

Fix This In Your Business To Guarantee You Only Win

Do you know what would happen if the Parthenon was built using only one pillar?

It would fall apart and everyone there would die. Not a pretty picture.

Why would this happen?

Pillars break and then they require repairing. If you don't fix the pillar quickly enough, it will fall on you.

This is the same case for your business.

One of the main reasons many businesses fail, even if they are doing incredibly well, is because they're built upon one pillar.

Let me explain:

The Worst Number In Business

The main goal of a business is to get clients and money in.

Without cashflow you're dead.

Now imagine that the only way your business gets clients is through sending cold emails.

2000 emails a day. 20% response rate. It's AMAZING.

And then the worst thing happens. Your emails start getting marked as spam.

You can't send emails anymore.

How do you get clients?

Well... you don't, not until you have fixed your spam problem.

Don't fix it quick enough and your business is dead.

This is why the worst number in business is one.

So How Do We Get Your Business Off Life Support?

Imagine your business this time, in order to get clients also runs Meta Ads, posts content on social media, has a blog, etc.

If one of the ways of getting clients blows up in your face, you're doing just fine because you still have 100 more ways of getting clients.

This gives you time to fix your problem while still having money coming in. It's awesome.

You NEVER want to have one of anything in your business.

Same goes for everything else in your business.

If you only have 1 salesperson, it's probably a good idea to hire another one.

What will you do if that 1 salesperson threatens you to join your competitors if you don't pay him 80% commission?

Way better to have more salespeople. And if the others aren't anywhere close to good enough, let's get our main salesperson to train them. He will do it for free. It will boost his ego. People love being the master that everyone looks up to.

I want you right now to analyse your business and look for these spots where you are relying on only one thing.

Whenever we work with a business it's one of the first things we look for.

If you want us to look into your marketing strategy and learn what we would do in your specific situation, then get in touch with us here for free, and let's get to know each other!