

HEADLINE:

Avoiding this Mistake will put you above 97% of business owners!

FIRST PARAGRAPH:

The vast majority of business owners do marketing for the sake of it!

They don't understand the ins and outs, they don't actually get any leads and **they end up wasting their time!** But since you're here, it's clear you value yours which is why I'll make this quick... In the next 5 minutes I'm going to show you how to transform your marketing into your weapon.

OUTLINE

Subject- 97% of business owners fail at marketing

Problem- Business owners don't understand marketing and they waste time and money on it.

Agitate- You'll watch your competitors thrive whilst you fight over the scraps of survival.

Solve- Make every piece of your marketing, purposeful and effective at providing results

Close- Join free webinar and I'll walk you through how to do it.

First Draft

Are you trapped in what I call “The No Buy Zone”?

Marketing is essential, but to 98% of businesses, it's a waste of time!

Since your time is valuable... In just 5 minutes, I'll show you how to transform Marketing from a task to a tool.

You see, most businesses treat marketing as another day-to-day task, but successful marketing...
She requires a far greater commitment.

Put simply, marketing starts with giving the people what they want... Let me explain how it works;

We live in a world FLOODED with the adverts of GIANT CORPORATIONS, as entrepreneurs it's only natural to copy their strategies because it's **proven success**.

But this mistake leads the vast majority of business owners straight to failure.

You see, giant corporations make high production, generic ads just to keep their name in our minds...
But this 'branding' strategy only works when you're widely known.

This is why 98% of businesses fail with marketing.

They focus on themselves and what they bring to the table, when marketing is all about the customer.

And the businesses that get this right, take the lion's share of markets, in which they sell the exact same thing as everyone else.

Because whilst everyone else babbles on "We do this, we're cheaper", they focus on a deeper connection.

Their secret comes from a deep understanding of their customers and their ability to tailor their marketing, to actually give people what they want.

This changed their entire marketing campaign, from dumb luck and hope.

To highly purposeful content, with specific targets and measurable results.

And this process resulted in lots of leads and lots of sales, from every single marketing campaign.

Now you're probably wondering what this 'magic process' is and how it could work for you...

This step-by-step process can generate results in any industry, without requiring any complicated knowledge.

It's probably the very secret you've been searching for, when you have those "Maybe I'm just unlucky" thoughts.

Fill out this form below, so we can provide you with the secret sauce on how to apply this process directly to your business.

[\(I want the lion's share of my market\)](#)

Second Draft

How to escape the dreaded "No Buy Zone"

If you've ever questioned your marketing luck, then you're not alone.

In fact, 98% of businesses are trapped in what I like to call the "No Buy Zone".

The No Buy Zone makes any and all marketing a complete waste of time.

But since your time is valuable, I'll show you how to use marketing to escape the "No Buy Zone" in less than 5 minutes!

The Secret Reason, Most Ads FAIL

Business is BUSY, so most people push marketing to the side as a general task rather than something important.

But for marketing to do incredibly, you need to put incredible work into it!

Most people lack the time to dive deep and put hard work into their marketing campaigns.

This leaves the vast majority of businesses in a flood of competition, whilst the top 2% take the lion's share of the market.

What do the top 2% do differently?

Whilst their competition panics in the desperate flow of competition: "We're the cheapest, We can give you this!"

The successful marketers chuckle whilst they receive a desperate flow of customers!

Because they took the time to understand what the customers actually wanted...

Changing their entire approach, from dumb luck...
To purposeful content, with measurable results.

And those results included lots of sales, from every single campaign they launched.

How can I do the same?

You're probably wondering what they changed.

And although it was effective, they only changed one simple thing.

They changed their marketing from a task to a process.

They set specific objectives, to help them reach specific goals and it worked like a dream.

This process was universal and it has worked for almost every type of business...

From product sales, to services, to online programs; this process never left their side.

And it could be applied to your business in as little as 24 hours.

This 'secret process' is probably what those 'lucky' competitors are using to get ahead of you.

If you'd like find out how to directly apply this same process to your business,

Then fill out this form and we'll send you the answer you've been searching for.

[\(I want the lion's share of my market\)](#)

Third Draft

How to escape the “No Buy Zone”

Ever challenged your marketing as luck?

In fact, 98% of businesses say marketing is “a game of luck.”

But I was shocked to find...

Each and every one of these ‘star-crossed’ businessmen, were trapped in the “No Buy Zone”.

I've seen these people all too many times...

I've seen dreams fade into desperacy and enough is enough.

It's time these people are given an escape.

What is the “No Buy Zone”?

Most business owners push marketing to the side, they're too busy for all that fluff!

But this mistake leaves them trapped in a draining cycle of what

I like to call “The No Buy Zone”...

Why do I call it that?

It's simple, 98% of business owners get less than 40% of the market share.

Creating a surge of desperate competition, where no one buys from them!

Whilst the top 2% of business, sit back comfortably and sell the exact same products to 60% of the market.

But what do they do differently?

Whilst the “No Buy Zoners” waste their time, competing against each other to ‘sell themselves’.

The top 2% stopped ‘selling to’ the market as a whole...

Instead, they started ‘giving to’ the market.

And I know what you're thinking, “I just need to do more offers and discounts then!”

But that is what the “No Buy Zone” wants you to believe.

There is actually a very simple shift, which guarantees sales for any business brave enough to try it!

Without lowering your profits, without raising your costs and certainly without any luck!

In fact, this shift has allowed many businesses just like yours, to escape the “No Buy Zone”, and steal the lion’s share of your target market.

How to Keep up With Them

You’re probably wondering what they changed.

And although simple, it provided extraordinary results.

Just by changing their attitude towards marketing.

They were able to set specific and measurable objectives, to reach specific goals and it worked like a dream.

They started researching, planning and testing their ideas.

Shifting their focus from ‘selling to’ their customers into ‘giving’ their customers exactly what they wanted.

How to do the same

After seeing huge success, I started testing this strategy across several different industries.

And the results were shocking...

My clients went from competitors to dominators and I realised this secret shouldn't stay a secret.

This should be public knowledge to anyone, who’s brave enough to run their own business.

So I decided to expose this secret, and it's helped many to finally escape the "No Buy Zone!"

And this secret can be directly applied to any business within 24 hours!

And the best part?

I'll be running you through exactly how to apply it, DIRECTLY to your business COMPLETELY FREE, over a live call this Friday.

You can find out more below.

[Yes, I want more details!](#)