

The Number ONE Mistake That Fails 97.4% Of Businesses

Imagine this... You spend \$200/day running Facebook ads so your business can grow faster. Everything is great. Clients are coming in, you get back triple your ads investment. Life is beautiful.

What can go wrong?

Answer is:

EVERYTHING

Suddenly you have almost 0 sales. 0 appointments. 0 income.

A day passes. Then another one.

You start looking up what's wrong. And guess what?

Aliens stole the Meta ads server and Meta needs 2 years to rebuild everything.

Or.

You see your account was banned for some stupid reason, like "inappropriate content" because someone didn't like the picture you used of your dog. Now what?

Do you try to get your account back?

Go to another platform?

Create a new account and start over?

Give up on ads, because they are dumb and become a monk?

Whatever you choose, time is money and you are losing a lot, because no new clients are coming in.

This Number Will Ruin Everything You Hold Dear

You invest all your time and money into running Meta ads and leave all other marketing behind.

If it was me, I would start blaming Meta for ruining my business and losing money because of them. But you soon realize that nobody cares.

That it's YOUR PROBLEM for going all in on ONE way of advertising.

That's why **ONE** is the worst number in any business:

One way of advertising.
One person has all the information and does all the work.
One income.

And what happens when that ONE becomes zero? Work stops. Life ends. Sometimes you become a broke.

Now you have to find a NEW way to do the thing, that failed.

More time spent there, more money invested, more problems until it works out.
And there is an unwritten rule in business that...

Everything that CAN go wrong eventually DOES go wrong.

So what do you need to do now?

Find ways to fix the issue, and never again let yourself have ONE of anything in your business.

Imagine Your Enemy Trying To Stop Your Marketing And You Sit There UNFAZED

Make it a goal to have such a vulnerability again. Spot every “one” in your business. Each “one” is a critical weak point where you can get attacked.

But you know what hurts the most?

When you know there’s a specific “one”, yet you leave it, thinking that “this one is different”, like falling in love with a girl working in a strip club.

Narrator voice: “This one wasn’t different.”

When it comes to marketing this means we’re always looking to get an ad to work... and then we branch it out across many different platforms.

Meta ads working? Awesome.

Now go everywhere else, and customize the ad for every possible platform:

- Youtube.
- Google.
- offline.
- direct mail.
- cold email.
- autoresponder marketing.

- affiliate marketing.
- referral marketing.
- anything else we can think of.

This is the only dependable way to become 'Hard to Kill' or 'Hard to Cancel'.

If you want to know how we would implement your ads on different platforms, you can fill up the form [here](#).