

Subject: The ONLY 3 Things Needed To Run A Successful Business

Setup: There are people with lots of ideas, and they don't know if it will work because there is no audience for it - either unreachable, or they need to be educated.

Conflict: If you need to build a need for it, it's stupid. You can not do that, and you have to come up with an idea that already has an audience, you should not need to teach the audience.

Solution: 1. Unique message. 2. You need something that competitors won't, can't, or don't do. 3. Need to be able to reach the audience. If you tick all those 3, then GO FOR IT.

Close: if you want more marketing knowledge, check out our other articles, and you can always book a call with us for a free marketing consultation!