

\$49.00

If We All Start Out Even Then:
The Best Marketer Wins Every Time.

The 9 Deadly Sins of Small Business Marketing

1) Not Knowing Your Target Market

Who is your target market? Who are you trying to reach? Who is your ideal customer? Where do they work? Where do they hang out? What magazines do they read? How can you reach them directly? Is your advertising reaching everyone, or is it reaching the few who can actually benefit from your product or service?

My Story

As a Real Estate Agent I've spent a lot of money trying to target EVERY person who can buy or sell real estate. What I should have focused my marketing on is a specific type of buyer or seller. For example I could focus my marketing on *first time homebuyers*. How could I use target marketing to attract them? I could send direct mail to apartment complexes. I could advertise in the newspaper on the newlywed page. I could work out a partnership with a loan officer who also specializes in *first time homebuyers*. I could make a deal with a wedding shop & advertise there. The possibilities go on and on. **That's target marketing, knowing exactly who you want to reach.** I promise, it's 100x more effective than trying to reach everyone.

2) Not Knowing How Many Leads You Get & Not Knowing Your Cost Per Lead

How much are spending on marketing & how much is it costing you? If you get 10 customer leads in a month and spend \$1000 in marketing, your cost per lead is \$100. The next critical step is converting those leads into new customers. Out of those 10 leads if you only convert 5 into new customers, your cost per new customer would now be \$200. You MUST track these statistics. If you're not, your throwing marketing dollars into the wind and crossing your fingers for a good outcome.

3) Doing What You've Always Done and Not Differentiating

Recently I had a conversation with a successful attorney here in Idaho Falls. I was speaking with him about his yellow page ad. I asked him what type of ad he ran and how much it cost him. He told me he does a full-page yellow book ad & it

costs \$1500 per month. I then asked, how many clients he's gotten from the ad? He couldn't tell me exactly, but he said, *very few if any*. He's been advertising that same way for years! And to make matters worse, there is massive competition in the yellow pages. Now guess what his competitors' advertisements look like? Your right, exactly the same as his! He isn't standing out, he isn't differentiating himself. He'd be much better off advertising where his competition didn't & in a different way. If what your doing doesn't work, stop doing it!

4) Failing to Delegate Tasks

John D. Rockefeller the oil great had a saying,

“Never do a thing, if someone else can do that same thing for you.”

If you don't delegate, your business can only grow to a certain level. At a certain point your energy and hard work runs out and your business suffers. You need to focus your activities on high dollar work. **On work that brings in revenue.** On work only you can do. In my real estate business, I can delegate a lot of tasks. Instead of installing yard signs, making flyers, putting on lockboxes, previewing homes, etc. I can hire someone to do those tasks and focus my time on high dollar activities, like learning to market my business more effectively or showing houses to serious buyers. Remember, just because you're good at something does not mean it's a good use of your time.

5) Not Having Business Systems in Place

If you get a new lead on a customer, where does it go? Who takes the lead? How soon does the person call the lead back? How effective is the person calling back at closing sales? Does the leads name and address get put in a database as a customer prospect? Do you continually market to those prospects and try to convert them from a prospect to a customer? If so, how? Without effective systems in your business you're wasting marketing dollars and losing money. Systems free up time and make you money consistently.

6) Not Knowing the Biggest Problems in Your Business

Failing to address those problems. Every business has problems. What are your big ones? My biggest problem has been not continually generating leads. If I don't get leads for new customers, I don't make money. I must have leads! So can you guess where I focus most of my time? On lead generation methods. How can I get prospective buyers or sellers to call me consistently? For your business, leads may not be a problem. It could be customer retention, delegation, failing to have systems in place, or any other problem. The key is, knowing the problem and focusing solely on it until it is solved.

7) Not Advertising Effectively

Just because an ad looks pretty does not mean its effective! In today's world of graphics & animation, a solid offer and some plain text can work much more effectively than some super photo animation. What makes an ad sell? What makes a special offer work? Why do people buy? Do people buy because it's on a pretty piece of paper or do they buy because it's a great deal and a provocative offer?

*The secret to advertising is simple; **Create an irresistible offer for you customer.** That's it, it's that easy.*

8) Not keeping a customer list!

(PROBABLY THE GREATEST MARKETING SIN)

Your list is your lifeline! **Without that list you have NO customers.** You MUST build a customer list. Then, you MUST market to that list consistently. At a minimum, once a month. I SWEAR, marketing to your list is far more effective than any other form of advertising you're doing. Do monthly newsletter full of contests, ask for referrals, feature success stories and your business is sure to grow throw word of mouth.

9) Not Marketing to Your Current Customers

If you're not marketing to your current customers you are losing a huge chunk of money. They're already your customers! Keep them! Learn to generate referrals from them. Your current customer list is priceless. There are literally hundreds of thousands of dollars in customer lists.

Best Regards,

I hope you've enjoyed this report. If you're interested in **Doubling Your Business Guaranteed** please contact me:

Author Bio:

My name is Chris McBride and I am a web developer, online marketing consultant, SEO specialists and paid advertising specialist. When I'm not busy building my online businesses I speak and teach LOCAL businesses things they MUST do to be successful online without endless work. I've worked with dozen's of companies, generated millions in sales and helped clean up ineffective sales processes.

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