

1).

## **SL: How to fix the hidden 'deathtrap' marketing error**

There's a deathtrap online marketing error you're likely making.

The floodgates of traffic remain unlocked and predictable revenue evades your brand due to this exact same error.

But what's even worse...

This same error allows competitors to *get ahead* while you remain grounded.

As they storm down the runway, you're yet to get the engines going.

Relying too heavily on paid advertising is the cause.

When you haven't yet got the basics and try to win with paid advertising it's like trying to swim in a pool full of honey.

The competitive market you're in will always swallow your ad budget...

Leading to more money down the drain while competitors fly high.

To continue down that road, then ignore the rest of the email.

But if you want predictable revenue without burning money for fun,

[Click here now to switch your focus and reveal what you should be doing instead of paid advertising](#)

Throwing money at ads trying to get lucky will likely see you stuck forever.

And what's worse...it could take *ages* to see the results you want.

2).

**SL: Hidden website blind spots which hammer growth**

If you're tired of conflicting information about your website...

And are keen to supercharge your web-strategy this year to create endless streams of traffic and piles of new revenue...

Then boy have I got a treat for you.

Right now there are likely *dozens* of blind-spots on your website.

Blind spots that are likely pushing away potential buyers...

And stopping you from being able to see that huge oncoming lorry which could shatter your site into a thousand pieces.

Instead of the warm and loving welcome to your website you want...

These blind spots are causing your customers to get off on the wrong foot with your brand.

I've put something together which is gonna help massively.

I was gonna explain in this email but that would make for a bit of a long read.

So instead I've spilled the beans in a new piece on the site.

[Feel free to check it out here and use it to maximise your web sales this year](#)

