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Top 10 Marketing Pitfalls

By Stuart Reid

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by: **Stuart Reid**

If you want to make it BIG in Internet Marketing you need avoid some common mistakes. Here's a list of the top ten Pitfalls that catch out beginner Marketers (and many established ones too!).

The problem is you don't realise you have fallen into one of these holes until someone points it out. Marketers tend to be stubborn and suffer from tunnel vision – hopefully these may help you kick a few bad habits...

1. Procrastination

Putting things off is a killer where this career this is concerned. You NEED a plan and some kind of time management system in place. Prioritize your tasks and keep lists of everything that needs doing. And no matter how much you don't feel like doing something just get it out of the way and NEVER leave it until the next day!

TIP: Use post-it notes. They are low-tech but work great :-)

2. Striving for Perfection

You'll likely never have a "perfect" website or product but you know what? It doesn't matter! It's important you get started as soon as you can and make your site "live". You can tweak things as you go along and improvements WILL come later – but if you try to get everything "right" before you start then you'll never start.

TIP: Update your site daily in little ways, it saves doing everything at once and the search-engines it too.

3. Wasting Money

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This one is important. Especially if you don't have money to burn! Don't get caught up jumping from opportunity to opportunity or buying everything that lands in your inbox. You'll be surprised how much you can get for free. Trust me – you don't need half the stuff you see online. Try to control your emotions and think before you buy. Write a list of pros and cons, and make sure that the product or service is essential to YOU.

TIP: Look for reviews by people without a vested interest in the product and ask questions in forums.

4. Not Spending Enough

Unfortunately you have to spend a little. It won't be much starting out, but you will need more as you grow. For a start you'll need a domain, a host, an autoresponder – but these are pretty affordable these days. The bulk of your expenses will be on promotion, usually ezine ads or pay-per-click. If you're

paying someone to create your product or you're buying resell rights then this is another expense (but you can start with free affiliate programs).

TIP: Keep your "Internet Income" separate and re-invest. You'll be glad you did later.

5. Wrong Markets

This is a tricky one. If you are dead set on conquering a certain market you could end up on a long and expensive journey that is doomed to failure. Do some research first. A so-called "niche" market is a good find but only if this niche will spend money! Other markets, like Internet Marketing, are very busy BUT Internet Marketers spend money – and the drive to make money is a strong human emotion. There's a lot of them around!

TIP: Find something that interests you and use a site like

to see how many searches

there are for that subject. High Traffic and Low Demand are your goal.

6. Lack of Growth

You must continuously grow yourself and expand your mind. Learning is essential. If you don't you'll be stuck with the same skills and ideas and you'll never even notice when you are bogged down in complacency and routine.

TIP: Put some time away each day to read a few articles and browse some sites. Learning just one new idea a day can increase your potential rapidly.

7. Doing It Alone

You can do it alone but it is harder, and without support you are more likely to fail. It doesn't have to be

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much. On-line forums, for example, are an amazing source of ideas and encouragement. And with other people, by forming Joint Ventures or starting your own affiliate program you can really leverage your efforts and do FAR MORE than you could ever do on your own.

TIP: Visit forums, messageboards and maillists. Lurk for a while until you're ready.

8. Going For The Small Money

You aint ever gonna get rich selling \$20 items. Seriously, include some higher priced goods and services in your marketing. You'll get less sales, but more profits. You won't know if they sell until you try! But don't fall into the trap of selling any old thing because you get a high commission. Integrity is important, too.

TIP: High ticket sales work better with existing customers who you already have a relationship with. Try them as a back-end.

9. Separating Life and Work

One of the biggest pitfalls when working from home is the fact that life can enroach your activities – simply because you ARE at home. Try to separate the two and have fixed times when you work, and a set area to do it. Work doesn't have to take over your life, but neither should you let life interfere with

your work.

TIP: Use a spare room or a spare corner and ONLY use it for work.

10. Be Ambitious

You won't know unless you try. Assume you can do *anything* – because you can! You may not be ready to do it yet, but don't set up mental blocks in advance. You can create your own profitable items, sell them well, and have others selling them for you. You can operate a range of websites, even host seminars, or teach others. YOU CAN.

TIP: Recognise excuses for what they are. If you need help, invest in a good self-help book.

I hope identifying these pitfalls help you look at yourself differently. Contrary to popular belief internet marketing is not an instant path to riches, but it is an achievable one.

Stuart Reid publishes Netpreneur News and maintains

and it's Members Site. To

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A Professional Copywriter Can Help You Avoid These Seven Common Marketing Pitfalls

By Heather Robson

Small business owners often make the mistake of believing that they can get by writing their own copy for their marketing materials. Even big corporations sometimes fall into this trap believing they can be just as effective handling copy development in house.

While it's true that you can produce passable copy this way, you often are missing out on better results—results that a copywriting professional can bring to your marketing efforts. And settling for lesser results means your business isn't doing as well as it could, and its marketing materials are not providing the return on investment that they should.

The main concern that business owners and marketing directors alike have about hiring a professional copywriter is cost. They fear that the cost will be prohibitive. But in most cases the copywriter's fees are minimal compared to the overall cost of the marketing campaign. And good copy can improve the success of the campaign by up to 34%.

The reason a professional copywriter can make such a difference to a marketing campaign is not only that they know how to write persuasively...they also know what common mistakes to avoid. If you're trying to get by using copy written by somebody whose main focus is not copywriting, your marketing materials could be suffering from one of these common traps.

1. Me-Centered Copy

It's so easy when you're selling a product or service to focus on that product or service. It seems like a no-brainer. But the truth is doing so can kill your response rate. Professional copywriters know to avoid this me-centered mentality and focus on the prospect instead. This shift alone is enough to make a sharp improvement in any marketing campaign.

2. No Call to Action

So many marketing pieces do a great job of getting the prospects attention. They draw them in, convince them of the product or service's merit...and just when the prospect is ready to buy, they drop the ball, and forget to tell the prospect what to do next. A call to action is a simple, but often overlooked, way to build response rate...and it's something that every copywriter worth his (or her) salt will include.

3. Selling Features

This common marketing trap is similar to the Me-Centered copy trap. Instead of figuring out what the prospect wants to know about your product (why they need it, how it will help them), it's so easy to just tell them what you know about the product. A professional copywriter will avoid this trap and focus on a product's benefits, not features.

4. No Testimonials

If your copy doesn't include powerful testimonials, your marketing efforts are missing out on one of

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their most powerful tools. A professional copywriter will always ask about testimonials. If you don't have them, they'll offer some tips for collecting them.

5. Where's Your Target?

One of the most common copywriting errors is overlooking the target market. In an effort not to exclude anyone, the copy doesn't appeal to the people it's really meant for. If your copy doesn't immediately grab (and hold) the attention of those your product or service is meant for, a professional copywriter can help your response rate.

6. What's Your USP?

Your Unique Selling Proposition. What sets you apart from the competition. And ultimately why someone buys from you. A professional copywriter will want to know what it is or will help you determine it. And they will use it to make your marketing copy stronger.

7. Don't generalize.

A professional copywriter will spend time researching the market and issues of interest related to your product. They'll always be specific with the information they convey, adding intrigue and credibility to your every marketing piece.

These are just some of the most common pitfalls that a professional copywriter can help you avoid. By enlisting the services of a professional, you can improve your marketing efforts through a better response rate and an increased return on investment.

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