

THE ADVERTISING SECRET

... that will help you grow
your business

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HI THIS IS MOHAMED TOHAMI, FOUNDER & CEO OF 30YRS, INC.

We are an advertising agency, specialized in Facebook Ads. In this report, I'm going to reveal the secret of our ads' success. It's going to be of great importance to you in case you currently lose lots of money on Facebook ads.

You will get to know the reason behind your loss and what you could do in order to sort things out and set things right to eliminate such a loss.

I'M SURE YOU ARE WONDERING WHY WE ARE WILLING TO REVEAL OUR SECRET.

Supposedly it's the secret of our trade that nobody should know so that we can gain traction and build a proper clientele.

Yet we believe when you know the secret, you would love to work with us. Therefore, it's mainly driven by our goodwill because we aim to make a change in this domain and build a good reputation for ourselves as well.

We strongly believe that what goes around comes around and the more good we spread, the more it boomerangs onto us.

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“62% of small business fail to properly utilize Facebook ads”

We are sharing our secret because we know how important it is, especially when it comes to small business owners as the recent statistics of 2019 say that 62% of small business fail to properly utilize Facebook ads.

Facebook ads are vital for small business owners since they basically depend on social media, FB in specific, in order to manage their business and drive it forward.

Failing to use FB ads in your favor negatively affects your business and marketing plans since you can't reach your targeted segment well. Consequently, it diminishes your profitability and leads you to be more susceptible to shutting down.

And there is a big Dilemma that small business owners fall into when they can't afford hiring a marketing agency. They usually resort to doing it themselves. They start managing their fb page, running some ads for the products and services they offer to later on discover that they are losing money and that they are not getting the responses they aim for.

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So they either give up or stop running the ads and decide to focus on the content, by writing content on the page, hoping that it will organically draw people on.

When they lay all their focus on the content, bit by bit they realize that organic reach wears off without ads, due to how the posts they design on the page is of limited reach.

In case the number of followers is low, they usually feel that all efforts exerted in the posts are gone to waste as if they have been talking to themselves.

So they start to push harder, uploading lots of content many times a day in an attempt to increase their followers' base, inviting friends, sharing links on groups and so forth to the best of their ability for them to come to grips with the fact that it takes too long to have any favorable results.

Afterwards, they feel like they are running out of ideas, clueless about what else could be added to the content to yield results. Then they discover that this approach is not scalable.

Creating posts and writing content organically is a very slow process and it's hard to expand its reach.

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For example, if there is a post you uploaded and it did well and resonated with people, you won't be able to spread it out to a large number of people by means of organic reach.

When you do come to this realization, you start thinking about hiring an in house online marketing specialist or any specialized media agency that can manage your page since you have toyed with many methods and nothing really worked.

THE 4 ROLES OF A SOCIAL MEDIA AGENCY

So let's start talking about what happens when you make that decision. You should be aware of the consequences of such a decision and what you have to watch out for when you have someone to handle you social media.

There are four main roles that should be covered when it comes to social media.

The first one is the moderator who is responsible for replying to people's comments and messages on the page, just like the customer service operator who answers the clients' calls.

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The second role is the content creator who writes the content on the page. If this person is not an expert in your field, the content he is going to write will be very poor.

The third role is the creative person, the one who takes your content to present it in a graphic way and design the visuals whether by using photos, animation or by shooting videos.

Last but not least, the media buyer role, the one who is in charge of the ads, who runs ads and monitors reports. He is the one who brings in the money.

Therefore his role is actually the most important role of the four. The other roles are operational to a great extent. He is the one who transforms all the efforts expended in creating the content and the designs into ads that generate money.

If we are to choose a pivotal role, so it's the role of the media buyer.

The other roles can be fulfilled as the existing customer service representative can take the part of the moderator.

And you, as the business owner, or someone who is passionate enough in your team are the best ones to create the content of your business.

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The creative part is easily facilitated with the existence of many design tools like Canva on which you can find ready-made social media templates that you can tweak its colors and fonts to personalize it the way you please.

In fact, from an advertising point of view, the photo that is taken naturally and friendly without a lot of graphic enhancements and with a simple personal touch about it brings in better responses. That being said, you can easily replace the creative work with tools like Canva.

THE 4 ROLES OF A MEDIA BUYER

Let's lay our focus on the Media buyer then. This role has four prime elements. The first element or skill that that role needs is Targeting, how he chooses the segment while working on the ad according to many demographical factors such as age, location, their interests and so forth.

The second element is the Copy itself, the text that is going to be written. It should be catchy enough to attract potential customers to buy your product.

The third element is the creative one, what's the photo or video that is going to be placed with the ad.

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Finally, the reporting & optimization element, he has to know what numbers he should monitor in order to optimize the ad and to employ that to derive the desired outcomes.

If we are to examine these four elements, the targeting as a skill can be acquired by any beginner Fb ads course. It's not rocket success at all.

The creative part can be carried off through tools like Canva and mobile videos.

In terms of reporting & optimization, FB facilitates that with its easily understood tools, so any beginners' course in FB ads can help you get the hang of how to read the numbers and reports to be able to draw insights and make decisions upon these findings to help you boost your ad performance.

The remaining element is the most important, which is the text that is going to be put on the ad to sell the product you present.

That's where we move to a major issue here which is the copywriting crisis...

THE COPYWRITING CRISIS

“*Copywriting is NOT content writing!*”

In our industry, there is a crystal clear confusion about what copywriting is among the vast majority of experts, agencies, specialists and people in general.

They confuse copywriting with creative writing. They think that a good copy is a creatively smart copy, tackling the topic in an artistic and dramatic way, whereas this is not the purpose behind copywriting.

Having said so, copywriting and creative writing are two completely different terms. Copywriting is not content writing, we heard lots of people say that they are content writers and copywriters at the same time, mixing them up, thinking they require the same skills, while in fact they are completely different jobs.

A content writer is someone who writes content not necessarily to trigger a purchase, but mostly to get your audience engaged, love to follow the page updates, like, comment and share for the post to go viral. It doesn't necessarily push the audiences to eventually buy the product.

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So simply, copywriting is writing the ad. Anyone in advertising industry knows quite well that a successful ad is not the ad that goes viral, it's the ad that sells.

So the only valid measure of how well the ad does is how much the amount of sales it generates is.

Therefore a copywriter is a person who writes a copy that sells. His prime role is SELLING. It's a pivotal skill.

What we usually notice is that media buyers are very good at the tricks and hacks of FB, but their copy is so weak because they didn't invest well in improving their copywriting skill.

It's a broad central skill that stands alone.

Agencies usually don't have a copywriting specialist available, and if this specialist has the title, most probably he mainly works as a content writer, blurring the lines between the two jobs which is definitely not professional.

Let's move onto a new trend in Facebook advertising...

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THE ONE BIG AD

“*You only need one BIG ad!*”

Recently there is a circulating trend which is called “The one ad” trend. We called it so as it is based on the idea that you don’t need to make many ads for your products and services, you only need one great ad.

It could keep on running, sparking off sales, and probably scaling sales up. And since the ad does well so you can bump up the budget and allow the ad to reach a wider range of audience, and that in turn brings more profit.

It can last for a year or two or three!

It takes one great ad that you keep on investing in properly as long as it achieves tremendous outcomes for your business. As long as the ad generates sales, there is no dire need for making another one.

Once sales decline, that’s when you need to think about creating a new copy with a new shape and form.

One of the very first people who started talking about this concept is Keith Krance, the CEO of Dominate Web Media.

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His company is specialized in making FB ads for the biggest businesses in the world and the internet marketing gurus.

He is one of the best in his field and the most well versed in this arena. He invented the concept of “The Everlasting Ad”. It’s all about making one ad that keeps on deriving sales for the business.

The main attribute of this ad is that it is an all in one package, an all wrapped up in one solution. It does all the jobs in one shot.

THE 3 ROLES OF A GREAT AD

The main attribute of this ad is that it is an all in one package, an all wrapped up in one solution. It does all the jobs in one shot.

There is a funnel that the customer should walk through starting with the awareness about your business then the engagement when it looks appealing to the customer that drives him to finally buy your product or service.

Yet, the one good ad or what we call “The one BIG ad” trend is where it has all these elements harmonically interwoven together.

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The way it is well phrased automatically brings about awareness and drives it to go viral.

It triggers likes, shares and comments since the viewers see it as informative and valuable to them.

In addition, it develops a sense of goodwill and builds a good reputation for the business as it doesn't sound nagging, like it pushes for sales or it's promotionally oriented by shouting out about discounts and urging to buy.

Yet it adds value and tries to create a positive paradigm shift, or perhaps it introduces a new idea that is of a great benefit to the people's lives.

Naturally it creates a desire to buy the product described in this ad and eventually boost sales and increase profits.

All this is triggered by one ad, and it isn't a short one. It's a bit lengthy yet engaging and tempting that it hooks people up till its end.

That's why it hits the three targets, which are building awareness about your business, creating a sense of goodwill and developing the desire to buy to your products or services.

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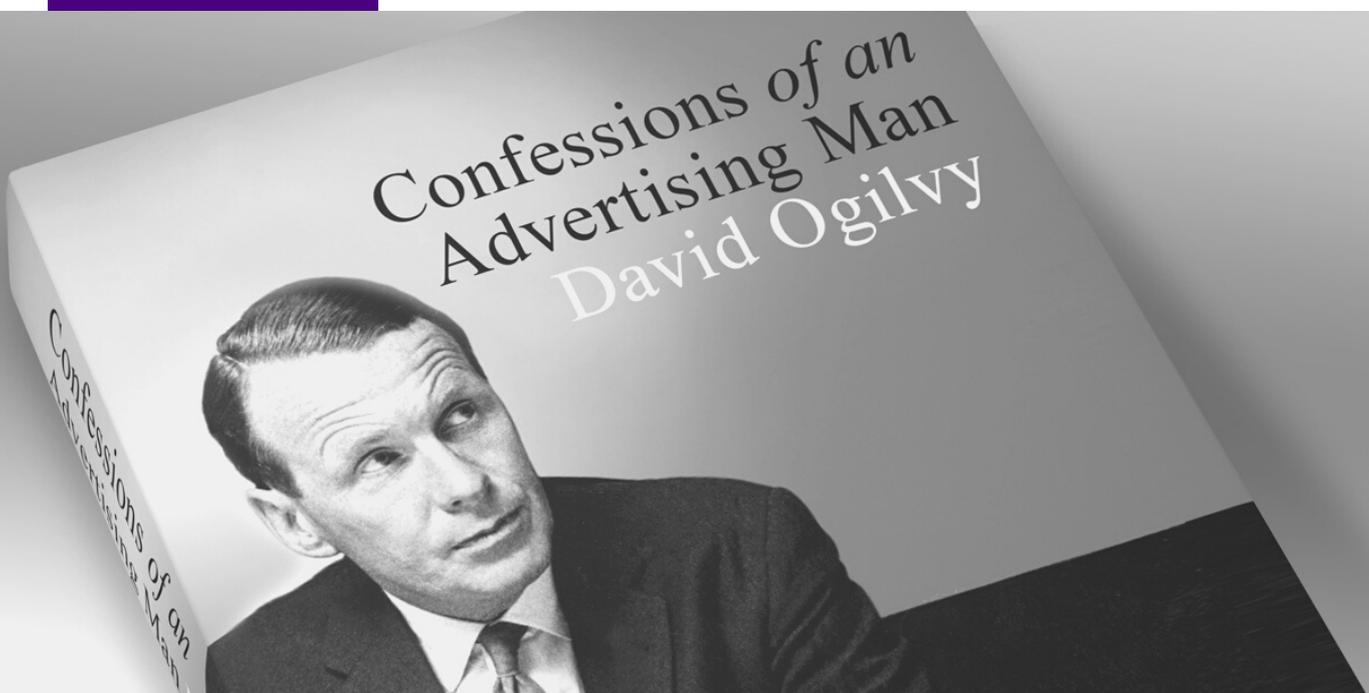
DIRECT RESPONSE COPYWRITING

The one BIG ad is driven by a secret skill that unfortunately only very few people around the world have and master.

It's not the copywriting skill; it's rather the direct response copywriting skill. The difference between copywriting and direct response copywriting is that you write the copy for the purpose of garnering very specific responses.

Your gauge is the action the viewer takes after reading your ad.

While phrasing your ad, you do so with the intent of driving your audience to take specific actions.



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Maybe the desired action is visiting your website or perhaps it is to fill in some data like their names, email addresses, phone numbers, so that you can consistently communicate with them further ahead and directly prompt them to buy.

Then you can get to assess the actions taken and figure out what the responsive segments and the unresponsive ones are so you can rethink about how to tweak your ad and which elements you need to modify so as to achieve the highest results.

It's a very powerful skill that the greatest advertising gurus in history talked about; the most distinguished of them is David Ogilvy, one of the greatest legends of advertising.

He talked about that elaborately in his books. However, the concept of direct response advertising is absent in this domain nowadays.

Naturally it creates a desire to buy the product described in this ad and eventually boost sales and increase profits.

It has to spring back and be studied again because of how vital it is especially to the small business owners.

Large companies tend to run ads to propagate awareness about their products or services.

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They mostly rely on the creativity of the ad, how amusing and alluring its idea is, and the strength of its viral-ability, and they don't necessarily aim for sales.

Whereas direct response copywriting is crucial for startups and small businesses because their marketing plan primarily depends on it.

So it's of vital importance to learn or to hire an expert who masters it.

The second element of our advertising secret is the PIXEL!

THE PIXEL STORY

For the ad to be a success, there is another critical factor which is FB itself as a platform.

Let's say you wrote the copy and published your ad already and the ad started working.

The Role of FB is to take this ad and bring it to the right people who are most likely to respond to your copy and buy your product or service.

FB does that via something that is called FB pixel. This usually goes off the radar of many people who don't take into consideration the importance of this intricate tool.

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Most beginners' Facebook ads courses don't mention FB pixel as it is an advanced matter that can't be easily explained to a rookie.

So they avoided it all together given how complicated it sounds, though it is actually the most important thing about FB when it comes to targeting conversion and sales.

Ads for engagement or video views are easy because their response is seen right away in views & engagement numbers.

But for the ads that are engineered to increase business conversion rates by getting people to convert and buy your product, FB Pixel is central and should be used carefully in that term.

One of the most thought after social media influencers, and a very eccentric person, who highlighted the power of the pixel is David Michigan. He has 9M followers on instagram alone!

He created online programs about many different topics such as fitness, personal development and lots of other topics.

Recently, we were introduced to his Facebook advertising course that was initially delivered to us in French! Then thankfully, they had an English version available.

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He is originally French, so his English accent is so sweet, flowery and soft. Though the accent wasn't helping, yet the content of the course was by all means brilliant.

It emphasized the importance of Pixel as a tool and shed lights on some key aspects of this advanced tool, recommending that we should depend on FB intelligence. Facebook really knows a lot more than you are.

Lots of people are so concerned about choosing relevant targeting options, like interests and accurate demographics.

Interestingly, if you fail to do so, FB on its own will optimize and adjust things according to the responses that come upon using its pixel.

You can choose very generic targeting options, common interests, and broad age groups if you are not that much sure of the specific age group you need to target.

DAVID
MICHIGAN



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Facebook, as one of the biggest databases in the world, knows its people and is quite aware of the prospect on its platform.

It has humongous amount of data, constantly analyzes this data and takes actions accordingly. The behavior that takes place on Pixel informs FB about how to bring in more profit to your business.

So what's that magical tool that is called Pixel that we have been talking about for long then!

It's actually a code that FB gives you, and you just get to place it on your website. It then tracks the behaviors of the website visitors.

In case I want the visitor to fill in some data like their phone number or email address, FB through the pixel starts monitoring and analyzing the people who provide this data.

Accordingly, FB will understand who is the kind of people who are more inclined to take such an action when they see the ad.

Same goes for purchases, if the objective is to drive them to click on "buy" and make a purchase, so FB helps in showing such an ad to who tend to complete a purchase till the end.

“Facebook KNOWS best!”

The bottom line is, Facebook KNOWS. You just have to set broad targeting criteria and FB automatically will start running its machine learning, monitoring and evaluating responses of viewers through the Pixel you installed on your website.

That’s simply what Pixel is. So initially you will lose money on FB ads. It’s just like hiring a new employee that you train well and invest time, money and efforts in until he eventually brings forth a real value to your organization. It may take three to six months to see this added value.

At first, FB doesn’t know anything about your business, it needs to collect data. So most likely you will lose money at the beginning. It’s natural and you need to expect that. Yet, you just have to be patient and keep investing in the ad, even if you are losing, since you actually invest in machine learning.

You teach FB about people’s behaviors, their responses towards your business, what messages are appealing or not to your prospects, and who exactly takes actions and makes a purchase.

When FB is well aware of all this data, it becomes a super intelligent and a super powerful tool that guides and directs your messages to the right people, giving you the return on investment you desire.

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Definitely if you help FB from the beginning in terms of accurate targeting, perhaps you won't get to lose such money.

You may break even or lose money for a very short period of time, maybe days or weeks, until FB picks up and generates profits.

The thing is, patience is key here. Don't give up!

Lots of people run their ads for a couple of days, and when they see no return, they turn it off, stop the process of machine learning and lose the chance of making real use of such a powerful tool.

That in case you install Pixel on your website in the first place.

Unfortunately most people don't turn it on and they advertise, setting their objective as "Engagement" because its cost seems low.

So they aim at increasing the engagement level, when all they actual need is sales and conversion.

It's not that the cost of video views for example is low, that you have to only invest in this kind of ads.

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On the contrary, conversion ads and the conversion objectives of your campaign are the tools meant to generate sales.

With that said, for the machine learning to be able to collect data in a suitable timeframe, your ad budget should be not less than 20 dollars a day.

I can see lots of people put in one or two dollars a day which doesn't allow FB to collect data in a proper pace and it may fail to catch up the data needed to properly promote your business.

100 CONVERSIONS!

You are one hundred conversions away.

Once the first hundred customers buy your product, or perhaps the first hundred leads convert, according to the objectives of your campaign of course, here you can scale like a pro.

There is an advertising feature on FB called "Lookalike Audience".

You bring in a hundred customers and then ask FB to search for similar people to your customers in your country or in the region or worldwide.

The more customers your ad attracts, the more intelligent the machine becomes.

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So if you wait patiently until you get one or two or five hundred conversions, then you ask FB to scale and expand using the lookalike feature, that will certainly have better impacts on your business.

You can start with a hundred conversions and ask FB to search for the lookalike to show this ad to the people who are most similar to your conversions, because those people have the attributes to make an actual purchase of your product or service.

That is the Pixel story!

As you can see, the topic encompasses many crucial angles, Copywriting, direct response copy writing, and the pixel tool and how to use it efficiently.

**That's what we do in 30YRS,
or in another word, that's
our specialty.**

We are not a social media or generic digital advertising agency, we are mainly specialized in FB ads.

The name "30 years" stems from a statement David Ogilvy said in one of his books that says...

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“*Unless your advertising is based on a BIG IDEA it will pass like a ship in the night.*”
- David Ogilvy

if there is no compelling idea your business is bolstered on, the ad will come and go unnoticed.

One of the key questions David Ogilvy used to qualify an idea as a big influential one is **“Could it be usable for thirty years?”**

Could it measure up to the people’s needs and keep being as effective for thirist years?

By the way ,David Ogilvy is the one who launched the famous Dove campaign very early on, positioning Dove as not just a soap, yet it is here to moisturize and soften your skin as you wash your body.

David Ogilvy is the one who wrote the copy that combined the moisturizing cream and soap all in one branding for Dove.

He launched the brand for years to date. Till now the same positioning of David Ogilvy is alive.

So to qualify an idea as imposing and impactful, it has to withstand the test of time for thirty years.

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That being said, for us, 30 years alive is the sign of a great business.

Any big business is founded upon a big idea, an innovative proposition the owner of the business created.

It's unique, distinctive and can stand strong for thirty years.

That actually is our role, to help entrepreneurs invent or reinvent their business so as to come up with this big idea.

Perhaps the big idea already exists but you can't see it. So we are here to highlight it and help you position your business in a professional and enticing frame.

That's why 30YRS is a symbol for great ideas of great businesses that can live for years and years on end.

On that premise, let me tell you about our "Big Ad Formula".

This is the first product we offer to the market. And let me underscore the word "Product" as we actually offer you a product not a service.

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Commonly, advertising agencies are service agencies, but our ads are provided in the form of a product.

You will later on understand why it is exactly a product.

However, we are going to teach you the big ad formula if you would like to use it on your own, or in case you would like to hire us to do it for you, you are more than welcome.

We are going to tell you about the formula we innovated in order to run big ads that launch booming businesses.

THE BIG AD FORMULA®

BIG COPY + BIG PIXEL = BIG PROFITS

The Big Ad Formula for FB is a Big Copy, a compelling copy that is based on a powerful idea, positioning your business in a way that can help the business last for years, such as the concept of the one ad trend or the everlasting ad we previously explained.

Plus, the Big Pixel, using this tool efficiently to achieve your objectives, be it leads, or sales.

Consequently, a powerful copy and the proper utilization of Pixel is equal to Big Money.

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We used this formula to create a 7-figure business!

I use it to run ads for my own companies...

“Passion Point”, it’s a company that specializes in entrepreneurship development. It runs an accelerator program to help unfulfilled employees launch their own passion-based businesses and to smoothly transition from employees into successful entrepreneurs.

And my second company “Chess Your Child”, it’s the first and biggest academy for teaching kids how to play chess in Egypt as a method to build and develop their character.

In one of our recent ads, we got

22x return on ad spend (ROAS).

It means that if I spend one dollar on an ad, I get 22 dollars in return!

We bring you this formula on a silver platter after 17 years of experience in business, twelve years on FB advertising, and spending almost one million Egyptian pounds on FB ads.

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Taking into account that 90 percent of all conversions take place online, if not more.

What I mean by online conversions, that the customer doesn't call us or we don't call or follow up with them, or even meet to close the sale, it all happens online from A to Z.

The customer visits the website then makes the purchase online through our online payment gateways without any communication with anybody.

So we don't collect leads then follow up with them via the phone. The sale happens directly online via our website.

It rarely happens that a customer sends a message or calls to close a sale; we can say it's how 10% of the sales take place. Yet 90% of our sales happen purely online.

People see the ad, check the website, decide to buy and that's it. Hence, this ad won't be a burden on your team.

They won't have to obtain thousands of leads and call them, depending on how good their communication and selling skills are to be able to close the deal on the phone or in face to face meetings and so on.

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And even if they call, they will be 90% sold already and just need a little reassurance to make their purchase decision.

However, this ad produces such results, this formula works the best and is conducive to such outcomes when the product range is between 50 to 500 USD. The more expensive the product is, the more it may need human intervention.

For more expensive products or services, the prospect needs to pass by, talk one on one, watch a demo and lots of follow-up should be conducted on a personal level.

THE BIG AD COPY FRAMEWORK

The framework of the copy or the ad we write takes this shape. Once more, we are passing on such knowledge as an act of goodwill, though it's our secret formula, yet we are imparting it to you in case you are willing to give it a shot on your own first.

It may produce good results, most properly not as effective as we can bring forth to you. Yet at least you will make sure that it actually works and you may consider investing more in it with us for better outcomes.

So let's be reminded of our big formula components. It's, Big Copy, plus Big Pixel equal Big Profits.

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What about the big copy, or our formula!

1 BIG Hook

It needs to start with a hook that takes hold of your prospects attention and captivates their interests.

2 BIG Problem

Then you need to present the problem better than any other competitor because when the customer feels you fully understand their problem, describing it in an evocative tone that sounds so relatable to them, they will naturally give you trust, 50 percent of the sale process is already achieved when you draw special attention to the problem.

3 BIG Solution

Afterwards, you introduce the big solution that stems from your big idea, the novel and fresh idea that you innovated to solve the problem for people which makes you different from any others.

That's the role of the Big Idea in positioning your business in the market in the best shape.

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4 BIG Offer

After that, you put forth the Big Offer. You need to present a tempting offer. You illustrate the features of your product and how it works then you will have to bring forth an enticing offer that provides an added value besides the main product.

By that, you reinforce the value the customer receives for the same price. Or perhaps you can announce a special offer or a discount for a limited time or in short supply.

A big offer is the one that can propel them to take action without hesitation or dilly-dallying and make them feel that it is a great offer they can't miss out on.

5 BIG Proof

Furthermore, you should write about the Big Proof. What are the real evidences that proof that your services or products work?

Perhaps you can present case studies, credibility factors like some credentials, certificates and recommendations from experts or anything that can really support your argument and prove that your product is worthwhile.

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6 BIG Call-To-Action

Finally you have to trigger the 'Call to Action' telling people how to take an action, whether by making a contact or making a purchase or whatever the response you want to stimulate.

The way The Call to Action is engineered has to look so clear and easy though. The transaction has to be smooth and void of any complications and risk.

It should provide all the guarantees that ensure your customers' rights and secure their money.

HOW CAN WE HELP?

That's the big copy framework that we work upon within the big ad formula.

So, what do we, as "30YRS", do to your ad then?

If you have a great product, you will start noticing a quantum leap in your sales and profitability, since your product is already very strong, but the problem is in how to make people notice its added value when unfortunately you can't convey it to people properly.

So we will do that for you, give your product a powerful positioning and you will notice the outcomes in the sales amount.

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In case your product is average, we won't be able to do much for your business.

We will mainly assess and tell you what your product lacks in order to be a Great Product and in order for us to write an impactful ad.

If you write an ad with the current average condition of your product, it won't yield the desired outcomes.

If your product is poor and the competitors are way better than you, unfortunately we won't be able to work on it or even conduct an assessment to tell you what it lacks.

We work upon a 4-step system that we hinge our ad on.

Since it is a product agency not a service agency, so we don't base our ads on a creative genius who is here to write the ad to you and come up with a super crazy idea.

We actually transformed ad writing into a system, and we train our people to use this system to guarantee that your ads are up to certain standards and are capable of bringing forth the desired results.

Definitely it differs from one copywriter to another.

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One can receive the training and write a super awesome ad, and one can write an intelligent ad.

But at the end of the day, both of them are going to generate sales and pay off.

It's pivotal for us to systemize the process so that the quality of writing ads won't be completely determined by creativity more than a system and specific standardized components.

Anyone can be trained to get the hang of these components and create them for your ad to produce tangible results.

OUR AD CREATION SYSTEM

Here is how we operate:

STEP 1: Product Assessment

Once you complete your order, we set a project kick-off meeting.

We ask some questions about your product. In case we find it a poor product and it doesn't push us to investigate and try it out ourselves, we will apologize that we won't be able to proceed, but in case it grabs our attention and it gets our interest, we will deem it as average until we experience it ourselves

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STEP 2: Product Experience

We experience it ourselves, study its potentials and write you an assessment report of what needs to be modified and what additions you could bring to make it a great product.

So we will provide you with our consultation so that you can strengthen your value proposition in the market.

However, in case we see your product as great, we will directly move to step three

STEP 3: BIG Copy

We scan and study winning ads of similar products or in the same industry of your business field, and check what the most prominent copywriters in the world wrote about it and what insights we could gain and ideas that could inspire and be relevant and beneficial to your ad.

Then, we start to write the big ad according to the big copy framework we explained before, and interweave all the components of the ad, then finally we hand it to you.

STEP 4: BIG Pixel

Step four is actually optional, in case you want us to activate the Pixel for you, manage your ad account, optimize your ad and tweak it constantly until it reaches its best performance.

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We follow its performance month by month and check whether or not the outcomes are declining, or there is a need for adjustments in the copy or the visuals.

So we activate and monitor Pixel over the duration of the contract we agree upon, 3 months, 6 months, a year, less or more, it's up to you.

So this is how the process works!

In order to apply to start engaging us in your project so that we can see how we can help you earn more money, position your business on the map in a powerful way through our ads, you can simply apply here:



30YRS.CO

Hopefully we will have a role in this quantum leap of your business and will help take it to its deserving position in the market, so you can hit the profit that allows you to grow, be of benefit to people and hit the impact you aspired to make.

Thank you so much for reading and see you soon.