

This Advertising Mistake Is Costing Business Owners THOUSANDS Of Dollars Per Day

It's why most businesses fail to become successful. But, don't worry, it's not a complicated issue to fix.

If you are not looking to go bankrupt next month, this article will be of some use to you.

So, let's quickly dive into it.

You CAN'T Advertise To Everyone

When I was younger, I vividly remember large companies advertising their products via television, billboards, heck... even direct mail.

Think of companies like Coca-Cola, McDonalds, IKEA, etc. Massive conglomerates!

Their marketing was targeted to EVERYONE! Purely focused on mass media coverage.

And what most business owners tend to do, is try to copy those exact methods because those companies: *"are successful"*.

They start approaching their marketing with the mindset of: *"Maybe, everyone is my customer? Someone is going to buy, right?"* or *"If I just advertise to everyone, perhaps it will all turn out fine?"*

Spoiler alert: *It was not fine...*

The problem here is that an international conglomerate like Coca-Cola has billions of dollars to put in their advertising budget to cover the whole market.

You, as a local business owner, probably don't even have 1% of that for your overall revenue. I mean, I certainly don't!

But don't fret, because I am here to tell you why that's a good thing!

Fixing Your Marketing Lens

What you need to understand as a small business owner, is that everybody, EVERYBODY has a bias. It doesn't matter how old, what culture, what gender under the holy sun you are.

Everybody. Has. A. Bias

You want to talk to your majority audience. You make sure the people you talk to are actually the people you want... heck, NEED to talk to.

This evens the playing field of your own market, because the only companies who are going to be successful are the ones who KNOW their audience. Their advertisements make the readers perk up and wonder: "*Oh? What's this?*".

If the rest of your competition can't seem to grasp this simple idea, that's good news for you! Take advantage of that.

But let me ask you a question.

Have You Ever Wanted To Read Minds?

The best advertisements make people feel like you're reading their minds. You can state their pain points, challenges, goals, and desires so clearly that it feels like you're living in a sweet penthouse apartment in their head.

Imagine for a second that you have a problem. Maybe you want to lose weight. And the person you call for help articulates your problem *in every way possible*. They understand your beliefs, values, and attitude toward your situation.

They can describe your problem a lot clearer than you can. And all you can do is nod along while they explain the do's and don'ts.

You're probably going to hire that person, right? He's worth giving money to. That's exactly the type of person you want to be for your customers.

When you know your audience, you can pluck the words right out of your customers' mouths and use them in your marketing.

But how do you figure that out?

Here's Where We Get Deep In "Knowing Your Audience."

What does it *mean* to know your audience? How do you do audience research? *Who is your audience?*

Well, the first thing you're going to have to do is start by asking questions like:

"Do they have kids?", "Do they have pets?", "What kind of income do they have?", "What party did they vote for?", "How do they talk?", etc. etc.

You answer these questions when you start reading reviews of your own clients, how do they speak about your company? Look at your top competitors and their reviews, how do their customers speak about them and their competition?

You can even take a look at their marketing and spot the language they use to target their customer base. If you really want to get to the meat and potatoes, interview your own clients.

Bottom line, you must understand your audience. You must do the minimum market research to know who you are selling to.

Your customer should read your ad and instantly think: *"Oh, this is for me, this man understands me! He gets me!"*

Understanding your audience is more than slapping a few pieces of demographic information into a "persona." And it's not something you can do in a conference room. You need to talk to real people.

Once you uncover the deep, burning pain points of your audience (and the language they use to describe those pain points), you can supercharge your marketing efforts.

That's what it means to know your audience.

Conclusion

I know... it seems like the most basic thing in the world. But trust me when I say most business owners fail to realize this when trying to advertise. This is obvious when you take a look at the marketing of businesses' in general.

Here's a fun thought experiment when seeing the marketing of regular businesses in your day-to-day life. Ask yourself the question *"Who is this meant for exactly?"*.

Trust me. You'd struggle to get an answer from the owners themselves.

Now, if this makes sense to you and you want to implement it immediately, but struggle to plan out the do's and don'ts. Book a free consultation call with the link below and we'll see what we can do for you.

www.link.net

Talk soon!

P.S: Don't miss out on the next article I have for tomorrow where I explain in detail *"Why Most Marketing Sucks A*s"*.