

SL: Marketing is terrible for your business

Hi name

Yes you heard me right, marketing **can** hold you back and here is why..

Many businesses fall into the trap of chasing vanity metrics like likes, clicks, or followers, thinking they translate into sales.

But these numbers often don't reflect true customer engagement or business growth.

For example, spending thousands on ads ,
without understanding your target audience's pain points won't make them buy.

This isn't just about wasting money—it's about missing opportunities to connect authentically.

And it can **hurt** your Credibility in front of your audience

And for that reason you should start by putting your customer avatar and be specific

But this isn't possible without the three-step formula I've created for you.

It helps you dive deep into your market, understand your customers' pain points, and craft a unique value proposition.

If you want to learn more, just reply with "**Customer**" and I'll send you the link.

Best wishes,
Jonathan

