

Fix This Little Thing And Bathe Yourself In Sales!

There is one detrimental mistake with everybody's marketing. I see it everywhere.

If you are a local business owner, you probably make the same mistake and it's silently sabotaging your sales.

It's one of the easiest fixes and it doesn't require extra money. Only a little bit of effort and understanding.

Let's get into it.

You're Selling Glasses To Blind People

The problem is that you are spending precious ad budget to reach everyone - and just like Pokémon, you are trying to pitch 'em all!

At first it seems logical, everyone buys things, everyone has money, the world is your oyster. But that is simply not true.

Most people can't buy from you, won't buy from you and will never buy from you.

But that's perfectly fine because we can exclude them and cross them off our list. That way we can laser focus on the customers who really want to buy what we offer.

How do we do that? We identify a bias, something that the people who are truly interested have in common.

Now let me address something that might pop into your head.

You might think that your product is different and there is no bias, but

trust me, there always is.

There are always better qualified customers for every product, and they share the same bias. We need to point our guns (figuratively) towards them so we can make the most of our ad budget.

We don't have a hundred million dollars to advertise...

...except if you're the marketing executive of Coca-Cola. Then fine, spend a fortune and make a Santa Claus campaign. Knock yourself out.

With that said, let's look at how we actually find these biases and identify the right audience.

One Step Closer To Fixing This Once And For All!

It is as simple as conducting research and learning things about them. Do they have kids, do they own a pet, what are their hobbies?

Some will be relative to what you're selling and some won't.

If you are selling garage doors for example, you probably want to target people that have a garage in their house to begin with. Maybe your ads tool can't separate those people for you. Here is where you need to get creative.

Every city has a richer part of town. That's where your garage owners lie. Not in an apartment suite in the city center.

The more you know about them the better you can find them. After you find them it is extremely important that they understand you.

We found the right people, now we need to speak their language. This is a crucial step - it's important that they feel addressed.

Using the right words and tonality to match the audience is what creates familiarity in their mind. They need to stop and go “Huh, this is for me” or “He is talking to me personally”.

Everybody loves tailor-made solutions. It creates certainty, that this isn't a casual product or service that might or might not work. This is for THEM.

Get this across to them and you're golden.

If this article was helpful to you, imagine what's in my meta-ads guide. Truly eye-opening stuff.

And the best thing... It's completely free!

You can grab it [here](#).

Talk to you soon.