

# The Secret Sauce Your Ads Need To Finally Get Clients.

Rarely do I get pissed off, but when I see some adverts online, I feel an irresistible urge to invade a new planet and force myself into the role of a supreme leader.

The reason is that people post ads that are extremely confusing and try to achieve 432 things at once.

It's one of those ads, where you see it, you read it and you have no clue what it was all about... So let me give you the secret sauce on creating ads that not only get you clients but also keep me sane.

TOTALLY FORBIDDEN, SECRET KNOWLEDGE ABOUT  
PEOPLE, USE AT YOUR OWN RISK.

More often than not, your clients are human beings.

Unless you're marketing to supernatural beings, but that's out of scope for today...

Anyway, what if I tell you that I've got something that applies to all people, from all countries, from all the places you can imagine?

Sounds good?

Alright, no more teasing, I will tell you:

**"People are AMAZING at following SIMPLE, CLEAR instructions."**

Which means that for your advertisements to perform, they must have instructions that are simple to follow...

And the only way to achieve that is to set a proper GOAL.

## HOW TO SET GOALS AND MAKE \$\$\$\$\$\$ WITH ONLINE ADS.

If you could snap your fingers and make your reader do **ONE thing**, what would you want them to do?

Buy something?

Check out your website?

Fill out a contact form?

Send 14,782 mosquitos to a competitor's place?

Whatever it is, you need to tailor your ad around it.

Also...

 **ATTENTION, ATTENTION, I SAID ONE THING** 

**YES ONE THING!**

**WE ONLY HAVE ONE GOAL, NOT MULTIPLE!**

This is the only way we can give good instructions AND keep things measurable.

"Only one goal? I can fit some more info to build brand awareness, and tell people about my upcoming product and also ... Can I not?"

N00000!

DO NOT MAKE THE MISTAKE OF PICKING MULTIPLE GOALS AND TRYING TO FIT THEM INTO ONE ADVERT!

This is only going to complicate things and everything will get out of hand! It's something that will **burn your money!**

Repeat after me:

"We select **ONE** goal for this ad, and we give simple instructions to our readers".

If you didn't say that out loud, please go back and say it.

And if you've ignored the sentence above, you're a **super rebel**, but if you ignore the advice as a whole you're a **certified money-burner**.

OKAY, OKAY, I HAVE ONE GOAL, HOW DO I MAKE  
\$\$\$\$\$\$\$ NOW?

This is my favorite part! It's the one where you start crafting the advertisement around your goal.

From the imagery to the text, everything should make the reader do what you want them to do.

There is just one little caveat!

Don't ask for too much.

Obviously this depends on your goal here, but remember that there is always a threshold that needs to be broken, before the reader takes action.

Which means if you ask for waaaay too much or ask waaaay too early, you won't get results.

P.S. I specialize in crafting ads that get clients, so if you want me to make some for you, click on the button below.

[< CLICK HERE TO GET HELP WITH YOUR ADS >](#)