

Transcript: Module 1 - Lesson 2

Secrets of the Top 1% of Advertisers

(Each transcript is manually proofread for typos, time stamped, and highlighted for key insights – hope you enjoy it!)

(00:00):

Welcome to Module 1 - Lesson 2, Secrets of the Top 1% of Advertisers. Now, I want you to know this, internalize it, memorize it, put a tattoo on your body if you need to, take it as far as you want to. I'm just kidding, of course. Put it as an iPhone wall screen background, whatever you got to do, but I want you to internalize this. The best advertisers think like investors and they execute like scientists. Here's what I mean. Investors, they take calculated risks. They always look to diversify.

(00:27):

They have stop-loss measures in place. They don't react emotionally to fluctuations, and they view instability as an opportunity and not a threat. Very different than how most advertisers think about their investment. Now, as far as executing like a scientist, what do I mean by that? Scientists, they formulate hypotheses. They view failure as learning. They analyze feedback and data, and they perform controlled experiments. And finally, they course correct based on results.

(00:54):

Now, you might hear that and I want you to be honest with yourself, have you approached it like an investor and are you actually executing like a scientist? If we're being real, most people, they take an opposite approach. They spend a

little bit of money. They don't get a result. They freak out. They pause their campaigns, and then they just repeat this cycle. I want you to avoid that, and I want you to adopt this mindset as we're going to be reflecting on this throughout the entire course.

(01:19):

All in all, I want you to remember, you're investing, you are not gambling. In the next lesson, you're going to learn the scale framework, which is a repeatable process for building your paid media program from start to finish. Your action item for this lesson, I want you to think critically about your approach to paid advertising in the past. I want you to answer, again, this is a safe place, answer to yourself, have you approached it like an investor or a gambler? Are you following repeatable processes and frameworks?

(01:47):

One of my favorite quotes is, you'll never be a pro without a process. And unless you have a system that you're following, how can you expect to get a repeatable outcome? I want you to rewatch this lesson a few times if needed and really allow this mindset to sink in. And by the way, if you find value from this course, all we ask you do is if you please share with your colleagues or leave a testimonial. 100% optional, but we appreciate the support. I'll see you in the next one.

P.S. If you find value from this course, share it with your colleagues or leave a testimonial. 100% optional but we appreciate all the support!❤️

<https://testimonial.to/adconversion>