

Fix any business

1) Use the right bait for the right critter

If I have a marketing business where I fix the marketing of small business owners I am looking for biz owners that are actually trying to grow and reach more clients.

If I have a lock on who I want to reach I can now decide on what bait to use.

A while ago I told you that it was important to aim for quick wins. When working with clients we want to show off our skill ASAP.

So, let's say I work with a roofer. I want to make sure he gets texts or calls or messages or emails from people needing roofing.

So the most logical way to do this is to put up an ad saying: **'is your roof leaking?' 'looking to replace your roof?'**

BUT

and herein lies the mythical rub...

Buuuuuuuuuuuuuuuuuuuuuuuuuuut

Now the question presents itself: how do we get people to raise their hand?

We need the right people. We need them to raise their hand.

I started out talking about a lead magnet. And in my case (could say our case) it's a downloadable PDF with advice on Meta ads. Could be anything, could also be SEO, or Google ads, or general marketing or Youtube ads.

Stage 0 = There is no issue

Stage 1 = becoming aware of an issue

Stage 2 = thinking about this issue

Stage 3 = determining the potential solutions to scratch that itch

Stage 4 = picking a solution

Stage 0 = My roof is fine. It rains and I don't get wet. And there are no nasty brown stains. It's aaaaaaaaaaaaaaaaaa good brav.

Stage 1 = It rained and there's a wet spot!? What the HAILL?

Stage 2 = I'm aware that there's something I need to do about the leak. I know there is a leak. I know that it's not going to fix itself.

Stage 3 = I start researching possible causes and their solutions. Maybe I discover that I could do it myself. I could get some tar or something. Rub it in the hole. First find the hole.

And get a gigantic ladder. And then hope it sticks. OR I could ask my cousin Vinnie to do it. But I'll have to ask before 11am because after that he's drunk as a skunk. And sometimes, he's still drunk from the night before so he could fall off and break every bone in his body. Could also ask a roofer. If he dies... it's sad but, well, that's the way it goes.

Stage 4 = Ok, let me call a roofer.

If we're helping a small business they usually don't have this whole idea set up. There is no funnel. There is no strategy. There is usually just a technician doing his thing.

Technician = doing the work.

Roofers roofing. Lawyers lawyering. Politicians lying. Commies stealing.

If we don't have the funnel set up and we want a quick win... we go for a later stage. So if we're looking for small wins we're going to target stage 3 + 4

Our earlier ad had a headline targeting earlier stages as well and in general I like to cover as many stages as possible.

But if we go for quick wins we probably want to target the people in 3 +4 by telling them: *'we'll happily take a look at your issue for free. Fill out the form. We'll be in touch within 24 hrs. And we'll let you know exactly how we would fix the issue, how long that would take and how much that is going to cost you'*

The reason I talk about quick wins is that the idea of a funnel is mostly foreign to almost every regular business owner.

You start talking about a funnel to a roofer or a dentist or a chiropractor or anyone else and their eyes glaze over.

Only after you've gotten some early results and built SOME trust can you start discussing / introducing funnel stuff. Which is more complex.

Even worse. And maybe 'worse' is not the right word. But I'll use it anyway. Because I can. I'm a professor, you know?

A lot of clients will be happy and content and completely OK with paying you for months or even years for JUST SETTING UP SIMPLE SHIT.

No funnel. No autoresponder. No list. No follow up.

Just ad -> form -> lead.

Caveman marketing. Look! I run ad. People read. Send message. Want service. Close. Have money. Impress female. Do more work. Man like. Oh oh.

You know what's cool about simple shit?

You can copy paste it. Again. And again. And again. And again. And again. And again. And
again.And again. And again. And again.And again. And again. And again.And again. And
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again.And again. And again. And again.And again. And again. And again.And again. And
again. And again.

Arno from 10 years ago, if you transported him through space and time to today and you had him set up a client campaign... it would be roughly the same as current day Arno.

Does your back hurt?

Want whiter teeth in 30 minutes?

This whole thing where I make a leadmagnet and I write it and I run a cold campaign and I run a retargeting campaign (videos of all that stuff dropping soon) and I start testing creatives and allllllllllll that stuff.

That's cool. But for a client. It's way too complex to start with.

So if I run my simple roofing campaign. Maybe at a certain point I'll add retargeting. But probably I'll just keep testing new creatives every month.

When I test Meta ads (or any ads for that matter) here's my order of testing:

- 1) Audience
- 2) Creative
- 3) Text stuff etc

So I start with a VERY basic creative and a VERY basic ad.

If I have the right audience they will respond to even my basic stuff.

If I don't, they won't.

So I double down on the people that respond to my basic stuff and I start figuring out how to squeeze more out of that audience.