

# The one thing stopping you from Mega Success

Let's face it. Even if you're in the professional cuddling business, you probably have a competitor who you despise wholeheartedly.

And with 8 billion people on the planet, your very awesome and cool idea... is not yours alone.

"So if competition is inevitable, how do you compete?"

I'll tell you one thing, NEVER do it on price.

Let me explain:

## The HUGE problem of selling on price

Let me use an example with one of my clients:

After a client hired me for my services, I asked what they were doing prior to hiring me.

*What were your ads like?*

Client: *We just boost our posts about our pricing.*

*Okay. How did it do?*

Client: *We got a lot of messages, but none of them went to our gym.*

NONE. ZERO.

Even after hearing them say they use the BOOST function, I already knew what was wrong. *But that's a story for another day.*

The main thing they got absolutely wrong, was they were selling on price.

I get it, the fitness industry is a very dense market. Everybody is giving away fitness services.

So I understand why some would incline to selling on price. But the problem with that is, NOBODY CARES.

If people wanted to enroll for gym services anyways, they already know it will cost some money.

So don't think about selling your services, think about selling the need.

Every product will solve a need. It's up to you to make it seem like your product is the:

**Super duper ultimate solution.**

Applying that,

## This is what I did instead.

After asking them questions, I got to work.

I made a short script for their coaches to record. The script went along the lines of:

*Having trouble starting your fitness journey? Don't worry we're here to help!*

*We're always at the gym, you can ask us anything. From workouts, diets, and supplements.*

*We'll assist you with everything you need for free.*

Can you see how this would be a better ad than just showing their prices?

Instead of selling on price, I focused on selling the need a portion of their market had.

This got them even more messages than their previous ads, AND actually did the main thing ads are supposed to do:

CONVERT.

## The reason why “needs” sell.

I want you to think about the most important thing in a person's life.

Did you think about food, water, shelter, or a life partner? There's a reason those all came to mind.

They're all NEEDS.

Yes, the most important thing in anybody's life are their needs.

They pay top dollar for that sh\*t.

So start capitalizing on their needs, and start making sales.

P.S. If you're having trouble with your advertising. Get in touch with us [here](#). We'll help you analyze your market for free.