

(CAUTION: Translation may hurt your feelings)

Let's pitch Tarek current project)) and past month.

Key notes to talk about:

-How did the advertising we launched go?

-Why didn't it bring results?

-What in my opinion did not attract people. (But don't say "your nephew's video absolutely sucks elephant's balls" even if that's true. Talk about the positive aspects)

We talked about launching more advertising in the future.

Yes, even with a budget of \$15-20 per week you can manage.

And make sure that we don't pour out money just like that, hoping that 1-2 people will come in 17 days (Although this would be good in any case)

I have already told you the whole process in principle.

As a team, we need results as quickly as possible.

Managing Instagram and making 3 posts a day is a good idea. But it's a longer game.

I don't mind running Instagram, creating publications and developing it. It will bring results if you just continue.

Another thing is that we do not have a mechanism at the moment. There is no machine that will bring real clients and buyers.

And advertising on FB and Insta, according to statistics, brings real results in the form of clients 6 times faster.

So, making a new concept every week, a new advertisement, and pouring money on it to see whether it works or not, this is not a bad strategy that in principle can work.

And in fact, we will look at the experience and learn from it, but this way we will learn and find a few places for improvement per week.

Which is quite a long time.

What can be done so that we leave the same budget, do NOT create a new advertising concept every time, and at the same time get results?

Remember our conversation when I talked about the test phase?

And the budget we had this week may be enough for us to fully understand what ideas come to people's minds and work.

This way we will get as clear information as possible at the end on how to design the advertisement.

Having an idea that is likely to resonate with people, catches their attention, and ultimately brings clients to you. I think this sounds better than shooting money at advertising with your eyes closed, hoping that in the 6th week it will turn out better and will attract 10 interested people who wrote.

Once again, finding a version of advertising that will turn your money into more money is our goal.

This will be the same money machine.

Now, even with this small weekly budget, we can test what works and what doesn't.

And continue to do better with what you have. And then if it starts to bring more, we choose this version and throw in more money to bring more customers.

Why does this have to be done to me?

I have my own system that attracts people's attention.

There is a proven system for testing advertising in IG and FB I have.

I save you the time and effort poured into creating successful advertising and running it for you.

The result is as important to me as it is to you.