

1. Where do your customers hangout
  2. How to leverage your budget to get the most out of advertising
  3. Don't waste time advertise your business on every platform, find the one that works for you
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1. Advertising online is a new thing
  2. People either focus on in person and either
    - a. Ignore internet markets
    - b. Try to do it all
  3. Why point a doesn't work
    - a. Well go back to learn about that in my previous article <link>
  4. Why point b doesn't work
    - a. Some markets may not be for you
      - i. Your time is precious
        1. Precious funny example
        2. Real example having to do with marketing
  5. Now if you're a restaurant
    - a. Twitter doesn't have the same pay off as facebook or google ads
  6. How to find the hungry market
    - a. Look at what your competition is doing for advertising on that platform
      - i. What can you mimic?
      - ii. What can you do better?
  7. What I'd do if I was in your place.
    - a. First look to make sure your competition has the same clients
      - i. Look at this article for finding who your clients are <link>
    - b. Look at post engagement
      - i. Tweak them for your own advertising
        1. DO IT BETTER
  8. Closing offer
    - a. You have the golden egg, what are you going to do now? Will you keep scrolling or will you open up a new tab and start looking into making your marketing better? If you'd like my help, feel free to fill out this <form> and my team can help you by looking at your marketing and tell you what we'd do if we were in your place.