

ARTICLE WRITING PROCESS

SOURCE MATERIAL

Do You Make This Mistake In Marketing?

Once upon a time, in a galaxy far, far away, I ran an ad account for a real estate business. It was doing very well. We were spending over \$1000/day using Google AdWords and the ROAS was +/- 5.

Meaning: for every \$1 that was put in we were making \$5 back!

That's so good it should be illegal.

I was very pleased with myself. Like Icarus, I was flying high, enjoying my greatness, basking in the glow of my achievements.

And like Icarus... I was about to be humbled badly.

The Worst Business Mistake

One day I log in and I notice my Google account is blocked and the ads are paused. I assumed there had been a mistake. Some hiccup somewhere. Went for lunch, didn't stress about it too much.

Few hours go by and it's still blocked. So I get in touch with customer service.

Turns out it's impossible to talk to a human being. Even if you spend \$30,000/month you're still considered to be a small fish. So I send in ticket after ticket.

Three days go by and I finally get an answer. Turns out my ad account got blocked because someone somewhere thought that the ads were 'possible misleading'.

Keep in mind, these are regular real estate ads. There's nothing particularly weird or offputting about them. So I get embroiled into a ton of discussions and in the meantime there are ZERO leads coming in.

Why?

Because I got dependant on ONE source of leads. And that's the dumbest possible thing you can ever do.

The Worst Number In Business

At first I blamed Google and Big Tech and a whole lot of other things.

Then it hit me.

This was ALL MY FAULT.

I failed miserably because I got too dependent on ONE source. One is the worst number in business.

One key staff person.
One source of leads.
One big client.

And what happens when you're ONE is taken away? You're dead in the water.

And that's the nasty thing about business. Everything that CAN go wrong eventually DOES go wrong.

So I set out to fix this issue and vowed to never get in that position ever again.

Making Your Marketing Hard To Kill

I make it a point to spot the "ones" in my business. Because every 'one' is an attack vector. A vulnerability waiting to be exploited. Ticking time bombs. You get the picture.

And it's even worse if you ignore a specific 'one' because you've convinced yourself that "this one is different".

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.

Let's look at Youtube.
And Google.
And offline.
And direct mail.
And cold email.
And autoresponder marketing.
And affiliate marketing.
And referral marketing.
And anything else we can think of.

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

Talk soon,

Arno

HEADLINE

- 1) How to Guarantee ENDLESS Leads
- 2) Make Your Business UNKILLABLE By Doing This
- 3) How to Make Your Business UNSTOPPABLE

OUTLINE

PROBLEM - When we find a system that works, we tend to rely solely on that system because it's doing so well and getting us such good results. We become dependent on it and focus all our attention on cultivating it. We never anticipate or expect it to fail us until it does, and then we're goosed.

AGITATE - When we get burned, we then panic and we scramble and don't know where to focus our attention. Too often we try to fix the problem of our lost system and focus all our attention on trying to get it back which only puts us further in the black because we're still not getting money in.

SOLVE - If we prepare multiple systems, when our dominant system fails we won't be left in the lurch because we have other systems in place that keeps our businesses going and keeps the money coming in.

DRAFT 1

A not-so-long time ago, in a galaxy not-so-far away, a Trade business in Worcester came to me exasperated and stressed at spending so much money trying to find customers and running around doing quotes but failing to secure the bookings and as such... he was only just making ends meet.

Enter his knight in shining armor... Me (*humble brag*).

After doing a Marketing Analysis on his business the problem became clear immediately to me, it was such an obvious mistake that I see time and time again and I've touched on in a previous article "GUARANTEE the Success of Your Business with this Simple Question".

Now, even though the problem (and therefore the solution) was obvious to me, the client just couldn't see it.

All the pains and pressures he was experiencing was soul-destroying.

The Biggest Mistake in Business

I asked him "what he did to find work?" and he mentioned a well known Lead Generation platform was where he got his work from. He'd been on there several years and built a strong profile with lots of 5* reviews and had found a lot of success in maintaining a steady flow of leads until recently.

"Why, what's happened recently?" I asked.

"Well, they've made changes to the app a few months ago and now I don't seem to get anywhere near as many invites to quote for work and don't get updated with as many leads as I ever used to before. I used to get around 20 leads a day months ago whereas now, I only seem to get 3 or 4." He said with a defeated expression on his face.

"Okay, well that's something we can certainly fix. Where else do you find your work?"

I was excited. Ready to write down all the funnels that weren't working anymore and find a way to fix them, all the different options we can optimize and streamline that this amazing young businessman just didn't have the time or knowledge to solve.

But he just looked more stressed and downtrodden.

“No, that's all I've ever used. It's been great until the last few months! But it just seems like there's not as much work out there anymore.”

He still couldn't see the problem that he actually had.

He was nearly there! He was circling the symptoms but not able to pin down the root cause.

He came to me for the cure (find ways to get more leads) but the wrong diagnosis (not as much work out there).

I saw the problem immediately, and I hope you all see it too, is his reliance and dependence on ONLY 1 SYSTEM.

The Worst Number in Business

1 is the absolute worst number in business.

If you lose the one, you're down to none.

And if you're down to none, well... you're truly up a creek without a paddle.

Depending on only one method for anything in your business is fatal, because you have no control over what happens to it and if it disappears, then you're left in the lurch.

You ALWAYS need to back up your systems.

You need different systems and funnels in place so that if 1 fails you, there's others that will still keep you going.

You will always have a dominant system that generates the most results, that's to be expected no matter what business you run. But you NEED other processes in place that will not only generate leads but protect your baby!

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I'm afraid to be the bearer of bad news, but *this* one is NOT different.

When it comes to marketing this means we're always looking to get a system to work... and then we branch it out across many different platforms.

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The only way to make your business truly UNSTOPPABLE.

Talk soon,

Ben

If you want your business to thrive and reach its potential, get in touch for a quick chat and I'll find your weak spots and we can get them plugged for you.

Email me at benjamin@nextgenerationmarketing.co.uk or click the "Book Your Consultation Now" button.