
From:	Kenneth Turnbull
Subject:	Record-breaking business fail

Ever watched a brand self-destruct in slow-motion?

Grab your popcorn, because I've got a juicy tale from the "What Not to Do" hall of fame that's better than a Netflix drama.

(If you're a copywriter or biz owner who values freedom, you'll want to pay close attention.)

Back in 2006, there was a wild-child social media site called Bragster...

... Born from the mind of an ex-banker whose business plan was essentially Jackass meets Facebook.

Bragster was a platform where idiots (term of endearment, mind you) dared each other to do the unthinkable -- all for the glory of internet points.

Imagine videos of some jokers pouring tabasco sauce in their eye, jumping off high bridges into murky rivers, and setting their hair ablaze.

Yep, it was wild.

For a few years, they rode the wave of daredevil antics straight to the bank, catching the eye of brands like MTV and Warner Bros.

But then Guinness World Records showed up with a fat check and a terrible idea.

Guinness World Records bought Bragster and tried to turn it into something it was not — a place for people to submit world-record attempts online.

In the process they cleaned up the site, banishing the more hardcore dares that pumped blood through Bragster's digital veins.

Spoiler alert: this biz decision was the nail in the coffin for Bragster.

Their big mistake?

They completely ignored the desires of their existing customers.

See, a lot of folks think that running a business means you don't have a boss — and that you can do whatever the hell you like.

And they're partly right.

As a biz owner, you don't have a boss. Instead...

You have hundreds... thousands... or possibly even millions of "bosses" -- A.K.A. Your customers.

And if you do something that collectively alienates your customers, your biz will be up shits creek without a paddle.

Now you might read this and come to the conclusion that there's no freedom in entrepreneurship.

But that's not quite true.

If you carefully cultivate your business's customers, you can attract the kind of folks who vibe with your vision... and repel away those who do not.

Through doing so, you become free to build practically any type of biz your brilliant mind can scheme up.

And if you want to discover exactly how you can do just that, I suggest you listen to lesson 13 of Matt Rizvi's copywriter conditioning: Repulsion Marketing 101.

In it, Matt shows you how to repel crappy customers, whilst simultaneously attracting the very best buyers for you.

Get it here:

<https://kennethturnbull.com/cc>

Stay sharp,
Kenneth Turnbull