

## **Final Draft: Get A Flood Of New Clients With This Marketing Secret**

I'm gonna let you in on a secret that can get you a ton of new clients almost instantly with barely any effort.

It's extremely simple, and it applies to social media, facebook ads, or whatever else you currently use to get clients. It's genuinely that powerful.

### **The Real Reason Most Ads Don't Perform**

One of our clients was really struggling before she started working with us. Funnily enough, she had been doing what most other small businesses are already doing wrong - being too vague.

We took over the marketing for her business. In less than a month she saw an immediate increase in new clients and appointments booked, solely because we removed all the vague stuff from her business.

Let me explain what "vague" even means, and how to spot if you're making this mistake in your own business.

### **Why Being Vague Is Deadly To Advertising**

One of the biggest killers of ads is a lack of specificity.

I constantly see ads ranging from very vague to slightly less vague:

- *"If you want our stuff, you know what to do!"*
- *Tackle the mysterious joy of our amazing painting business.*
- *Text us, message us on Whatsapp, or call us to get your free quote!"*

The problem with this type of marketing is that it doesn't work. It's like asking someone for a favor and not being clear on what you actually want.

You need to be extremely specific with your customer or they'll just get confused.

If you're being vague in any regard - be it your ads, social media, website text, or anything else you use to get clients, remove it. Make it more specific and you'll see an immediate increase in customers.

Quick example:

**Vague:** “If you need our pressure washing, you know what to do!”

**Specific:** “Fill out the form below to get a free estimate on your home’s pressure washing.”

As I tell all of my clients;

***A confused customer does the worst thing - they do nothing.***

If you’re making these mistakes, I can’t blame you. I’ve made these mistakes countless times in my own business. Now let’s talk about how to fix this:

### **The 3 Secrets To Fixing Your Ads**

Here are three ways you can tell if you’re being vague, and how to instantly switch that around to improve your ads.

Ask yourself these three things:

- **Is my message clear?** - If your message isn’t extremely clear, then you’re probably being vague. Let your customer know exactly what you mean.

*“We help small businesses get more clients.”*

See how that’s very clear and direct? Do this and your marketing will perform way better.

- **Is it clear what my product or service is?** - Make sure you’re clear on what you actually do. I’ve seen countless ads fail because the business doesn’t mention what they actually do.

Example: *“Transform your outdoor design with us. Call us today!”*

Notice how it’s unclear what they actually sell?

Sure, they can help my outdoor design. But how? With flowers? By cutting trees? With a scarecrow?

Be specific in how you can help your customer, and you'll see a massive difference in how your ads are performing.

- **Am I being clear on what the customer has to do?** - Be extremely clear on what the customer has to do to get in touch with you. This is a fatal mistake I notice with a lot of small businesses. Two Examples:

**Clear:** *"Click 'book now' to get a free estimate on your home."*

**Unclear:** *"If you like this ad, get in touch!"*

These three things drastically improved my marketing, and I'm certain it'll be the same for your business.

If you'd like a professional to handle the marketing for you - get in touch with us and let's see if we can help!