

Is This Marketing Sin Sabotaging Your Sales?

If you have been marketing your product/service for a while and have not hit the number of customers and profits you wanted to hit... you are messing something up.

“Well no sh*t?, how do I actually get more customers?”

It's simple.

Stop being boooooooooorrrriinnngggg. That's right, stop being *boring*. You can't be afraid to mix up your marketing and add some excitement, humor, positivity.

Because you have to understand 2 crucial things:

1) No one really cares about you. Yes you heard me, no one cares about your business and what you sell besides you...and maybe your mom. But people only care once they know it can help **them**. They only care about you if you show you care about **them**.

It's all about them, and this is why you can't have boring marketing. Because if you are boring me it shows that you don't care about me and my time, you don't care enough to excite me.

Since no one cares about you, it means you have to fight for them to care about you. You have to win them over.

And

2) People's attention span these days is complete GARBAGE. Hardly anyone can focus if their life depended on it. Reason is because there is so much competition for their attention.

The new show on Netflix, The next Tik Tok video, their friends Facebook post, their favorite vloggers Youtube channel, the new thing in politics, their top songs on Spotify, etc etc.

There is so much going on and it's all exciting! It's entertaining!

This is why when they see a marketing ad that is boring , they are not going to spend a second looking at it. They have checked out. You have bored them worse than a professor lecturing about calculus.

We need marketing that is filled with excitement, positivity, and fun. Like that song by Cyndi Lauper, *Girls Just Want To Have Fun*.

AND SHE IS ABSOLUTELY RIGHT. But it's not just girls, it's everyone! We all want fun, who wouldn't? Most people are bored out of their minds, the last thing they want to do is read a boring marketing ad.

So make sure you check your ads to see if there is anyone where you get bored. Hell, have your 12 year old nephew read it and see where he gets bored. That's a great way to find out.

And best of all, if you want a marketing agency to check your ads and tell you where to make it more exciting , you're one click away.

Get your free marketing analysis here:

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