

1 Common Reason Why Ads Don't Work For Small Businesses

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Headline: 1 Common Reason Why Ads Don't Work For Small Businesses.

Problem: You think your product is for everyone and show your ad to everyone without knowing who exactly needs your product.

Agitate: Spending extra money on ads won't do anything.

Solution: Know who you're selling to and understand how they talk, so when you talk to them they'll believe you understand them and your product is the solution for them.

There's always that 1 common mistake that's found everywhere in small business, but this one is unusually common. Once fixed you'll stand out by 90.89%. It is really simple and yet most don't know it.

One mistake you should not make is showing your product to everyone and not showing it to the people who need it. Let's say I own a beauty parlor. I ran an ad about treatments for dry to shiny hair. My service is awesome. People are going to love to see my work.

But I get no sales or customers. Why is that? If we look at the ad we'll notice that this ad is targeting men and women from the age of 18 to 65+ and the interests are broad. The reason is because you're not talking to the wrong people. You're talking to everyone here. Before running an ad you need to stop and think **"Who needs my product?"** or you can simply look at the clients you've worked with before. What are the common ages of clients? Just knowing simple information, could get you results.

When you sell to everyone you sell to no one. Once you know who your market is you'll be able to compete against your competitors easily. If you have clients, take the chance to ask them this simple question "What do they feel with

their hair now?” “Why are they getting it treated?”. Whatever answer they give you, it’s most likely the same problem that people like her face. You use their response to attract more people like her. You use it in your ads and you’ll be able to get their attention because you understand them and they’ll think your product is the perfect solution for them.

Or if you don’t have any clients, go to your competitors' reviews and see how they talk. What language do they use when they express their feelings? It is the most powerful way to get clients and it’s unbeatable. **The one who understands his clients the most wins!**

Spend time understanding who you’re selling to and who needs your product or service. If you understand how they communicate you’ll easily be able to get them to buy your product or service.

Let’s look at this ad

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