

“Fix your business TODAY with this simple marketing formula”

If you are reading this, it probably means that you are either looking to live the entrepreneur dream, you want to start your own business, no boss, no rules and go big; or you already have your own business, but you are not quite living the “dream”, are you?

Whatever the case might be, don't worry, because this is meant to help YOU and your business.

¿What if I told you there was a marketing formula that would instantly put your business on the right track?

Well, that would be extremely helpful, since it would let you analyze your current business to detect where it is failing to comply with the formula,

Or you could use it to plan out your future business and how it is going to work.

In any case, it's going to help you, and a lot. So pay attention.

The formula consists of three key points that any business' marketing should focus on.

These are the pillars that support your marketing, and because of this, they are also the pillars that support your entire business.

We don't want your business falling apart, do we?

Which is why we need to make sure these pillars are rock solid.

The formula focuses on crucial parts of your marketing, to make sure you are getting it right.

It is composed of three components,

Your message, the audience and the channel.

It's the what, who and how of your marketing.

Let's go over these points in detail, first things first...

“I hate you selling me stuff, but I love buying”

If you've been in sales, you know what I mean by this.

This is a universal truth that applies to all markets, no matter who your message is directed to,

People hate being sold to.

Even you do, because let's be honest, no one wants to waste their time paying attention to that one person trying to sell us something we are not remotely interested in.

You want to give it to me, I don't want it, but you keep insisting.

No one likes that scenario, and it is the common case for most sales.

It doesn't go smoothly, it is salesy, boring, annoying.

What you need to take out of this is the importance of your message.

Because while it is true that people hate being sold to, they also love buying.

When you truly want something there is nothing better than going and getting it.

Desire turns into satisfaction, great.

This means that while you do need to sell your product/service, it's very important that you focus on how you deliver that message in order to get the other part invested in the idea of buying from you..

You need to make it powerful, impactful, different.

People are exposed to advertising every day,

¿What is your business doing to be different from the rest?

¿How do you make yourself stand apart from the crowd?

You better have an answer for these questions unless you want to watch your marketing bring you little to no results.

We don't want that, which is why you are going to make every piece of your advertising as unique as possible.

Catch the eye with something different, hook them in with a fascinating offer and reward, get the sale.

Being slightly above average when it comes to ads isn't enough anymore.

If you want to stand out you need to be different from your competitors.

Make your message compelling and interesting enough while remaining unique and people will love to buy from you.

You have what they need, you advertise it in the right way, the rest is history.

“Get unlimited sales”

Diving into the second component of this formula, we need to cover how we are going to get you unlimited sales.

“Unlimited” sounds like a lot of sales, I know.

¿But guess what?

It is very much possible, and I mean it.

It's all in the WHO.

¿Who are we selling to?

¿Do you even know who your ideal customer is?

The secret to get unlimited sales is this:

You need to have a clear vision of who your targeted audience is, you need to be able to define this person based on their needs, interests and desires.

Let's cover a fact to make sure you understand the importance of this.

It is better for you as a business owner to have advertising that resonates with one person who also happens to buy what you offer; than reaching a million people, yet getting no sales.

The truth lies in the number of SALES.

Once you define who your ideal customer is, it is easy to sell to them, because you define these people by understanding that they NEED or WANT what you have to offer.

In the opposite scenario, if you don't define your targeted audience, selling something is suddenly like target shooting in the dark.

Sure, you might land a shot or two, if you are lucky.

But a true business man like yourself doesn't rely on luck because he doesn't NEED TO.

We rely on facts, the utter truth, that being that anyone who truly needs or wants our product/service will buy from us if our message is tailored exactly to them.

We identify this group of people, being as specific as possible, excluding out everyone who isn't a right fit.

This leaves us with a reduced amount of people, but that we KNOW are going to be interested in what we have to say.

Define your audience and watch your sales take flight.

It is this easy, yet so many people fail at doing so,

Luckily you are reading this, so you won't fail, unless...

“You are wasting the opportunity of a lifetime”

Think about sales in the past.

And I don't mean a decade ago, go way back, before social media, even before TV was a thing.

Selling was a real challenge, because there weren't as many channels for you to get your message across.

No social media to reach massive audiences around the globe, no TV commercials to reach entire nations with televised advertising, no massive marketing email campaigns.

You either set up massive billboards in the most expensive and popular parts of town,

Or you had to do some field work, go and meet people, direct engagement.

Of course these methods are still a thing,

But back then this whole selling thing was much harder than it is now.

That's exactly why you cannot come to me and tell me that selling today is hard, because it's never been EASIER.

The globalization of information and networking.

The entire world, at your fingerprints.

All you need is Wi-Fi.

There are no more excuses.

You are either selling or you aren't trying hard enough.

Social media is the ultimate selling tool, and you might have missed it the entire time.

The tools are at your disposal; once you've covered the previous two components of the formula, all you have to do is decide HOW you are going to get your message to your defined audience.

Imagination and creativity also come into play.

Sure, you have social media, is it imperative for you to use these platforms?

Absolutely not, but it is probably your go-to platform when it comes to advertising.

Simply because of how easy it is to reach your ideal clients in no time.

But being innovative can put you far ahead of all your competitors.

Try that new idea that you have, maybe you want to reach your audience in a unique way.

You could write a letter, handwritten, when was the last time you did that?

Nowadays, it is this kind of advertising that has become so "obsolete", but never underestimate the power of that which is different, impactful.

Make your message unique, and make the way you deliver it unique as well, and you will get assured results.

You need to make your business stand out, and this formula is the best, most effective way of doing so.

I've perfected this formula and I know how to make it work.

I also know that applying it to your business can be challenging, so if you need help doing so, contact me here and I'll show you how I'd improve your business:

www.gmmsresultados.com