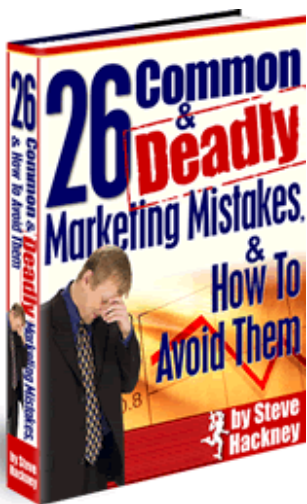


26 Common & Deadly Marketing Mistakes

And How To Avoid Them



Common Marketing Mistakes
That Are Costing Entrepreneurs
Literally Millions Of Pounds
In Lost Revenue And Profit
Each And Every Day

By Steve Hackney

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26 Marketing Mistakes That Can Cripple Your Business, And How To Avoid Them

Common Marketing Mistakes That Are Costing Entrepreneurs Literally Millions Of Pounds In Lost Revenue And Profit Each And Every Day

I see it every day. People making marketing mistakes. It's not that they're doing it on purpose. No. In fact these mistakes are being made because people simply don't realise that what they're doing is having a detrimental effect on their businesses.

Call it ignorance. Call it lack of knowledge. Lack of marketing savvy. Call it what you like. The point is that almost every business is making many of these mistakes.

Statistics tell us that 80 percent of businesses go out of business the first year they're in business. And of those that remain, 80 percent of them will not be in business five years from now. That's a scary but true statistic!

Yet, even with what seems like an almost impossible task, people still take their dreams into the marketplace with little or no planning, and with little or no regard for the harshness and cruelty of what the marketplace can bring, without proper planning and 'marketing savvy.'

In fact the success and failure of any business is almost entirely down to how well a business is marketed – and not down to how good the product or service is – or the people in the business!

This may be difficult for you to agree with at the moment, but as you read through each one of the following common marketing mistakes you'll quickly understand that 'he who markets most effectively – wins – and wins big.' That's why inferior products and services have stood the test of time. It's because they were (and are) marketed well – better than superior products and services. And that's why hundreds of brilliant inventions fail to materialise. A good product or service is nothing without effective marketing.

So what do I mean by effective marketing?

To be precise, effective marketing is the ability of the business to consistently and repeatedly get people to buy the products or services they sell and extract as much profit out of each customer over the duration of the relationship.

When you understand what effective marketing means, it's easy to appreciate why businesses all over the world struggle...

They simply haven't found a way(s) to generate a constant stream of customers and keep them buying – time after time.

This is WHY businesses fail – or don't prosper as much as they should. Sure we've all heard of the excuses...

- Too much competition
- I have to reduce my prices
- It's a poor market
- Etc, etc

But when you dedicate a large proportion of your time on effective marketing, then you make your business 'immune' to outside factors such as the competition.

Better still...

Because these marketing mistakes are so COMMON this presents a huge opportunity for you. I guarantee your competition will be making many of these mistakes. Mistakes they're not even aware of. Mistakes you can now transform into winning strategies.

By looking at the greatest mistakes people are making every day, you'll get an appreciation on why they're failing. You'll be able to spot the mistakes before they happen. And you'll ultimately be in a position to transform each mistake into a powerful marketing strategy that generates windfall profits the moment you take action!

As you read through each mistake, think about your business, and see how you're doing in each of the areas.

Some mistakes are worse than others. Some can be deadly. But if you catch them soon enough – you'll have time to act. And ACT is what you must do. If you keep doing the same thing you're going to get the same results.

If you can get control of your business and avoid making these costly mistakes, you can expect truly amazing results! That's the true purpose of this Special Report. Identify your mistakes, put them right, and skyrocket your sales and profits literally overnight!

Okay, let's get started...

Marketing MISTAKE #1

Marketing To Everyone

“You can’t be all things to all men.”

I know this may come as a shock to you, but it's true. You cannot hope to market your products or services to everyone, even if you think everyone needs them.

I'm not saying you can't be successful doing this. What I'm saying is you really do limit your potential by not focusing on select groups of people or businesses. These specific groups are called "niches."

By focusing on one or more niches you're able to connect with these people at a much higher level, and consequently you automatically gain more business.

I'm sure you've heard people say things like, "This person really connects with me, they really understand my business." This is what you do when you choose to market to these different groups.

Think about it...

What's also important to understand is that certain groups of people or businesses are more likely to want and need your products and services more than others. More importantly your niche must focus on the groups who can AFFORD your products or services. There's no point in targeting groups who want and need your products or services if many of them can't afford to buy or pay for them!

A common question I'm often asked is this – “If I limit my market won't I be reducing the chances of doing business with more people?”

Of course you will, but to succeed in today's competitive market place you need to concentrate your marketing on a smaller number of well chosen segments or niches into which you pour all your resources.

A niche market is a specific group of people or businesses that want and need your service, and can afford to pay for it!

Because you are targeting smaller numbers, the same amount of money you were previously using to acquire clients or customers, is spread across a smaller number, and therefore you have more to spend on each prospect than you would if your market was bigger. This alone makes you more successful.

In a nutshell your niche market is the segment(s) that represents your best chance of getting a good return for your marketing efforts.

These niches are critical to you.

Of course, if you focus on a smaller group you may not get the business of other people or businesses outside the target group. However, what actually happens is you increase the amount of business you receive from your target group(s) or niche(s).

This is because you are specifically meeting needs and requirements of your chosen niche. You're saying to them that, 'you are THE company that knows about their situation.' No other company specifically meets their needs in this way, and therefore you are seen as the logical company to turn to.

Here's an example to show the power of defining your market or niche...

Let's say you're a start-up business and you need an accountant. Your first choice is to look in the Yellow Pages under the 'Accountant Category.' Although there are a number of ads the first one reads...

'ABC Chartered Accountants. Tax preparation, auditing, bookkeeping, payroll services, help for start-ups, management accounts, and so one.'

The second ad reads...

'XYZ Chartered Accountants. Specialising in helping Start-Ups get their businesses running quickly, profitably and effectively.'

Which firm of accountants are you likely to choose? The answer is obvious, but it serves a good example to show how effective this strategy is – yet how widespread it is that few businesses follow this simple approach!

If you can create this bond between you and your niche market(s) I guarantee you'll grow your business to unprecedented levels. That's the power of niche marketing. By concentrating on specific groups, you can achieve very high market shares in that particular category because people automatically come to you.

You'll 'own' the market.

You are viewed as the only choice because your product or service is 'designed' to solve the specific problems of those people.

Not focusing on one or more niches is perhaps the biggest mistake people make!

Marketing MISTAKE #2

Not Having A Unique Selling Proposition (USP)

This will knock your socks off...

This is by far the most common mistake people make. Let me explain... USP is the one thing that differentiates you or your business from your competitors in the minds of your clients and prospects. Your USP is what makes the difference between having a truly outstanding business or a faltering one.

Often your USP can be found in your business – you just need to articulate it in a way that makes you stand out from the crowd. I can't stress enough how important this is to you. How can you expect your clients or customers to be able to choose you, over and above any of your competitors, if they can't quickly see what it is you do that is so unique and beneficial to them?

Outstanding businesses have been founded on a USP alone. For example, here's a very well known USP...

"Red hot pizza delivered to your door in 30 minutes or less - guaranteed."

Tom Monahan of Dominos Pizza created one of the most successful fast food businesses in the world from the strength of this USP.

Please don't dismiss the importance of USP. I guarantee your competitors are unlikely to have one. This will make a massive difference to the growth and profitability of your business.

Plus, there are other factors to consider...

If you are viewed by your clients or customers and prospects to be the same as your competitors, what do you think becomes the important criteria when they want your product or service?

That's right – price.

There's no hiding the fact that as soon as you create your USP you automatically take your business out of the "price war" and into the nirvana of higher prices/fees – and less competition!

That's the power of USP.

Marketing MISTAKE #3

Not Using All 3 'Success Keys'

How many ways do you think there are to grow a business? You may be surprised to learn there are just 3 ways. Each one of these is what I call a 'Success Key.'

You must use all 3 to successfully grow your business. If you do I guarantee your business will reach or at least get very close to its potential very quickly.

It is my estimation that you are only using one or possibly two of these Success Keys (and these could be improved significantly). Here they are...

The 3 Ways To Grow A Business

'3 Success Keys'

- 1. Lead Generation - Getting more qualified leads**
- 2. Improving Sales Conversion Rate**
- 3. Re-selling to existing customers, which includes:**
 - Increasing Average Sales Value**
 - Increasing the Number of Purchases**
 - More Referrals from Customers**

There are numerous proven strategies you can apply to massively improve each of these 3 key areas, and by combining the power of each multiplier you have the ability to grow your business to heights you never thought were possible.

Marketing MISTAKE #4

Launching Into Your Sales And Marketing Without Preparing

“If you fail to prepare you’re preparing to fail.”

Nothing could be more true with sales and marketing. For example, I could show you literally hundreds of different sales letters sent by businesses, which are so poorly written it would be a miracle if a response was generated.

This is the norm.

It is extremely rare that you see any sales letter or other marketing tool even close to average in standard. The sole reason for this is lack of preparation.

Your sales and marketing are your “building blocks.” You must build them step-by-step, piece-by-piece. This does take time initially but the rewards are astounding if you take the time to get them right and include all the important elements that are necessary to achieve success.

I don’t care what product or service you’re selling you need to go through the same preparation as the next person. The one difference is your content – the stuff that makes you unique. But every good sales letter has a headline, a P.S., testimonials, a strong offer etc. The same can be said about any other marketing tool you choose to use. Each needs to be prepared in the same way. And each will be much improved if only people took the time to prepare.

I have a sporting analogy to explain this point further...

I used to play professional rugby for Leicester Tigers - one of the most successful rugby teams in Europe. Prior to each match on a Saturday afternoon, we would train 10 to 12 times between Sunday and Friday.

We would watch numerous videos on our opponents. We would discuss tactics, which were closely aligned to our strengths and also focused on our opponent's weaknesses.

We had strict diets. We were told what we could drink and what we couldn't drink. And we were told when to rest and when to sleep.

Marketing MISTAKE #5

Only Using A Small Number Of Marketing Tools

It amazes me that people come to me and say things like, “I’m just not able to grow my business. I’ve tried lots of things, but nothing seems to work.” The first question I ask is this, “How many marketing tools are you using at the moment?”

I think you can see where I’m going with this. The reply often goes something like this...

“well we do some Yellow Pages advertising and send some letters out.”

Now I’m not saying you can’t have enormous success just from using the likes of Yellow Pages advertising and sales letters, but just think what you could do if you used 5, 10, 15, 20 or more marketing tools to grow your business? What effect would this have if each marketing tool was working and returning a profit for you?

This is how you create multiple streams of income. I’ve identified dozens of proven low or no cost marketing tools/strategies that can be applied to your business.

I wonder how many you’re using right now?

Marketing MISTAKE #6

Not Having A Sales And Marketing System

I have yet to walk into any business and find a sales and marketing system in place. What I see repeatedly is haphazard marketing followed by ineffective sales. This is caused by the omission of any structured systems or processes.

It may surprise you to learn that sales and marketing need to work hand in hand. Both are reliant on each other. To succeed in today's highly competitive market place you must see your business as a "sales and marketing machine."

Even if you are the number one expert in your field with the best service or product imaginable, you will never achieve the rewards you deserve unless you master sales and marketing.

I'm sorry but it's true.

As I mentioned earlier, inferior products and services are thriving because the business is capable of being able to market and sell effectively. Conversely superb products and services are failing for one reason and one reason only – the business is poor at the sales and marketing functions.

Why have a sales and marketing system?

Good question.

It's quite simple really. Marketing is all about generating qualified prospects/leads for your business. Sales is all about converting these prospects/leads into clients or customers, and then maximising the profit from each client or customer.

There are several set stages every business has to adhere to in order to maximise the effectiveness of both sales and marketing. No matter what product or service you sell you must have these stages in place.

I know you might think your business is different. Don't we all? But let me ask you two questions...

Do you need profitable clients or customers?

Do you need to keep them once you've got them, and keep them buying more from you?

You see every business is the same. They need a steady supply of clients or customers, and once they've got them, they need to keep them and maximise profit throughout the duration of the relationship.

Marketing MISTAKE #7

Using “Institutional” Advertising

I would say 99% of people still use this technique. Institutional advertising is advertising that doesn't ask for a direct and instant response. It is characterised by ads that have the company name as the headline at the top of the ad... Very little copy on the ad... A list of products or services provided by the company... Lots of white space... No incentive to call now... etc.

Pick up your Yellow Pages Directory and go to any page. You'll see this type of ad all over the place. I urge you to stop this now. You are losing thousands of pounds.

Institutional or image advertising is fine if all you want to do is promote the image of your company, your products, or the services you offer. But let me tell you – image itself doesn't generate sales!

And when you consider the fact that your clients or customers and prospects really don't care about you, your business or what you sell – image or institutional advertising is a complete waste of money.

Always remember this...

People don't buy your product or service – they buy the result. They buy 'what's in it for me.' They buy a solution to their problem(s).

It's true that institutional or image advertising can help build “brand-awareness.” And that's okay for large corporations such as Coca-Cola, that have multi-million pound advertising budgets (having said that, these companies would prosper even more if they used direct response advertising). But most small or medium size businesses simply cannot afford to spend their hard-earned money like this.

What would you prefer...

Advertising that generates sales, almost immediately (direct response), or advertising that builds your name awareness or 'brand' (institutionalised advertising) in the hope that sometime in the future someone who wants your product or service remembers your ad and may or may not decide to buy from you?

Do you really have any option?

Consider the two adverts on the following pages. Both ads are promoting the same product. Both ads cost the same amount of money to place in each print trade magazine. Compare the two ads. One ad is a 'traditional' institutionalised ad the other a direct response ad.

Which ad do you think generated £1,500 worth of sales and lost money, and which ad is still working today – 3 years after it’s first placement having so far generated in excess of £1,000,0000 (one million pounds)!

As you can see, the direct response ad shows the reader the benefits of the product and explains the steps she must take to get the ‘Information Pack.’

It’s written to give enough information to elicit an immediate response. To send in the coupon, or to pick up the phone and call for the information. Each ad is accountable, measurable, and tracked to ensure the ad is running at a profit!

And this is just one example of hundreds I could show you that have generated millions of pounds for the advertisers. Every one of these ads are direct response ads. NONE are institutionalised ads! Hopefully that’s enough to make the point!

I guarantee as soon as you start writing direct response adverts (i.e. those characterised by powerful headlines, large amounts of copy written in a very personal style, cluttered ads, a reason to call now, a free bonus for calling (special report etc) etc...you’ll increase your responses many times over.

Break from tradition. Start writing ads that give you a fast and immediate response, that you can monitor and assess in terms of cost and return. You’ll save money and make much more money by following this advice!

Now you can save thousands of pounds each year and improve the quality of your work...

"They Laughed When I Put The Tri-Creaser On My Folding Machine, But When They Saw The Results..."

"It's so frustrating. Even the so called leading manufacturers haven't come up with a creasing device that eliminates cracking on many materials.

And we have to cut some of our folding and creasing. It costs us thousands each year as well as loses and hours each week."

Have you heard yourself saying the same things? Despite all the technological advances we're making - no-one has solved the age old problem of fibre cracking. Okay some machines work 40-50 percent of the time - but is this good enough?

The Solution: A Simple And Very Effective Device

I agree it's unacceptable. So about two years ago I decided to do something about it. After 18 prototypes (yes, I don't give up easily) I finally achieved my goal. I created the "Tri-Creaser" - a rotary creasing device that **totally eliminates fibre cracking** on materials ranging from 150 gsm to 350 gsm.

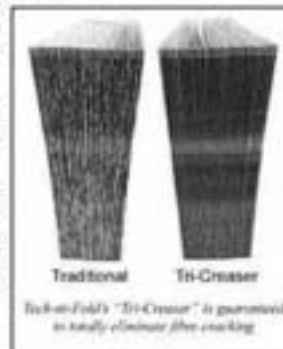
Already **hundreds** of printers and print finishers are benefiting from using the Tri-Creaser. Here's what a few of them have said...

"Your Tri-Creaser is simple - easy to use, and works on a wide variety of stocks. It has saved me some £100 - £200 per week."
Mr J Colic, **Eden River Press Ltd**

"The Tri-Creaser is simple to use with 100% quality. On average it saves us £30,000 per annum."
Mr B Tucker, **BRG Print Finishers**

"The Tri-Creaser is very straight forward - operator picked it up quickly, 80% of our scoring is now done in house."
Mr D Vokins, **Isaacs Printing**

As you can see the Tri-Creaser is achieving **stunning** results. And we have literally hundreds of comments like these from other customers all over the world!



"Secret" Creasing Agent Is The Key

So why hasn't anyone made this "discovery" before?

That's simple really. The Tri-Creaser uses a "secret" specially formulated creasing agent that stretches the fibres (doesn't crush like all other methods). Therefore fibre cracking just isn't "allowed" to occur.

You're now probably thinking, "Great, no more cracking, but I bet it takes ages to set up!" Here's the really good news...

Takes Just A Few Minutes To Set Up

The Tri-Creaser takes just **minutes** to set up even by inexperienced operators. In fact the Tri-Creaser takes the skill out of quality creasing operations, so no one needs any training.

The operator is given **simple instructions** on how to adjust the settings to the stock thickness. All this takes is just a few minutes! Better still...

Attaches To All Popular Folding Machines

The Tri-Creaser attaches to all popular makes of folding machines such as Heidelberg, Stahl, and MBO.

Here are some more important benefits...

- **The Tri-Creaser doesn't need demonstration.** It will start saving you time and money the moment you open it.

- **All the settings (3 creasing widths, and 2 deep settings) are built-in to the design** so the Tri-Creaser is like having a very specialised operator working tirelessly for you, hour after hour, day after day, week after week - without the cost.

- **The Tri-Creaser will crease as fast as your folding machine can run.** It is 100% effective even over 25,000 sheets per hour!

- **You'll never have to outsource straight creasing jobs again.** Massive savings in time and money!

- **Superb for normal section work**

- **Excellent on digital stock**

- **Pays for itself on average between 1 and 3 job runs.**

The Tri-Creaser also comes with a unique money back guarantee.

I'm not asking you to order today. Send for our **FREE "Tri-Creaser Information Kit."** I'll give you all the details. Only then do you have to make up your mind.

Call us now on **0116 2751440** or complete the coupon below and post it to us at the address below. Do it now. You really will be surprised at the vastly improved quality of your creasing work as well as the savings you'll make!

Yes! Please send me your **FREE Tri-Creaser Information Kit.**

Name: _____

Company: _____

Address: _____

Tel: _____

Send To: Tech-in-Fold Ltd, 7 Elliot Close, Whetstone, Leicester, UK LE8 9QX. Tel: +44 116 2751440

www.perfect-print-finishing.com

Marketing MISTAKE #8

Failing To Use Testimonials

Let's be honest - selling isn't easy. Unless you convince your prospect your product or service will give them the result they're seeking, you won't get the sale.

And what you say is often taken with a pinch of salt. After all we're all sceptics these days. So how can you almost instantly prove to the prospect you can deliver on your promises?

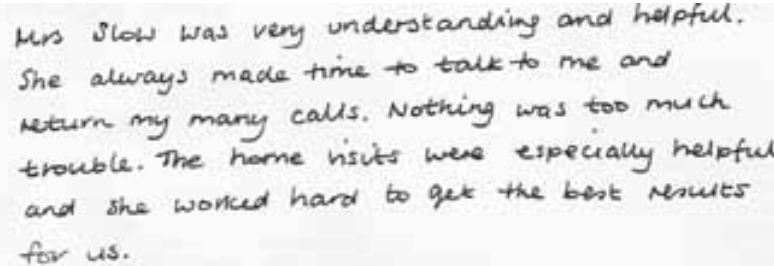
It's actually much easier than you may think. All you need to do is use client or customer testimonials.

Again I can't tell you how often I see businesses trying to sell and market their products or services without the use of testimonials. You make your life very, very difficult if you don't use testimonials. Testimonials have the power to get clients or customers by the handful.

Take a look back at the direct response ad on the previous page. Notice how much credibility the testimonials add to the sales copy. Notice how believable the 'story' now becomes. Without testimonials this ad would have been no-where near as successful.

And don't think 'my customers won't give me testimonials.' For example, my unique 'Testimonial Gathering Letter' **ALWAYS** works.

Here's a simple example (the legal firm thought their clients wouldn't send in their testimonials because of the sensitive nature of the work they do)...



Mrs Slow was very understanding and helpful. She always made time to talk to me and return my many calls. Nothing was too much trouble. The home visits were especially helpful and she worked hard to get the best results for us.

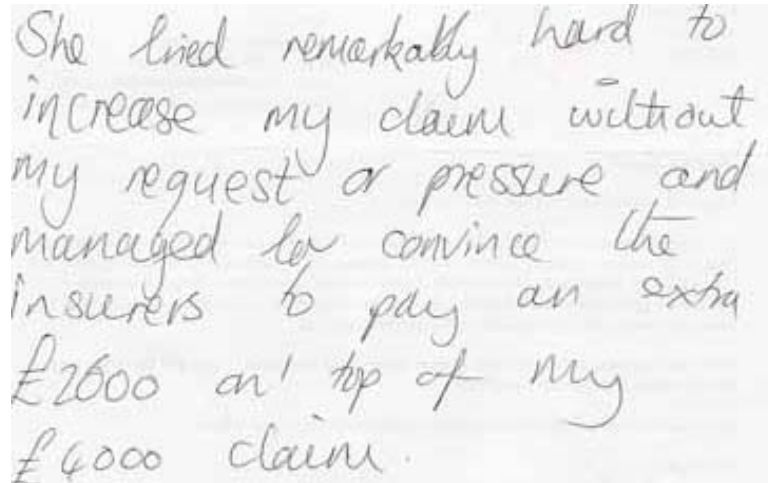
Notice the number of benefits in this one testimonial alone...

- Understanding and helpful
- Took time to talk
- Returned many calls
- Nothing was too much trouble

- Helpful home visits
- Worked hard to get the best result

If you were looking for a personal injury lawyer, don't you think this testimonial would make you believe this firm would do all they could to get you the best possible result?

And that's just one of dozens they got, many with the damages amounts given, just like this one...



(Please Note: Each testimonial when shown includes the full name and partial address of each client, although I've omitted them here for obvious reasons)

You can't have enough testimonials. Place them in all your marketing communications. Place them in every place where your prospects will see them – in your offices, in your reception areas, on your walls. Blow them up and parade them. You'll see an immediate and noticeable difference in your sales and profits once you start using testimonials.

Marketing MISTAKE #9

Not Having A Risk Reversal Or Guarantee In Place

Listen to me carefully... If you put in place a powerful risk reversal or guarantee tomorrow, you'll be staggered by the success it achieves for you in the coming days, weeks, months and years.

As you know, the benefit of your product or service is gained after the sale is made. Sometimes this can be days, weeks, months or even years after the first sale was made. This in itself places an enormous risk on the shoulders of would be clients or customers. It's this risk that often prevents them from buying.

However, if you lower or eliminate the risk, then the natural consequence is people will be more inclined to buy from you.

That's the secret of creating a powerful risk reversal.

Your risk reversal is nothing more than a simple method that takes the 'barriers' away from the prospect, and ensures they keep progressing towards the sale.

As soon as you add a risk reversal or guarantee to your business you...

- Remove the risks, gaining more clients or customers
- Automatically differentiate your business from your competition
- And, your prospects will value your products or services much more, because they'll automatically assume your product must live up to expectations or you must be excellent at delivering your service (why would you offer a guarantee if your product or service wasn't great?).

The result is a BIG increase in sales, and an avalanche of new clients or customers!

The ultimate is to guarantee the result or main benefit of your product or service and add a 'penalty' should your service or product fail.

Here's how it looks...

Perfect Guarantee = Guarantee the result or benefit of your product/service + Penalise your business if result not achieved

Here's a simple example of how risk reversal works:

A man wants to buy a puppy for his daughter. He responds to two ads in the local newsagent window. He examines the first puppy and it seems ideal in temperament, and looks. The man says to him, "If the dog isn't right for your daughter, bring it back in one week and I'll give you your money back."

Clearly he appreciated the value of risk reversal but he didn't fully understand it!

The man then goes to look at the second puppy...

Again it seems ideal in temperament, and looks. Only this time the owner says, "Your daughter is obviously looking forward to her new puppy and it's important that she's totally happy with it. Please take the puppy, let your daughter play with it, look after it, and get to know it. If after three weeks the puppy is perfect for her, pay me for it. If not, just bring it back and owe me nothing!"

Now this man really understands risk reversal. First he extended the "trial" period. He knows that his puppy is a good dog. He also knows after three weeks the puppy and girl will be inseparable. He totally reverses the risk.

You also need to understand this...

The company that reverses the risk, automatically gains competitive advantage and wins more business – in fact much more! This competitive advantage is very significant when attracting new clients or customers to your business.

I saw the following risk reversal when I went to the United States a few years ago. I think it's one of the best I've ever seen. It's from a pest control company called BBBK. Their guarantee is aimed at hotels and restaurants:

"You don't owe one penny until all the pests on your premises have been eradicated...if you are ever dissatisfied with BBBK's services you will receive a refund for up to 12 months of the company's services...plus fees for another exterminator of your choice for the next year.

If a guest spots a pest on your premises, BBBK will pay for the guests meal or room, send a letter of apology, and pay for a future meal or stay...and if your facility is closed down due to the presence of roaches or rodents, BBBK will pay any fines, as well as all lost profits, plus \$5,000."

Although I don't know for certain, it's easy to **assume** several things about BBBK from this guarantee:

- They are very good at pest control.
- They understand the concerns of their clients with regard to hygiene.
- They are very successful at attracting new clients!
- They are probably providing very similar services to their competitors. However, they understand risk reversal and their **profits** I'm sure will reflect this!

Hopefully you now have a basic grasp of risk reversal and what it can achieve for your business. If you've given any thought to the strategy one question may be entering your mind...

"What about people taking advantage of my Risk Reversal, won't people try to abuse what I'm offering?"

The key of course to successful risk reversal is this – if you offer a good product or service then you have nothing to worry about.

Unfortunately I cannot say no one will ask for a refund or for their money back (or whatever your risk reversal states). What I can say is that for every one of these, you will attract many many more prospects and clients or customers by simply offering a risk reversal in the first place.

Don't worry about this. Your risk reversal strategy is usually the one thing that tips the scales in your favour. Because you offer risk reversal your prospect thinks and assumes the following things about you...

1. If you're offering this risk reversal guarantee, you must be very good at what you do
2. You must be 'stupid' to offer such a guarantee if you were poor at delivering your promises
3. In the prospect's mind your risk reversal has 'proven' to him or her that you can give them exactly what they need.

Marketing MISTAKE #10

Not Keeping In Touch With Customers And Prospects Once A Month

Let me ask you a question. How often do you keep in touch with your clients or customers and prospects? If your answer is less than once every month, then you're missing out on an untapped goldmine.

You must keep in touch with your clients or customers because...

- You want to keep them for as long as possible (increase the duration they remain clients or customers)
- Get as much profit out of them as possible (by selling more of your products and services to them, and other complimentary products and services from other suppliers – known as 'endorsed relationships').
- Marketing and sales is all about timing. Just because someone isn't interested in buying your product or service today, doesn't mean they aren't going to be interested tomorrow.

Let me explain this further...

Let's say that at the moment you're really happy with your car. You've got no intention of changing it. Therefore every advert, every mailing or any contact you have with a car dealer or car manufacturer is wasted on you.

Letters go in the bin without a second thought. You pick up your newspaper when the adverts come on TV. You simply aren't interested. And nothing will prevent you at this stage from even considering changing your car.

However 3 months later your circumstances have changed. You need to do more travelling and so you decide it's time to look for a more suitable car.

Now every mailing, advert, or communication to do with cars is instantly given attention by you. You're "in the market" for a new car, and you develop an insatiable appetite to find out as much as you can about the cars which would suit you best.

This happens every single day when people are buying products and services. If you don't keep in touch regularly with your prospects you'll never get "lucky" with the timing (this is also known as 'the moving parade' – people move in and out of the market depending on various circumstances).

Marketing MISTAKE #11

Not Converting The Features Of Your Product Or Service Into Benefits

You've probably heard this a thousand times. Everyone knows they should talk about benefits and not features yet everyone persists with selling features.

Remember, people don't buy what your product or service does (features), they buy the result – or the benefits of your product or service.

This is a well known sales technique that's been around for literally centuries. It's a basic fundamental principle, yet people still don't effectively communicate the benefits of the product or service they sell.

But what really counts is communicating the benefits your product or service provides over and above your competitors. Now you're building up a massive competitive advantage. By 'stacking' each benefit on top of each other ('Benefit Pile-Up') you create so much desire that your prospects find you irresistible, and are almost 'forced' to buy from you rather than your competitors.

Please note: Communicating your benefits is in addition to formulating your USP – see Marketing Mistake #2

By the way, converting your features into benefits is so easy to do. The best way to do this is to get a piece of paper, draw a line down the middle and write 'Features' on the left side and 'Benefits' on the right side.

First let's take a simple 'product' to show you how easy this is.

Here are 4 features and the corresponding benefits of a desk top hole punch (if we can get four benefits out of a very basic inanimate object you should be able to get at least the same amount for your product or service!)

Feature	Benefit
Hole punch is made of hardened steel	It will last forever. You will never have to buy another one as long as you live.
The base has a plastic cover	The base collects all the punched out paper, which ensures your desk stays clean no matter how often the punch is used.

Feature	Benefit
The base is removable	Once the punch is full you simply clip off the base and place the excess waste into your bin. Easy to empty and it leaves no mess.
The punch has a plastic guide for your paper	Simply adjust the sturdy guide to the size of paper you want to punch. You get perfect results every time.

Here's a similar exercise for an accountancy practice...

Feature	Benefit
Free advice line	You can get proven business advice without paying for it!
A selection of services	You choose the services that suit your specific circumstances – therefore you only pay for what you need and want. There's no waste!
Open late on Wednesday's	Come and see us after work for no extra charge. Perfect if you're very busy or you just can't get out of the office through the day. We make it easy for you!

Do you see how easy this is?

This simple act of defining benefits adds so much power to your sales and marketing you'll wonder why you didn't do it sooner.

Marketing MISTAKE #12

Not Charging The 'Perfect Price' For Your Product Or Service

I can say quite confidently that you're not charging the right price for your product or service. Pricing is the quickest and easiest way to grow your business with massively increased profits.

Now correct me if I'm wrong, but here's how most people go about pricing their products or services (I'm sure you're no different) ...

1. You look at what your competitors charge (many people don't even do this simple step!)
2. You decide 'where' you want your customers to view you – are you 'low priced,' 'middle of the road,' or 'high end'?
3. You then price your product or service based on the results of the two scenarios above

This is what's known as 'price positioning,' and to a certain extent it does serve a purpose, but what it means is you base your own prices on where you see yourself positioned in the market in relation to what your competitors charge. You might be saying to yourself, 'well that's fine – isn't that how I should be doing it?' WRONG!

This is a huge fundamental mistake. People rarely buy on price. Sure there is a small percentage of people who buy the cheapest, but this is a minority. What people are buying is based on 'VALUE.' And 'price' and 'value' are two very different things.

Let me explain...As a rule, people automatically value your product or service more if you charge higher (unless it's viewed as a commodity). The opposite is also true!

This may surprise you, but think about this simple example...

You go to two different restaurants on two different nights...

The first restaurant has a low priced menu. Although you may think "great a cheap meal," you will start having some doubts about the quality of the food and the service – even before you enter the restaurant.

You keep these doubts hidden until you wait ten minutes to be greeted. You pass this off as "one of those things," but your doubts are starting to come to the fore.

You are seated at your table. The table is still dirty from the previous diners. The waitress comes and takes down your order. She has to keep asking you to repeat what you wanted. You really are now worrying. Not surprisingly your order comes and it's all wrong, and so on.

The point here is as soon as you saw the menu the doubts started, purely because the price was low. If you'd had a good experience then you'd be surprised and you'd definitely go back. The second point here is this – the restaurant should charge more if they serve you well and you have an enjoyable experience (the value is greater!).

The second restaurant you go to is different – very different. The menu is very expensive. In fact you've never been to a restaurant with prices so high. However you automatically think, "it must be good if they charge these prices."

As long as you are treated exceptionally well and your food is excellent, you would never quibble about the bill. The point is that as soon as you saw the prices you perceived the restaurant to be good even before you entered!

If you'd had a bad experience you'd never go back and pay those prices. The point here is this – although the restaurant charged high prices, they demonstrated to you with their service and food why they charge high prices. In other words the **VALUE THEY PROVIDED AT THE VERY LEAST MATCHED YOUR EXPECTATIONS.**

It's exactly the same with the prices you charge. If you charge too low, your prospects will automatically think you can't be that good. On the other hand if you charge high prices you'd better make sure your clients receive excellent value from you – because that's what they'll expect.

Ultimately what I'm saying is that you cannot determine how much people are prepared to pay – you must let your clients or customers decide what the perfect price is. You could be lucky and get the price right, but the odds are stacked against you.

What you're looking for is a price point that gives you the biggest **PROFIT** (not revenue!), over the lifetime of the relationship.

The only way you can come to this 'perfect price' is by testing. In simple terms this means having one price for the first 10 customers, another price for the next 10 and another price for the next 10. You can then calculate which price generates the greatest profit. That doesn't mean the highest price automatically wins. What you may find is that more people buy at a lower price, which means you make more money because you get more clients or customers.

The Ultimate Principle On Value And Price

What I hope you've gained from this so far is that as long as you provide excellent value – people will flock to your business and pay you handsomely for the privilege.

Often many people make the mistake of thinking that price is the main issue in the mind of their prospects or clients or customers.

But what they're missing is that if everyone is viewed by the prospect as 'the same' – i.e. companies don't take the time or effort to differentiate from others and add considerable value, the only way they can choose is based on price.

But when you add so much value to your business – substantially more than your competitors, you leave the prospect with little choice. And often they'll pay you much more than anyone else. Why? Because you've added so much value!

Also when a client or customer decides to leave you and turn to one of your competitors, often they'll say, 'Your price/fees are too high.' What they're really saying is this...

'Your products or services are not worth what you charge. I'm just not getting value for money!'

There's a big difference!

If you add so much value to what you offer, people are prepared to pay much more for your product or service. I appreciate some won't. Some people are only after the best and cheapest deal they can find. But let me ask you these questions... "Are those people the sorts of clients or customers you want?" Are they likely to stay with you long?

Hopefully you answered "no" to both questions. You'll be amazed at what you can charge if you start adding value by offering things like risk reversal, bonuses, extra support and so on.

Here's a great example...

One of my clients is a professional wedding and portrait photographer. When he first met me he was charging between £350 and £450 for a wedding. After just 12 months he now charges a minimum of £2995 right up to £4,995 for his weddings. All he's done is add value to his services.

Build extra value and you'll be surprised how high your 'perfect price' climbs!

Marketing MISTAKE #13

Not Testing Your Marketing Tools Or Using The 'Minimum Risk Formula'

I have yet to come across a business that tests their marketing campaigns. Here's what I mean... Let's say you decided to send a sales letter to your target or niche market. You've bought a list that has 10,000 names on it.

You're certain that out of 10,000 you're going to get many orders, so even though sending 10,000 letters costs you well over £5,000 (postage £2,000, the list £1,250, fulfilment (printing and packing) £2,000), you have to do very badly to NOT make a profit.

You then sit back and wait for your windfall. Unfortunately the response was just 0.1%. You received just 10 orders at £500 each, and each order has a 50% gross profit.

That means based on this first order you made a loss of £2,500

Now depending on the amount of profit you can extract from these new customers over the lifetime of their relationship with you (lifetime value) this could be either awful or very good for you.

However, I've seen several businesses go out of business using this approach because they were so sure their product or service would be sold by the bucket load, only to find that people simply weren't interested. This approach is very risky and will never yield the sort of results you can expect when you start TESTING.

This is where it gets interesting...

When you test you automatically apply what I call 'The Minimum Risk Formula.' That means you limit your financial exposure whilst maximising your return (isn't that what we all want?).

Using the same example above, here's how it works...

Instead of mailing everyone on the list with one sales letter, you mail just 3,000 people. And instead of using one sales letter you send 1 version to 1,000 people (selected randomly), another version to the next 1,000 people, and a third version to the final 1,000 people.

You've now got 3 tests running against each other.

The key is this...

Since you know that a headline change can increase response by 500% or more, you keep the same letter except the headline is different on each version. Here are the results...

Headline 1: 1,000 sent. Response 0.2% (2 sales at £500)

Headline 2: 1,000 sent. Response 1% (10 sales at £500)

Headline 3: 1,000 sent. Response 0.6% (6 sales at £500)

Now that looks better. Headline 2 returned 10 sales. This headline and letter now become your 'control' so you mail the last 7,000 names on the list and now here's what you get...

Headline 2: 7,000 sent. Response 1% (70 sales at £500)

From the same list of 10,000 your testing enables you to generate 88 sales (2+10+6+70) generating a revenue of £44,000 and a profit of 22,000 against a loss of £2,500 (without testing).

Also let's say that even after testing your figures looked awful – you made a loss. At least you can cut your losses right now. You'll have saved 70% of the costs you would have spent if you'd mailed 10,000 people in the first place!

That's what testing can do for you – it maximises your return and minimises your losses!

Here's a true life example (these headlines were ones we tested for the direct response ad you saw previously)...

Headline 1: Revolutionary Creasing Device Totally Eliminates Fibre-Cracking, And Takes Just Minutes To Set Up – Even By Inexperienced Operators

Headline 2: They Laughed When I Put The Tri-Creaser On My Folding Machine, But When They Saw The Results...

Headline 3: The END Of Cracking Problems

Which headline do you think pulled an extra 350%, and has been used in ads for over three years to generate well over £1,000,000? (answer is on the ad on page 19).

And here's another simple example showing the virtues of testing...

On the next page are 2 small ads for a restaurant. Which ad do you think worked best?

Ad - 1

**“Who Else Wants
A Night To Remember?”**
**FREE Offer To Those Who
Care About Fine
English Cuisine...**

If you enjoy eating out and understand that good quality cuisine is worth paying for - **this is** for you...

Book a table for 2 or more people in the next 7 days and we'll give you a **complimentary bottle of house wine**

There's no strings. We just want you to give our superb restaurant a try.

And what if you don't agree your evening was one of the most **enjoyable** evenings you've ever had? Easy. We don't want you to pay us a single penny.

That's how confident we are that you'll have a **great** meal and a fabulous evening! I guarantee you'll be delighted you chose us.

What's more our family owned restaurant

has the following specialities...

- Unique table layout - a mixture of private intimate booths, and party tables seating up to 40 people
- Exclusive private dining room for up to 12 people
- High quality fine English cuisine
- Comfortable bar area
- Extensive wine list from all major producing areas
- Award winning chef

To take advantage of this free offer please call us now on **01530 411116** and quote the code **ATI**. Thank you. I promise you'll have a **wonderful** evening and a delicious meal!

The Pump Room
12 Bath Street, Ashby de la Zouch, LE65 2FH.
Tel: 01530 411116 Fax: 01530 415111

Ad - 2

**“How You Can Get A FREE
Bottle Of Wine Worth £15”**
**FREE Offer To Those Who
Care About Fine
English Cuisine...**

If you enjoy eating out and understand that good quality cuisine is worth paying for - **this is** for you...

Book a table for 2 or more people in the next 7 days and we'll give you a **complimentary bottle of house wine**

There's no strings. We just want you to give our superb restaurant a try.

And what if you don't agree your evening was one of the most **enjoyable** evenings you've ever had? Easy. We don't want you to pay us a single penny.

That's how confident we are that you'll have a **great** meal and a fabulous evening! I guarantee you'll be delighted you chose us.

What's more our family owned restaurant

has the following specialities...

- Unique table layout - a mixture of private intimate booths, and party tables seating up to 40 people
- Exclusive private dining room for up to 12 people
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- Comfortable bar area
- Extensive wine list from all major producing areas
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To take advantage of this free offer please call us now on **01530 411116** and quote the code **ATI**. Thank you. I promise you'll have a **wonderful** evening and a delicious meal!

The Pump Room
12 Bath Street, Ashby de la Zouch, LE65 2FH.
Tel: 01530 411116 Fax: 01530 415111

Any Ideas which ad secured the most bookings?

Ad 1 generated 186% more bookings. That's nearly double. You never know unless you test, and just think of the waste (in sales and profits) if Ad 2 was the one which the restaurant used!

What this shows is that if you don't test you'll never be able to get the best possible return on your marketing. Test your lists, headlines, and offers – these three elements will give the best returns.

Plus by testing, you adhere to my 'Minimum Risk Formula.' Before you invest any significant amounts of time, money or effort in any marketing or promotional effort, you test the effectiveness of your campaign. That way, if it doesn't work the way you thought it would or should, you haven't wasted unnecessary resources.

Marketing MISTAKE #14

Not Giving Reasons Why

Just saying your product or service is this or that much better than your competitors, isn't going to be enough to convince your prospects. You must always give reasons why.

For example, let's take a cliché that many people use – “our service is the best.” On it's own this phrase is meaningless. It's regarded as hype – and therefore instantly unbelievable. But if you give the reasons why it's the best, your claim suddenly becomes believable.

People assume (wrongly) that their prospects will make choices based on minimal information. Sometimes that's true, but in the majority of cases your prospects need more information to be able to act decisively, and choose you before your competitors. They need reasons why. Here's why...

Before a prospect buys your product or service they are asking themselves many important questions...

- Why should I pay this price for this product or service?
- If the price 'seems high' why should I pay more for it?
- If the price seems low' why is it low, is it inferior?
- Why should I choose you over other businesses providing the same product or service type?
- What makes your product or service better than others?
- How do I know you won't let me down?

I could go on and on, but you get the idea. Now what do you think happens if you don't answer all these relevant concerns?

That's right, the prospect will turn to someone else. It goes without saying that in order for you to acquire BIG increases in sales you have to give reasons why.

What does that mean?

It means you need to explain clearly why you charge higher than your competitors, you need to explain how and why your product or service is better than your competitors and so on.

Marketing Mistake #15

Writing To Your Clients Or Customers In A Non-Personal Way

I am amazed at how frequent this occurs. When you write to your clients or customers please use their name. Don't ever write to your clients like this...

- Dear Client
- Dear Valued Client
- Dear Sir/Madam (yes I still receive letters like this – I'm sure you do too)
- Dear Mrs Jones

This sounds really obvious but it happens regularly. If the person you're writing to is a client or customer, treat them like you would a friend. NEVER write to your clients like this again. Here's how to do it...

- Dear John
- Good Morning John
- Hi John

If at the beginning of the relationship you would rather be more formal you should use the following greetings...

- Dear Mr Brown
- Good Morning Mrs Jones

Think about it...

If you're a 'Valued Client' why hasn't the business taken the time and effort to write to you personally? For many people this is very irritating. It's a sure fire way to annoy and even repel people from using your products or services in the future.

And don't forget... one of your ultimate objectives is to nurture your relationships so you can extract as much profit as you can out of your existing clients or customers. Using their name is a good start!

Marketing Mistake #16

Not Checking Your Communications For Spelling Mistakes And Other Simple Errors

I have got three files full of letters/adverts/fliers etc that haven't been checked properly. They're ridden with mistakes. Basic mistakes that could and should have been avoided. (I've included a couple of great examples below)

Remember this...

Every marketing activity you activate has an up-front cost. Some activities such as advertising and direct mail can cost thousands – especially when you make simple and avoidable mistakes.

Mistakes in any form can be very costly. They make you look sloppy. They make you look amateur. They make you look like you don't care. Are these the feelings you want to portray?

If you're writing your own material it's often very hard to see the mistakes because you're too close to the project. That's why you must get someone else – even your partner to check your work before it gets released. Irrespective of the tight deadlines you may have – you must never, ever launch a marketing campaign (no matter how small) until you've checked and double checked for mistakes.

Here are a few examples – can you spot the mistakes?

BRASS SWITCHES

50% OFF HIGH STREET PRICES

£3.80 1 GANG 2WAY SWITCH	£4.25 2 GANG 2WAY SWITCH	£4.27 3 GANG 2WAY SWITCH
£6.00 1 GANG DIMMER	£9.00 2 GANG DIMMER	£6.50 FUSED SPUR
£4.50 TV & FN SOCKET	£5.75 TELE MASTER SOCKET	£4.49 1 GANG SOCKET
£5.99 2 GANG SOCKET		

GENUINE BRASS SWITCHES WILL NOT TURNISH

ORDER OVERLEAF

Marketing Mistake #17

Sending Your Brochure Out Without A Sales Letter

This is one of the “dreaded sins.” You must NEVER send your brochure out without enclosing a sales letter. If the reason you send your brochure to a prospect is to secure a meeting, then your sales letter must “sell” the meeting, and explain why the prospect should give up their time to meet with you.

This is absolutely critical. Sending a covering letter like the one below will NEVER give you the sort of result you can achieve...



And I could have shown you hundreds of similar letters!

If the purpose of the brochure is to secure an order, your sales letter must push for the order. Sending a brochure out without a sales letter is like throwing money down the drain.

And if you think a one or two line covering letter will do the trick – think again.

There’s a well known saying we use relating to this mistake...

‘Your brochure tells, your letter sells’

Marketing MISTAKE #18

Getting The Prospect's Contact Details Wrong

Again I've got files full of these sorts of mistakes. You must check and double check that you've got the correct details of your prospects. I'm sure you know from experience how annoying it is when someone gets your name or other contact details wrong (this is even worse when you get your clients or customers details wrong!).

The name and address on any written communication that comes through the letterbox is checked first by all of us. What do you think your chances are if you get your prospects contact details wrong? Where do you think your letter will end up?

It's often difficult to get 100% accurate data. But make sure you keep your errors to a minimum. Keep updating your data. Check the prospects or customers details when they call in. Just good 'housekeeping' will eradicate many basic (and often human) errors.

Here's a great example of how **not to do it**. I know this letter's going back to 1999, but it's a classic (I've only shown the first part of the letter)...



Notice the date – March 1999. We'd been with the bank at this point for about 10 years. I married Helen in 1994. 'Woolston' is her maiden name!

When Helen saw her 'former' name do you think she was compelled to read the offer? Of course not. It compelled her to ring the bank up and complain!

Marketing Mistake #19

Not Having A Referral Process Or System

If your product or service is half-decent then you'll automatically receive referrals or recommendations from your clients or customers. The better you are – the more 'unsolicited' referrals you'll get. That's what good business is all about.

However, if you actively go after referrals and put in place a referral system, you'll generate many, many more referrals. This can be as easy as asking your client or customer for the names of three people who like them would be interested in receiving some information from you.

You'll be surprised at the increase in sales just from referrals if you put in place a systemised approach to get referrals rather than waiting for them to happen.

And don't forget referral business is your best type of business. You rarely compete on prices or fees, and these people tend to be people you enjoy working with! Better still... you'll find that you convert a much higher percentage of referrals into clients or customers.

If you got just one referral from 50% of your clients or customers every year, what sort of difference would that make to your business? HUGE!

Here's a proven example of a very successful referral program for a portrait photographer. Here's how it works...

Once the customer has chosen their photographs one extra photograph is printed (the customer is not aware of this).

Then when the customer returns to collect their photographs, it is explained to them that if they give the names and addresses of at least two people, they'll be gifted a free photograph (worth £45 or more)

The customer is then given the following referral sheet (see next page).

Good Morning Mrs Jones

Good news!

Dave Brown has recommended you to us. As a result he has secured you the following gift:

*****Save £71.00*****

If you book a portrait sitting with us before (30 days from date of letter), we'll give you **60% off our normal sitting fee of £60 and include a complimentary 8x6 photograph worth £35.00**. You just pay £24 for your sitting, saving a total of **£71.00**

Your portrait can be you on your own, with a partner, or with your family. This offer is only available when a person recommends a friend, family member, or business associate to us. No one else can get a saving of £36 off our sitting fee.

Why should you have your portrait taken at Stu Williamson Photography

If you're asking yourself this question I'd like to point out why there really is no other choice...

- Getting high quality photos that last a lifetime comes from working with the best. I currently hold more Kodak Gold Awards than anyone in the UK - 23 in fact. A Gold Award is given to a photographer for "excellence in photography." The awards are only held once a year!
- I have won the ultimate prize - Master Photographer of the Year. Getting this award of Master Photographer is the pinnacle of achievement for any photographer. My winning portrait was selected ahead of over 3,000 other photographs taken by the UK's most accomplished photographers.
- My book titled "Stu Williamson's Concept to Print" has sold thousands of copies world wide.
- I have given lectures on photography for the likes of Ilford, Kodak, and Fuji.

Marketing Mistake #20

Not Qualifying Leads Better Up Front

Your time is precious – very precious. The more you maximise time on talking or meeting with good quality prospects – the more profitable and successful you’ll be.

So why do I see so many people meeting with prospects who aren’t ready to buy? You must only meet with people (or spend time talking to people) who are in a position to buy your product or service now or at least in the very near future. (This ultimately depends on your sales cycle i.e. the average time it takes for a lead to convert into a client or customer).

You cannot afford to waste time on what I call ‘poor prospects.’ You must spend your time with ‘good prospects.’

So how do you do this? Quite simply you create a list of questions that determine the quality of the prospect. These ‘qualification questions’ will give you the information to make a decision regarding the quality of the prospect. You ask your qualification questions the first time you speak to the prospect (usually over the telephone).

By doing this you can still keep in touch with prospects who aren’t quite ready to buy by using ‘follow up.’

Be strong. Don’t class all your leads and prospects the same. Work hard on good prospects and let your follow up ‘move’ poor and average prospects into good prospects.

Marketing Mistake #23

Not Calculating And Profiting From Lifetime Customer Value

One of the greatest mistakes people make is to base all their results on the first sale. Here's what I mean... Let's say on the first sale a new client or customer pays you £1,000. Your gross margin after delivering your service is 50%, which means you make £500 per new customer.

However, it costs you £600 to generate this one customer (the cost of your advertising) so you actually made a loss of £100. Based on these assumptions you'd conclude that this approach was not profitable and you'd no doubt cease using it.

That's how 99% of business people evaluate their success – based on the first transaction or sale.

Now in most businesses, the customer keeps coming back for more. And even if you sell a 'one-off' product or service you can and should get referrals from your clients or customers and start looking to 'partner' with other non-competing but aligned businesses so you can offer their products or services (for a commission of course!).

That means the client or customer is actually worth much more to you than the amount generated on the first transaction.

This in effect is what's known as Lifetime Customer Value.

Quite simply, Lifetime Customer Value is the average profit a client generates during the duration of the relationship with you.

A good guide to use is 5 years for the duration (but you'll know what your average lifetime is).

Let's use the above example to show you the BIG difference this approach can have...

Now let's say one new client or customer generates the same £1,000 per year but they pay this every year for 5 years. Your gross margin for delivering your service is the same 50%.

That now means by looking at the value over the duration of the relationship, the average lifetime value is £1,900 (£5,000 x 50% = £2,500 – Cost of advertising £600) and not -£100 like we had in the first example! Plus these figures don't include any referrals the customer would also bring!

Do you see the difference? All it takes is a simple shift in thinking, and you can leverage your business so much that it astonishes your competition.

And where does this leverage come from I hear you ask?

Well now you know what each customer is worth to you, it means you can actually spend more money to acquire the customer in the first place. This is where the whole issue of creating Irresistible Offers comes into play.

Your irresistible offers make it impossible for your prospects to ignore you, and as a result you rapidly increase your client or customer acquisitions!

Just to whet your appetite, and prove it can be done, here's an offer (and the full letter) that catapulted an outside catering firm from sales of £0 a week to over £6,000 a week in less than three months!

(Just so you know, this is the actual offer – 'FREE O'Briens Five Star Sandwich Platter')...

“Are You Planning A Business Meeting That Requires Fresh High Quality Food At A Very Reasonable Price?”

“*Order Your **FREE** O'Briens Five Star Sandwich Platter*”

Dear <Name>

Here's the deal:

You can receive a delicious O'Briens Five Star Sandwich Platter (serves five people) - totally **FREE**. Or you can deduct the cost from your first order.

I'm not talking about your standard "buffet" food. I'm talking about high quality food made daily from fresh produce. I'm talking about presentation and packaging that makes an instant impact on people. Perfect for any meeting or special occasion with staff, associates or clients/customers.

So why am I doing this?

Quite simply I've found that as soon as people taste our food and see our presentation and packaging they're hooked. Nothing compares to this. They love it! And I've learnt that by providing a **free** platter we stand a better chance of getting your business in the long run.

I suppose the "proof of the pudding is in the eating". You can instantly form your own impression, having sampled our food. And that's it. No strings. No obligation.

Frankly, our platters are not for everyone. If you're **not** concerned about the impact your food has on your staff, associates and clients/customers, then we aren't for you. If, on the other hand you truly **appreciate** the importance of having superbly presented high quality food and the positive impact this creates, then I urge you to call our **FREEPHONE Platter Hotline** on <Number>.

So what's the catch?

Well there isn't one - as long as you respond quickly. Clearly I can't keep this offer open indefinitely. You must reply before **Friday 6th July** to get your FREE Five Star Platter. So the quicker you reply the less likely you are to be disappointed!

Why should you even try us out?

I appreciate the offer of a "free lunch" may not be enough to persuade you to place your order. After all, I know how important your meetings can be. However I consider ourselves the **only** specialist caterers for the business market in Leicester. Sure, other companies do it - but have they really thought about your real needs and wants. For example do they offer?...

- A guarantee to deliver on time..

Guarantee 1: We will deliver your entire order on time or you don't pay us a single penny

Guarantee 2: If we do deliver your order late, your next meal is FREE (to the same value as your original order)

- A varied and delicious menu with 10 choices of bread, choice of drinks (hot or cold), and catering for vegetarians
- An instant meal where the food arrives ready for presentation on your tables
- Catering for 5 to 5,000 people

We offer all this as "standard." How many people do you think would be willing to offer such a guarantee? But that's the point. We guarantee on time delivery because we know how important this is to you. If we fail, we suffer - not you. Isn't that how it should be?

I'm sure you can now appreciate why I think you should take advantage of my **FREE** offer. Do it now. Call our FREEPHONE Platter Hotline on <Number>. We are eagerly awaiting your call.

Kind regards

Rosemary McIvor
Managing Director

PS Don't delay. This offer is only available until July 6th. Call me now on our FREEPHONE Platter Hotline on <Number>. Thank you.

PPS FREE DELIVERY! Whether your meeting is early in the morning, at lunchtime, or in the evening we will deliver to you FREE of charge!

Simple isn't it?

This was the offer sent to businesses within a one mile radius from the outside catering firm.

The companies targeted were large organisations who have a greater need for outside catering (Remember Secret #1 about focusing on one or more niches?).

Because we knew these organisations would be ordering **frequently** we were confident that if we could get them to sample the food and service - we'd secure their business. And that's just what happened!

Marketing Mistake #24

Not Using Your 'Hidden Goldmine'

I can go into any business and release thousands of pounds of revenue and profit literally overnight. I can do this NOT because I'm an expert marketer, but because I tap into the 'Hidden Goldmine' that every business possesses.

Often the difference between someone like me and say anyone else is that I know where to look, and I know what to do (and you will too).

What is this 'Hidden Goldmine' I hear you ask?

...Your Clients or Customers...

Yes no surprise there, but tell me why 99% of organisations don't ever tap into the most lucrative part of their businesses?

This is marketing 101. Once you've generated a new client or customer it's your duty to enrich their life by giving them more value. More services. More products. More benefits. This is known as 'Back-End Selling.' And when you do this successfully (it isn't hard) you'll release so much cash that you'll wonder what to do with it.

Strategies such as up-selling and cross-selling will enable you to increase your 'wallet share' of each client or customer.

As long as you look after your clients or customers, they'll keep buying from you – but you must keep selling to them – or someone else will!

Marketing Mistake #25

Failing To Calculate The Cost Of Losing A Customer

Earlier we talked about the amazing effect referrals can have on your business. This 'positive word of mouth advertising' is a truly awesome way of increasing your sales and profits – agreed?

So what happens if the opposite occurs? Instead of getting 'good word of mouth' you get 'bad word of mouth.' What effect can this have on your business? I think you're going to be shocked...

One lost and unsatisfied client or customer has far reaching implications. You don't just lose their business – you lose the business of many other potential clients or customers.

Let me explain this using a simple example...

My wife has been shopping at Sainsbury's for about 10 years. She spends approximately £150 a week on her grocery shopping (yes, I've got a big appetite!). That's £600 every month. And a massive £7,200 a year. Over this ten year period Helen has spent over £70,000. She's a good and very loyal customer.

When she got pregnant with our third child – Olivia, she decided to use Sainsbury's home delivery service. Everything started off okay, but after a few weeks the delivery would arrive and literally dozens of items were missing and several were replaced by similar items. What this meant was she had to physically go into the store each week to get the items she actually ordered.

After several conversations with the manager of the store (some were heated!) Helen finally came to the conclusion that Sainsbury's simply didn't care. They were prepared to lose a loyal customer who had already spent over £70,000 with them, and would under normal circumstances spend tens of thousands of pounds more.

In the end Helen stopped using Sainsbury's. But what was the cost to Sainsbury's?

Well on first inspection you'd say straight away they lost Helen's custom which amounted to £600 a month. But here's where it gets scary. Helen probably told this story (with all the juicy details) to every one of our friends. As a result a few of them have also stopped using Sainsbury's out of principle. Heaven knows how many friends they've also told. In effect you have this mushrooming effect where more and more people get told about the 'story.' It amounts to a huge tide of bad publicity. And it's exactly the same when you lose a client or customer.

So let's take a closer look at how this bad word of mouth could impact on your business.

If one unhappy customer were to tell 10 other people about that experience (or not refer those 10 people to your business), and each of those 10 were to tell six others, the total number of people affected by your one bad experience would total 85. ($6 \times 10 = 60 + 10 = 70 +$ the original unhappy customer = 71).

Now, if only 25 percent of those people chose not to do business with you, that comes to 18 people.

If each of those 18 had similar buying habits as your original customer, your total lost revenues would be £27,000 (£1,500 x 18 people)!

£27,000... all from one bad experience!

But what if those figures are way off, and it's only 20% of that amount? That still totals £5,400.

That's a lot of money for letting one person leave your business unhappy. And here's an unfortunate thing:

Sometimes people are unhappy and leave, and you don't even know it.

They just get their feelings hurt, feel slighted, or have something completely unexplained happen, and take their business somewhere else. And you never know.

Here's how the above situation looks...

The Cost of Losing a Customer	
1. The Unhappy 'Lost' Customer	1
2. Tells <u> 10 </u> other friends / associates / colleagues, through 'bad word of mouth'	10
3. They each tell <u> 6 </u> other people	60
4. Total bad experiences shared with others	71
5. At least 25% do not buy from you because of this bad word of mouth	18
6. Average Lifetime Profit Value of Customer	£1,500
7. Lost income over 10 years from one bad experience	£27,000

Marketing Mistake #26

Not Using Headlines

The headline is the one thing that grabs your prospect's attention. Whether it's in your ad, sales letter, leaflet, brochure, the opening sentence of your telephone script, and so on, your headline can be the difference between failure or incredible success – it's that important!

If your prospects or clients or customers dismiss your headline - that's it you've lost them. They won't start reading your letter, ad, brochure etc or listening to your telephone script or radio ad – and you won't get a response.

To emphasise the importance of headlines, here are a couple of quotes from two of the most highly respected copywriters of all time...

"If you can come up with a good headline, you are almost sure to have a good ad. But even the greatest writer can't save an ad with a poor headline."

John Caples - How To Make Your Advertising Make Money.

"On average five times as many people read the headline as read the body copy."

David Ogilvy - Confessions Of An Advertising Man

What does this mean? Basically if you get your headline right you almost guarantee your success. Get your headline wrong - and your results will suffer!

Here's a simple example to show how few people understand the basic principle of using headlines...

I've just picked up my copy of the Yellow Pages directory. I'm looking in the Accountancy Category. These are the 'headlines' of the ads on one page:

- Peirson E.T & Sons
- Powdrill & Smith
- R Garner & Co
- Richard Pennack
- Sturgess Hutchinson & Co

- Sharpe Langham PLC
- Sharmon Fielding
- S.R. Cox
- Running your own business

With the exception of the last headline, all the 'headlines' for the each ad is the name of the business that's advertising.

Because so many people are doing it wrong, if all you do is lead with a strong headline with all your marketing communications you'll improve your response and success many times over.

Effective Headlines Fulfil These Four Key Objectives...

- Get attention
- Select an audience
- Deliver a complete message
- Draw the reader into the body copy (or keep them listening to you etc)

The good news is that creating winning headlines can be achieved by following some simple and proven 'headline types.' I've listed 7 of the most successful ones here. By applying a number of these different headline types you'll start to see how easy it is to create winning headlines...

- **Benefit headlines** (all your headlines should contain a benefit of some sort)
- **Use a two or three word headline** (but remember long headlines are almost always more successful than short headlines)

Burn Fat Faster

Get June Free

Double Bonus Sale

Oh My God!

Gosh

At Last

Millionaire Secrets

If Only...

- **Headlines that focus on quick and easy solutions**

Fast And Simple...

Ridiculously Easy And Fast...

Idiot Proof...

In Just 10 Days...

The 7 Minute Workout...

The Lazy Man's Way To...

Instant, Automatic Results...

The Quick And Easy Way To...

- **Warning headlines**

Read This Before You...

Don't Buy...Until You've Read These Facts

- **Testimonial Headlines**

A Specific Benefit Written Testimonial From One Of Your Clients

Or It Can Just Be A Headline In Speech Marks Like This Written Like A Testimonial

- **Reasons why headlines**

Seven Reasons Why You Should...

37 Invigorating Reasons...

6 Ways To...

7 Steps...

Here's How...

• Offer headlines

Put your offer in the headline...

Try-before-You-Buy Carpet Cleaning

It is my sincere hope that you use the strategies in this book to avoid making these common and deadly marketing mistakes. Reducing the number of mistakes you're making will give you a better business – maybe the business you always dreamed of – a business you can be very proud of.

I wish you look in the future.

To your success,

Steve Hackney
Business Growth Expert
www.PowerMarketingStrategy.com

P.S. Want more? I've written [12 other books and programs](#) to help the owners of small and medium sized businesses increase their sales and profits. Plus you can hire me for [Joint Venture Consulting](#), [Copywriting](#), and [Marketing Critiques](#). Please [Contact me today](#) or call +44 116 239 4433. Thank you.

Do You Like This Book?

Get THE Complete Sales & Marketing System

Have you enjoyed this book? Are you making these mistakes? Do you own a business? Would you like to double, treble, even quadruple your sales and profits? If so why don't you take a look at my best-selling POWER Marketing Super System. It's available on-line right now...



If you sell **services** you need the POWER Marketing Super System for services.

[Click here for more details...](#)

If you sell **products**, you need the POWER Marketing Super System for Products



[Click here for all the details...](#)

Here's just one comment from literally hundreds about the POWER Marketing Super System...

**"Worth \$100,000 Or More...
Better Than 'Jay
Abraham'..."**

"Steve, I must say I can not put pricing on information that presented in your marketing system. But, if I must, it's worth \$100,000 or more and you give more and better info than other guys such as 'Jay Abraham' who are charging \$7,500 or more just to attend 3-day seminars. Keep up the good work."

– Naveed Akhter
California, USA

[If you sell SERVICES click here](#)

[If you sell PRODUCTS click here](#)

About The Author

Here's a quick introduction...

Over the last 10 years I've consulted successfully with over **100 different types** of businesses (all over the world), and generated tens of millions of \$'s in profits for them.



Steve Hackney
The 'Profit Wizard'

I estimate I've spent over £ 850,000 testing, developing and improving dozens of my mostly secret tools and techniques. Sure I've made mistakes along the way (who hasn't?), but through rigorous testing, I've **collected the best, most potent, and cost-effective strategies available anywhere**, for people running small or medium sized companies, selling any type of product or service!

Where it all started...



Me – with hair (some)! On my way to the try line to score one of my 85 tries for Leicester.

My real passion in life was initially playing Rugby Union (I played for Leicester, England and the Barbarians during my 13 year career). However in the early day's rugby wasn't a professional sport – so thankfully I had to have a business career as well (I say “thankfully” now, but at the time I didn't appreciate it!).

I graduated from Loughborough University in 1990 (yes, I did have a good academic record, but my rugby prowess (not my grades) ensured I secured my place at one of the top universities in the UK).

My first job (looking back) couldn't have been better...

I sold photocopiers for Canon and Panasonic (shock- horror!). That's where I learned **how to sell** – I mean really sell. Being paid **just £3,000 a year** means you have to learn how to sell very quickly to earn your commissions to keep a roof over your head!

By the way learning how to sell in this type of fierce environment is an experience I'll never forget. More importantly I **discovered** what really motivates people to buy. What '**hot buttons**' you needed to press to get the sale. And how to create irresistible offers. All these things are as important to you now as they were to me back then!

I became one of the best copier salesmen in the UK. How? By *stepping outside the box* and applying a number of **unusual marketing strategies** to generate the leads (and not having to rely on cold calling like everyone else!). I'd picked these strategies up by reading a number of marketing books (which for the life of me I can't remember the names of now!).

Then I spent four very successful years as **head** of the sales and marketing team at Bland Bankart – one of the UK’s leading insurance brokers. Although I didn’t know it at the time, this was where the **foundations** were laid for the *POWER Marketing Super System* and my other proven tools and strategies.

And then...

...rugby union suddenly went professional...

August 1995 Was A Very Significant Time...

Of course my rugby career continued to progress alongside my working career. But in August 1995 the International Rugby Board (IRB) decided to end “shamateurism” (as it was called in those days) and turn rugby union fully professional. Within just 8 weeks everyone at Leicester had packed up their jobs to concentrate on rugby full time.

I too handed my notice in and decided to set up Hackney Marketing Ltd – just over 9 years ago.

I took the **best aspects** from all the strategies and techniques I’d learnt from the photocopier and insurance industries. I read hundreds of sales and marketing books (no point in inventing the wheel) and adapted them to fit all the different types of businesses I was working with. And the results were literally astounding.

But here’s where I feel I was different...

As I mentioned earlier, I estimate I’ve spent over \$850,000 testing, developing and improving these and many other marketing tools and strategies. Fortunately for me a fair proportion of this money was from my clients who were more than eager **to discover the secrets of building a thriving business**.

The point is this...

All my strategies are proven in the field. All of them are being used successfully today. And many of them are free to use or cost just a few pence to apply – **perfect for small and medium sized businesses!**

Luckily my clients all got back several times their investment in my services! And this ‘consultancy’ side of the business still continues to prosper today. I offer 4 different types of [services](#) each designed to help business owners grow their companies.

How I Became An Author...

After helping so many **people become wealthy using my time-tested and proven strategies**, I decided it was time to put all these strategies into an *easy-to-use format* that thousands (not dozens) of people could use and benefit from.

So in 1999 I created *The POWER Marketing Super System* which can be applied to **ANY** type of small or medium sized business - new or old, large or small.



The *POWER Marketing Super System* – for people [selling services](#)



The POWER Marketing Super System – for people [selling products](#)

The results are well-documented increases in profits that run well into the **millions**.

It's taken the best part of 10 years (the improvement process never stops), but the POWER Marketing Super System is now a highly **polished** and streamlined growth system that literally **transforms** any small or medium sized business when applied.

To compliment the POWER Marketing Super System and help business owners further, I've added a number of other now best selling products that add more and more **profit** when applied. [Please click here for more information.](#)

With over 6,000 customers worldwide based in 44 different countries, and a massive 72,000 people subscribing to my free mini-courses, I genuinely feel extremely happy to be able to help people enrich their lives and build a business they can be proud of.

My Growing Family...

Outside work, all my **spare** time is taken up by our amazing three **children** (Thomas (7), Matthew (4), and Olivia (2). Helen (my wife of 10 years) has been very **supportive** throughout my rugby playing years (we met when we were just 16) and of course during my business life. Believe me she's had to put up with a lot – so she deserves a fair amount of credit for my success!

We've been living in 'sunny' Leicester (UK) for over 14 years, which for those of you outside the UK is in the 'middle' about 100 miles North of London!

Final Comment...

Please feel free to visit my website. You'll find details about my [products](#), [services](#) and [free resources](#), each created to help the owners of small and medium sized businesses increase their sales and profits.

To your success,

Steve Hackney

P.S. Don't forget you have my permission to **freely distribute** this eBook. This is my gift to you!