

Here's the number 1 mistake made by 90% of local businesses who advertise on facebook...

Local businesses aren't marketing savvy.

And why should they be?

They're not marketers, they're dentists and electricians and bakers.

They're all specialists in their own industries,
And this means they can have some gaps in their businesses.

We see this a lot in their marketing.

They haven't learned the complexities and instead copy what they see their competitors using (Who are also not marketers!).

Now this is the biggest mistake made by 90% of local businesses.

The content that they are copying from one another is *trash*.

“So what exactly is wrong with their marketing strategy?”

I'm sure you've seen this with businesses in your hometown,

They have a tendency to make their ads **vague and uninteresting** so they don't exclude anyone.

For example, A hardware store might put up a post for a sale on chainsaws and simply write:

“All chainsaws 30% off this weekend only, get yours for summer!”

You'll notice that they don't apply **any** kind of specification to the post even though most customers would be men.

In *reality* if we want to sell more chainsaws we should be appealing to our target audience,

And we can do this using **personalisation**:

"Stop reading now if you're a soft-handed soyboy, Here's a message for the men; This weekend only we've got 30% off all chainsaws. This is your last chance before winter to get a brand new shining Husky 135 and start tucking into that lump of beech that's been lying in the garden. Get in Friday before 18:00 and get yours."

See which is better?

Sure we're excluding a lot of people by personalising the copy so much but who can't relate to it?

Children?

Women?

City Folk?

These are all people who don't buy chainsaws!

Our ads should only appeal to people who will buy from us.

By appealing to everyone you appeal to no one.

- We must write our ads like they are a direct message to our ideal customer,
- And we must show them that we know their thoughts intimately,
- We know why they want our product and the struggles they are having without it,
- We know in detail how they want their life to be better, and we show them how we can make it happen.

This knowledge is what gives us the power to summon tsunamis of sales in any industry or niche we like.

If you're reading this as a local business owner give me an email and I'll have a look through your copy for entirely **Free**. Let's see what using this lesson can do for your business.