



3 SIMPLE THINGS THAT ARE SERIOUSLY HURTING YOUR BUSINESS



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YOUR BUSINESS IS HURTING.

What if I told you there are 3 things you can check right now in your business that could mean more success? Would you do it?

What if I told you most businesses fail all 3 of them? Surely not yours though, right?

If you are serious about gaining more stability, more customers and more revenue overall, read on.

And if you need help, I'm here for you.

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#1: CLARIFY YOUR MESSAGE

Most brands make the mistake of starting with tactics for their marketing. They think about all the things they can do to “market” their brand or reach their customers. That’s all well and good, but it’s not where you should start.

Good brands start with WHY. They start with their core message and they build everything off of that. Once your core brand message is clarified, you will have complete control over your marketing message and tactics and will obtain a level of consistency that most brands simply do not have.

Start by considering who you are talking to. Make them the center of your messaging and build your message around them. Your brand does not need to be the hero of your marketing. If you are the center, you are doing it wrong.

Once you have begun to establish them as the hero, you will be able

to move toward solutions that will help them in their life. You probably got into business to solve a problem through a product or service. Communicating that why is really important and I can show you how.

If you are wanting to clarify your message, start with why. If you need help, contact me at jaredlatigo.com/get-started.

#2: ESTABLISH YOUR BRAND PROMISE

A brand is a promise. It's the promise you make your customers every time you talk to them in person, online, on paper or otherwise. Even the type of decor you have in your shop and the demeanor you have is part of your brand. So it's very important to be consistent, always.

I'm a big believer that we are always selling. We sold ourselves to our spouse when we were dating. We sold ourselves to our job when we did the initial interview and, if we were hired, we sell ourselves and value everyday to our superiors. If you're in business, you're selling to your customers, not on products or services, but your promise of serving them in some way. Never forget that you are here to serve your clients because without them, you don't exist.

Take a step back from your brand and look at it from the outside. Are you being consistent with your message? Does your decor match your attitude? Do your chairs or furniture match your speech? And why are your customers coming to you instead of the guy down the

street? There is a reason they are coming to you and it's probably not exactly what you think it is.

If you can't answer these questions or need help doing so, contact me at jaredlatigo.com/get-started. I'm here to help you build a solid brand so you can help more people. That's my promise to you.

#3: FIX YOUR WEBSITE

This seems like a tall order at first, but it's really not once you break it down. I'm going to give you 5 things you can check on your site to see if you are serving your audience the best you can. If you fail any of them, you've got some work to do. So here we go.

ONE: Does it have a clear call to action? This could be a button to contact you, a simple form or a phone number that's easy to locate. Basically, if someone hits your website, they need to be able to find what to do next within about 5 seconds. If you don't have this, you need to get it.

TWO: What are the steps you want them to take? Typically this is outlined by providing a simple "Step 1, step 2, step 3" approach. If you aren't telling them exactly what you want them to do, you need to fix this.

THREE: What success or failure are you pointing out? People are typically looking for a solution to a problem. If your site doesn't articulate what you solve for them within 5 seconds, you fail this step.

FOUR: Do you have credibility? This should be fairly subtle, but noticeable. Think of logos of companies you are affiliated with or even a testimonial or two. They should be something your target audience will recognize and care about, not things that only apply to you. If you have nothing OR they are the first thing the visitor sees, you failed this step.

FIVE: Are you mobile-friendly? There is typically a 50% chance that the visitor is viewing your website from a mobile device. It should be easy to navigate and even easier to contact you. Think about being able to tap on a phone number or fill out a simple form (3 fields or less is best). If your site doesn't achieve this, you failed this one, too.

DIDN'T DO SO WELL DID YOU?

Don't worry, most brands will fail at least 4 of them. This is just the tipping point of how you can better serve your customers and get new ones. I encourage you to spend some time looking these things over and be sure to contact me if you need help.

jaredlatigo.com/get-started

NEXT STEPS

Clarifying your message is the key to unlocking your potential as a brand. It's not fluff and it's not useless as many avenues of marketing are. That is why I teach this and truly believe in it. I also use it personally on my own site.

When you clarify your why and retarget your customer as the hero, you will beat out most other brands in your industry. You'll then be able to use that as a guideline to establish consistency across all marketing channels online and off. As brand expert Simon Sinek says, "People don't buy what you do, they buy why you do it." Establish that and you'll be on your way to fixing what is hurting your business.

If you are ready to take your brand to the next level, get in touch with me. I look forward to serving you.

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