

Avoid Focusing On This Aspect Of Your Business

Have you ever found yourself working on the minute details of something rather than focusing on the big picture?

While many believe those minute details are the game changer for what they're working on, in reality, they aren't.

In marketing and business, I see the vast majority of people doing the same thing.

Let's get into it.

The Biggest Waste Of Time

Not too long ago, I heard about a company in Amsterdam called "DSM."

For context, this was a billion-dollar company.

One day, this company announced that they were working on a HUGE project.

You may be wondering what amazing thing they were doing for this project.

Well, they announced that they were making a new logo for their company.

Everyone was pumped and excited to see what the logo would look like.

A year goes by, and I kid you not, the logo barely changed.

The only difference? They changed the color scheme and the font of the logo.

If you're a reasonable person, you'd understand that the ROI on this was the most horrendous thing ever. It took them millions of dollars and a whole year to basically put out the same thing.

So if a billion-dollar company spends so much time fixated on their logo, smaller companies will follow suit, believing it will change the trajectory of their business.

It's a complete lie.

Don't Get Distracted

Not only does laser-focusing on your logo waste your money and time, but it also wastes so many other resources.

Remember how I said it took them a whole year?

Imagine how much they could've improved in other areas of their business, like expanding into other countries or working on a revolutionary project.

They could've probably doubled their income if they had focused on the more important things.

But their failure to do so led to no real progress, and by extension, it detracted from the company's value.

Now, of course, the company didn't collapse because it was already worth a billion dollars, but imagine a small business doing the same thing.

It would've been catastrophic.

Priorities Come First Always

Now, I'm not saying that your logo has absolutely no value.

It does have value, but the point I'm trying to make is that it's minimal in the beginning.

If you create something that doesn't look completely terrible, you'll be fine.

That gives you time to focus on the important aspects of your marketing, like your copy, your offer, your creative, and your lead generation.

The list goes on.

When you reach a high level of income and wealth, then you can focus on refining your logo.

But what you DON'T want to do is spend a year and a million dollars on it.

You need to make sure you're not burning yourself out over a logo.

So next time you find yourself caught up in color schemes and fonts, ask yourself:

Is this really what matters to the growth of my business?

Sounds good? Then fill out this form: <https://www.afzalmarketings.com/free-marketing-analysis>