

# Standing Out From Your Competition Is Easy With This Simple Method

There's a good chance you don't believe running ads can ever work for your business, and rightfully so.

I mean, you must have noticed that nowadays you are absolutely bombarded with ads.

Everywhere you look it's; buy this, take this course, book this trip.

And you probably ignore 99% of it.

So how can you ever expect anyone to pay attention to your ad?

I used to think the same thing, until I started studying marketing and realised that the reason we ignore most ads is because they suck.

And even worse, THEY'RE ALL THE SAME.

That's incredible news for you, because this gives you the opportunity to stand out from the crowd, by actually writing a good ad and becoming part of that 1% that people do pay attention to.

Let me show you how to do this...

## Why Most Ads Suck

All of this has to do with how businesses are created.

Often it's someone that starts out as an employee, who's great at their job, goes along well with clients, but hates working for a boss.

Until one day they think, why am I working for someone else? I can do this for myself, I can get clients and offer them my service.

So they quit and start their own business.

And that's when the cycle starts.

They need to get clients, but they know nothing about marketing.

So they just look at what everyone else is doing and they start doing the same thing.

Then someone else will come along and will copy their ads. And the next person will copy those ads. And the next... and the next... and the next...

And before you know it, everyone is just copying each other.

Without anyone ever questioning if these are actually good ads or not.

That's how we've ended up with an endless amount of ads that all say the same thing, which they've been saying for years.

The worst part about all of this, since everyone is just saying the same thing, is that the companies that come out on top are the ones that spend the most on their ads and get the most reach.

So when you're just starting out, you get dwarfed by the big companies. Before you know it, you'll be back at your old boss with your tail between your legs, asking for your job back.

We don't want you to do that, so let's level the playing field.

Here's how you can create ads that stand out, without having to spend a fortune on it.

## How Trying To Find Someone At a Busy Train Stations Reveals The Secret To Writing Good Ads.

Let's say you're at a train station and you've lost your friend, let's name him John.

Now how do you find John?

The most logical thing to do is to shout his name: JOHN!

John will perk up and find you, because we're hardwired to respond to our name, it's highly personal to us.

With ads, we can use the exact same principle.

Now, of course you don't know the name of your customer, but we can call them out by using something that's almost as personal as their name.

Their problems and desires.

Most of the time, people are thinking about themselves. So if you want to get through to them, talk about THEM

What are they struggling with? What do they want? What would interest them?

Speak directly to your audience about those problems and needs.

Show them that you understand and that you can solve those problems.

For example, let's say you're a chiropractor, you solve back pain.

Best thing to say would be: "Does your back hurt?"

People with a hurting back will think: "Yes, my back hurts, can you fix it?" and from there on out you've got them.

Can it really be that simple?

Yes, because like I said before, most ads suck.

The reason they suck is because most of them do the exact opposite.

They do the natural thing and talk about THEMSELVES instead.

“We’re the best”, “We’re cheap”, “We’ve got the best deals”... and nobody cares.

So, if you want to stand out from your competitors with only 10% of their marketing budget. Start with a simple and clear message that addresses your audience’s needs, show them you have the solution, and you’ll be amazed by the results you get.