

## ***Common Pitfalls of Marketing and What You Can Do About Them***

**By Joan Friedlander  
The Entrepreneur's Coach**

### **-- You create a plan that has no chance for success because your goals are unrealistic.**

- ✦ They're usually unrealistic because you don't have the foundation in place to achieve them or you expect results in less time than realistic.
- ✦ When it comes to marketing, most people don't build in enough follow-up activities to help their prospects become comfortable with them and as a result become discouraged. It's as if they abandon the ship before it's had much time to sail.
- ✦ If it really does take an average of 6-8 exposures to you before someone is ready to buy what you offer, you need to develop several effective strategies to make sure they get that exposure.
- ✦ Common follow-up strategies include free on-line newsletters, follow-up meetings and notes, free special reports, introductory workshops, thank you notes, telephone calls, etc.

### **-- Choosing activities that you don't enjoy very much, that you don't do anyway, or you don't do them well.**

- ✦ Very few people enjoy cold calling and yet most people include cold-calling in their marketing tactics. If you truly believe that this is an important activity, then your job will be to practice, learn and master this activity so that your success ratio and pleasure ratio is high. Otherwise, dump it. There are plenty of other tactics that work just as well, or better.
- ✦ If you don't love writing and don't have a good style, don't do it, at least without finding a way to improve your skills. If it's important to reach your clients through writing, take a class or hire a ghost writer.

### **-- You don't do much of anything because you don't have time. Mistake!**

- ✦ You can make raving fans out of your current clients.
- ✦ You need only attend 2-3 networking events a month that give you the value with regard to education, professional development and potential client contact, much like you're doing today.
- ✦ To make networking effective, you need to develop a simple follow-up plan and devote 2 hours a week to contacting people you've already met. To make this work for you, you need to create a sales process diagram that guides you to your next steps. This is the only part that will take more initial time. Once you've got a process in place, you simply follow it.
- ✦ You can form referral and/or alliance relationships with other centers of influence that also connect with your target market. Doing so leverages your time and talent and their network of contacts.

### **-- Comparing Yourself to Others**

- ✦ Every person has a different set of abilities and talents, and every industry has a different standards. Learn to appreciate and use the best of what you have and, by all means, learn everything you can about who you serve. It's your personal brand and how you connect with those you serve that matters.

## **5 things you can do right away:**

1. Set aside time every week, even if you only have 2 hours a week, to implement a marketing plan that works for you in your business and that fits into your schedule.
2. Learn everything you can about effective marketing strategies, especially the ones you choose to focus on. Remember there are 6 strategies and about 15-20 different tactics for every strategy. Choose to do those things that make the most sense to you and forget the rest.
3. Start right where you are, use your strengths and do things you really like doing. You can attend networking meetings or you can join hobby groups, it doesn't ultimately matter as long as you can reach your target market and keep in contact with them.
4. Focus on 2-3 strategies at a time and use them consistently for long enough that you can see some results.
5. Develop and implement a plan. Use the plan and track your activities so you can discover what works best for you.