

You could be **missing out** on a massive opportunity...

How are you going to take it?

Think about **EVERY AD** That you see...

...they're all the same.

That's where the opportunity comes in...

The opportunities that turn small businesses to top players in their industries.

99% of businesses approach marketing **THE SAME** way they did in the **1920s!**

Here's how your going to stand out among **everyone** by doing marketing properly...

THE DON'TS:

1. "No-one does ___ like us"...

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(But they do.) This only works if you're reputable **for being** the best, but this works better when **YOU DON'T** say it, but **YOUR CUSTOMERS** advertise you with word-of-mouth.

Cut this from your ads.

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2. "The all new (product)..."

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"ME, ME, ME... LOOK AT ME!" - You wouldn't approach your grandmother like this, so why would you do this in your ads? Luckily, after this, you won't make this mistake...

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3. “Here at ____ we do...”

...(a whole bunch of word salad)...”

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A “Lord of the Rings” length website or ad is going to make more people click **OFF** the site instead of **ON** your call to action.

Your contact page is more important than your “about us” page.
Remember this.

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THE DO’S:

1. BE DIRECT...

First, you **MUST** ask yourself, “WHO am I talking to?”

You can dive deeper into this by also asking:

- “What do I want THEM to do?”
- (Maybe the most important) “what do **THEY** want?”
 - “How can I give that to them?”
- And “what do they need to **FEEL**, in order to do that action?”

When you answer these questions, and write your copy with these in mind, you can
ALMOST DOUBLE YOUR SALES!

2. Understand your competitors...

Everyone has competition, otherwise your industry is **dead**, so you **NEED** to leverage anything you can learn from them.

- Look at your industry, who are you competing with?
- How many **MORE** or **LESS** sales are they getting?
 - How do they reach **YOUR AUDIENCE?**
- What **FUNNELS, ADS, LEADS** etc. are they using?
- How are they **STEALING YOUR CUSTOMERS?**

Understanding and studying your competitors and top performers in your, and even other, industries can help you innovate your marketing and tactical approach to getting sales.

3. Move with SPEED...

You see a competitor hosting an event. You host a bigger and more appealing event with ALL the things they aren't offering.

You realise your sales dropped by 11.8% this quarter. That in turn means you smash out email campaigns, paid ads, radio ads and outreach, filled with discounts, bonuses and ***exclusive deals.***

Moving with ***SPEED*** helps you win this race we call “**Business**” and gives you an ***UNFAIR ADVANTAGE*** that's so simple...

...and so profitable...

Suddenly, your problem isn't a problem anymore. Its an ***OPPORTUNITY*** that drives more success than imaginable...

“So... Now what?”

Simple...

Stop making these mistakes, and ***START APPLYING*** these strategies...

You know what easier...

Someone doing this for you...

But I know you want it ***DONE RIGHT.***

PROFESSIONALLY...

PERFECTLY...

<https://atlasmarketing.carrd.co>

Don't miss out.