



PROFIT YOURSELF HEALTHY INC.

Earn more, worry less

Measure Your Results!

Make sure you measure the results. How many people took your call to action? What could you do differently next time? What works and what doesn't? As advertisers, we often get lazy. We forget the basics and let others build our ads for us without a specific direction. We forget who our customers are and where they are and what they need or want. We forget to ask our customers and prospects to do something that will help them and enrich our business. This results in money going out the window! In order for your business to be profitable, you need to ensure that your advertising does its job and drives people to your business. Remember though it takes time to get perfect. I have written thousands of ads but only a small portion of them have been real big winners. Don't Give Up! Keep trying until you get it right and then keep duplicating the ad until it doesn't pull anymore!

Review your advertising spending.

Where are you advertising and how is it working? What works and what doesn't?

How much money are you spending per year on advertising?

Does your marketing manager design great ads that work with the key ingredients you have been working on?

What should you be doing different now and for the coming year?