

Article #20 - Second Draft

Do This To EASILY Identify The Crowd That'll Get You The Most Sales

Before you read on, please do yourself a favor and read this article on why [Your Marketing Won't Stand A Chance If You Break THIS Rule](#). It'll make this article even easier to understand, trust me.

A mentor of mine once told me:

“In the land of the blind, the one-eyed man is king.”

Looking back, I realize how important this is for ANY business to identify opportunities beyond their competitors.

Most local businesses struggle to identify their ideal customers.

And it's not because they're selling the wrong thing — it's rarely the case.

They're just unable to see these people because they're amongst the other 'blind' businesses.

Some even think they don't exist!

Luckily, you won't have to be one of them.

Because in this article, I'll show you how you can become the one-eyed man and see opportunities that you may not even know exist.

Where Most Businesses Mess Up

Say there are hundreds of businesses in your area selling dog chew toys.

You also love dogs so you decide why not do the same.

Here is where a lot of businesses mess up.

Doing the same as everyone else is basically the same as shooting yourself in the foot.

You remember those minions from *Despicable Me*?

That's how people will see you — they'll react as if you're just another yellow, oval-shaped blob.

There's no reason for them to buy from you instead of everyone else.

You need to be the tallest blob in the crowd, the blob with a crown on its head.

And you do that by:

Finding The Weak Points In The Market

There are swarms of people who're ready to buy from you.

You simply need to present yourself the right way in order to find them.

The easiest way to do this is to identify a weak point in the market, make it stronger and sell it.

Weak points include one or both of these two things:

- 1) An innovation of a product or service that makes it even better.
- 2) A problem with a product or service that people would like fixed.

Instead of selling the same dog chew toy as every other business, why not sell ones that never get destroyed and are 100% safe to chew?

Just from a google search you can find out that many dog chew toys are easily broken, some even have toxic materials.

And that means more trips to the vet, more trips to the pet store, and a crap ton of hassle.

When someone has all these problems and sees your offer of "Indestructible Dog Chew Toys Made of 100% Safe Materials", there's no doubt that they buy from you instead of your competitors.

You're the ONLY one who has identified THEIR problem and solved it — the only one selling the cure to the weakness.

As long as you're constantly thinking of how you can find a weak point, you'll go from being blind to one-eyed.

You won't need to hide...

...amongst the blind.

You'll see opportunities that the rest of your competitors will never see the light of.

P.S. If you'd like to know the weak points of your market and how you can take advantage of it, fill out this form [here](#).

If we're a good fit I'll personally take a look at your marketing and come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

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They just don't know how to reach these people.

They blend in with other 'blind' businesses who get customers here and there, unable to see beyond this scope.

So in this article, I'll show you how you can instead be the one-eyed man and see opportunities that you may not even know exist.

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Article #20 - Headline Ideas:

Subject: Business Mastery: Finding Hungry Markets

- How To Make Customers Hungry For You
- How To Find The Right People To Sell To
- Always Find The Right People To Sell To Using This Simple Strategy
- Do This To Find The People Who Are Desperate To Buy From You
- Find The People Who're HUNGRY To Buy From You Using This Simple Trick
- Do This To Get People To Go From Being Unaware To Being Desperate To Buy From You
- Do This To EASILY Identify The Crowd That'll Get You The Most Sales

Outline:

Subject: Business Mastery: Finding Hungry Markets

Headline: Do This To EASILY Identify The Crowd That'll Get You The Most Sales

Problem:

- Before you read on, please do yourself a favor and read this article on why [Your Marketing Won't Stand A Chance If You Break THIS Rule](#). It'll make this article even easier to understand, trust me.
- A mentor of mine once told me:
- ***"In the land of the blind, the one-eyed man is king."***
- Looking back, I realize how important this is for ANY business to be successful.
- Most local businesses fail to figure out the best people to sell to.
- And it's not because they're selling the wrong thing - it's rarely the case.
- They just don't know how to reach these people.
- They blend in with other 'blind' businesses who get customers here and there.
- So in this article, I'll show you how you can instead be the one-eyed man and see opportunities that you may not even know exist.

Agitate:

- Say there are hundreds of businesses in your area selling dog chew toys.
- You also love dogs so you decide why not do the same.
- Here is where a lot of businesses mess up.
- Doing the same as everyone else isn't going to do you a favor.
- It's almost like seeing a bunch of those minions from *Despicable Me*.
- If anyone sees you, they'll react as if you're just another yellow, oval-shaped blob.
- You need to be the tallest blob in the crowd, the blob with a crown on its head.
- And you do that by:

Solve:

- **Finding The Weak Points In The Market**
- There are swarms of people who're ready to buy from you.
- You simply need to present yourself the right way in order to find them.
- The easiest way to do this is to identify a weak point in the market, make it stronger and sell it.
- Weak points include one or both of these two things:
 - 1) An innovation of a product or service that makes it even better.
 - 2) A problem with a product or service that people would like fixed.
- Instead of selling the same dog chew toy as every other business, why not sell ones that never get destroyed and are 100% safe to chew?
- Just from a google search you can find out that many dog chew toys are easily broken, some even have toxic materials.
- And that means more trips to the vet, more trips to the pet store, and a crap ton of hassle.
- When someone has all these problems and sees your offer of "Indestructible Dog Chew Toys Made of 100% Safe Materials", there's no doubt that they buy from you instead of your competitors.
- You're the **ONLY** one who has identified THEIR problem and solved it — the only one selling the cure to the weakness.
- As long as you're constantly thinking of how you can find a weak point, you'll go from being blind to one-eyed.
- You won't need to hide...
- ...amongst the blind.
- You'll see opportunities that the rest of your competitors will never see the light of.
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What do you wanna sell , who would need that, how would you reach these people

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