

## **The Tunnel Leads To Your Ideal Customer - But You Have To Dig It**

Digging a tunnel with a spoon isn't ideal and it doesn't sound fun. Marketing successfully doesn't have to be as tedious as that and yet most ads aren't intriguing anyone with their generalized use of language which does nothing to hone in on ideal customers.

"We're The Best In The Business" or "No One Can Beat Our Prices" - consumers are numb to these slogans, having heard them way too many times and yet small companies are still copying each other and using them regularly.

Most large companies aren't creating clever or well-targeted ads either but since they have a marketing budget the size of a giant elephant, their message is broadcast everywhere and so it is through relentless branding that they get sales.

## **Why Is Advertising Generally So Mediocre?**

Big companies have big marketing departments with people having different opinions and ideas. A compromise needs to be made in every marketing campaign to please everyone involved and this usually results in a watered-down version of anything that once resembled a good ad idea.

Small or medium-sized companies tend to want to prove themselves in their advertising, since they lack the world-renowned branding of large companies, and so they immediately state their strengths and try to establish themselves as credible by putting forth their logo or vision.

Customers don't care about you or your company (sorry) - they want to know *what you can do for them*.

Add this all up and you'll realize that most ads we see are ineffective and boring.

## **How Can I Stop The Madness Of Ineffective Ads?**

The answer to this is straightforward and has withstood the test of time. If you stick to a couple basic advertising principles, you'll already rise and shine brightly above the sea of mediocre ads.

As I mentioned, your prospect wants to know what you can do for him.

- What specific problem will you solve for him?
- What problem will you prevent for him?

These are questions you can ask yourself to be able to formulate an ad that makes your prospect sit up and listen because he feels that *you understand him*.

Your logo doesn't matter, your list of credentials doesn't matter and your company vision doesn't matter so leave that stuff out.

Make a strong impression with your ad text and try to talk specifically to your ideal customer. Don't worry if your ad turns some people off. You won't cut through the noise if you're scared of offending people.

**It must be impactful.**

Not offending anyone won't get you more sales because it's a cold hard fact that *only certain people* will want or need to buy your product.

Don't be afraid - zero in on your ideal customer. Speak directly to them in your ads and grab attention with your message and you will stand out, attract more customers and generate more sales.

There is no spoon. Or at least, there doesn't have to be. Apply the marketing basics discussed in this article and you can dig a tunnel strongly and efficiently just like with a tunnel-boring machine straight to your ideal customer.

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