

# Source

Irresistible Offer

## Notes

Every Ad needs to have a point. It's not any philosophical point.

I'm talking about an actual GOAL.

This will help us with the next steps (measuring, tracking, making sure everything is accountable)

Every ad should have an offer, It needs to make them do SOMETHING. An action step, a click, watch this, plan a call, Buy this.

We need to talk about two things in this context:

- Threshold problem

The barriers between you asking them to do something and them actually doing it.

eg: if I run an ad and it says "Get a million dollars and the only thing you have to do is send me your kidney" well... That is a massive ask. Now they have to extract their kidney, put it on an envelope, send it to you, and hope you send them the money".

eg 2: "If you like this, jump on a 30-minute zoom call" Holy shit that is half an hour, And I don't know you!! That's a high threshold right there, a big ask.

And a lot of business owners ask these big claims. People have things to do, you know. It has to be more of a connection before someone decides to jump on a Zoom call. Maybe you don't have anything better to do, but it doesn't mean that they do either.

Don't get me wrong, it's a doable sale but they need to make sure that you are capable of helping them before they jump on a call.

This is why you need to make it easy to say yes. We need to lower the pain, to ease them in.

You wouldn't ask a girl to marry you on your first date, would you? That is not a normal thing to do.

Compare the 30-minute Zoom call with "Hey, fill out the form with your email, and I'll send it right over. Or "Watch this 4 min video to solve your problem" That is not a big thing to do

- Two-step vs one step

Once you have them, take the first step. It will be eeeeeeeasier for me to make them take the second step because they are warming up to you, they start to know you better, You are now familiar.

If I ask you right off the bat “Jump on a 30-minute Zoom call”, you are probably going to say no. But if you’ve gone through my stuff, maybe watch a video, read some articles, maybe you saw me in some videos on social media. and then all of a sudden I ask you “Hey man, if you want, we can hop on a call, I’ll walk you through this personally. Now, the chances a waaaay bigger that you’re gonna say yes.

## Headline

The best way to increase your ads response rate

## Outline

Headline: The best way to increase your ads response rate

Problem: If your ads doesn’t have an intended goal, it will massively fail

Agitate: not even one client would want to hop on a call or message you

Solution: Your ad needs to fill the threshold and you make them more inclined to take action by using a two-step lead generation (tease it).

CTA: If you want to dive more into the two-step lead generation, look at my next post

## First draft

### **The Best Way To Increase your Ads response Rate**

Every Ad needs to have a point. It’s not about throwing a dart hoping it lands in the bullseye. I am not talking about any philosophical point either.

I’m talking about an actual GOAL. The finish line you want to reach that will lead us to the next steps (measuring, tracking, making sure everything is accountable...).

I’m not saying that your client wouldn’t want to hop on a call with you. They won’t even want to continue reading your ad.

So at least it should make them DO something, an action step.

Click this.

Watch this.

Plan a call.

Read this.

Text us.

Buy this.

### **The Right Approach**

Now there are looooooads of offers you can use. Big ones, small ones, direct ones, soap opera ones... So here is some criteria you can use in this context:

- Threshold problem

What I mean by threshold is the barriers between you asking them to do something and them actually doing it.

For example, If I run an ad where I say “Get \$500.000 and the only thing you have to do is give me your kidney”. Well... That is a massive ask.

They will have to extract their kidney, put it on an envelope, send it to you, and hope you send them the money.

Or saying “If you like this, jump on a 30-minute zoom call”. Holy shit that is half an hour!

And I don't know you!!

That's a high threshold right there, a big ask. And a lot of business owners ask these big claims.

**People Have Things To Do, You Know.**

It has to be more of a connection, butterflies in the stomach before someone decides to jump on a Zoom call. Maybe you don't have anything better to do, but it doesn't mean that they do either.

Don't get me wrong, it's a doable sale.

But they need to make sure that you are capable of helping them before they hop on a call. This is why you need to make it EASY to say yes. You need to lower the pain, to ease them in.

You wouldn't ask a girl to marry you on your first date, would you? That is not a normal thing to do.

Compare the 30-minute Zoom call with “Hey, fill out the form with your email, and I'll send it right over. Or “Watch this 4 min video to solve your problem”

That's not a big deal.

Once you have them take the first step, it will be eeeeeasier for you to make them take the second step because they are warming up to you.

They start to know you better.  
You are now familiar.

If I ask you right off the bat “Book a FREE consultation”, you are probably going to say no. But if you've gone through my stuff: maybe watch a video, read some articles, maybe you saw me in some videos on social media.

And all of a sudden I ask you “Hey man, if you want, we can hop on a call, I’ll walk you through this personally. Now, the chances a waaaay bigger that you’re gonna say yes.

This is why the two-step is so powerful. If you want to know more about it, look at my next post. I’ll talk about the two-step lead generation at length.

## Second draft

### **The Best Way To Increase your Ads response Rate**

Every Ad needs to have a point. It’s not about throwing a dart hoping it lands in the bullseye. And I’m not talking about any philosophical point either.

I’m talking about an actual GOAL. The finish line you want to reach that will lead us to the next steps (measuring, tracking, making sure everything is accountable...).

Otherwise your clients won’t even know what you want them to do. They will face two choices:

- Try to figure out what the hell are you trying to make them do
- Completely ignore your ad and continue with their day.

So at least it should make your reader DO something, an action step.

Click this.

Watch this.

Plan a call.

Read this.

Text us.

Buy this.

There are loooaaaads of offers you can use. Big ones or small ones, direct ones or soap opera ones... So here is some criteria you can use in this context:

### **Threshold Problem**

What I mean by threshold is the barriers between you asking them to do something and them actually doing it.

For example, If I run an ad where I say “Get \$500.000 and the only thing you have to do is give me your kidney”. Well... That is a massive ask.

They will have to extract their kidney, put it on an envelope, send it to you, and hope you send them the money.

Or saying “If you like this, jump on a 30-minute zoom call”... Holy shit that’s half an hour!

And I don’t even know you!!

That’s a high threshold right there, a big ask. And a lot of business owners ask these kind of claims.

### **People Have Things To Do, You Know.**

It has to be more of a connection, butterflies in the stomach before someone decides to jump on a Zoom call. You may have nothing better to do, but that doesn’t mean they do.

Don’t get me wrong, it’s a doable sale.

But they need to make sure that you are capable of helping them before they hop on a call. This is why you need to make it EASY to say yes. You need to lower the pain, to ease them in.

You wouldn’t ask a girl to marry you on the first date, would you? That is not a normal thing to do.

Compare the 30-minute Zoom call with “Hey, fill out the form with your email, and I’ll send it right over. Or “Watch this 4 min video to solve your problem”.

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If I ask you right off the bat “Book a FREE consultation”, you are probably going to say no. But if you’ve gone through my stuff: maybe watch a video, read some articles, maybe you saw me in some videos on social media.

And all of a sudden I ask you “Hey man, if you want, we can hop on a call, I’ll walk you through this personally”. Now, the chances are waaaay bigger that you’re gonna say yes.

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# Third draft

## The Best Way to Increase Your Ad Response Rate

Every ad needs a purpose. And no, I'm not talking about some deep philosophical meaning.

I mean an actual **goal**. A clear finish line that gets your audience to take the next step—whether it's clicking, signing up, or buying.

Without that clarity, your readers are left with two options:

1. Try to decode what you're asking them to do.
2. Ignore your ad and move on with their day.

Guess which one happens most of the time?

That's why every ad needs to drive a specific action. You've got to lead your audience by the hand and say:

- *Click this.*
- *Watch this.*
- *Buy this.*
- *Sign up here.*

But here's the thing—your offer has to feel *doable*. If you ask for too much too soon, you'll lose them faster than a bad date.

## The Threshold Problem

Here's the deal: There's always a barrier between what you're asking and whether your audience will actually do it. I call it the **threshold problem**.

For example, imagine an ad that says: *"Get \$500,000—just send us your kidney!"*

Yeah, good luck with that. It's a massive ask.

Or how about this: *"Like this ad? Hop on a 30-minute Zoom call with me."*

I don't even know you, and you want me to spend half an hour of my life chatting with you? That's a big NO for most people.

## **People Have Lives, You Know**

Look, your audience isn't sitting around waiting to take action on your ad. They're busy. They've got jobs, families, and Netflix shows to binge.

So what do you do?

You make it **easy** for them to say yes. Start small. Think low effort, low commitment.

For example:

- *"Fill out this form, and I'll send it right over."*
- *"Watch this 4-minute video to solve your problem."*

That's manageable. It's not a huge ask.

Once they take that first step, it's easier to guide them to the next one.

## The Power of Familiarity

Here's the truth: People won't jump into a Zoom call or a big commitment unless they know and trust you first.

Think of it like dating. You wouldn't propose marriage on the first date, would you? (At least, I hope not.)

Instead, you build trust over time. The same goes for your ads.

Let's say someone reads your article, watches a video, or sees you a few times on social media. Now, when you ask them to book a free consultation, it doesn't feel like a leap of faith. It feels natural.

They know you. They trust you. They're ready to take that step.

## Why Two-Step Lead Generation Works

This is the genius of **two-step lead generation**.

You start with something small—a guide, a short video, a simple form. Once they're warmed up and familiar with you, you introduce the next step: a call, a purchase, or a consultation.

It's smooth. It's logical. And it works like magic.



Want to know more about how this strategy can transform your business? Check out my next post, where I'll dive deeper into the power of two-step lead generation.

Talk soon,

Enrique

P.S. Struggling to get your ads to drive action? Let's connect. I'll personally review your current strategy, show you how to remove those high thresholds, and create ads that get results—all in a free, no-pressure call. Ready to turn clicks into clients? Let's make it happen.

## Spanish Version

### La Mejor Forma de Aumentar la Respuesta a Tus Anuncios

Cada anuncio necesita un propósito. Y no, no estoy hablando de un significado filosófico profundo.

Me refiero a un **objetivo claro**. Una meta específica que lleve a tu audiencia a tomar el siguiente paso: ya sea hacer clic, registrarse o comprar.

Sin esa claridad, tus lectores solo tienen dos opciones:

1. Intentar adivinar lo que estás pidiendo.
2. Ignorar tu anuncio y seguir con su día.

Adivina cuál ocurre la mayor parte del tiempo.

Por eso, cada anuncio debe generar una acción concreta. Tienes que guiar a tu audiencia y decirles exactamente qué hacer:

- *Haz clic aquí.*
- *Mira esto.*
- *Compra esto.*
- *Regístrate aquí.*

Pero cuidado: si pides demasiado desde el principio, los perderás más rápido que una mala cita.

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## El Problema del Umbral

Siempre hay una barrera entre lo que pides y lo que tu audiencia está dispuesta a hacer. Yo lo llamo el **problema del umbral**.

Por ejemplo, imagina un anuncio que dice:

*“¡Gana \$500,000! Solo envíanos tu riñón.”*

Buena suerte con eso. Es una petición ridícula.

O este:

*“¿Te gusta este anuncio? Haz una llamada por Zoom de 30 minutos conmigo.”*

Ni siquiera te conozco, y ya quieres que pase media hora de mi vida contigo. La mayoría dirá NO.

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## La Gente Tiene Vida, ¿Sabías?

Tu audiencia no está esperando ansiosa para hacer lo que les pides. Están ocupados. Tienen trabajo, familia y series de Netflix que ver.

Entonces, ¿qué haces?

Lo haces **fácil** para ellos. Empieza con algo simple, de bajo esfuerzo y compromiso.

Por ejemplo:

- *“Llena este formulario, y te lo envío ahora mismo.”*
- *“Mira este video de 4 minutos para resolver tu problema.”*

Es manejable. No es un gran esfuerzo.

Una vez que dan ese primer paso, es más fácil guiarlos al siguiente.

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## El Poder de la Familiaridad

La verdad es esta: Nadie va a programar una llamada de Zoom o comprometerse contigo sin antes conocerte y confiar en ti.

Es como las citas. No le propondrías matrimonio a alguien en la primera cita, ¿verdad? (Espero que no.)

En lugar de eso, construyes confianza con el tiempo. Lo mismo aplica a tus anuncios.

Supongamos que alguien lee tu artículo, ve un video tuyo o te encuentra en redes sociales. Ahora, cuando les pides que programen una consulta gratuita, no parece un salto de fe. Es algo lógico.

Te conocen. Confían en ti. Están listos para avanzar.

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## **Por Qué Funciona la Generación de Prospectos en Dos Pasos**

Esta es la magia de la **generación de prospectos en dos pasos**.

Comienzas con algo pequeño: una guía, un video corto, un formulario simple. Una vez que se familiarizan contigo, introduces el siguiente paso: una llamada, una compra o una consulta.

Es fluido. Es lógico. Y funciona como un encanto.

¿Quieres saber más sobre cómo esta estrategia puede transformar tu negocio? Mira mi próximo artículo, donde profundizaré en la generación de prospectos en dos pasos.

Nos vemos pronto,  
[Tu Nombre]

P.D. ¿Te cuesta que tus anuncios generen acción? Hablemos. Revisaré tu estrategia actual, te mostraré cómo eliminar esas barreras altas y crear anuncios que realmente funcionen, todo en una llamada gratuita y sin compromiso. ¿Listo para convertir clics en clientes? ¡Hagámoslo realidad!