Self-Employed Success Series

THE 10 BIGGEST MARKETING MISTAKES

And How To Fix Them

Passion for business™



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The 10 Biggest Marketing Mistakes & How to Fix Them

We all make mistakes. Here is how to spot marketing mistakes and correct them before they hurt your business.

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Introduction

We always want to know which marketing techniques are the best, the easiest, and yield the quickest results for our time and money. Any shortcuts to marketing are viewed with awe and respect.

Yet what can you do when you try "the best" marketing techniques and they don't bring the desired results? Do you ditch them? Or is there a simple tweak you can do that will transform them?

Several years ago, I began to research why marketing fails. So far, I've come up with 35 different reasons why marketing fails, separated into nine categories. In this ebook, I review the top 10 reasons and offer you a quick tip on how to tweak your marketing as related to the failure point.

These insights and tips will help you get your marketing back on track, and stop you from making some serious, major marketing mistakes in the future.

Mistake #1: You Don't Know What They Want



I'm going to be harsh here, so hold on to your hat.

Have you checked to see if people *want* your product or service? Are you sure?

The first mistake (and ultimately the biggest one) that small business owners make is that they fail to do adequate market research.

We get overly excited about a new idea and assume that our customers will love it, too. We ask a few colleagues or a few customers, and base our strategic business decision on the opinion of six people. Then we are bitterly disappointed when no one buys.

Save yourself the wasted time and money (not to mention the anxiety and frustration), and learn to conduct a simple marketing research project to test the waters.

Take Action Now

For more help on doing your own marketing research:

- Read my blog post, Ground Truth and the Importance of Market Research
- Listen to my free, one hour how-to audio, Yes, You Can Do Your Own Market Research

Mistake #2: You Think Copywriting is a Mystery



Copywriting will make or break your marketing success, period. But it is easier to learn than you think.

This article is for the rest of us – people like you who are *not* professional copywriters, but need good copy and good headlines for your website and email newsletters.

Six Copywriting Steps for Non-Copywriters

Whether you are selling services or products, the process of copywriting is the same.

Here are the basic six steps you will need:

1. First, know your audience. This sounds so familiar, right? But do you really know what it means and how to *do* it? Before you begin writing, close your eyes and put yourself in your audience's shoes. Ask yourself these questions:

    - ***Who are they?*** Specifically, who is your ideal customer? It's important for you to spend some time thinking about him/her as a real person, not a mass of humanity known as "my prospects." They're not a mass of faceless humans. They are real people with real dreams and challenges.

    - ***What do they want?*** This is no time to lack bravery. Do not take the simple way out and say something banal here. Instead, ask yourself what they *specifically* want and need. What are they trying to achieve? What problems get in their way?

2. Now, write a headline that promises to help them create the outcome they want, or helps them solve an important problem. Remember, the whole purpose of writing a headline is to grab their attention. You can read more about writing headlines below.

3. Next, help them to know you and trust you by honestly talking about their challenges, and how to overcome them. Give them some tips. Give them examples. Tell them a story about how you have been where they are and how you solved similar problems. Above all, educate them so that they receive real value from you. This isn't the place to fluff it up.

4. This next step is the hard part, the part where nearly everyone falls down: You have to make the offer. Tell them what you are offering and ask them to buy. Be clear and straightforward here. Tell them the benefits of your product or service, exactly what they will get, the price, and how to buy. Answer any questions you think they might have about your product or service. This is no place to be shy. If you don't believe completely in what you are selling, why should your customer? You don't need to be aggressive or manipulative; just tell them how you can help and make an offer. Trust their own intelligence that they will know if it's a good fit or not.

5. To help build your credibility, share testimonials from your satisfied customers. The best testimonials are ones that tell how the customer benefitted from your product and service. It is far better to have a testimonial that says, "I was able to create my lesson plan and teach my first class within one month of taking Karyn's program," than to have a testimonial that says, "Golly, Karyn is a great teacher." What were your customers able to ***do*** after using your service or product? What people care about is results.

6. The final step is the Call To Action. What action do you want them to take after reading your copy? Should they visit your website for more information? Click a button to buy the product or service? Call your office to schedule a time to talk? You have to tell them exactly what to do next so there is no confusion.

Copywriting is no mystery. There are some straightforward formulas that work every time. But you have to be willing to ask for the sale.

Are you ready to try these copywriting steps in your own business?

Three Headline Formulas for Non-Copywriters



The purpose of a headline or subject line is to grab the reader's attention and motivate them to want to read further. It's about getting them to stop what they're doing and focus on your copy.

If you cannot get them past the headline, the rest of your copy is wasted, no matter how elegantly it's written.

I will share 3 headline writing tips here:

1. Use numbers
2. Tell a secret
3. Use emotion

(Most of the examples below are funny, but you'll get the point.)

Use Numbers

Formula:

- _____ (number) _____ (adjective) Ways To _____ (thing they want to do or to have or to become)
- _____ (time) to Learn/Get _____ (topic)

Examples:

- 10 Easy Ways to Wash Your Dog
- 5 Exciting Ways to Make Spinach That Children Will Eat
- 20 Minutes to Learn Chess Like a Pro
- Get a Complete Personality Makeover in 10 Minutes or Less

Tell a Secret

Everyone wants to learn the insider secrets of people who have been successful.

Formula:

- My Secret Formula to _____ (thing they want to do or have or become)
- Insider's Guide to _____
- Easy Success Secrets to Create _____

Examples:

- I'm Drawing Back The Curtain and Revealing My Secret Formula to Buying Pencil Holders
- 10 Secrets Steps to Finding Online Grammar Mistakes

Use Emotion

People are motivated by only two things: to go towards pleasure and to get away from pain. But pleasure and pain can be subtle. For instance, I find it a pleasure to learn something new, to increase my mastery of a subject. So if I see a headline that promises to teach me something, I will always continue reading.

Another thing that motivates people is scarcity. If you *truly* have a limited number of items available, then telling them how many are left can get them to read the rest of your web page or email newsletter. (Don't lie to people about this, folks, they can see right through a scam.) In addition, if there is a time limit, that motivates, too.

Think about what emotion your customer wants to feel. Confident? Energetic? Free? Safe? Connected? Successful? Take a moment and put yourself in your customer's shoes. Then write a headline that speaks to their emotional needs. (Look at the photo on page 6. Who would respond to a Stop sign like that?)

Formula:

- _____ (number) Keys to_____ (topic or outcome)
- Learn _____ (topic)
- How to _____ (outcome)
- Only _____ (number) of _____ (item) Available
- You Have Done _____ , Now Try _____
- Do You Have _____ (name of problem)?
- _____ (name of problem) Got You Down?
- Do You Want _____ (name of desired item or outcome)?
- Never Be _____ Again!

(To up the motivation level, use phrases like *hurry*, *last chance*, and *only*.)

Examples:

- 3 Keys to Better Prison Life
- Learn to Buy Fresher Bread
- Only 5 Seats Available for Seat Sitting 101 Seminar
- Last Chance! Special 0.5% Off Coupon Expires Wednesday
- Do You Want a Better Goldfish?
- Find Your Keys. Find Your Children. How to Solve Your Clutter Problems.

Plain and Simple

Don't forget the basic informational headline. You don't always have to get jazzy with your headline or subject line; sometimes just saying what the article or page is about is motivating enough. What if you were to see these simple headlines or subject lines?

- 50 Percent Off All Classes
- How To Type Faster
- The Recording Is Available Now

Take Action Now

Now take these headline tips and write three possible headlines or subject lines for your next article or email newsletter. Play with them until they feel right. Then try them out and watch the results!

Mistake #3: No Follow-Up



There are some people in the world who love the challenge of "cold calling" -- that is to say, they enjoy calling people who they have never met, have never had any contact via email or phone, and asking them whether they need your product or service. Most of us aren't like that. We resist connecting with people who might reject us.

But what about those people who *do* contact you and ask about your products and services? Do you follow-up with those "warm" phone calls and emails?

Most people will make at least one follow-up phone call or email to a prospective customer. But if they don't get a response back, they often drop the whole thing. No one wants to feel like they are being a pest, right?

You have to remember two important things about warm prospects:

1. The prospect called *you*.
2. There are many reasons why a prospect might not call you back.

Let's look at both reasons. In the first place, the prospect contacted you. They *are* interested or they wouldn't have gone to the effort of leaving a voicemail or sending an email. People who take action, even these seemly simple actions, are motivated and interested.

In the second place, just because they don't return your phone call or email doesn't mean they're not interested anymore.

Think about your own life for a minute: I bet you are a very busy person and there's always something going on that needs your attention. Items on your to-do list slip off, including returning phone calls and emails. Well, your prospects are just like you! They're busy, they're time-constrained, and they've got to put out fires, first, before they can take on another task.

I have done an unscientific test over the past six months. I have continued to call and email people who have expressed an interest either in my business coaching work or one of my classes, just to see what happens. Amazing! In nearly every single case, the prospect was grateful that I took the time to continue to follow-up, even though they had not replied to me.

So why hadn't they replied to me? In short, life happened:

- A family member died and they had to go out of town to take care of funeral and house-selling tasks for a month.
- A child was preparing for a big college-entrance exam and needed a lot of extra time and attention.
- They were writing a big proposal for a prospect and they put everything else on hold until the proposal got out the door.
- They had never gotten my reply email (a spam filter had captured it).

...And any number of other reasons. All legitimate.

How often should you follow-up? Here are the rules of thumb I work with when I get a prospect call or email:

- ***First contact:*** We try to follow-up within one business day.
- ***Second contact:*** We re-try 7 days later, always via phone (darn those email filters!)
- ***Third contact:*** 10-14 days later, both by phone and by email.

In marketing and sales, being shy or lacking confidence is a killer for your business. If people express interest in you, now is the time to connect with them, repeatedly if necessary, and not avoid it.

Take Action Now

Find three warm prospects that have contacted you over the past six months, but never followed up. Send them an email or make a phone call, and ask them if they are still interested in your services or products.

Mistake #4: Blindfold Marketing

Remember the childhood game, Pin the Tail on the Donkey? You would be blindfolded, spun around three times, and a paper donkey tail would be put in your hand. Your job was to "find the donkey" and attach the tail to it, without raising the blindfold. Lots of fun!



(When you were 6 years old. Not so much today.)

In business and marketing, working blindfolded is a curse. And you've no one to blame but yourself. If you do not have a business plan or a marketing plan, you haven't answered the foundational questions, especially the ones that go like this:

- Who is my ideal client?
- Who is my target audience?
- How is my audience divided into segments?
- Where can I find them?

If you feel like you're running around in circles with your marketing, it's because you *are*! Your prospects aren't moving...but you can't find them because you can't see them. Pin the Tail on the Prospect.

Please don't tell me that you have these marketing plans "all in your head." Have you ever actually seen a business plan or marketing plan? These are sophisticated documents that take several hours (sometimes several days) to really think through. It is not something you keep in your head. Write it down.

And update it at least once a year. Times change, your customers' needs and challenges change, technology changes. You'd better keep up or you'll be left out.

If you don't have an up-to-date business plan and marketing plan, STOP marketing and get thee to thy writing desk! Learn how to write a business plan, and what belongs in a marketing plan. These are strategic documents that you cannot afford to be without.

You are capable of taking off your own blindfold. Make a commitment today to doing the homework necessary to building your business by building your foundation. It's not as hard as you fear, but it takes a bit of thinking and pondering, and a little research. You will have a happier (and more prosperous) business once you get these documents under your belt.

Take Action Now

If you have already written a business plan and marketing plan, set aside one hour to review them and make sure they are up-to-date.

If you have not written a business plan or marketing plan, use these links to learn how:

- Learn how to write a business plan
- What belongs in a marketing plan

Mistake #5: Niche Exhaustion



When it comes to marketing to multiple niches, I have two words of advice:

1. Go ahead! There is nothing wrong with targeting multiple niches. BUT...
2. Pick one and become a leader in it, then move on to the second one.

If you try to go after too many niches (target audience segments) at the same time, you will wear yourself out. It is *exhausting* and doesn't use the best of you.

When you go after too many niches simultaneously, your marketing time and money is scattered too broadly. Say for example that you want to go after "salespeople in the pharmaceutical industry" and also want to go after "salespeople in the auto industry."

There appears to be a common denominator (salespeople), but the two industries and the two selling styles are dissimilar; they represent two different *segments* of your target audience. You would have to connect with both industries simultaneously, which means you can't really focus all your time, energy and marketing money on just one segment. Scattered focus equals scattered results.

Let's get the vocabulary out of the way first: Your *target audience* is the total audience you want to serve (in this example, "Salespeople.") Your *niche* is a segment of that audience, a tiny slice of the total population that have enough in common that you can market to them effectively ("salespeople in the pharmaceutical industry").

In the section of this ebook, The Problem With Niches (below), I said that the whole purpose of choosing a niche is so you can find a central place that potential clients congregate. Find *all* the places where pharmaceutical salespeople congregate: meetings, magazines, conferences, classes...especially those that are specifically focused on the niche you're going after. Center your marketing attention on those areas first. Once you become known and recognized in that niche, then move on to other niches, or other target audiences if you really want to expand.

The Problem With Niches



Mary called me and cried, "I need to find my niche!"

She had been told repeatedly that she needed to find a narrow niche for her Life Coaching business so that she could be more noticeable among the pack of Life Coaches marketing to business professionals and managers.

But she had also been told that using words like "meaning" and "purpose" to describe what clients were looking for was over-used; all life coaches were using those terms and they had lost their power when it came to writing marketing text.

Here is my reply to Mary in regards to identifying her niche and writing her marketing text towards that niche:

Finding the Right Words

Remember, WITHIN the coaching industry, words like "meaning" and "fulfillment" are used constantly and we're used to them and don't think they're special.

However, OUTSIDE the coaching industry, people are just awakening to these words. They love these words. And people ARE looking for meaning and fulfillment in their lives. (Just because you are used to seeing those words everyday doesn't automatically make them powerless or boring.)

So you may be tired of hearing catch-words in your industry, but that doesn't mean that customers aren't still searching for those very same ideas.

If you want to know if people are interested in these words, go to the Google Keyword Tool and type in those words and phrases. You will see for yourself how popular they really are.

As a life coach, saying you don't want to market yourself using the words "fulfillment" and "meaning," is like saying you are a dentist, but you don't want to use the words "filling cavities" because every dentist does that.

Sometimes your niche isn't just what topics you talk about with clients; sometimes your niche is the combination of what topics you talk about AND the people/groups you talk to.

Finding the Right Niche

The whole purpose of choosing a niche is so you can find a central place that potential clients congregate -- so that you can get in front of them to introduce your business via your marketing techniques. You can find "professionals," or "mid-level managers," or "upper level executives" in specific industry associations, magazines, websites, newspapers, peer groups, etc.

But say you want your niche to be "Stress Coaching for Hyper Ambitious People." There is no industry association for Hyper Ambitious people...how will you locate them? It might help to think about industries that typically attract highly ambitious people and then focus on those industry niches.

Do you really want to be known as the "Hyper Ambitious Stress Coach?" (Do people really type in "hyper ambitious stress coach" into Google when they're looking for help? Almost never.) It implies that you work with only people who are hyper-ambitious, and only stressed ones at that. There are plenty of "non-hyper-ambitious" professionals who are want to achieve great things and be successful (and are stressed), they just don't go overboard into "hyper" behaviors that create unbalance.

One caveat: labeling yourself the "Hyper Ambitious Stress Coach" is great for PR. The news media loves a specialist. However, clients may not be looking for a Hyper Ambitious Stress Coach; they're just looking for help with stress, over-scheduling, high demands, work/life balance, etc. Therefore, unless you're going to get all your prospective clients via news media interviews, you might want to rethink that too-narrow niche.

One final note: Choosing a niche is not an exercise in finding a place where you have no competition. It's okay if you have competition in your niche: it shows there's a thriving market there.

Differentiation vs. Niche

If you are simply looking to differentiate yourself from your competition, then that's not done solely by choosing a niche market. Differentiation and Niche are two separate marketing steps.

Differentiation is also known as Unique Selling Proposition (USP). You will find ways you can differentiate in the No Uniqueness Anywhere section of this ebook.

- Differentiation asks, "Why would they buy from *me* versus my competition?"
- Niche asks, "Where will I find them so I can introduce myself?"

This entry in Wikipedia may help:

http://en.wikipedia.org/wiki/Niche_market

If you define your niche too narrowly, you will have a hard time getting in front of them with your marketing techniques. And along the way, you might not be following your own life purpose.

Take Action Now

List your main target audience(s).

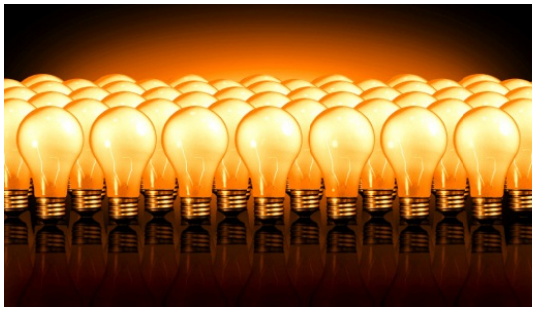
Define your niches (segments) by finding smaller subsets of similar people or companies within your larger target audience.

Figure out three places where your niches congregate so you can get in front of them.

Mistake #6: Lack of Repetition

One thing I know for sure: your customers are busy people. They see and hear your marketing message, and they may think, "Hey, that's a great product!"

Then a child (or the boss) starts to scream, or an ice storm knocks out power, or they run out of gas on the highway, and POOF! -- Instant Distraction.



Placing just one advertising message and expecting miracle sales is a recipe for marketing disaster. *Marketing is a marathon not a sprint*. It requires repetition to gain their attention. It requires repetition to RE-gain their attention once they get distracted. It requires repetition to gain their trust and respect. It requires repetition to get them to take action.

There is strength in repetition. Think about doing sit-ups. You don't do just one. You do them repeatedly because the repetition of the exercise sends messages to your body to build specific muscles.

When planning your marketing campaign, common marketing wisdom says you need to get your message out to the customer at least seven times before they'll really pay attention and act on it. If you have a mailing list of highly responsive clients, maybe two or three repetitions is enough. On the internet where distraction reigns supreme, you might need to get in front of them 15-20 times before they'll take action.

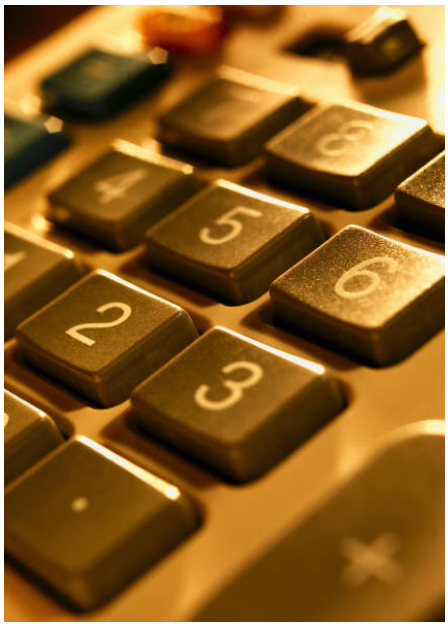
Yes, there is such a thing as annoying people with too much marketing. Daily repetition of the exact same marketing message will cause people to exit quicker than finding a skunk in a movie theater. Balanced pacing of marketing messages (say once a week or once every 10 days), plus a focus on what the benefit is to the customer, will reap rewards every time.

Whether you use email marketing, printed postcards, public speaking, or Google Adwords, repetition of your marketing message is one of the key factors in getting people to really see and hear it. It ensures that if they become distracted and forget about your message, you give them another reminder. Plan your marketing campaigns accordingly.

Take Action Now

Take a look at your marketing calendar. How often do you get in front of your target audience? Is it consistent? Is it too often? Do you mix up marketing messages with strong content/education marketing?

Mistake #7: Not Tracking Success and Failure



You *must* have a way to measure the results of all your marketing. You *must* do the numbers and compare them to your goals.

I know that most people don't want to hear me say, "Do the numbers." It's awkward. It's math. It shines a harsh light on the realities of your business.

Tracking the success or failure of a marketing technique solves the age-old question of "Which marketing techniques should I use?" Decision making is easy, almost effortless, if you track your marketing results. That's worth the effort all by itself!

For instance:

- When you use Facebook, does it increase traffic to your website?
- When you sent out your last email broadcast, did it produce sales?
- When you wrote your last blog entry, did it produce comments or link backs?
- When you did SEO on your website, did it increase your rankings in the search engine results?
- When you made your free offer, did people subscribe to your mailing list?

Never, never start a new marketing technique without having a clear idea of what result you want from that technique. Always plan on a way to measure marketing results before you start using a new marketing technique or start a new marketing campaign. It needs to be part of your planning process.

At the end of each month, look at those results and compare them to the results you wanted. Just because something produced poor results doesn't mean you should give it the heave-ho. The first thing to do it see if there are tweaks you could make that would produce better marketing results. Sometimes the simplest tweak to a marketing campaign can produce huge results. Only after repeated failure should you get rid of a technique that is not producing for you.

Tweaking the Steps Along Your Sales Path

Do you sell products and services via the internet?

Do you get the results you want?

If you didn't get the results you want, it is helpful to re-visit each step of your "sales path" to see where tweaks can be made.

For example, let's say your sales path starts with an email broadcast, which directs the reader to your website. Here are the different statistics you will want to analyze to see what's working and what's not.

- ***Open Rate:*** The open rate indicates how many people opened your email. Open rates today, on average, hover around 12-20%. However, you can also assume that 50 percent of people are opening your email in such a way that images are not shown. (When images are not shown, no image "beacon" is sent back to the email company and you cannot track that the recipient opened the email.) So if your statistics show a 22% open rate, you can double that and safely calculate that it's really closer to 44% who have opened the email. If your open rate falls below the average of 14%, then you need to re-write your email to be more informative and compelling.

- ***Click Through Rate (CTR):*** Just because someone opens an email doesn't mean they read it. (Surprise!) One way to calculate whether people are actually reading your emails is click-through rate. CTR measures how many people actually took action on what they read by clicking on a link in the email. You can track CTR either through your email system or your website/shopping cart statistics. (I recommend you use Google Analytics, if you are not already using it. It's free and it allows you to find what you're looking for.) Average click through rates are around 15-18% of emails that were opened (or around 2-4% of all emails sent).

- ***Time on Page:*** Once they click through from the email to the website page where you are making your offer, how long are they staying there? You can get this information from your website statistics. This number tells you whether visitors are actually reading the text or not. If you have too much text, people may be turned off by it. (I call it the "I'll read it later when I have time" syndrome.) Perhaps the way the text is formatted isn't conducive to reading. Maybe the headline didn't capture their attention. Maybe it's too hard to read because the font is too small. Or maybe (gasp!) it doesn't answer their questions or is not good marketing copy, and needs to be re-written entirely.

- ***Conversions:*** Once they reach your website, do they take the action you want them to? When a website visitor takes an action, we call that a "conversion." It converts them from a visitor into a prospect/lead, or even better, from a prospect into a paying customer. You can compare your website statistics with your own prospect and sales statistics to see how well your website page is converting visitors. For example, if five people call you to ask about your services after visiting your page, and there have been 50 people who visited your page, then your conversion rate is 10%. If they land on your

page, read it, and still do not take action, then there are serious problems that need to be addressed.

Every step along the sales path, from email to online purchase (or prospect phone call) is an opportunity to tweak your technique. Once you find the right combination of steps that brings the best results, you then repeat that over and over again.

Take Action Now

If you don't have it already, get Google Analytics for your website. It's a free website statistics system that will make tracking easy.

If you do have Google Analytics, start capturing your statistics for your next marketing campaign. Compare your results with the industry standards to see how you are doing.

Mistake #8: No Uniqueness Anywhere

Your marketplace is busy and often crowded. If you don't stand out from the crowd, your audience can't see you and can't pay attention to you. When you are not unique among your competitors, you don't have a unique story or unique offering, so people see you as a commodity.



The worse thing in the world for most service-based businesses is to be thought of as a commodity. It implies that you are equal to everyone else in your field, and that everyone is interchangeable and the same quality. When you're just the same as everyone else in your field, then the customer shops on *price*. Do you really want to keep lowering your prices in order to win business?

Start by asking yourself, "What sort of things make my business unique?" There are dozens of ways to be unique. Here are a few to consider:

1. your personality
2. your service offerings, packages and programs
3. your target audience, your specialization
4. your background
5. your experience
6. your skill set, knowledge and expertise, credentials
7. your availability, accessibility
8. your fees
9. your values



For example, in my business, I use a combination of unique factors:

- First, I've been a small business owner for over 30 years and have owned five businesses and sold three of them. I have worked with clients in 43 different industries. I have vast business and marketing experience to share with my clients.
- Second, I'm highly enthusiastic about the joys of being self-employed. I only work with people who are in love with their businesses and helping their customers (that's why I called my business "Passion For Business."). My personality is upbeat, positive, and inspiring. My message is one of empowerment and education.
- Finally, everything I learn for my own business, I teach to others. I have been running a school for the self-employed since 1994. I don't hold back on sharing what I know.

These factors make me unique in my industry. You can be unique in your industry, too.

Where do you show this uniqueness? Everywhere!

- Website
- Business card, brochures
- Packaging
- Handouts
- Social media sites
- Articles you write
- Speeches you give, classes you teach
- Networking
- What you wear
- What your office or car looks like (if customers will see these things)

Take Action Now

Find at least one thing about you and your business which is unique and compelling. Use it in your marketing materials to help you stand out from the crowd.

Mistake #9: Your Marketing Techniques Don't Mirror Your Goals



"I'm going nuts," one of my private clients emailed me last week. "There are so many marketing techniques, how in the world do I choose the best ones for my business, without making massive mistakes?"

Putting together your marketing plan and your marketing campaigns can be a daunting task. You hear rumors that a specific marketing technique is a "must" for your type of business, yet you wonder: Will it really bring the desired results before I run out of cash and patience?

There are over 100 internet and traditional marketing techniques. How do you choose among these 100 possible marketing techniques to find the most powerful ones for your business? Here are some things to consider.

The Purpose of Marketing

First, let's talk about the purposes of marketing. Knowing which goals you want to set for your marketing will help you choose the proper techniques. There are thousands of books and websites on marketing, and by distilling them down to their core essence, we discover there are four primary purposes for marketing:

- ***Brand Awareness*** - Helping your target audience to become aware of you and want to learn more about your services and products.
- ***Lead Generation*** - Getting your target audience to request information and/or a sales conversation with you. Also, for building a pre-sales relationship.

- ***Brand Consideration*** - Your target audience is considering buying from you or at least has included you in their short list of possibilities, along with your competitors.
- ***Direct Sales*** - Getting your target audience to purchase directly from you.

For example, you might use search engine advertising, like Google Adwords, for lead generation purposes, but it may be a poor choice for direct sales, especially if your target audience doesn't purchase that way. Knowing your audience and their behavior helps you to choose which technique will accomplish your marketing goals.

Your Target Audience

Which techniques does your target audience pay attention to and respond to?

This all depends on how well you have identified your target audience. Some audiences will not purchase directly from a business without first getting to know them (brand awareness, relationship building). If your audience buys services this way, then use one marketing tactic for brand awareness (such as public speaking), another for lead generation (such as SEO or your free offer), and a third technique for direct sales (like an email marketing or affiliate marketing campaign).

Marketing Products versus Marketing Services

If you are selling products not services, then you need a different mix of marketing techniques. Before working with me, one of my private clients tried to use the same marketing techniques to sell both her services and her products -- with poor results. People purchase services differently than they purchase products. Therefore, you need a unique marketing campaign plan for selling your services and a completely different marketing campaign plan for selling products.

Additional Things to Consider

Beyond your marketing goals, other things are important to consider when selecting marketing techniques: the specific product or service you are selling, the price point of the item you are selling, your timeline to implement this marketing campaign plan, and your budget. (Budget includes both your financial budget and your time budget.) Some marketing techniques appear to be free, when in actuality they take a huge amount of your time -- time you could be spending more productively elsewhere in your marketing or business.

There is no silver bullet. Within each major category of marketing techniques, like social media marketing, there is a plethora of specific techniques to choose from. By knowing your audience, your time and money budgets, and your goals, and testing your results, you'll eventually choose the most productive techniques that you can use over and over again.

Take Action Now

Take a look at the marketing techniques you are currently using.

How many are you using?

Which ones bring the best results based on the goal of the technique?

Do you have techniques for all four types of goals?

Mistake #10: You Hate To Do Marketing, So You Don't

Many small business owners say they "hate" marketing. How can that be? Without marketing, a small business will fail.



Here is my analogy: Marketing is like diapers. No one leaps for joy at the prospect of changing the baby's diapers, but everyone wants a healthy, happy baby, so they do the work they dislike because they want the outcome they desire.

Well, marketing is like diapers in the small business world. You must do marketing so that people can learn about your products and services. Some people love to do marketing: they see it as creative and challenging. However, many dislike doing it... hate doing it...for various reasons. Keeping your mind focused on the goal of success for your business, you will do whatever needs to be done, instead of resisting it.

In the world of coaching, when we hear a statement that doesn't quite feel right, we coach our clients by asking clarifying questions, trying to get to the core of the situation. With clarity comes understanding. With understanding comes release of resistance and "stuckness."

Let's Get Clarity and Get Unstuck:

- ***Do you feel marketing is sleazy?*** Some people are concerned that they will appear manipulative or slimy if they do marketing, and be perceived as a used-car salesman. Now be truthful: is it really likely that your audience will think that way about you? You are a smart, savvy person. As a consumer yourself, you know which types of marketing you hate to receive, and as a business owner you simply won't do any technique that makes you feel annoyed, distressed or unethical. Trust your gut: if you are turned off by a specific marketing technique, your audience probably is, too. Simply don't use those techniques.

- ***Are you uncomfortable with marketing?*** Sometimes people say they "hate" something when in reality they either don't understand it, are confused by it, or feel they don't know enough about it. Once you create your marketing plan, go ahead and take a class or buy a book on the specific marketing techniques you will be using. Every small step you take to learning more about your chosen marketing techniques -- even 15 minutes a day -- helps lead you away from confusion and more towards competency.

- ***Are you overwhelmed by the marketing choices?*** At my last count, there are over 100 marketing techniques. No wonder you are confused! How do you choose among so many? This is where a strong marketing plan comes into play. A marketing plan takes you through the thinking process of strategically choosing the right marketing techniques based on your audience, your goals and your message.

- ***Are you overwhelmed by the amount of work?*** Marketing can be very time-consuming. Consider that among the 100 or more marketing techniques available, there are some that take a small amount of time, but yield big results. Still, if you do not have the time to do your own marketing, find a virtual assistant who can take over some of the marketing tasks for you, or consider hiring a college intern to help. If you cannot afford an assistant, choose marketing techniques that fit your budget and your lifestyle.

Action alleviates anxiety. If you are feeling stressed about your marketing, get your marketing plan in place, learn about your chosen marketing techniques, and trust your gut that you will know if the yuck-factor makes you shy away from certain marketing practices.

Take Action Now

Determine where you need training. Which marketing topics do you want to study in the next 12 months? Which topics are highest priority?

Then find a class or book on that topic and commit to at least one hour per week of learning how to use that marketing technique.

Next Steps: Your Action Plan

Do not read this ebook and then put it away.

Learning is half of your job; *implementation* is the other half.

Take a moment and scan through this ebook.

What is one task you can do in the next week so move forward to better marketing? Look at all the Take Action Now items and choose one to work with this week.

Do not try to do a million tasks. Start with just one.

Then choose the next task. Then the next.

How do you choose the best task to do first?

Always start with your marketing goals. What do you want your marketing to do for your business? What's the *most important* marketing goal? Then choose tasks that work towards that goal.

Sounds too simple? It is simple: Choose a goal, do tasks that will take you closer to that goal, and track your progress regularly to see how it is working.

About Karyn Greenstreet of Passion For Business



Karyn Greenstreet is an internationally known small business coach, speaker and author with 30 years of self-employment, business, marketing and computer industry experience. She has taught personal growth and business topics to ***over 250,000 people worldwide*** and is extraordinarily passionate about helping self-employed people to create the life and business they want.

In addition to working with her private clients, Karyn runs a school for the self-employed. Students from across the USA, Canada, Europe, Australia, and Africa join Karyn weekly for classes on growing a business effectively and efficiently.

Karyn also owns **The Success Alliance** – helping you to create your own mastermind groups for success, and **Compass: Your Roadmap to Reinvention** – a website for experienced solo entrepreneurs who are asking, "What's next for me and my business?"

Karyn has been on the teaching faculty of several schools, where she taught classes in starting and running small businesses. She has written over 50 student guides on many topics: personal growth, success and motivation, marketing, business skills, and software education. She has just completed the 2nd edition of her book, **How to Create a For-Profit Mastermind Group.**

Media & Books

She is featured **Entrepreneur Magazine, the Wall Street Journal**, and in **American Express Ventures Magazine**.

Karyn is a contributing author to three books: **Streetwise Small Business Book of Lists** by Gene Marks, **Meet and Grow Rich** by Joe Vitale and Bill Hibbler, and **World Class Speaking** by Craig Valentine.

Karyn holds a Bachelor of Science degree in Business Administration and Management from The College of New Jersey, is certified in Adult Education Design and Implementation, and has done postgraduate work in Business Administration and Computer Systems.

Areas of Expertise:

- Creating Strategic Action Plans for Business Growth
- Increasing Revenue through Marketing on the Internet
- Transforming Your Business and Marketing Models
- Getting High Rankings on Search Engines

Let's Connect!

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