



## How to create an ad that makes a lot of money

80% of all ad's that you see don't work because they are either not well written for their audience, or they are not placed in the right place for their target audience to see. In other words, most people have not taken the time to learn how to create an effective ad. Advertising is expensive so you can really waste a lot of money if you don't create an effective ad.

But when you do create an effective ad and put it where your audience see it, the results can truly be amazing. And when you find an ad that works you can keep running them. They will turn into amazing money making machines that can really transform your business.

Let me start by giving you an example of what I mean. I recently placed an ad on a website for \$450 that got what I thought was a pretty good response. However I just felt something wasn't quite right, but I couldn't really put my finger on it. I decided to experiment a little and changed one phrase slightly, added a phrase and then placed it on the same website as before, but I also placed it on a sister website for a total cost of \$700. 2 things happened immediately:

- I got the same level of response from the original website, but double the response rate from the sister website; and
- The quality of the responses from both websites was much better – the people who responded were ready to buy!

The result was that for an outlay of \$700 I generated income of \$52,000 over the next 90 days! Not a bad return in anyone's language!

And the ad delivered some other secondary benefits:

- It brought a lot of traffic to my website; and
- It also promoted my brand

Great ads do two things – they get great response rates and make you money, and also promote your brand at the same time. Investing in ads that do both of these things successfully will nearly always give you the highest return on your investment than any other investment that you could possibly EVER make!

But here is the catch, only 20% (at the most) of ads achieve this – you need to try a lot of different things on a small scale and find what works before you start investing your hard earned dollars in a meaningful way.

And here is the good news – there are lots of relatively inexpensive ways to test and measure ads today.

## The rules for creating an ad that gets great responses

1. Get clear on your objectives and breakeven – for example “I need 17 sales for this ad to breakeven”. I suggest you always make the primary purpose of an ad to be to make money – branding is a secondary bonus. Be clear on what you want your reader to do after reading the ad. And the golden rule is **never run an ad a 2<sup>nd</sup> time that doesn't breakeven**. Most people are not clear on the numbers – this is not you!
2. Identify your target market in detail before you run an ad:
  - demographics - age, sex, postcode, family, income
  - psychographics - needs/wants/desires/fears/mindsets
3. Study your competitors offerings – look at their pricing, services, advertising, products, USP
4. Keep in mind the 2 primary drivers that make people buy:
  - Fear – of losing something, ridicule – what fear am I relieving in my ad? For example insurance – will your family cope
  - Desire – better life, easier life, more popular, being richer, for example the travel industry – “imagine yourself on this beach”

This point is very important – people don't buy things based on logic. We buy things to solve irrational desires or fears. While both drivers work research shows us that fear usually is a stronger driver than desire – experiment with both. Ask yourself these questions before creating an ad:

- **what is the biggest irrational fear or frustration that my customer wants to solve NOW?**
- **And what is my customer's irrational desire right NOW?**

## 5. An ad structure that works

### Headline

- The most important aspect of an ad is the headline – make sure it is a big bold headline. 80% of people only read the headline. When creating your ad spend 50% of your time on the headline – write a lot of headlines – at least 100 – pick the top 5 then finesse then again and again to maximise effectiveness – make sure your headline is clear and get feedback from laymen. Make sure it is benefit orientated - “what’s in it for me?” The headline needs to be all about your customer, and make sure it is different from other ads and your competitors ads
- Useful words for headlines – “how to”, “new”, “free”,
- Type your headline in the form of a questions, for example “are you sick of paying a fortune for ink”
- Make an outrageous statement, for example “when I’m horny I drop my prices” (make sure it is brand fit if you do something like this)
- Use a testimonial quote
- “news style”, for example carpet cleaner changes industry will amazing offer”
- “introducing” the biggest range we have ever had
- “at last” beautiful curtains that don’t cost the earth
- “reasons why” technique, for example “5 reasons why you should train at Joes gym”

### Body of ad

- Write in short sentences
- Have air/space in your ad
- Write the ad as if you are talking to 1 person – make it personal – 1 to 1 communication
- Don’t be afraid of long copy if its relevant – use sub headings – as long as it takes to tell your whole story but be succinct

### Offer

- Put it in the headline if you can

### Deadline

- Make the ad time sensitive, for example “sale ends Friday” or “only 20 left”

### Call to action

- It is important that you end all of your ads with a powerful call to action

## 6. Other ad design tips

- KISS – don't over design it – come up with a 20% twist difference
- Photos and illustrations – its not about the logo keep the log very small
- Use of spot colour not full colour ad
- Use doodles / circles (hand written)
- Use captions under photos
- Thick borders around the ad
- Consider black box with white letters
- Try unusual shapes – eg L shaped

## 7. Test different versions of the ad – headlines, copy, sizes, colour, days run

## 8. Advertorial – an ad that looks like an article – they work better than ads as they people don't always trust ads but they trust journalists and believe it more and lets you do longer copy

## 9. Guarantees - offer a money back guarantee – the #1 reason people don't buy from you is risk that the product is wrong, the price is too high or they cant afford it. A money back guarantee eliminates these key barriers to buying – if you do it make sure it is a fundamental part of the ad – make the guarantee special, for example “money back plus 10%”

## 10. Stories – people love stories “the human element” eg history of the company or the product or your staff or reasons for the sale – don't make them too long – 2 paragraphs at most – stories are good in presentations

## 11. Avoid

- Boasting eg “this is our finest ever”
- Don't have multiple objectives
- Don't include the unimportant – ask yourself does it contribute to the sale
- Doing what everyone else does – results in no brand recall

If you would like assistance creating an ad that works, or would like to talk to us about your sales and marketing strategy generally, please do not hesitate to call us on 1800 919 321 or email us at [info@cfoadvisory.com.au](mailto:info@cfoadvisory.com.au)