

Are You Wasting Your Marketing Budget?

Getting clients is just like dating.

We all had an experience like this before. You're sitting in the train and see that one girl who you instantly fall in love with. You start dreaming about the wonderful future you might have together. Getting married, getting children, and arguing about why the toilet seat was left up.

And then BAM! She gets off the train. You wasted your chance of asking her out.

This is very similar to what happens in most companies' advertising. And most of them don't even realize it, but they are wasting tons of money by doing it. Let me explain:

The Successful Company's Secret

The companies who are getting huge returns from their marketing budget, all have this one thing in common. They all have the balls to ask her out.

Or in other words, they use a 'Call To Action':

Click the link to buy now!

Book your spot today!

Sure, not everyone will take action. But at least they ask.

I see far too many business owners closing off their ad without asking their audience to take action. And this is exactly why their ads perform as good as an orangutan in a writing contest.

If you don't ask her out, you won't ever see her again. Just like you won't get a client if you don't ask him to buy.

Beware The Threshold Problem

Now, there's also people who get way too comfortable with asking for stuff.

Just imagine sprinting after the girl who got off the train, falling to your knees, and asking her to marry you.

It's basically the same thing as asking your client to schedule a 30 minute call, or to order now for 10.000 dollars... And you haven't spoken to him ONCE. This doesn't work because you're asking for way too much.

Ask Less, Sell More

So we need to warm up your client first. And you do this by making them an offer that is easy to say yes to:

Give me your email to receive this free pdf
Watch this 4 minute video to solve your problem

...

This will not only get more people to respond to your ad... but you will also be able to sell those people way easier later on. Because they start warming up to you, and then you can say:

"Hey man, if you want, we can jump on a call, and I walk you through this, personally, you and I."

You will be amazed how well this works. But remember... You need to ask her out first.

Good luck,
Gianni

P.S. Want to know how I would make your ideal customer take action in a heartbeat?

Get in touch with my agency today. If we're a good fit I will personally take a look at your company and your marketing, come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Sounds good? Then fill out this form: <link to form page>