

FACING DIFFICULTIES AFTER IMPLEMENTING YOUR BUSINESS?





THE FIRST CONCERN ARISES



HOW TO HIT THE BULL'S EYE?

(THE CUSTOMERS)

**YOUR PLAN IS READY
YOUR SET UP IS READY
THE PLATFORM IS READY**



**BUT HOW DO YOU GRAB
THE CUSTOMER'S ATTENTION?**

LET ME TELL YOU THIS,

- NEITHER WILL ALL CUSTOMERS BUY WHAT YOU OFFER
- NOR WILL THEY ENTERTAIN ALL THAT YOU OFFER



BUT:

- YOU CAN DEFINITELY OFFER SOMETHING
- WHICH THEY'LL ENTERTAIN AND ACKNOWLEDGE YOU FOR THAT
- AND FIND THE RIGHT CUSTOMERS TO BUY YOUR PRODUCT



A GOOD EXAMPLE:

**WHENEVER A NEW MODEL OF IPHONE IS LAUNCHED IN THE MARKET
IT GRABS PEOPLE'S ATTENTION
EVEN THOUGH THEY DON'T HAVE ANY INTENTION TO BUY
OVER 1.5 BILLION IPHONES HAVE BEEN SOLD SINCE 2007**

**THIS SHOWS THAT
YOU SHOULD
KEEP OFFERING
GREAT DEALS
THEY MAY NOT BUY
TODAY BUT
TOMORROW THEY
DEFINITELY WILL**

WHILE OFFERING, KEEP THIS IN MIND

- YOU NEED TO CREATE INTEREST
FOR YOUR AUDIENCE AND EVENTUALLY
YOU'LL GET THE CUSTOMERS



**WHAT DO YOU
PLAN TO DO,**

CREATE INTEREST OR
MERELY SELL A PRODUCT?

