

## **The mistake of every business owner**

I just came across an Ad from a painting Company...

The Ad started from the name of the company, the number of their workers, the years of their experience to even the amount of their company cars.

After 5 min of non stop talking about themselves and their company i found out they do painting...

I listened to it because I wanted to tell you how several years of experience can't teach you how to be a company, that you will be choosed to paint the homes or houses of other people among several other companies.

Their mistake was Quite obvious....

Even if you have a 1% knowledge of Marketing you would immediately know their mistake; not doing proper MARKETING!

Yes you heard me right.

MARKETING.

You will think to yourself; of course I know marketing, but in fact you don't.

Don't get shocked If I tell you that 90% of business owners do marketing but they don't know how to properly do it.

If you have read the ad, you should have noticed all they do is talk about themselves NONSTOP.

EXACTLY.

You found the problem.

They are not talking about what they can do to their customers rather what they are.

People don't care about you nor who you are, Except for your Khabib...The Guy who punches People in the face!

Then what do they care about?

SIMPLE

What it is that you can do for them.

## **Solution? WIIFM RULE.**

WHAT IS IN IT FOR ME?

Your potential customer needs to know what is in your offering for them, what solution you are offering, what problem are you solving, what of their responsibilities are you taking off their shoulder, or do you save them time?

Ask yourself:

Why should they do business with me and not someone else?

Found the answer?

Good.

There is professionalism in anything and if you want to be a professional business man, you need to be a professional WRITER or at least have one by your side.

P.S i have been helping businesses to do proper marketing and managed to increase their Turnover by an average of 22.3% in a month!  
If that is something of interest to you, I would gladly have a look at your marketing!

Text me here with your most important question:01234566789

No cost. No obligation

We know Time is valuable. We will not waste it.

Qaderi