

Content in a box

1. What are we saying, what is the message

-needs to be clear, powerful, cut through the clutter

-have to get people's attention

2. Who are we saying it to, target audience

-just target the people as close as possible, doesn't need to be perfect from the start but needs to be the right direction

3. How are we gonna reach the target

### **Double your ad turnover rate these simple tricks**

-Not gonna use this but would love feedback on it.

### **How to fight the business bear**

First Paragraph:

In this new age of business, fighting for people's attention has been harder than ever, just like fighting a bear. Now, would you rather fight a bear with a rusty old knife, or a gun. Of course, the gun! But right now, you're still choosing the rusty old knife. Today I am gonna give you the gun, it's called direct marketing.

**Subject: How to fight the business bear**

**Problem: You need people to look at your ads and say yes that is for me**

**Solve: Speak to the genre of people that you already have a lot of business with**

**Close: get in touch with us and we'll take a look at your marketing for free**

Generally, businesses need to advertise and try to get as many eyes as possible on your business as possible. But when you're a small business without

millions of dollars for advertising you need to make your dollars count. If you widen the range of how many people that you are trying to target, then nobody is really gonna know if your product/service is for them. You need to change your tactics and identify the people that you are actually trying to sell to. Kind of obvious, trust me I know! But now the next problem arises, who am I selling to ? Fear not my friend that is why I do what I do. Hit the contact me now button and fill out the form, and let's get you more leads for less money.

**You have a business, and need more clients, READ THIS!**

First paragraph:

Do you have a business but have no clients? Or maybe you have some, but it's not enough? Struggling to keep things afloat? Good! You're in the right place. We are going to discuss the secrets of direct marketing. There is going to be so much value here, that you will be forced to implement these ideas in your business, ASAP.

Now, when we are looking at big companies like coca cola, or amazon. They spend millions on branding and making sure they look good. However, we are not Coke or Amazon. You need to make sure that each dollar counts, thats why you can't market to the masses. You need to see who is buying your product, and why they're buying. Seems obvious right, but it's much tougher in practice. Unless you have years of experience this is going be challgneing and that why I am providing my services, click below to book a meeting and let me help you get more clients ASAP. Don't wait, act now.