



Grow Your Business In 5 Days

DAY 3 - TUTORIAL #7

ONE PAGE ACTION PLAN

#7: Ensure Your Marketing Gets Noticed

STEP 1: Gather ALL your current marketing materials together.

This should include all the material you use to generate enquiries AND sales (ads, letters, website, etc).

STEP 2: Apply the 'BORING TEST' to each one.

Be honest. Does your marketing look dull and dreary? Is it memorable? Does it rise above the clutter?

If it doesn't then stop using it immediately. You're wasting your hard-earned money!

STEP 3: Start creating materials that rise above the clutter. (Ideally join our Business Growth System Vault and get access to all the templates and examples that you can apply to your business immediately).



Not only do you have to differentiate your business from your competitors, you also have to differentiate your marketing from EVERY business that's marketing to your target market(s).



RISE ABOVE THE CLUTTER! If your marketing doesn't stand out – it will fail. Be brave. Be memorable. Be different and your results will multiply overnight!

