

## **The One Thing That Will Dramatically Increase Your Ad Sales**

The absolute majority of businesses do not know how to sell. Crazy, right? I'm going to share with you something that will completely change your selling, for the better.

This secret will save you from aimlessly throwing any more money down the drain.

By the time you finish reading this, you won't be able to unsee the errors that are present in almost EVERY single ad. Don't say I didn't warn you.

It all starts with making sure your ads aren't about.... You.

Yes.

And yes, you heard that right.

Let's begin.

## **The Reason Ads Fail To Actually Sell**

We're all familiar with being bombarded with ads on social media.

Buy this! We're the best! We're the cheapest!

It's like we see the same thing, thousands of times every single day.

The ads don't do what they are supposed to do... make us want to buy. They don't grab our attention. They make us want to run away.

The ads are just... annoying. The last time I checked, annoying your customers wasn't the best way to sell.

Companies forget to put themselves in the shoes of the consumer. If they saw their own ad from the lens of the consumer... they would be horrified!

But they don't. That's their problem. It doesn't have to be yours too.

Every ad is self centered. Telling us why THEY are the best or what THEY offer. The consumer couldn't care less about the company. Why would they? People have enough of their own problems to care about.

Do you see the problem?

## **Fixing Your Most Expensive Problem**

Instead of wasting your money, let me tell you how you are going to fix your most expensive problem.

While companies spend years building their brand, spending money like there is no tomorrow on incompetent advertising, they always forget the simplest yet most crucial thing.

The consumer of your ad only cares about themselves. They only care about solving THEIR problems and their business, not yours.

So, sell the solution to their problems... and they will come running to you!

Imagine how much you will stand out, from the thousands of ads your consumer sees in a day. By simply just making it clear that you understand THEIR problem, and that you have the solution. You'll be able to hear the consumer screaming with joy, "This is for me! Finally someone understands me!"

Without customers, there would be no business. It's time they start acting like it.

Companies make this pivotal mistake because they have nothing else to say,

but now YOU do.

## **Your Next Step**

No more jargon.

More clients. More Growth. Guaranteed.

There's plenty of ways to implement what you have just learnt. If you want to know how we would do this in your business, click the link below.

You focus on your business, let us handle the marketing.

Talk soon,

Ethan.

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