



AEROLENS
— LLC —

The \$3,000 Mistake

How Bad Content Costs You in 90 Days (and What to Do Instead)

Brought to you by **Aerolens LLC**

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Introduction

“I’ll just film it myself.”

“I’ll wait until we’re busier.”

“I don’t think it’s worth \$3,000.”

We’ve heard it all—and we get it.

But what most businesses don’t realize is this:

Bad content—or no content—isn't saving you money. It's costing you revenue, time, and credibility.

This guide will show you exactly how poor content decisions lead to real losses—and what happens when you finally invest the right way.

1. Your First Impression Is Costing You Leads

 Most customers see you online before they ever visit, call, or DM.

If that first impression is blurry, boring, or missing altogether...

- You lose the sale before it starts
- You look small next to a better-branded competitor
- You get forgotten, not followed

In 2025, content *is* your storefront.

2. The Hidden Cost of DIY Video

Think doing it yourself is cheaper? Let’s break it down:

The DIY Trap

Action	Time	Hourly Value	Monthly Loss
Filming with your phone	2 hrs	\$100/hr	\$200
Writing and editing captions	2 hrs	\$100/hr	\$200
Learning to edit / re-editing	3 hrs	\$100/hr	\$300
Reposting or scrapping content	1 hr	\$100/hr	\$100
Total Burn	—	—	\$800/mo

In 90 days? You’ve burned **\$2,400–\$3,200**—and likely posted **nothing consistent or impactful**.



3. What Bad Content Actually Costs You

Even worse than doing nothing is posting content that makes you look:

- Unprofessional
- Inconsistent
- Desperate
- Unclear about your offer

“Cringe content” damages your brand faster than silence.

Here’s what that costs:

-  Missed conversions
 -  Lower perceived value
 -  Fewer referrals
 -  Loss of trust
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4. What \$3,000 Actually Buys When Done Right

With Aerolens, \$3K doesn’t buy *a video*.
It buys **a strategy**—designed to convert.

What you typically get:

-  1 main cinematic video
-  3–5 cutdowns for reels, ads, or email
-  Strategic messaging, hooks, and CTAs
-  Assets that last 90+ days and work across multiple platforms

Now let’s compare ROI:

Investment

Result Over 90 Days

\$0 DIY

Lost time, confusion, no leads

\$3,000 @ Aerolens

Engaging content, more trust, more traffic, more sales

5. Real Businesses. Real Results.

Here's what happened when a local Raleigh business finally invested:

-  A single interview-style video cut into multiple social assets
-  Over 7,500 views in 48 hours
-  Dozens of inbound comments, DMs, and re-engagement from cold followers
-  More confident lead conversations
-  Already planning their next shoot

They didn't get lucky. They **stopped hesitating—and executed.**

Final Thoughts

You can keep stalling. Or you can break the loop.

“Expensive” video isn't expensive when it saves you time, builds your brand, and keeps selling for months.

The real question is:

What's the cost of continuing to do nothing?

 [Let's Talk About Real ROI →](#)

 Reach out → AerolensLLC@gmail.com

Don't lose another 90 days to content that doesn't convert.

