

5 MARKETING MISTAKES

that prevent small businesses from making more sales.



INTRODUCTION

Business owners often unknowingly make many mistakes when it comes to marketing! I know, I certainly did. Making these mistakes wastes time and missed sales opportunities.

But it's not your fault!

Marketing your program, product or service isn't taught in 'coaching' or at 'consultancy' school. The stuff they teach you at university isn't practical. And the gurus are teaching tactics without strategy (or mindset).

And here's what I've learned after 40 years of business ownership and working with CEOs, coaches and consultants...what works for others, doesn't always work for you! You need a customized marketing plan built specifically for your strengths and your customers' needs. Bad marketing will slow your growth, waste your money and suck up your time! I hate seeing that happen to small business owners!

LET'S CHANGE THAT! Let's turn YOUR MARKETING into Predictably Profitable Sales!

As you go through this guide, I'll share the TOP 5 common marketing mistakes that I see made by service-based business owners!

At the bottom of each section, use the checklist to gauge how you're doing.

So grab a cup of tea (or something stronger) and let's talk about how you could be marketing less and generating more sales.



MISTAKE #1

ASSUMING PEOPLE ACTUALLY UNDERSTAND WHAT SERVICE YOU PROVIDE!

Research shows me that 2 out of 3 business owners NEVER book a meeting or get sent a referral after attending networking events or conferences. YIKES!

So even though you may be talking about your product or service 45 hours a week or more, your potential customer may not understand what you are talking about.

Secondly, your prospect may be creeping you on social media or checking out your website and perhaps you're confusing them on those channels!

A CONFUSED MIND NEVER BUYS

Simplifying the way you talk about your business is essential. You don't have to try to tell your prospect everything about your business in 30 seconds or less!

The most effective introductions:

- Are memorable and repeatable.
- Evoke curiosity.
- Paint a picture of both success and failure!



ARE YOU USING THE RIGHT WORDS TO TALK ABOUT YOUR BUSINESS?

- YES, I use everyday language.
- YES, I avoid using vague or elusive words.
- YES, My message is short and succinct.

HOW I HELP YOU SOLVE THIS PROBLEM:

I help you create a clear, memorable marketing message that differentiates you so you stand out, Get Noticed, Get Heard and Get Known as the Undeniable Authority in your industry (Pillar #1 - Differentiate - Grow Equation).

MISTAKE #2

NOT HAVING A CLEAR CALL-TO-ACTION (CTA) ON YOUR WEBSITE

Have you ever been to a restaurant and opened the menu only to find it has so many pages that you don't know where to begin? You don't know what to order? Not only are you hungry, but now you're overwhelmed too?

Well my friends, that's what you're doing to your visitors on your website. I know that you want to let them know EVERYTHING you can do for them but all that text is too overwhelming and they leave!

Simply put, you should be leading your web visitors on a journey – a journey that you want them to take. All of the information on your website should be leading them toward your single CALL TO ACTION button.





ARE YOU GETTING THE MOST OUT OF THE CALL TO ACTION BUTTON ON YOUR WEBSITE?

- YES, I have a CTA button in the upper right hand corner of my website.
- YES, I repeat that same CTA button throughout my website.
- YES, I use active language in my CTA (active verb).
- YES, my CTA button is a contrasting colour and has consistent formatting.

HOW I HELP YOU SOLVE THIS PROBLEM:

I help you uncover simple words and layout to use on your website so that it acts like a silent salesman (Pillar #2 - Marketing - GROW Equation).

MISTAKE #3

NOT COLLECTING OR USING EMAIL TO CONVERT LEADS

My husband and I dated for five years through university before he asked me to marry him. We got to know each other. If he had asked me to marry him on our first date, I don't think I would have said yes. I wasn't ready.

Not everyone is ready to accept your first Call to Action (CTA) the first time they hear from you or meet you. That's like asking someone to marry you on the first date! But don't give up – my husband didn't.

DON'T LET YOUR WEB VISITORS LEAVE WITHOUT OFFERING THEM SOMETHING OF VALUE.

Having a lead magnet or freebie on your website allows a customer to develop a relationship with you before they are ready to buy.

You provide them with something of value – a checklist, video series, giveaway – in exchange for their email address (a free 'consultation' or a free newsletter doesn't seem valuable for most people these days).

When you do provide them with something that is relevant and helpful, you have positioned yourself as an authority. This exchange also qualifies them as a high-value lead – you now know that they are interested in the solution you are selling. Then, in an automated sequence of emails, you can provide more information, overcome objections, share testimonials and guide them to a sale.



ARE YOU CAPTURING EMAILS TO CONNECT & CONVERT LEADS INTO CUSTOMERS?

- YES, if my customer isn't quite ready to purchase, I offer them another option that allows the relationship to continue.
- YES, I am establishing trust, authority and credibility by providing high quality content, relevant to the problems my customers are experiencing.
- YES, I use an automated email sequence to convert leads into customers. My website is working like a silent-salesman.
- YES, I monitor and measure how well my lead-magnet or freebie is working to help me grow my email list.

HOW I HELP YOU SOLVE THIS PROBLEM:

I help you craft and launch a lead magnet and nurture sequence that's aligned with your Compelling Core Offer (Pillar #2 - Marketing - GROW Equation).

MISTAKE #4

COPYING SOMEONE ELSE'S MARKETING CAMPAIGN

I'll admit it – it's really hard to ignore those ads on social media telling us that this 'marketing tactic' is the magic bullet to your business growth. Whether it's funnels or speaking; creating masterclass webinars; or having a podcast or blog – NONE of these work if you copy someone else's formula!

There's a couple of reasons why:

- 1 | They aren't at the same place in their business as you are right now! You need strategies and tactics specifically for your stage of business growth. For instance, if you're a coach and haven't reached \$200K in annual revenue, then ads on social media just aren't going to work for you – because it means that your messaging isn't quite as tight or clear as it could be.
- 2 | Each of us has our own unique strengths! I call this your Entrepreneurs D.N.A. For some people, writing comes more easily than speaking. For some entrepreneurs, they are more comfortable collaborating while others are more comfortable teaching. We all have our own unique style – so don't try to 'wear' someone else's marketing strategy.

YOU WOULDN'T WEAR SOMEONE ELSE'S SHOES – DON'T WEAR SOMEONE'S MARKETING.

Let's remember that you are unique and you & your business are at a unique place in the growth of your business.



I understand that it's sometimes overwhelming to figure out the right activities for your stage of business growth – whether you're a Glorified Employee, a Manager or a CEO. Instead of feeling as though you're walking up to a buffet of entrepreneurial activities, I'll help you simplify which activities are good for YOU and YOUR business at your current stage of business growth.

ARE YOU CREATING YOUR OWN UNIQUE MARKETING STRATEGY?

- YES, I have a clear vision for my business and life success.
- YES, I know my stage of business growth and am working on the appropriate list of activities.
- YES, I have my own unique 90-day marketing strategy.
- YES, I know which marketing tactics generate leads for me the easiest.

HOW I HELP YOU SOLVE THIS PROBLEM:

I help you design your Flagship Framework (like a signature methodology) which becomes your intellectual property and that is the basis of all of your programs, products & services (Pillar #1 – Differentiate – GROW Equation).

MISTAKE #5

NOT HAVING A COMPELLING CORE OFFER (PROGRAM, PRODUCT OR SERVICE)

There are two basic things you need BEFORE you start marketing; before you create your website; before you do any significant social media ...

1. A clear, memorable message (see Mistake #1).
2. Something to sell that solves a problem that your dream client **WANTS** to buy.

In any economy, and especially during uncertain times, our marketing must be very clear about the problem that our prospects have – that they want solved! We must be succinct about how our ‘solution’ (our program, product or service) will help make their lives better!

For example, I’m guessing if you’re a coach – you aren’t selling ‘coaching’! If you’re a financial advisor, you aren’t selling advising. You are selling something more specific that makes their lives better.

KNOW WHAT YOU ARE SELLING BEFORE YOU BEGIN MARKETING

Your Compelling Core Offer must sell to your client's wants rather than a need. Let me explain. We purchase aspirin not because we need aspirin but because we want our headache to go away.

You don’t go to the hardware store to purchase a drill because you need a drill – you purchase a drill because you want to drill a hole in the wall.

A adjunct of this MISTAKE is that many business owners create too many offers. A former client of mine listed 27 offers on his website. To his perspective clients, it would appear that he wasn't an EXPERT at anything. Remember experts get paid more than generalists!

IS YOUR PROGRAM, PRODUCT, SERVICE COMPELLING FOR YOUR CUSTOMER TO PURCHASE?

- YES, I have a Compelling Core Offer that solves ONE problem for my dream client.
- YES, I'm known for my Compelling Core offer.
- YES, I know that my Compelling Core Offer is selling to a want rather than a need.
- YES, my Compelling Core Offer demonstrates urgency, in other words my clients are aware of the cost of not solving this problem in the near future.
- YES, my compelling offer is positioned and priced so that I can deliver it comfortably and still make predictable profits.

HOW I HELP YOU SOLVE THIS PROBLEM:

I help you design, market, and sell a Compelling Core Offer whether this is a program, product or service (Pillar #3 - Simplify - GROW Equation).

CONCLUSION

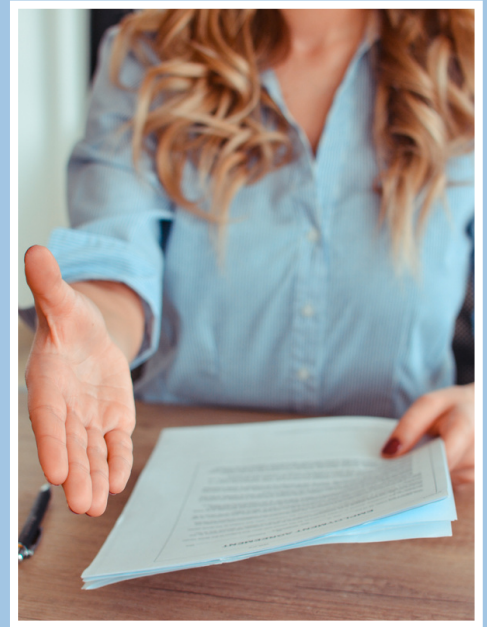
Now that we've covered the top 5 Marketing Mistakes to prevent you from making more sales and that waste your money and suck up your time, how many of those best practices did you check off?

Are there some key areas of your messaging and marketing that could be improved?

Now that you know what needs to change for your marketing to have better results, it's time for you to implement those changes!

If you are sick and tired of your marketing not getting you the sales and impact you desire, then I'm here to help you create Predictably Profitable Sales

YOU CAN DO THIS to reach your business and revenue goals. But I understand that putting all of this in place feels a little overwhelming when you're busy running your business. Unfortunately, just reading this e-book and thinking about these changes isn't the same as implementing them.



SCHEDULE YOUR FREE GROW STRATEGY SESSION



I'm here to help you change the results of your marketing efforts.

Together, we will create your customized marketing plan using the GROW Equation framework.

THE GROW EQUATION



I don't want you to waste any more of your precious time or money on bad marketing!

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Diana Lidstone

Biz GROW Master

After almost four decades in business and working globally with coaches, consultants, & private practitioners, Diana Lidstone has gathered rock-solid wisdom that has helped thousands of entrepreneurs and professionals explode their profits while regaining free time. Her work embodies #worklessearnmore!

As the creator of the Grow-meter, the Grow Equation Calculator and as best-selling author of *Shift into Rich: Navigate the 9 Roadblocks to Small Business Success*, Diana's signature GROW Equation transforms frazzled, overworked business owners into profitable, overjoyed CEOs. Her new podcast, *The GROW Equation Business Podcast*, contains tips, strategies & interviews to help grow your profits, free time and your joy!

She is often found walking her dog and drinking champagne (not at the same time)!

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