



3 Typical small business marketing mistakes

Making mistakes is part of the learning process. Recognising them is the first important step. Madness has been described as continuing to do the same thing whilst desiring a different result. This is like running an advert week after week in your local publication that never provides a response or reaction and doing nothing about it, whilst at the same time hoping to get a result. There are many examples like this and we are probably all guilty of some of them.

Use the following set of indicators to raise your own awareness of the mistakes you may be making.

- No plan – haphazard activities
- Too busy *doing* business to consider how to *develop* business
- Jumping from one failed idea to another without stopping to think
- Your marketing plan on a ‘post it’ note or in your head
- Untargeted attempts to generate sales
- Not really knowing what works and what doesn’t to make informed decisions
- Trying to do too much too quickly and making mistakes
- Wasting money, time and effort repeating what doesn’t work
- Poor decisions about what to invest in – believing the sales person
- Letting fear paralyse the taking of positive action
- Mixed messages with no coherent theme
- Over complicating marketing activities and messages
- Working very hard but not getting results that match the effort
- Making excuses – I haven’t got time to market my business
- Thinking that marketing is complicated – and avoiding doing it
- Relying on only one or two methods of generating business
- Suffering from feast and famine revenue cycles
- Keeping poor records of important prospects and customers
- Not really being able to explain why someone should buy from you
- Hoping and praying that business will come to you – but not taking action

If you have mentally ticked ‘yes’ that is me in any of the above you are being honest with yourself. We have all been there. You learn by first getting some awareness of what is not working. It is only then that you can start to move forward.

This book will provide you with many of the answers that you have been looking for, as well as help you to action the inspiration it gives you.