

Twenty Marketing Mistakes

Mistake #1

Not testing all of your marketing ideas.

Corollary: Test all your marketing.

Mistake #2

Running Institutional Advertising.

Corollary: Run Only Direct Response Advertising

Mistake #3

Not articulating and differentiating your Business.

Corollary: Develop a powerful USP and use it in all your marketing.

Mistake #4

Not having back-end product or service.

Corollary: Create a profitable and systematic back end.

Mistake #5

Not understanding your customer and their needs and desires

Corollary: Always determine and address the real needs of your customers and prospects.

Mistake #6

You must ‘educate’ your way out of business problems...you can’t just cut the price.

Corollary: Always recognize that you must educate your customer as a part of the marketing and sales process.

Mistake #7

Not making doing business with your company easy, appealing and fun.

Corollary: Make doing business with your business easy, appealing and fun.

Mistake #8

Not telling your clients the “Reason Why.”

Corollary: Always tell your client the “reason why.”

Mistake #9

Terminating marketing campaigns that are still working.

Corollary: Don’t stop marketing campaigns that are still working just because you are tired of them.

Mistake #10

Not specifically targeting your marketing.

Corollary: When you prepare your marketing, focus on the intended prospect and no one else.

Mistake #11

Not capturing prospect & addresses, email addresses as well as pertinent contact information.

Corollary: Capture everything on a prospect or client that you can in an organized, retrievable system.

Mistake #12

Not being strategic.

Corollary: Always having a strategy which tactical actions and methods are integrated into.

Mistake #13

Not having a marketing or sales system.

Corollary: Have a marketing and sales system in place and refine it continuously. Using letter/call/letter call or email/letter/call strategies.

Mistake #14

Not taking advantage and integrating the Internet into every aspect of you marketing and sales efforts.

Corollary: Integrating the Internet into all your Marketing and sales activities.

Mistake #15

In sales situations, shooting from the hip.

Corollary: Constantly using and refining a sales script.

Mistake #16

Being stuck doing “what works.”

Corollary: Always be willing to change.

Mistake #17

Not reinvesting your profits.

Corollary: Always parlay your success and momentum into greater achievement.

Mistake #18

Not knowing and leveraging the lifetime value of a client.

Corollary: Always understand the lifetime value of your clients.

Mistake #19

Not maximizing your assets, relationships, opportunities, resources, etc.

Corollary: Always explore and maximize your resources, assets and opportunities.

Mistake #20

Treating marketing and sales as operational “silos.”

Corollary: Do your best to integrate marketing components into all your operational and backend processes.