

MISSION 2:

FUNNEL:

It's a funnel of trading course.

Funnel Type: Paid Ads

- 1) Promotes a free course on trading psychology.
- 2) Claims 80% of trading success depend on psychology.
- 3) Their sales page uses testimonials from other traders to increase belief.
- 4) CTA is used to get the students email to start the course.

Did you know that the best method of doing aerial photography is with a drone?

72 percent of businesses Fail within 10 years.

No, it's not because of a bad product.

(A guy made millions of dollars selling pet rocks. Google Gary Dahl if you don't believe me.)

Not having enough startup capital is also not the reason.

If you can't start your business without little to no money.... Well maybe you might wanna take a good look in the mirror and ask yourself this-

“ Why am I lying to myself?”

Now that being said, don't try to open an airplane company or a car manufacturing or Rocket launching company.

(This should be common sense.)

But, then the question still remains -

“Why do so many businesses fail?”

Let's find the answer, shall we.

Let's break down a business to understand it better. A business has 4 major parts. Those are as follows:

- Product development
- Marketing
- Sales
- Customer service

Now we already discussed that there aren't too many bad products out there. So it's not the reason why most businesses fail to make it.

Marketing however is the backbone of any business. When done correctly you can easily make a seemingly boring product a prized possession.

But it's really sad to see that most businesses fail at this step. And I don't blame them for it.

Here's why:

Let's say you are a website developer. Now you might be the best website developer in the world.

You can build a website just by staring at your computer.

But if nobody knows you they won't work with you. So your superhuman website developing skills will never see the light of day.

So like many others before you and many others after you (no doubt about it). You get a job and say *До свидания* (Goodbye) to you dream of being an agency owner or freelancer.

But how do we fix it? And what about Sales and Customer service?

I will tell you in part 2.

Read this if you want to save your business from death. 📌

72 percent of businesses Fail within 10 years.

It's not because of bad products or insufficient funds.(there are a few exceptions.) But because of inexperience.

I have discussed what are some of the problems businesses fail in part 1. If you missed it I highly recommend you go to my page and read it. This post will make more sense if you read the first one.

Or you are going to have a fish out of water situation. For those of you who are still here, let's get into it.

The easiest solution to fixing your marketing is..... Hiring someone.

Easy right?

Not really. Here's why -

When you think about hiring someone the first thing that comes to mind is GOOGLE. I don't think almost anyone knows you can hire someone to do marketing, let alone where to find them.

So after you GOOGLE: Marketing services you will find a bunch of Marketing agencies. Problem solved right 🤔.

Well yes, But no.

You see, marketing agencies are good if you were their only customer. And if you are their only customer that might not be an agency you should work with.

Because agencies are often handling a lot of customers at the same time. So they don't care about upsetting a few customers in order to get more money.

You might end up on that list.

Now you can say, "Then what else am I supposed to do? My business is dying, you know. I need to increase sales/customer retention etc."

Second solution is similar to the first one.

Hire an employee.

"I am a genius"- you say to yourself.

An employee is much better than any agency. Because they only work with you, no other business owners, just you.

And you have the power. If you don't like their work, they can get the boot . 🦶

Butttttt - Handling staff is harder than cracking a walnut with your fingers. You can do it but after a lot of practice. They screw up, they are lazy and most of the time they don't know what they are doing.

So you might be thinking, “ I will just hire the most educated person”.

Good thinking. But if you ever studied anything you would know how incompetent the education system is. They only teach you about stuff that's 150 years old.

Time's have changed, so have people.

Only things that are still the same are the books they teach. They don't work anymore.

“So, is my business destination to fail.”

Nope.

There is one last way you can easily solve your marketing problems. Hire a freelancer.

They can help with all the aspects of your marketing without the added headache of hiring an employee or an agency.

They are often more qualified than any employee because most don't learn from books older than the British empire. Also a freelancer can only work with 3-4 businesses Max. 5 if they are really good.

“Where can I even find these Freelancers?” That my friends is the topic of our next conversation.

P.S. - The photo I used in the previous post and this post makes complete sense if you think about it.

72 percent of businesses Fail within 10 years.

So, effective marketing. A part of business no owner likes to do but it's a necessary evil.

Why you might ask?

Well because you didn't read the first 2 parts of this post.

I highly recommend you do so you might just save your business in time.

And for those of you who are still here let's dive straight into it.

Before I tell you where you can find these mysterious wizards. Who are skilled at the ancient art of digital marketing. Those who aren't as busy as an agency or unskilled as an employee.

Let's talk about a few types of these Freelancers.

Copywriter 🖋️ : Now I know what you might be thinking. What the heck is a copywriter? I suppose that's the only question that matters.

A copywriter is nothing more than a skilled marketer. They have the ability to write a piece of content/script/article and use it to convince people to buy.

Now all of us have visited some sort of website before. If you have never visited a website and you just logged into Facebook and are seeing this post I am deeply honored.(But go out and check a website, any website.)

Now try to remember the long sales/landing page. (the first page you see after going to a website.)

Have you ever wondered who writes these? Who writes the articles you read?

All of them are done by copywriter's.

The first thing that comes to mind after you learn about copywriting is,
“ It's easy. I can write this. Why would I even pay someone for this?”

If that's you I only have one request. Write a copy for something, anything. It could be for your product or for something you bought recently. Doesn't really matter just write it and put it in the comments.

A good copywriter can easily improve your marketing/website/sales page/product description etc. The application's are limitless.

But where do you find them? 🤔

Easy.

Upwork, Fiver. But it's not usually a good idea.

Now I am going to let you in a secret:

Come a bit closer to your screen.

Ready? Ok.

(Whispering)

You can find them on various websites which publish articles. Now nobody actually goes to a website, reads the entire article, then after reading goes and finds the writer.

NOBODY. But you can be different.

So go search for websites that write about business or marketing. Find the one that was able to keep your attention for the longest period of time.

You can usually find the details of the writer at the very bottom.

Copy their name and Google it. (If you can't find their information on the website)

Approach them with your solution. Make them an offer.

Now you only pay them depending on the job you need them to do. If it's a caption for an ad it's going to cost less. If it's a 3 page sales letter it's going to cost more. (Common sense)

Now that brings us to the end of today's post.

“ But what about other kinds of marketing?”

You will find out in the next post.

P.S. - If you need help with copywriting or any other parts of your marketing. Send me a message for a free marketing consultation.

