overnight. It's very powerful and not many businesses are even aware of this trick.

I highly recommend you to try this in your own business. Once you do, let me know how it goes.

If you don't have thousands of hours to learn this stuff yourself... get in touch with us and we'll take a look at your ads for free.