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**Overcoming Your Biggest Marketing Obstacle**

**By Charlie Cook**

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At times, no matter what you do your marketing is stuck and you're not attracting new clients quickly enough. It doesn't seem to make a difference how much time or money you put into it, its like you are driving in slow motion. You just seem to be spinning your wheels and not getting any traction to move your business forward as quickly as you'd like.

What is it that's keeping you from growing your business and your revenue?

**IS THE ECONOMY LIMITING YOUR BUSINESS?** Possibly but unlike many large corporations that get hammered by economic trends, independent professionals and small business owners don't need mass movements of clients to be successful. Most small businesses need a few hundred or few thousand clients to do very well. You just have to do a better job of marketing than your competitors to bring them in.

**IS THE LACK OF MONEY TO SPEND ON MARKETING LIMITING YOUR BUSINESS?** The most successful independent professionals spend very little on marketing relative to profits. They utilize email, referrals, and other marketing tactics to get attention, build trust and attract clients.

**IS THE LACK OF TIME THE PROBLEM WITH YOUR MARKETING?** If you run your own business, there is never enough time in the day to accomplish everything you need to do. But the people who make the time for marketing see their businesses grow.

Let's face it; your biggest marketing obstacle is you: your perceptions/ attitudes, behavior and organization.

Common problems that may be holding your marketing back: Not enjoying marketing yourself and your business. Not having a marketing strategy or plan Not integrating marketing into your daily schedule. Taking over two minutes to describe how you solve clients problems. Spending too much

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on promotional campaigns without testing your copy or inexpensive tactics first. Talking too much and not listening to prospects. Not giving away helpful ideas to prospects in order to build trust and establish yourself as the expert who can solve their problems. Not regularly contacting prospects. Forgetting to provide prospects with offers they can't refuse.

Are you stuck by your own thinking, your behaviors or your perceptions about your marketing and what is or isn't possible?

**GIVE YOUR MARKETING A CHANCE** The good news is that if you are your biggest marketing obstacle you can easily become your biggest marketing asset. Take the following steps to change your marketing behaviors and perceptions and give your marketing a chance.

**Goals** – Write down goals for your business and for your marketing. Studies show that people who commit to written goals are more successful, often making ten times as much money as those who

don't.

**Knowledge** – Leverage all you know about your business to provide prospects and clients with a steady stream of ideas they can use. In this way you demonstrate your expertise and stand out from the competition.

**Money** – Spend as little as possible on marketing, but do expect to spend money relative to the returns you anticipate. For example if you are an independent consultant and want to grow your business to two hundred or three hundred thousand dollars in revenue per year you will need to spend some money on your marketing effort.

**Time** – Schedule a meeting with yourself every week to review your marketing strategy, look at what is and isn't working and write your next ad or article. Your most important job is to market your business and then to deliver the services and products. Make sure the way you spend your time reflects this.

Get out of your own way to improve your marketing and attract more clients. Change your marketing actions and perceptions. If you don't have it, get the marketing knowledge you need and make good use of the time and money you do have. When you remove the obstacles to your marketing you'll find your business gaining traction and clients.

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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

## **Overcome These 3 Buying Obstacles And Increase Your Sales**

**By Bob Leduc**

### **Overcome These 3 Buying Obstacles And Increase Your Sales by Bob Leduc**

#### **OVERCOME THESE 3 BUYING OBSTACLES AND INCREASE YOUR SALES**

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Do you know how many sales you lose from customers who almost buy from you? Losing "almost customers" is a major source of lost income for most businesses. But few are aware of the problem and even fewer employ a strategy to prevent this unnecessary loss of income.

Here are the 3 major buying obstacles that cause paying customers to become "almost customers" ...and how you can easily overcome each obstacle.

#### **1. PROCRASTINATION**

Many prospective customers procrastinate after they decide to buy from you. The benefit they gain from using your product or service fades in their memory as time passes. Other things distract them and they soon forget about you. Procrastination converts your paying customer into another "almost customer" ...causing you to lose the sale.

You can avoid losing these sales by rewarding customers for taking immediate action and penalizing them if they do not. For example, create the best irresistible offer you can afford. Include a specific expiration date. Give your prospects the option of accepting your offer now or forfeiting it. This will motivate many procrastinators to buy now so they don't miss your special offer.

#### **2. LOW PRIORITY**

Some prospective customers don't buy from you because they place a higher priority on spending their money for something else. You can save many of these "almost customers" by motivating them to make your product or service their first priority.

One way to boost the priority level of your product or

service in your prospective customer's mind is to dramatize

the good feeling they will enjoy when they use it. For example, a financial planner can describe what it feels like to enjoy an affluent lifestyle without debt. Or a network marketing recruiter can describe what it feels like to work at home without a boss.

The irresistible offer I described above for overcoming procrastination also helps overcome the "low priority" obstacle. It motivates many "almost customers" to move your product or service ahead of other purchases so they can take advantage of your special offer before it expires.

### 3. DISTRUST

Many prospects are "almost customers" because they are skeptical of your promises. They bought things in the past that did not produce the promised results. They don't want to risk repeating that experience. Some ways you can overcome the obstacle of distrust include:

\*\* Eliminate their risk of loss. Offer an unconditional money back guarantee if your customer does not get the results he or she expects.

\*\* Prove your record of delivering what you promise. Provide testimonials from satisfied customers as evidence you lived up to your promises in the past.

\*\* Provide your customers with direct access to you in person or by phone if they have a problem. Prospective customers feel secure and are more likely to buy when they know they can talk with a real person.

TIP: Direct access to a real person is especially effective for overcoming distrust when marketing on the Internet where entire transactions can occur without any personal contact. Many online sales are lost to distrust because a web site does not provide the name of any real person or a phone number to reach a real person at the business.

You probably lose more income than you realize from customers who almost buy from you. The 3 major buying obstacles of procrastination, low priority and distrust

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cause you to lose these sales. Apply the tactics revealed in this article to overcome these 3 obstacles ...and convert your "almost customers" into profitable paying customers.

Bob Leduc is a Sales Consultant with 30 years experience in

building successful businesses. He just released a revised and completely updated New Edition of his manual, "How To Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. Email: BobLeduc@aol.com Subject: "Postcards" Phone: 702-658-1707 after 10 AM Pacific Time/Las Vegas, NV

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