



The 7 Big Marketing Mistakes...

...that most business owners are unwittingly making, costing them a fortune in lost profits, precious time, and personal energy – and how to avoid them.

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Hello there.

As you read through this report you'll come to a startling realisation. You'll see how these common marketing mistakes can cause endless problems for business owners just like you.

But as you start to use the simple techniques you'll discover in this report, you'll realise you're in a position to make more money — much more money — immediately. With less stress, and fewer headaches.

There's no such thing as a magic money-making bullet and I don't have all the answers. But I can set you on the right marketing path.

I can tell you some of the secrets of persuasion I've learned over the years, but it's up to you to act on them. You have to decide to change the way you've been marketing up to now. Then you have to put your newly discovered skills into practice.

You'll also find there are no guarantees that any particular technique will work for you: you need to test everything. What you'll get from this report are techniques that will increase your chances of getting a response from your customers.

So, read through this report, make notes — and then **ACT ON WHAT YOU'VE DISCOVERED!**

Let's get started.

"If you aim at nothing, you'll hit the target every single time"

BIG MISTAKE #1

Your advertising is all about 'raising brand awareness'. (When I talk about 'advertising', by the way, I mean all marketing.)

Let me explain

This is a complete waste of time, effort and money. No, stay with me. It is, despite what your design agency or the latest marketing 'guru' may say. And here's why.

You can't measure the results.

If you haven't got a clear goal in mind when you're producing a piece of marketing collateral, you're wasting your resources. Because you don't know if what you're doing is working. That means your advertising must have a purpose. What do you want to get out of it? And you must be specific.

John Caples, one of the most successful ad men of all, said: "When people have read your copy [seen your advert], they want to know what to do. Tell them."

It's not enough to tell people you're there and you're wonderful. The only way you can know if your ads are making you money is if people read them, then take action. And the only way they're going to take action is if you tell them what to do.

So how do you make sure you're not wasting your time, energy and money on marketing?

SIMPLE SOLUTION #1

Ask yourself why you're advertising. If the answer is "to raise awareness", you need to step back and give yourself a stern talking to.

Ask yourself this: raise awareness to where? From where? See the problem? Brand awareness ads are a waste of time and money, for smaller businesses at any rate.

You're in business to make a profit, so when you invest in marketing you need to make sure it's worth it. You need a decent return on your investment.

For that, you need a goal. Decide what you want your advert to do. Perhaps you want to get 200 enquiries from new customers in the next three months. Or sell 40 books in a week. Or book 15 people on your next course. These are great goals. As long as it's specific and you can measure it, use it as your starting point.

Quick tip

Think SMART when it comes to your advertising. Your goal should be Specific, Measurable, Achievable, Results-oriented and Time-limited.

The next thing you need to do is decide what you want people to do when they've read your advert. Write your call to action (CTA) first. That will give you focus, so your whole advert will be geared towards getting people to do what you want them to do. And it will get rid of the dreaded blank sheet of paper.

Your CTA might be: Email me at you@yourcompany.com **NOW** and quote 7BM01 to claim your **FREE** sample.

You'll notice I included a code up there.



That's how you'll measure your results. You want to know how many enquiries came from this particular advert. So each advert you run, in each place, and at different times, should have a unique code. Make a note of that code when people call in and you'll see which ads are doing best.

Then you can start eliminating the ones that are doing badly and putting your resources where they're getting the most ROI.

There are many, many things you can measure when you're testing your marketing and it's a topic that's far too big to go into here.

But it is something I go into with my *Inner Circle* Members. And you'll get an invitation to join when you've read my 49 Ideas...

"You're so vain, I bet you think your marketing is about you!"

BIG MISTAKE #2

You're we-ing all over your marketing.

Let me explain

Most marketing contains endless sentences starting with 'We are...' or 'We do...' or 'We know...'. Most readers just mutter 'So what?' and stop reading.

Far too many businesses make the mistake of thinking people are fascinated by them. Or at least, that's what their marketing says. Their websites, sales letters, emails, brochures and adverts are filled with copy telling anyone who will listen how great they are.

This may not be easy to hear, but it's the truth: nobody really cares about your business except you. And perhaps your mum.

Do you know what people are interested in? Themselves and... well, that's it.

It's totally understandable that business owners are excited about their businesses. They should be! I'm excited about my business. I love what I do.

But my customers are only interested in what I can do for them. Not in me. And that's fine.

It's the same for you. You've got a great product and you're a lovely person, but the only thing your customers care about is what's in it for them.

SIMPLE SOLUTION #2

If you carry on we-ing all over your marketing, you're doing yourself, your business and your bank account a disservice. But most of all, you're boring your customers to tears.

Luckily, there's an easy solution to your problem.

Make your reader the star of your movie. If you write in the first person – that is, if you use I, me, my, we, us, our – you're the star of your movie. It's all about you.

But if you use the second person – you, your – you make your reader the star of your movie. You involve them in your marketing and make it all about them.

Put yourself in your reader's shoes and think: 'What's in it for me?'

Find the benefits of what you're offering, not the features. This means that you need to tell your reader what your product *does*, not what it *is*.

Quick tip

Here's a simple rule of thumb you can use to check on your level of self-absorption: unless you're telling a story about yourself, there should be around three 'yous' for every 'we' or 'I' in your writing.

Take cat litter, for example. Your reader's problem is smelly, messy cat toilets. Your cat litter has a new formula, and it solves this problem for them.

"We've developed a new type of cat litter."

~ So what?

"Our new cat litter is designed to form clumps."

~ So what!

"Our new cat litter forms clumps, locking in smells and making it easier to remove dirt."

~ Bingo!

You've reached the benefit. Now you can turn it into copy that will appeal to your reader (although even if you leave it at that, it'll get the job done better than most ads).

You may have noticed that throughout this report, I've referred to your reader or your customer, not your audience. There's a very good reason for that, which I'll explain. Let's move onto mistake number three...

Quick tip

*Every time you write something to your reader, read it out loud to yourself and say: **so what?** Keep doing that until you feel daft saying 'so what'. When you get to that point, you've got something useful to say.*

“Who is this ‘some of me’? Is it just my left arm? My right leg?”

BIG MISTAKE #3

Talking to your ‘audience’ as if they were a collective.

Let me explain

I’m sure that you, like me, get loads of letters from businesses that start with something like: ‘Some of you will know that...’ (banks are particularly bad offenders).

I don’t know about you, but that always makes me look around the room for the other people. You know, that large captive audience the writer had in mind when they were composing their letter.

Or perhaps you visualise individual body parts responding to the letter, while your shoulders and left leg ignore it totally? No? Just me? Okay then.

The thing is, unless you’re actually giving a presentation to a roomful of people, the person reading your letter, advert or brochure is alone when they do so. They’re not reading as a group, but as individuals. So talk to your reader like an individual.

Quick tip

*Read your copy out loud to somebody.
Grab your partner, your mum or a random passerby and read them your ad.
You’ll get a feel for whether it sounds natural and personal.*

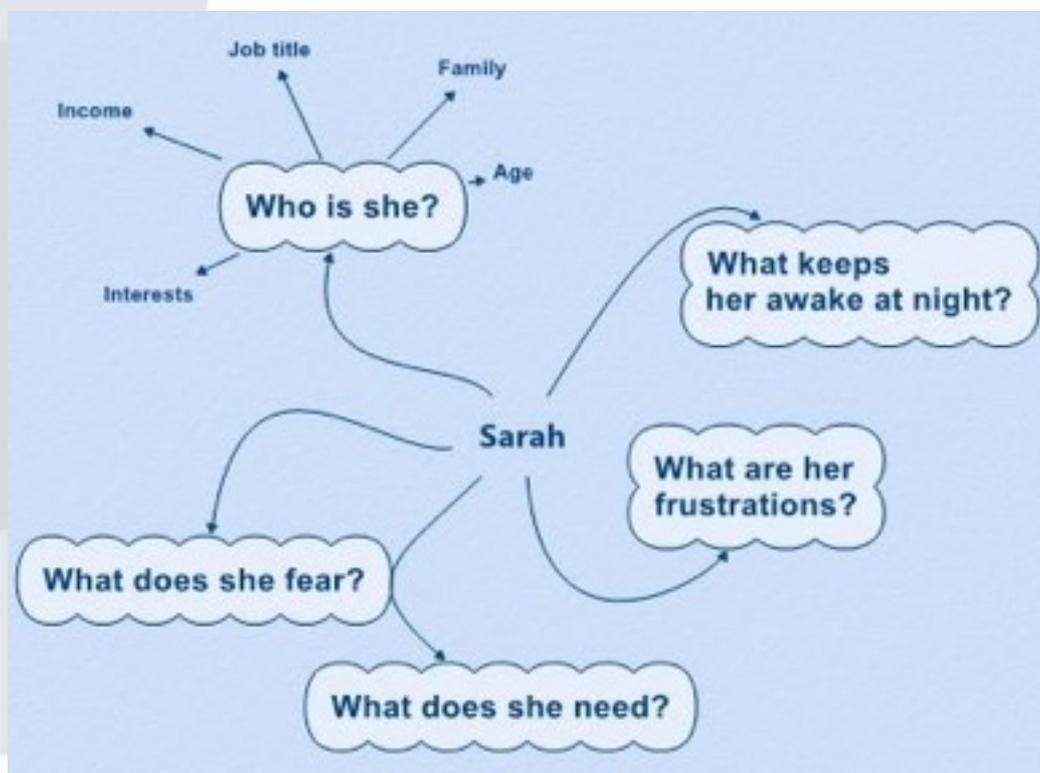
Another reason to talk to your reader like an individual is that it's more personal. The reader feels as if you've singled them out especially. Of course, they know that you haven't really — but it *feels* that way, and that's what's important.

So how do you make your reader feel special? How do you make your communications personal?

SIMPLE SOLUTION #3

Picture your ideal customer and talk directly to her.

Easier said than done though, right? Okay, here's a short exercise for you. Give your ideal customer a name. Let's call her Sarah. Now write down everything you know about her. Use these headings:



Now you know who your ideal customer is, you can talk to her personally. You can make it all about her. You know what her fears and hopes are, you know what she needs and you know how to solve her problems. Now you know all these things, it's a simple matter to show her how you and your product can help her.

"89% of advertising is never even noticed. Is yours?"

BIG MISTAKE #4

Writing dull adverts or marketing copy that nobody cares about, or even notices.

Let me explain

Here's a shocking statistic: according to advertising genius Dave Trott, 89% of adverts are never even noticed.

Here's another figure: according to research by ZenithOptimedia the world spent **\$500+ billion** on advertising in 2013. That means that businesses around the world **wasted around \$445 billion** that year. I don't know about you, but I find that shocking.

But I'll tell you a secret: **it's not that difficult to write adverts that work**. You don't need huge advertising budgets and you don't need to be a brilliant writer. You just need to understand people.

You have the ability to write adverts for your business that are better than the vast majority of your competitors' ads.

There's a lot of research out there on advertising and how much of it we see. Estimates range from 250 to 3,000 messages each day. Let's assume the figure is around 1,000. Take a moment to think about all the marketing messages you were exposed to yesterday. Can you remember 10 of them? If you can, you're doing well. And that's just 1% of the total.

Why am I telling you this?

Because I want to drive home the most important thing you'll learn about marketing and advertising from this report.

Your advert must be noticed.

If nobody notices it, what's the point? It'll just be a very expensive back-slapping exercise for you and the agency created it. The first statement on your plan (or brief, if you're getting a copywriter to write your ad) should be: **this advert must be noticed.**

You've got about two seconds to convince someone to notice and read your advert. That means you've got to get their attention. And that means writing a great headline.

Your headline is the most important part of your advert. Your headline is the place where you want to put most of your effort, so spend at least 50% of your writing time on it. After all, it doesn't matter how beautifully written the rest of your ad is if nobody reads it...

Five times as many people read headlines as look at the rest of the advert or article. If your headline is rubbish, that's as far as most people will get with your ad. Nobody will read the rest of it and they won't buy your product.

SIMPLE SOLUTION #4

Write a headline that'll get you noticed. Luckily, there are some simple tips you can use to write effective headlines.

Think about the way you read newspapers and magazines. You scan; you don't read every page word-by-word. You read the articles that interest you and are relevant to you – and they catch your attention with a headline. I'd be willing to bet money that you don't read articles with headlines that don't appeal to you.

Quick tip

Make a note of every headline you see that catches your eye and gets you to read on. You can steal and adapt the headlines that have worked in the past. Chances are they'll work for you too.

You'll often hear that people don't read adverts. That's nonsense; big companies wouldn't spend megabucks on advertising and research if they didn't. People do read adverts. But they don't read bad adverts or ones that are not relevant to them. Those which, at a glance, don't seem to offer anything of interest.

Here are five simple tips to help you write good headlines:

1. Include self-interest: make it all about your reader. Your headline should suggest to the reader that this advert is about something they want or need.
2. If you have news, put it in your headline.
3. People are naturally curious, but don't rely on curiosity alone – it doesn't usually work. Combine curiosity with news or self-interest.

4. Be positive. Negative headlines are usually (but not always) unsuccessful.
5. Suggest a quick and easy way for the reader to get something they want or need.

Don't forget, though, that there are no guarantees when it comes to copywriting and marketing. I can usually tell you which headlines *won't* work; but you won't know for sure what *will* work until you've tested it.

If you'd like some help finding the headlines that work for your business, get in touch you're in luck. My 49 Ideas, which you'll be receiving, cover headlines in great detail — and you'll get the opportunity to download my 76 *Easy Headlines* report.

There's a lot more to writing great marketing copy than just the headline, but the headline is definitely the one of the most important parts of it.

“Tell your customers your reason why!”

BIG MISTAKE #5

Not telling your reader why you’re making your offer.

Let me explain

People are naturally suspicious. You can’t just come out with something like, “Our widgets are the best on the market, you should buy them” and expect people to believe you.

You need to tell people *why* your widgets are the best.

In the middle of the 19th century, a man called John E. Powers made a boatload of money selling sewing machines in England. Then he went to America to become a copywriter, where he made a boatload more money.

How did he make so much money? By telling the truth.

There's an old saying that honesty is the best policy. This is almost always true, and no less true in marketing.

Mr Powers discovered that if you tell people *why* what you're saying is true, they're more likely to believe you. So they're more likely to take action.

You may be wondering how something from a couple of hundred years ago is relevant today. Well, it is. People don’t really change. Our motivations, desires, needs and wants are basically the same today as they were hundreds of years ago.

SIMPLE SOLUTION #5

If you're making an offer, tell your reader *why* you're making that offer. If you're making a claim, explain *why* it's true.

For example, if you're offering a discount or putting on a sale in a shop, give your reason. There was a bit of a scandal in the UK a few years ago when a well-known sofa emporium seemed to have a permanent sale on.

This shop exploited a loophole of sorts with their 'amazing' sales. What the company was actually doing was doubling the price in that one store, then selling the sofa at the normal price while claiming that they were giving the customer massive discounts. Because the 'sale' was permanent, people began to distrust the shop (and rightly so).

So if you're holding a sale, tell people why. A closing down sale is much more believable than just 'sale'. You've got a legitimate reason for getting rid of your stock.

What about if you're giving away something for free?

You must have wondered why I'm giving you this valuable and useful information — information I usually charge for — that will help you waste less time and make more money — for free.

Quick tip

If you're telling people they must act now because stock is limited, make sure stock really is limited. And explain why. If people see your 'limited' stock up for sale after your deadline, they won't trust you in the future.

Well, the truth is that I want to help people who are serious about making more money from their businesses. There is too much terrible marketing and advertising out there and too many small businesses struggle needlessly. And the reason is that most people simply cannot be bothered to study. You're not one of those people; you wouldn't be here if you were. So I want to help you.

Now, I'm a generous person — but I'm not that generous. There must be something in it for me. And of course there is.

When you've read this report, put my advice into practice and seen that it works, you'll be more inclined to investigate my other products and services. You'll stick with my free email newsletters — and you'll be more likely to accept my invitation to join my *Inner Circle*, where I show you in more detail how to grow your business.

“If they don't feel it, nothing will happen.”

BIG MISTAKE #6

Not using emotional hooks in your marketing.

Let me explain

Bill Bernbach, founder of Doyle Dane Bernbach, one of America's biggest ad agencies, once said: “You can say the right thing about a product and nobody will listen. You've got to say it in such a way that people will feel it in their gut. Because if they don't feel it, nothing will happen.”

He was exactly right. That man understood people. He understood how people think and why they make decisions. And so he understood how to make people buy.

This isn't just fluffy psychobabble, by the way. It's neuroscience.

If you're really interested in the human brain, I heartily recommend reading Antonio Damasio's book *The Feeling of What Happens*. It's fascinating. In it, Damasio explains how and why we make decisions.

In a nutshell, we make decisions based on our emotions. We are emotional creatures. No matter how much we may try to convince ourselves we're logical and rational — we're not. Trust me. We use logical arguments and facts to rationalise our decisions after the fact — but we *decide* to do things based on what we *feel*.

Damasio studied patients with damage to the parts of their brains that controlled emotions. Simply put, these people were unable to feel emotion. Fascinatingly, though, they were also unable to make decisions, such as choosing between tea and coffee. They could look at all the reasons, pro and con, for choosing tea or coffee, but without the emotional input the patients were unable to choose.

Hopefully, you can see why unemotional copy is never going to work.

SIMPLE SOLUTION #6

To write copy that *will* work, you need to tap into your reader's emotions: pride, fear, surprise, joy, hope, disgust, anxiety, embarrassment, respect, guilt, approval...

Think about buying a car. You don't buy a Rolls Royce or a DB9 because they're well-made and safe. You buy such a car because you fall in love with it. Because it makes you feel good. It tells people something about you and your status. It's a thing of beauty.

The fact that they're well-made and safe will help you to rationalise that decision, but it won't make your decision for you.

It's the same when you're buying your family car – perhaps a Peugeot 308. But that appeals to different emotions: fear for your children's safety, anxiety about the cost of running it and pride in looking after your

Quick tip

Don't think about what your product is, think about what it does. What problem does it solve? How will it make people feel? How will it make people stop feeling a negative emotion? Then write from your heart.

family. Those are the emotions that good advertising should appeal to. Then you can turn to all the safety and reliability features to rationalise that decision.

Which emotion you choose really depends on what you're trying to sell. Here are a few suggestions:

Prestige: this can be used to sell cars, motorbikes, a new watch, a designer handbag, an exotic holiday, garden landscaping or a top-notch school for your reader's children.

Joy: you can use happiness to sell holidays and travel, hobbies, rest and comfort, art, toys for the reader's children or books.

Fear: this might be fear of embarrassment, fear of not having enough money, fear of looking foolish, fear of being left behind or fear for your/your family's safety. So it can sell self-improvement goods, training courses and insurance policies, the latest electronic gadget or the safest child seat.

Put yourself in your reader's shoes and imagine what they might be thinking and feeling. What problem does your product solve for them? How does it help them?

Asking yourself these questions will lead you closer to the right emotional appeal.

*“People are lazy. Don’t make them work to read your ad,
because they won’t”*

BIG MISTAKE #7

Trying to be ‘clever’ or ‘creative’.

Let me explain

You are not writing marketing copy to impress people. You are writing it to sell. To make money. If you are writing adverts to impress people, you’re bonkers and you should close your business and do something else. In fact, if you carry on trying to be clever, you won’t have to make that decision at all...

Winston Churchill, an extraordinarily smart man, once said: “Use simple words that everyone knows, then everyone will understand.”

That’s great advice, particularly in marketing.

There is no other industry on earth filled with so much nonsense as marketing. Jargon, business-speak and the latest buzzwords fill adverts, brochures and websites.

Don’t you think it’s dreadful? Don’t you wish they’d just speak English and say something that is interesting and relevant? I do!

There are three problems with producing marketing copy that is difficult to understand:

1. Many people will not understand it. So they won't buy your product. I'm sure you see why this is a problem. Unless your market is very niche and you're absolutely certain they'll understand your jargon, don't use it. And even then, your writing still needs to be clear.
2. People will become angry. If you use words your readers don't understand, you'll make them feel stupid. And they will dislike you for it.
3. If your writing is difficult to read, people will not make the effort. They will simply turn the page and move on. Don't make people work hard to read your copy because ultimately it doesn't matter at all to them if they read it. It only matters to *you*.

SIMPLE SOLUTION #7

It's not enough to be engaging and persuasive. Everything you write also has to be really easy to read. Most people's reading ability is not as high as you'd think, so you need to make sure everyone understands.

Here are a few simple tips to help you write really readable copy:

- Use the active voice, not the passive. For example: "The alligator bit the man" rather than "the man was bitten by the alligator". It's more concise and easier to understand.
- Use short words in preference to long words. For example, "ask" rather than "request"; "need", not "require".

- Go through your writing and delete every 'that' you find.
- Use short sentences and short paragraphs. Research shows that sentences of around 12 words are easiest to read.
- Most modern word processing packages have inbuilt readability tools that can help you improve your writing. Use them!
- Use subheadings to break up big blocks of copy. You can also use them to tell your story in short form.
- Keep all your copy aligned to the left, rather than justified. It's easier to read.
- Never use light copy on a dark background for anything other than headlines. And even then, think very carefully. It's hard on the eyes.
- Use a serif font for printed copy. It's easier to read.
- Don't try and be clever with the layout. Just make it easy to read.

Quick tip

Read your copy out loud. Or even better, get somebody else to read your copy out loud. If they stumble over it, it won't work. Have another go.

“Are you ready to take your marketing to the next level?”

Are you ready to take your marketing to the next level?

If you’ve read this far, I know you are.

You’re serious about wanting to get more from your marketing. About making more money. About living the life you want to live.

You have a great product that really does make a difference to your customers’ lives, but you’re not getting your message across effectively enough.

Well, if you implement everything you’ve discovered in this report, you’ll definitely see better results.

But there’s much more you could do. If you’re anything like me, you feel that:

- I want to get the most out of my marketing activities
- I want to know that I’m investing my cash in the most profitable places
- I know that people love my product, and I want to get it in front of more customers
- I want to avoid the ‘silly’ mistakes other business owners make because they’re not willing to learn a better way – and learn from somebody who is already successful

- I'm willing to put in the time and effort to discover what works best for me and my business
- I'm willing to act on what I learn to make real improvements to my profits

If that's the case, I can definitely help you. If you're serious about making more money and winning more customers, will you take a few minutes to find out how you can make it happen easily?

Great!

Make no mistake: this is not the kind of instant wealth generator that so many 'gurus' promise. But if you put into practice everything you learn — and carry on testing to find out what works best for you — I guarantee you will see increases in your profits.

I wish you the very best of luck. I know you can achieve the results you deserve.

Warmly,

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