

Let Your Mistakes Improve Your Marketing And Your Profits

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**By Charlie Cook**

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Have you ever sent out a sales letter and received little or no response, or put up a web site and found hardly anyone visiting it. Have you worked hard on an article only to find that few people read it and even fewer contacted you as a result?

Let's be honest; everyone makes mistakes. The difference between the winners and the losers in business is that winners recognize their mistakes and avoid making the same blunder again. Each time you can recognize a marketing mistake and correct it your marketing will be that much better.

Marketing experts got that way by working full time at making more marketing mistakes than you can imagine and then learning from them. Common marketing missteps include: Starting your marketing with a focus on your credentials, products and services instead of on client problems. Using a label to describe what you do instead of a "meme" or value positioning statement that tells prospects which problems you solve in a sentence or less. Developing a tagline, article title or web page title without taking the time to discover which words will attract your clients. Wasting time on pushing information about yourself out to prospects instead of pulling them in with ideas they are interested in. Not providing prospects with a free offer to get their contact information. Forgetting to regularly follow up with prospects. Building a web site without a clear step-by-step map of how you will attract visitors to the site, and what you want them do once they visit your site. Not having offers and strategies to turn prospects into clients and clients into repeat clients and sources of referrals.

If you've made any of the above marketing mistakes, you're not alone. But if you want to grow your business, don't repeat these blunders again and again. If you're not getting the results you want, look for a new strategy, modify your tactics and change your materials.

Strategy – Base your marketing on a clear set of principles. Have a clearly defined strategy and marketing plan. Use approaches that work for independent professionals and small business.

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Tactics – Plan your marketing so its organized and individual efforts are additive and contribute to building your business.

Materials – Make sure individual marketing pieces resonate with your target market, get their attention and move them to the action you want them to take.

Fix your marketing tactics and materials by testing ideas, keeping the ones that work and throwing out the ones that don't. If you self published a book, but its not flying off the shelves, identify the variables that could be affecting sales.

It may be the book's title, the sales letter, or the price and bonus offers. Pick one of these and make some changes. Test a different title, rewrite your sales letter, or the price and bonus offers and see what happens.

Depending on your timeline and goals, you may want to avoid making all the marketing mistakes on your own, and get expert advice from someone who has made or seen most of the mistakes before.

In the process of growing your business you're bound to make marketing missteps. The more you make, identify and learn from the faster your marketing will improve and the more clients you will attract.

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The author, Charlie Cook, helps independent professionals and small business owners who are struggling to attract more clients and grow their businesses. To get the free marketing guide, '7 Steps to Get More Clients and Grow Your Business' visit

or write

### **Are You Using the Right Form of Energy?**

**By Al Hanzal**

As we near the end of summer, here is a question I have for you, "Are you using the right form of energy to grow your business?" Are you having trouble growing your small business as fast as you want? Are you making all the right moves and still the business just inches forward? Read this article and see if you are using the right form of energy to grow your small business?

#### Head Energy

My consulting experiences have taught me there are two types of business energy. I call the first type "head energy". This is the energy that comes from wanting to do better or more with your small business. You want more profits. You want more customers. You want better marketing.

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Head energy is very powerful. It can inspire. It can achieve dreams. It can drive you forward.

Head energy also has limitations. Head energy promises fulfillment in the future. Before the future arrives you must sustain yourself along the way. If you fail to sustain the head energy, your hopes and aspirations tumble down. They become "the good idea that was never achieved!"

### Gut Energy

I call the second type of small business energy "gut energy". This energy involves your current business worries; your current business mistakes; the business issues that need fixing right now. What is decreasing your profits now? What is preventing you from having more customers now? What are your current marketing mistakes?

I call this gut energy because it sits right in your gut, churning away. This is extremely powerful energy because it is so immediate. It is right now! It calls for immediate attention. Fix the situation now!

Gut energy is not as glamorous as head energy. It is always more fun to dream about your future than to do the hard work of fixing your current mistakes. But when you want to see immediate improvements in your business, turn to your gut energy.

### 9 Common Small Business Mistakes

Here I list the 9 most common small business mistakes. Ask yourself if you are making mistakes in any of these areas. If so, you have the opportunity to find powerful energy to move your business forward. Lack of cash flow Poor planning Forgetting your customer Selling versus marketing Lacking needed expertise Misunderstanding credit Becoming an advertising victim Poor customer shopping experiences Making yourself the center of your business

If you find yourself wondering how you can use your mistakes to grow your business, you may want to request my free report, 9 Mistakes That Can Kill Your Small Business. In the report, I provide more

details about each of these business mistakes and ways to fix them. You can achieve powerful results in fixing your business mistakes. The report will help you find ways to use this energy to grow your business faster.

To obtain this free report, 9 Mistakes That Can Kill Your Small Business, send an email to [redacted] with the subject line, Free Report. The report will be sent to you via email with the report attached.

### Conclusion

Head energy is a necessary part of every small business operation. It provides the vision you need for the future. For quick and immediate improvements, do not overlook the gut energy you will find in

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fixing your current business mistakes. Your gut energy will offer a wonderful opportunity for growing your business in a fast and easy way.

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Using simple, low cost techniques, Al Hanzal has been helping small business owners improve their profits.

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