Blog: **K.I.S.S: Keep It Simple Stupid**

Every consumer is looking for the best 'bang for their buck' when they see a product they want or that jumps out grabbing their attention through an ad of sorts.

Everybody knows that. Aliens in another galaxy probably even know that.

Either by scrolling through social media or from those annoying pop up ads that seem to come out of nowhere, like a Velociraptor on speed.

However most sales people often just throw an ad or 2 out into the world a day with generic AI written blurbs.

"This product will *empower* you to take control of your life, tailor to all your needs with *astonishing* results..."

or if its for a business,

"Whether you're looking to *enhance* your sales with *remarkable precision*, *streamline* troubleshooting strateg..." bluh bluh bluh.

Hoping the big fancy words will impress the prospects into buying the product/service and boom, getting them a big bag of money and tons of sales in the process.

I hate to break it to them but they are dead WRONG.

It's BALONEY!

Simple is always better

Marketing works when you cut the fat and tell them exactly what the product does and most importantly how it benefits the consumer.

Why they cant go on living without it.

This is first done by doing your diligence.

Carefully and thoroughly researching your clients target audience.

Then making it easy for them to say yes, click, buy.

"Do you have 'X' problem, yes? 'X' will solve it, 'X' is available for only [price]… limited stock available" or "Simply by clicking here".

Simple.

Now this with some styling to draw eyes and a message that is clear, concise and rid of any irrelevant baggage.

BOOM, 'mic drop', that's how its done.

I make it a point to try keep marketing as simple and effective as possible, so the consumer knows exactly what they get, the value it will bring and change their lives for the better.

K.I.S.S, Keep it Simple Stupid.