

How a chinese woman almost bankrupted my business

Once upon a time, I had finally cracked the code on running ads through Meta.

Money was coming in, leads were pouring into my inbox, everything was falling into place.

But one afternoon, my phone lit up: "Your ad was approved."

Normally, this is great news, right?

It means no issues with the content, and everything is running smoothly.

But then, something gnawed at me.

"Wait... did I even upload a new ad?"

I logged into my account and saw a picture of a Chinese woman and an ad budget set at seven times what I normally spend!

Someone had hacked into my account.

I don't know what they were selling (probably how to cook bats or something) but it didn't matter.

They had access to my funds, and they were burning through my hard-earned money fast.

I quickly shut down the ad and spent the next few days with Meta's support, untangling the mess and securing my account.

Worst of all?

This was my wake-up call

Everything, my entire business, was balanced on this one pillar.

Since then, I've learned a critical lesson:

Never rely on ONE.

Whether it's passwords, accounts, ways to attract clients, always have more than one.

When you find one way that works, you immediately search for more options.

Putting all your eggs in one basket is the quickest way to lose them all.

Talk soon,

Osborn

P.S. If you're still relying on just one way to get clients, [click here](#) to find out how we can help you create multiple streams of leads and grow your business securely.