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The Top 10 Marketing Mistakes You Don't Want to Make

By Susan Dunn

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1. Resting on your laurels. Just because you have what you think is a good marketing plan in place today doesn't mean it'll be right tomorrow. The pace today is so accelerated, you must stay ahead of the game. Constantly research what your competition is doing. Surf the Internet to see what's new out there.
2. Hype. Sooner or later hype will catch up with you. Being superficial and underestimating the consumer is first of all poor taste, and second of all, it's bad business. Avoid the jargon and the pat phrases and give substance.
3. Not having an R&D Team, focus group or feedback source. Test your ideas on others. There are some absolutely wonderful ads out there that people remember, but they don't remember the name of the product/company. For example, there was a great ad out awhile ago that talked about the Bank of the Northern Hemisphere. Very clever; everyone remembered it. The problem was, they didn't remember the name of the bank you were supposed to use instead.
4. Not trusting your marketing person. If you hire someone to do your marketing, hire someone you trust and then let them do their job. With 20 years marketing experience, I had many interesting jobs and some interesting job interviews. One corporation asked me, "Can you stick with a plan once it's in place?" Red flag. Any marketing campaign must be constantly monitored and you need to be able to switch on a dime. An experienced marketing person can tell what's working and what isn't. It becomes almost a sixth sense. Why would you throw good money after bad just because changing it is an inconvenience?
5. Not giving it time to work. It's an adage in marketing that if you're going to say it, say it at least 3 times. I've consulted with individuals, particularly, who send out a brochure, no one bites, they want to abandon it. Generally it takes 3 "hits." People run through their emails rapidly and delete things they wish they hadn't. Make their wish come true! Give them a second, third, fourth chance. The formula is—when you're sick and tired of it, the public is just beginning to hear it.
6. Being timid. There really is no such thing as bad publicity, and things will happen. You have to have been through this to know. Several years ago I was marketing an apartment complex and the manager miscommunicated an "early bird special." The whole unfortunate event made the front page of the local

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newspaper with stories about parents not being able to buy school clothes for their children, because 6 months later the apartment complex was filled to capacity. People remembered the name of the apartment and nothing else. Carry on!

7. Not being curious. If you have an ezine edition that had a large number of click-throughs, don't just pat yourself on the back, ask yourself why. Figure out what was different about it -- Was it on a special day? Was there something different--more graphics, no graphics? A catchy subject line? A new layout? Don't forget, you can always ask someone who clicked-through!

8. Thinking you have to pay for marketing. Use the free options liberally. Establish yourself as an expert on a subject and let the press know you're willing to be interviewed. When a national news event breaks, make it local. For instance, I'm a coach, and when 9/11 happened, I contacted the press to let them know what coaches had to offer at such a time.

9. Leaving it at home. Prosaic, but we all do it. Your business cards and brochures do absolutely no

good sitting in the office. Take them with you!

10. Following the rules. Be as thorough as you need to be. The rule is 'be brief,' but say what you need to say. One of the most effective mailers USAA ever did was a 5-page letter. Know the rules. Then break them. To thrive, you need to live and breathe marketing. Look around you all the time to see what's out there that's working and keep your own marketing strategy fresh and vibrant.

MISTAKES

By R J Farey

Don't worry about making mistakes.

Everyone makes mistakes.

Why should you be different.

The person who never made a mistake, never made anything.

Mistakes can be costly. They can also be educational.

Look upon your mistakes as an asset.

Life is a learning process. Learn from your mistakes.

Profit from them and you will not only make more money, you will also become a better person.

You must face the fact that from time to time make the odd mistake.

As long as they are not life threatening, pick yourself up, dust yourself down and get on with your life.

Just remember to not make the same mistake twice.

As I said before, "Learn from your mistakes."

Better still, learn from other people's mistakes.

There are people out there who have become millionaires working on the internet. Do you think they never made mistakes? They are only too willing to admit to their mistakes and to explain how they resolved them.

If you want to get to the top, and I presume that you do, study those who have already made it to the top. Study the way that they did it. Copy the methods of successful people. They will not be too proud to explain the problems they encountered on the way. Problems that you will surely meet as you

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progress and gain experience.

Disregard the 'overnight gurus' trying to sell you the latest get rich scheme. If you listen to them you will be making the biggest mistake of all.

The old adage 'Learn to walk before you try to run.' Holds good in any type of business venture.

The main difference when setting up a business on the internet, as against setting up a conventional business, is that on the internet there is no shortage of genuine advice for the newcomer to take advantage of.

Good advice is there for the taking. Don't disregard it just because it is free. Some of the very best things in life are free.

Just make sure that you take full advantage of them.

Relax, nothing is so bad that it can't be fixed.

Here's to your great success. Bob....

R J Farey

Bob has been on line for over five years. He loves affiliate programs because all of the technical stuff is done by the owners of the programs. Leaving him free to concentrate on the promotion side of the business. If this article has set you thinking. Take a look at:

MISTAKES

MLM Blunders

What Not To Do With Your Home Business

Let Your Mistakes Improve Your Marketing And Your Profits

Are You Using the Right Form of Energy?

Secrets Revealed Of A Successful Online Marketer – Willie Crawfo

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