

## **Source:**

BUR Call - Spotting Hidden Opportunities

## **Notes:**

How To Spot Hidden Opportunities

**I used to, every once in a while, play CoD against my nephew.**

**The kid was 15. His entire life was Call of Duty. There was nothing else.**

**He played at Asian level.**

**So he gave me EVERY weapon. And he only used a knife.**

**And we played. And we played. And we played.**

**And the end result was 59-2. For him.**

**So I killed him twice. And he killed me 59 times.**

**Let's call it a draw.**

This is a vignette. A blurb or a story or a piece of dialogue or monologue that you can pull out at will.

You are free to use it. And I will tell you why this might come in handy.

Let's say: a client asks you: 'why would you do better than I do at this stuff?'

And then if I close off by saying: 'the reason I got beaten by my nephew is not because he's smarter or he's more talented or he's a better soldier. That's not even me coping or making excuses for being defeated by a 15 year old, haha. It's because his entire life revolved around one thing.

CALL OF DUTY.

Because at a certain point he has 10,000 hours into this game. He sees things I don't see. He knows things I don't know. He can predict the future.

So, I'm not saying I'm a better businessman. I'm not saying I'm a better salesman, or entrepreneur of <their niche>. BUT. What I AM saying is...

... I do nothing else, every single day, I get up and I handle marketing / Meta / Google campaigns / SEO / whatever service you render -> that is your ENTIRE existence.

Why do you hire an accountant?

1. because numbers suck ass.
2. because I don't want to think about it
3. he does NOTHING ELSE but numbers

If we're trying to get a sense of what hidden opportunities are, the secret lies in pattern recognition.

**We see pattern recognition in action constantly. Every pro is a pro because of pattern recognition.**

The only way to develop that is to put in the reps.

This is the reason why I started daily marketing mastery and daily content channel.

When you've analysed 1000 ads. Or 100 ads 10 times. At a certain point you 'wake up'. You start seeing things you didn't see before.

I remember studying for my real estate exams and I was studying construction and all of a sudden I saw different types of bricks and roof tiles and construction defects EVERYWHERE.

So it's not just mindless reps like a moron.

A zombie is weak because it has almost ZERO pattern recognition. A zombie is a zombie because it doesn't have a functioning brain.

Like your average TikTok user. Or Instagram user. Or social media addict.

## **Headline:**

- How To Spot Hidden Marketing Opportunities Like A Pro
- How To Sell Better Than 99.9% Of Your Competition
- The Secret Of Spotting Hidden Marketing Opportunities

## **Outline:**

**Headline:**

**Problem:**

Everyone wants to learn the secret sauce of marketing to place them above their competition and get them more sales.

**Agitate:**

**Solution:**

**Close:**

<Standard Close Script>

## **Final Draft:**

### **The Secret Of Spotting Hidden Marketing Opportunities**

Every business owner wants to learn the secret sauce of marketing.

They ask themselves: *"How can I get more clients and sales?"*

Facts are, you're at such a disadvantage before you even start if your competitors have highly skilled marketers on their side.

Why?

Because they know much more about marketing and selling than you do.

Doesn't mean that they're a better businessman, or salesman, or entrepreneur in your particular industry.

It just means that you need to take a slightly different approach. Let me explain...

### **In The Land Of The Blind The One Eyed Man Is King**

Ever done an activity for the first time with someone who is super experienced and knowledgeable in that area?

It could be skiing, car racing, rock climbing, even a particular video game.

I used to, every once in a while, play CoD against my friend.

His entire life was Call of Duty. There was nothing else. He played at Asian professional level tournaments.

So he gave me EVERY weapon. And he only used a knife.

And we played. And played. And played.

The end result was 59-2. For him.

So I killed him twice. And he killed me 59 times.

Let's call it a draw...

The reason I got beaten is not because he's smarter or he's more talented or he's a better soldier. (That's not even me coping or making excuses for being destroyed.)

It's because his entire life revolved around ONE thing.

CALL OF DUTY.

Because at a certain point he has 10,000 hours on this game. He sees things I don't see. He knows things I don't know. He can predict the future in real time.

Same thing if I took him out to the racetrack with me for his first time.

He'd spend the day being blown away by the speed and slowly trying to wrap his head around it.

While I'd be going round and round ONLY focusing on getting that extra tenth of a second faster because I'd have all the basics down pat.

### **Why Would You Do Better Than I Do At This Stuff?**

What I am saying is...

I don't do much else, every single day, I get up and I handle Marketing, Sales, Meta Ad Campaigns. That is my ENTIRE existence.

You're not going to beat me.

In the exact same way that if you're a carpenter, plumber, electrician, dentist, doctor, lawyer or accountant I'm not going to beat you.

Hell I'd just rather hire you than try myself.

So if you're an accountant why would I hire you?

- 1) Because numbers suck.
- 2) Because I've got other things I need to do.
- 3) Because you do NOTHING ELSE but numbers.

The accountant is going to beat me all day everyday.

**Every Pro Is One Because Of Pattern Recognition**

If we're trying to get a sense of what hidden opportunities are, the secret lies in pattern recognition.

The only way to develop that is to put in the reps. This is the reason why I started studying new ads every single day.

When you've analysed 1000 ads you're going to get to a certain point where you 'wake up'. You start seeing things you didn't see before.

It's like when you learn something new or think about something and then start noticing it everywhere.

You learn something, revise it and now it's at the forefront of your mind so you instantly recognise it when it comes up.

We want to actually sit there and notice all the little features and details. If it's a flyer advertisement for example, we want to look at each little thing and understand its role.

What does that bit mean?

What is this trying to get us to do?

How did that grab my attention?

Why is it that colour?

Why did they use this photo?

So we don't want mindless reps like zombies.

A zombie is weak because it has almost ZERO pattern recognition. A zombie is a zombie because it doesn't have a functioning brain.

Like your average TikTok addict.

### **So, What Do I Do Next?**

Get in touch with my agency today. If we're a good fit I will personally take a look at your company and your marketing, come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Sounds good? Then fill out this form: <https://www.jsresultsmarketing.com/contact>

Talk soon,

Jordan  
JS Results

