

ONE Dreadfully Ignored Fact By Business Owners

There is ONE thing that the majority of business owners already know but don't take action on. I will tell you about the worst number in business. Let's dive in!

The Worst Number In Business

One is a dreadful number in business. If you have one of everything; one lead generation method, one person who has all the Tolkien-sized passwords, one social media account,...one...one ...one, then you're screwed like a man who tries to cook spaghetti in a swimming pool desperately.

Dinosaur Problem

To give an awesome example, surely, a dinosaur's skeleton would collapse if it didn't have two legs. But let's say you have a living midget dinosaur and a scooter hit it, so now, you have an injured dinosaur but need a strong, ass-kicking dinosaur. What do you do?

Probably you wouldn't shoot the midget dinosaur in the head like they'd do to a horse. Here's what you'd do.

Two Dinosaurs Are Better

You don't depend on one dinosaur...

You need 2 more dinosaurs, 10 more ads, 13 more retargeting campaigns, 17 more videos, 178 more articles, and 1000 more tweets all instead of one.

At least 1.5 but not one. If one dinosaur gets shot in the foot, have at least 1.5 more, enough for you to pull it off. Make sure you have more pillars on everything.

Talk soon,
Erkam

P.S. If you want to know how I would fix the ONE problem in your business, feel free to get in touch. Fill out the form at <link> we will be in touch to see if we're a good match.