

Is Your Advertising As Great As It *Could Be?*

This may be THE MOST IMPORTANT article you ever read to get more clients and more growth. Even very well-established businesses get this wrong all the time.

The problem with most local business advertising is its entirely impractical. Tom Fishburn, founder of Marketoologist, said:

"The best marketing doesn't feel like marketing."

But most local businesses try to advertise as if they are Coca Cola or McDonalds... **without even realizing it.**

Oftentimes, their marketing isn't necessarily bad. Its the *channel* they are using. But sometimes they get BOTH things wrong... That's a formula for failure.

So in just the next 60-seconds let me share with you a take away so key it will bulletproof you to business misery without you even realizing it.

The Silent Local Business Killer

I call Facebook Boosts the silent killer of local business. Now there are others, but Facebook Boosts is the most prevalent.

See, Facebook Boosts is designed entirely around the *type* of brand awareness marketing that works for big companies with billions in ad spend, but proves so detrimental to any other type of business.

Here's why:

Its because small to mid-market businesses simply don't have the budget to take risks on the wrong channels... let alone take risks on hyper creative marketing campaigns.

Too many times, we see businesses using a mass market approach practically throwing money down the drain on awareness style facebook boost ads where they sacrifice results for the opportunity to use their creativity or be funny.

These types of businesses benefit most from a specific message to a specific target audience rather than a mass blanket attempt to reach everyone and please no one. It works for large corporations with millions in ad spend. Not for relatively small local businesses.

So before we go out trying to catch tuna with a spear... why don't we try a net?

Launch A Bulletproof Marketing Campaign

Choosing the correct channel is the difference between wasting all your marketing spend and going under... and creating a predictable and consistent asset that pays you money each and every day of the week. Sort of like a well-trained dog returning a stick to its owner.

Popular consensus says "money doesn't grow on trees." We say, *"Really? You don't say... which is exactly why you ought to take a look at what we can do with Meta Ads."*

Now, I know I've burst the bubble already, but let me put a cautionary note on this. This works 80% of the time. The best channel is typically Meta Ads Manager.

But its not necessarily right for everyone. That's why we offer a free consult to prospective clients looking for growth.

Meredith Hill, founder of the Global Institute for Travel Entrepreneurs, said, *"When you speak to everyone, you speak to no one."*

No one marketing approach is the right fit for everyone. So if you want to find out whether this approach could be right for you, we will be happy to look at your account and offer you our best recommendation.

First Draft

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But most local businesses try to advertise as if they are Coca Cola or Mcdonalds... without even realizing it.

Oftentimes, their marketing isn't that bad. Its the *channel* they are using. But sometimes they get BOTH things wrong...

The most pervasive marketing channel of late is Facebook Boosts.

The Silent Local Business Killer

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Facebook Boosts is designed entirely around the brand awareness marketing for as many eyeballs as possible approach.

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So before we go out trying to catch tuna with a spear... why don't we try a net?

Get The Basics Right

Choosing the correct channel is the difference between wasting all your marketing spend and going under, and creating a predictable and consistent asset that pays you money each and every day of the week.

Popular consensus says "money doesn't grow on trees." We say, that's correct which why you ought to take a look at what we can do with Meta Ads.

Now, I'll give you a hint. 80% of the time, the best channel is the Meta Ads Manager. The problem is this is a complex tool. And its one thing having the tool, but squeezing the juice out of it is a whole other kettle of fish.

Meredith Hill, founder of the Global Institute for Travel Entrepreneurs, said, *"When you speak to everyone, you speak to no one."*

Solution:

The solution is simple. We recognize that our local business is not a titan with unlimited ad budget. And we use what is available to maximise very deliberate results like leads or sales.

First paragraph

Is Your Advertising As Great As It Could Be?

This may be THE MOST IMPORTANT hurdle to more clients and more growth that even very well-established businesses get wrong all the time.

problem: mass marketing approach doesn't work for small business, you simply don't have the budget to take risks on hyper creative advertising

That's because mass marketing for a small business is like trying to catch fish with a net designed for whales.

Small businesses need to focus their marketing efforts on a specific target audience rather than attempting to reach everyone. It works for large corporations with millions in ad spend. Not for relatively small local businesses.

Avoiding the mistake of mass marketing for small businesses:

- "Like fishing with a spear instead of a net."
- **Context:** This analogy highlights the need for precision in small business marketing efforts, compared to the broad approach suitable for larger companies.

Agitate: Facebook Boosts is designed entirely around the brand awareness marketing for as many eyeballs as possible approach.

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So before we go out trying to catch tuna with a spear instead of a net, we want to get the basics right.

Solution:

The solution is simple. We recognize that our local business is not a titan with unlimited ad budget. And we use what is available to maximise very deliberate results like leads or sales.

Solution

Certain areas are better than others.

Income?

Pets?
Hobbies/

HL Ideas

“Hey Sam, It’s amazing!” (One of our clients this week)

How To Hook Your Customers With The PERFECT Bait

How To Lure Your Perfect Customers In Like A Mosquito To A Flame

Is Your Advertising As Great As It Could Be?

Breakthrough Local Advertising

The Trick To More Clients Than You Can Shake A Stick At

The Wrong Way And The Right Way To Market Your Business And Get Leads Locally

Cut Through The Clutter With A Razor Sharp Message
Why Bias Is Valuable

The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack in will."

— Vince Lombardi

Identifying audience bias:

Analogy: "Understanding your audience is like a tailor measuring fabric. Without precise measurements, the final product will not fit properly."

Context: By identifying and understanding the specific biases and preferences of your audience, you can tailor your marketing message to fit their needs perfectly.

Identifying audience bias:

- "As distinct as night and day."
- **Context:** This phrase can illustrate the clear differences in audience biases and preferences, similar to the stark contrast between night and day.

A mistake almost every local business makes

identifying audience bias

"everyone is my customer"

No. There is always a bias.

Meredith Hill, founder of the Global Institute for Travel Entrepreneurs, said, "When you speak to everyone, you speak to no one."

Men

women

A certain age group

A certain hair cut

A motivational speaker in the 60's anecdote about crew cuts in his audience

If you talk to the right people you'll get a higher response rate than blanketing the whole market

Avoiding the mistake of mass marketing for small businesses:

- **Analogy:** "Mass marketing for a small business is like trying to catch fish with a net designed for whales."
- **Context:** Small businesses need to focus their marketing efforts on a specific target audience rather than attempting to reach everyone, which is more suitable for large corporations with vast resources.

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How do your customers talk?

Look at your Google reviews from the language your customers use. How do they speak?

Using customer reviews to understand language and preferences:

- **Analogy:** "Reading customer reviews is like listening to a conversation at a party. You learn how people speak and what topics they care about."
 - **Context:** Analyzing the language used in customer reviews helps you understand your audience's preferences and how to communicate with them effectively.
-
- **Using customer reviews to understand language and preferences:**
 - "As revealing as reading someone's diary."
 - **Context:** This simile conveys the idea that customer reviews can provide deep insights into customers' thoughts and preferences, much like reading a personal diary.

Gives you a clear indication of who they are like students/homeowners, retirees etc

Let's take a Botox clinic

Think about who is actually interested in this?

Cutting through the clutter with a targeted message:

Analogy: "Targeted marketing is like using a magnifying glass to focus sunlight. When you concentrate your efforts on a specific point, you create a stronger impact."

Tom Fishburn, founder of Marketoologist, said, "The best marketing doesn't feel like marketing."

Cutting through the clutter with a targeted message:

- "Like a surgeon's scalpel, precise and effective."

The customer needs to see the ad and think they get me, they understand my problem.

You can of course interview clients.

There is no product that appeals to everybody, every age, every sex.

You make your message cut through the clutter if you focus your message on people most likely to engage.

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Relevant Quotes

Relevance to audience bias and targeting:

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." - Peter Drucker, a pioneering management consultant and author.

"When you speak to everyone, you speak to no one." - Meredith Hill Meredith Hill, founder of the Global Institute for Travel Entrepreneurs.

Relevance to focused marketing over mass marketing:

"A man who stops advertising to save money is like a man who stops a clock to save time." - Henry Ford

"Marketing is no longer about the stuff that you make, but about the stories you tell." - Seth Godin

Relevance to understanding customer language and behavior:

"The customer's perception is your reality." - Kate Zabriskie

"Your brand is what other people say about you when you're not in the room." - Jeff Bezos

Relevance to making customers feel understood:

"People don't buy what you do; they buy why you do it." - Simon Sinek

"The best marketing doesn't feel like marketing." - Tom Fishburne Tom Fishburne, founder of Marketo.

General wisdom on business and marketing:

"If you can't explain it to a six-year-old, you don't understand it yourself." - Albert Einstein

"Opportunities don't happen, you create them." - Chris Grosser

These quotes are short, relevant, and made by individuals who are well-known in the business world. They should resonate well with British business owners or founders.

could you provide a little context about each person the quote is from i.e.

"Ivan Pavlov, the Russian scientist"

ChatGPT

Certainly! Here's the list of quotes with a brief context about each person:

Peter Drucker - "The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

Peter Drucker was an Austrian-American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation.

Meredith Hill - "When you speak to everyone, you speak to no one."

Meredith Hill is a travel industry expert and the founder of the Global Institute for Travel Entrepreneurs. She emphasizes the importance of niche marketing.

Henry Ford - "A man who stops advertising to save money is like a man who stops a clock to save time."

Henry Ford was an American industrialist, founder of the Ford Motor Company, and chief developer of the assembly line technique of mass production.

Seth Godin - "Marketing is no longer about the stuff that you make, but about the stories you tell."

Seth Godin is an American author, entrepreneur, marketer, and public speaker. He is known for his books on marketing and leadership.

Kate Zabriskie - "The customer's perception is your reality."

Kate Zabriskie is a customer service and communication skills expert and the founder of Business Training Works, Inc. She is known for her practical approach to customer service.

Jeff Bezos - "Your brand is what other people say about you when you're not in the room."

Jeff Bezos is an American entrepreneur, media proprietor, investor, and commercial astronaut, best known as the founder and former CEO of Amazon.

Simon Sinek - "People don't buy what you do; they buy why you do it."

Simon Sinek is a British-American author and motivational speaker. He is best known for his concept of "The Golden Circle" and his book "Start With Why."

Tom Fishburne - "The best marketing doesn't feel like marketing."

Tom Fishburne is a marketer, cartoonist, and the founder of Marketoost, a company that uses cartoons to communicate marketing concepts.

Albert Einstein - "If you can't explain it to a six-year-old, you don't understand it yourself."

Albert Einstein was a German-born theoretical physicist who developed the theory of relativity, one of the two pillars of modern physics.

Chris Grosser - "Opportunities don't happen, you create them."

Chris Grosser is a young entrepreneur and motivational speaker known for his insights on creating opportunities through proactive efforts.

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Source

Key points from the lesson:

Every business has a specific audience with certain biases and a common mistake is assuming that everyone is a potential customer.

Identify who primarily buys your product (e.g., men, women, specific age groups).

A great example of this is Jim Rohn, who targeted men with crew cuts by contacting barbershops for client lists.

Direct marketing to a targeted audience is more effective than mass marketing.

Big brands can afford mass marketing, but smaller businesses need focused marketing efforts.

Understand your audience's demographics, interests, and behaviors. Use customer reviews to understand their language and preferences.

Do background research on your target audience. Know their pain points, lifestyle, and communication style.

Ads should make the target audience feel understood and addressed. A clear, focused message resonates more than a generic one.

Homework: Identify two niches or businesses you're interested in. Define the perfect customer for each, being as specific as possible.

Share your findings for feedback.

Source:

One of the most common questions that I get all the time is, hey, how do I price my services? How do I decide, like, how much someone should pay me? And there are a couple of ways to go about this. And I'm going to give you three different ones. And the last one is basically the one I, you know, use 80% of the time. Now, that doesn't mean that you should use it. I'm just saying that one sort of applies a lot of times. So whatever your situation is, one of these three will help you figure out pricing. So let's go over them. First off, this is the one that I used as basically my first method of pricing my services when I started in real estate. And that's just looking at what the competitor charges and basing it on that. So in my example, my competitors of the price of the home as a commission. So let's say you sell a 200k home, that's going to be \$3,000. And what I did was basically, I did the same thing, but I did it at 1.89% or something. I went higher just because I wanted to be the highest priced agent in the market. But I could have just as easily gone for the same amount. I mean, just get a feel for what the competition charges in your market and see if you're going to charge as much or more. I wouldn't necessarily tell you to charge less. People always do this where they start something new and then they're like, yeah, but I live in, you know, I'm a new guy and I live in a third world country and I don't need that much so I'm just going to undercut my competition. I mean, you can do it, but there's always some dude that will charge less. And it's like a race to the bottom, so I'm not a big fan of discounting, personally. But again, that's me. You need to make your own decision. So that's one. Look at what the competition charges and base it off of that. Second method is looking at your service and finding out how much is this problem costing your client at the moment, or how much would his results go up, or something similar to that, and then basing it on that. Like if you're selling, and in your diagnosis and your qualification process, turns out that whatever problem that you're solving is costing them \$3,000 a month, well, now you have some sort of benchmark for what you're gonna save them. And then it's up to you. Maybe you charge them 20% of how much money you save them, or you charge them 35% of however much you make them. This method works, but it works usually when you're in, one, something that's very measurable, and two, when you're more experienced and more trusted by the client. So I could probably get away with it because, well, it's not very hard for me to do this, but that's because I've been doing it for a long, long time. I can easily estimate how much would this change for the client and do a percentage based off of that, just giving it to you in case you come across the

situation and it can be a viable way. So number two, see what change or difference you can make for a client, get a cut of that. Number three is the one that I see people use most and is applicable in a lot of situations, especially when you're starting out or you're getting a feel for something new. It's absolutely great. And that is, you estimate how many hours you're going to be working at a certain project that you're selling to the client and you put a value on the hours and you pick something that will make you happy so if you are just starting out and you were like wow if I make \$50 an hour that will be awesome like I could make you know I could work for 10 hours make \$500 that's great now in that case if you have some sort of project that takes eight hours it's easy you quote \$400 and off you go off to the races. Now the plus of this is that one you are when you get the job you get paid what you're happy with and maybe so if you slightly overestimate or underestimate the hours that's absolutely fine if you charge something that you're happy with it's okay if it takes I don't know 12 hours instead of 10, right? And it's even better if it takes 6 instead of 10. That's even cooler, and you get paid more per hour. But also, like a hidden benefit, if you don't get the job, that's absolutely fine as well. Because a lot of times, you quote something, and then they come back saying, yeah, okay, you do it for half or something, and then you know that the answer is no, because if you would take that job, you'd be pissed off every hour that you're working on it. If you wanted to get 50, now you're getting 25 per hour, and you're pissed off. Don't do that. Makes more sense to find another client that will pay you whatever you want to be paying. Now obviously, use some common sense. Like if you decided that you're going to be charging \$50,000 an hour for cleaning people's pools, and you keep running into the problem that people say no, well maybe you're too expensive. It's possible. But this is a common sense issue, right? In general, you sort of know what is somewhat normal to charge, and mainly you want to look at what would make me happy to work on this for this client, and then you charge that. So, there's three ways to establish your fee or your pricing for your services. Number one, check out the competitor's rate and mimic that or go higher. Number two, get a cut of whatever you're making extra for the client or whatever you're saving your client. And number three, determine which hourly rate you would be happy with, estimate the amount of hours that you're gonna work on this and base your pricing on that. This should cover every possible scenario. If it doesn't, always feel free to ask me in the Ask Professor Arno channel or the PF chat. I'm there for you, happy to help.