

**KILLER**

**LOCAL**

**AD**

**GUIDE**

Guarantee your local ad will never fail again

# THE #1 reason why local ads fail:

**Assuming potential customers will come to the conclusion that you are the best solution for them should they be ready to buy.**

What's that saying again? Assumption is the mother of...?

The logic simply doesn't make sense. You've never read ads like this yourself. So you should never assume others will.

Because they won't. And they don't.

Right now, you're leaving new business, warm leads, and money on the table simply because you're not thinking like your prospects.

Or rather thinking FOR your prospects.

Say you're a landscaping business. How many landscape gardeners or building contractors do you think your ad is competing with? Three? Four? Five?

And what do you give a prospect to determine you, out of the others, are the right solution for them?

Your logo. The colours you've used. Maybe an image or two. A sentence that says what you do, that you're friendly, and – of course, you're local. Not forgetting your contact details.

***What there is going to make you stand out from the crowd?***

***What reasons are you giving your prospect to choose you and not your competition?***

***How might you actually improve their life or experience?***

This is where you should be thinking FOR your prospects

And it's the key to solving the #1 reason your local ad fails.

People don't read ads. They read what interests them. And what interests them is their problems.

But more importantly, what can solve their problems.

So, the first thing you need to do to create ads that sell is:

**THINK FOR THE READER ABOUT THEIR PROBLEM.**

Show them that you get their problem, and they're more likely to trust you know how to solve it.

And then, and only then, you can start selling them your solution.

# The 5-step framework to create killer ads

If you follow this framework, you will dramatically improve your chances of selling yourself.

This structure has been tried and tested by 1000s of advertisers, and I use it every time my ads are being tested against others because it performs time and time again.

It's rooted in the fundamentals of direct response advertising and a blueprint for successful sales.

Pitching you to the right prospect in the right way by framing your business in such a compelling way, your prospect finds it difficult to disagree and take action.

So, here's what you need to do to make that happen:

## **Step 1: ATTENTION: What is your prospect's problem?**

Think hard about this. What exactly is the issue that is driving your potential customer up the wall? What is it about finding, hiring, and paying for your service that irritates the hell out of them? And if you were them, in their shoes, when considering what might be the best person or solution to that problem, what about it is the most frustrating part?

## **Step 2: INTRIGUE: Why does this problem persist?**

So, you've narrowed the problem down and crystallised the issues, and it's super clear. Now's the time you start getting them into the right frame of mind. List all the reasons why this problem keeps happening. Why there always seems to be these hurdles. And why, no matter what you try, the same problems keep happening.

## **Step 3: DESIRE: What is possible?**

This is where you start to paint a picture of the world they wish existed. A world where those irritations and frustrations didn't exist. A time and place that meant they didn't have to worry or concern themselves with the problem they are currently suffering from. Who wouldn't want that? Who wouldn't want to live in a world where that was possible?

## **Step 4: DESIRE: What is different now?**

Now give them what they want. Drive home that that dream does exist. That what you do is make sure those things are taken care of. That those worries are kept to a bare minimum. That you've made the process easier/cheaper/more convenient for those exact reasons. And that now has never been a better time to act.

## **Step 5: ACTION: Tell them what to do to make it a reality**

Make it short and make it specific. Tell them precisely what to do. Direct them into the specific next action they need to take in order to make what they want possible. And then tell them what happens if they don't take action. If they dither what they're set to lose, they're back at square one again!

**I CANNOT STRESS TO YOU ENOUGH HOW SUCCESSFUL THIS FRAMEWORK HAS BEEN FOR ME. USE IT WELL, AND YOU'LL HAVE YOUR PHONE RINGING IN NO TIME.**

# The classic direct response ad layout

I know what you're thinking.

You're thinking, yeah, okay, maybe if I can afford a full-page ad every time, I'd be able to fit all that in. But I don't. Full pages are expensive, and I've only got a certain budget.

Okay, I won't lie. The smaller your ad space is, the harder it is, and the more creative you need to be.

One rule I live by is: If your word count is small, then you need to make the words you use count.

And believe me. Fewer words is much, much harder than lots.

So, to illustrate that you can achieve what 5-steps in a smaller format, I'm going to use a half-page ad spec as an example:

## PROBLEM HEADLINE THAT GOES IN HERE

Confirm the specific issue in more detail in the subheadline.

This is your body copy that will tell people why this problem keeps happening. And then, it will explain that life doesn't have to be this way with what is possible.

Then list your differences, your USP's and benefits:

- **Point 1 goes in this space**
- **Point 2 goes in this space**
- **Point 3 goes in this space**

You put in your direct call to action of what people should do next to get your solution. And remind them what they'll miss out on if they don't act now.

IMAGE OR  
INCENTIVE  
GOES IN  
HERE

**000 000 00000 | email@address | www.somewhere.co.uk**

**THERE YOU HAVE IT. GO AHEAD AND MAKE YOUR ADS SELL. OR GET ME TO WRITE AND DESIGN ONE FOR YOU. MAKE ME AN AD LOCAL ADMAN.**

**MAKE ADS THAT SELL**

[admanlocal@gmail.com](mailto:admanlocal@gmail.com)

**LOOK OUT FOR MORE ADVICE**

[www.localadman.co.uk](http://www.localadman.co.uk)



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