

# You Need To Read This

When Steven Seagal walked into a bar where a lady was being harassed, he objected to being left alone. They refused, so he resorted to clearly expressing the next steps to follow.

Do you know what they did?

What Steven was saying.

Look at the title of this article. "*You need to read this.*" Simple and concise. and here you are

Just as concise as Steven "*asking*" to leave the lady alone.

It is not advisable to follow Steven's methods (Not because I doubt their relentless effectiveness, but because they are not well regarded on a social level) but he did do something masterfully that will help you without a doubt in all areas of life. .

And I'll explain to you what. Go for it.

## When You Don't Speak The Same Language

I understand that putting so much effort, time, money and dedication into an ad and marketing strategies and not getting the desired results is very frustrating.

**I KNOW!.**

**I have been there.**

And even today, wherever I look in marketing and advertisements, the only thing I see are texts and images that confuse the audience who will undoubtedly continue scrolling. (Don't be afraid that you will see a link to pages with advertisements for champagne and a Taylor Swift song).

Look at them, countless ads that don't make clear what they're selling or the next step the audience should take.

Marketing has to be Steven style. Simple, concise and direct.

We have to make it a bed of roses, make it difficult for them to get lost.

If you don't tell them what they should do, if you don't show the way, no matter how good the ad is, you **WILL LOSE** them and you will be throwing away all the money and effort you made to get their attention.

The audience must be very clear where to click to continue discovering what you offer.

Let's see how.

### **Clear Water and Thick Chocolate**

They obeyed Steven, among other things, because of how concise his message was.

Imagine that instead of saying "leave the lady alone", he asks for the nearest hardware store since she is building a house for her beloved YorkShire.

That lady would be lost.

This is a process of steps, which lead to the only thing that really matters, the sale. But you will never get there if the audience is distracted in any of the steps.

Instead of complex jargon and 15-dimensional, 12k images, let's make it clear what they should do.

- *Do you want to schedule a call?*
- *Click here for a marketing consultation.*

Doesn't it seem much simpler to you?

Tell them exactly what to do. People like it easy and are good at following clear instructions.

Talk soon,

Rocha.