

Use This Trick to Transform Your Marketing Messages

Throughout my life, I've found that the best way to calm down is to shoot the breeze with my friends. There's something different about that human connection.

Genuinely, talking to other people makes me feel a certain way and gets my emotions stirring, making me want to pay attention to what they have to say.

This wouldn't be possible if I were talking to an alien from Mars or a robot that Elon had made.

Why?

Because they don't possess that human emotionality within them.

Stop Writing Like This

Last week, I was reviewing content, and for the most part, it was pretty decent.

The topics were solid, and the advice was actually useful to know.

For some reason, though, I just got super bored.

I tried to suppress my boredom, hoping I was wrong, but it kept growing as I continued reading. I couldn't figure out exactly what was making me so bored.

Then, it finally clicked.

These content creators lacked any form of human emotionality. It was just exceedingly boring to read. There were so many facts, data, and logic included that my brain just couldn't engage.

My emotions weren't even stirring, nor was I on the edge of my seat. In fact, I just wanted to finish reading the article for the sake of finishing.

I distinctly remember that these articles got the least attention out of the others, and it made perfect sense why.

Robot Writing = Abhorrent Content

Take this, for example:

As a business owner your job is to solve problems. Someone having electrical issues? It's a good thing you're a certified electrician with your own business to solve that customer's problem. This is the basic principle of running your own business most business owners already know, but what happens when no one knows you even exist? How are we supposed to solve problems if Larry from across the street doesn't even know who you are as a business? We Market, but we market in a very specific and strategic way that actually allows us to attract clients and make sales."

This is a prime example of the type of content I was seeing.

I guarantee most of you didn't read that, and I absolutely don't blame you.

In addition to most of us having a TikTok brain, we don't care about statistics and data.

We only care about what stimulates us.

The consequences if you fail to do that?

Nobody's going to pay attention to you or what you have to say.

It's the fastest track to losing customers and, by extension, losing sales.

The Undefeated BAR Test

Even many great content creators make this mistake. It's not uncommon.

So, what's the most effective strategy to make sure you're not writing like ChatGPT's son?

I covered it briefly in one of my past articles, but it's to pretend you're talking to your customer at the bar.

When you go up to your customer and present your sales pitch, you don't start saying some AI-generated crap.

No, you're going to talk like a human being.

In the same way you would talk normally at the bar, pretend your articles are written like you're talking to your customer there.

This means your article should NOT be Tolkien-sized with long paragraphs, overloaded with facts and data, and it most definitely shouldn't contain much waffling. Instead, incorporate a mix of different human emotions into your text.

If you check those boxes, you'll greatly increase your chances of attracting more customers and improving the quality of your content going forward.

Sounds good? Then fill out this form: <https://www.afzalmarketings.com/free-marketing-analysis>