

THE 6 BIGGEST MISTAKES IN MARKETING



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6 Biggest Mistakes

Getting Started

I am going to talk about the six biggest mistakes that business owners make when it comes to their marketing. These are the consistent mistakes I have seen across virtually all industries and throughout the last 21 years I have been in business.

The fact is, I made these same mistakes myself and struggled for years with my marketing. However, once I figured out these “Universal Marketing Mistakes” and how to overcome them I no longer struggled finding my ideal clients and now I am making more money.

I've seen these mistakes so many times that they are what prompted me to create my program, and they are the backbone of the Category Of One system.

As we go, I'm not only going to talk to you about each mistake but I'm going to give you some real life strategies and actual tactics for overcoming each and every one of these mistakes.

If you put these basic strategies and tactics into place correctly, they will help you draw in more of your ideal clients, make more money, and have more fun in your business.

**“A smart person learns from their own mistakes.
A wise person learns from the mistakes of others.” - Unknown**



6 Biggest Mistakes

Getting Started

I'm going to leave you with a quote before we move on.

“A smart man learns from his own mistakes and a wise man learns from the mistakes of others.” – Unknown

Be wise my friend.

Learn from my mistakes as well as the other entrepreneurs that I've interviewed and the people that I've helped.

**“A smart person learns from their own mistakes.
A wise person learns from the mistakes of others.” - Unknown**



Know Your Why

MISTAKE

6 Biggest Mistakes

Mistake #1

The number one biggest mistake in marketing is...
Your ideal clients **Do NOT know your WHY.**

Your prospects don't know why you are in business.

If you are serious about having the exact right clients come to you, then you must resonate with them and be congruent with their value system and thought process.

Of course you are not going to change your values and manipulate people. You are instead going to let the world know EXACTLY WHY you do what you do and then HOW you do it. This will let the people who are looking for your product/service, and who are aligned with your personal mission, come to you.

“People don't care about what you do, they care about why you do it.”

That's a quote from Simon Sinek.

If you have not watched his Ted talk on “The Golden Circle” you are definitely missing out. I suggest all my clients watch that video.

You want to make sure that your WHY is really, really well known throughout your community.

**“People do not care what you do,
they care why you do it.” – Simen Sinek**



6 Biggest Mistakes

Mistake #1

Let me ask you this...

What is your personal mission in life?

Do your clients and prospects know?

Is it written down for the world to see?

If not, we need to fix that.

Why is your business in existence?

Do your clients and prospects know your business's WHY?

Is it written down for the world to see?

Again, if we don't know, we need to fix it.

It's important.

**People do not care what you do,
they care why you do it. – Simen Sinek**



6 Biggest Mistakes

Mistake #1

Why is your product/service so valuable?

Do your clients and prospects know?

Do you connect the dots for your clients and prospects to show them?

Super important.

How do you fix this?

Post your WHY where all your prospects and clients can see it, in your business. Wherever possible, post your WHY on the internet and in your social media feeds.

More importantly – TELL EVERYONE YOU MEET

In the Category of One program, I teach you dozens of ways to effectively post your WHY for the world to see. For now just follow this simple strategy to get you started.

**People do not care what you do,
they care why you do it. – Simen Sinek**



THE ISSUE: INSUFFICIENT RESEARCH & DATA

**Insufficient Market
Research**



6 Biggest Mistakes

Mistake #2

The number two biggest mistake in marketing is...

Insufficient market research.

A lack of research leads to frustration, wasted time and wasted money.

If you're like most business owners I have worked with or interviewed (including myself back in the day) when I was putting this program together, then you find it almost maddening when you spend substantial amounts of time and money on a marketing campaign and you get little or no result.

Here is the problem:

The average business owner can tell you basic information like, “My ideal client owns their own home, they are married, they make \$70,000 a year, have two kids and live in XXXX zip code.”

Well guess what?

That's five out of the 40ish questions that you need to know in order to find your ideal client and draw people to you.

If you don't know how to find your ideal clients then you will continue to fish in the wrong pond and fish with the wrong bait. Ultimately, you will come up with little or no fish.



6 Biggest Mistakes

Mistake #2

What I've found with the vast majority of small business owners is they have no idea what the right questions are to ask.

Then, even if they did ask correct questions, they were not sure what to do.

Here is the problem:

If you don't know the right questions and you don't know what to do when you find the answer, you end up fishing in the wrong pond and fishing with the wrong bait.

That's what we're going to talk about here.

Fishing in the wrong pond, and with poor bait, has to do with your market research.

Here's a great strategy.

Use your existing clients to start your market research. If you don't have existing clients because you're getting started, then interview clients from complimentary and competing businesses to get your information.

MISTAKE

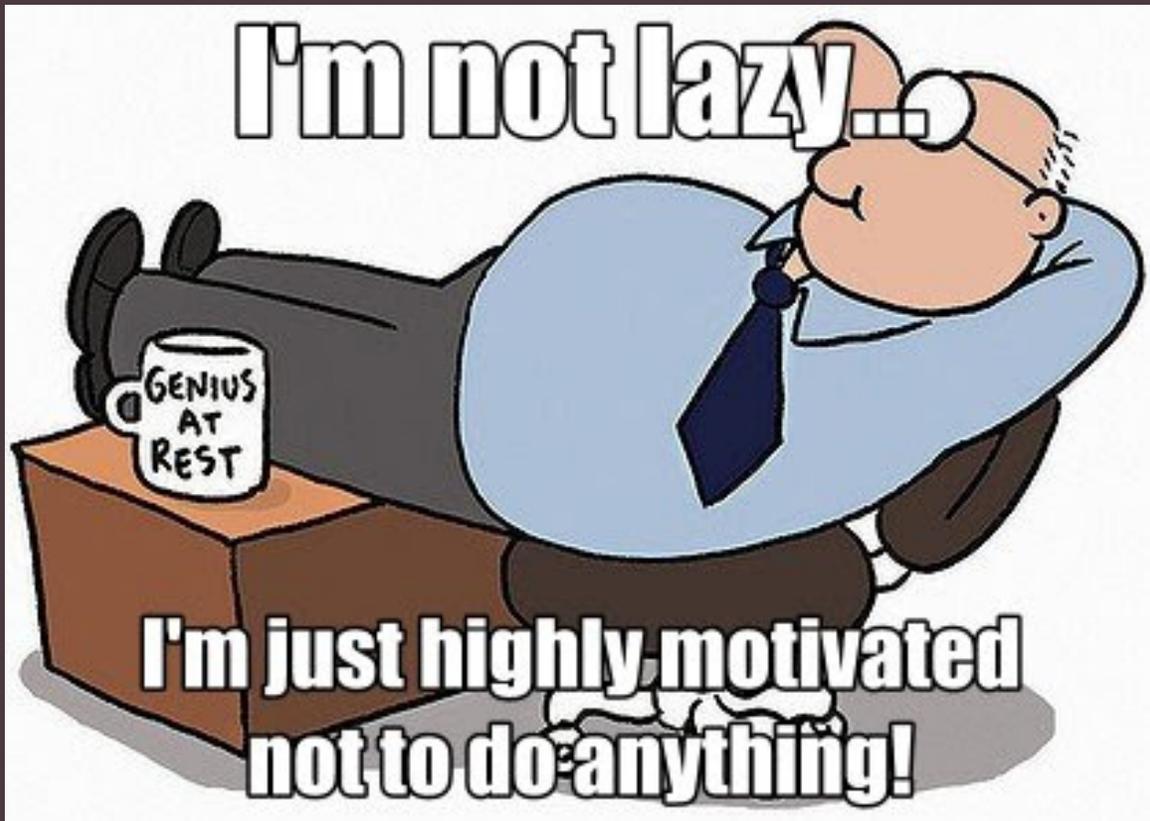
6 Biggest Mistakes

Mistake #2

Whether they are your clients or someone else's, simply start asking as many relevant questions as you can. One of the most important questions to ask is - why they chose you (or business X if they are not your clients). It is the answers to the relevant questions you ask that are the linchpin to your marketing and the creation of your products/services.

The information you gather is very powerful insight into who your ideal clients are and what your brand is and who your market perceives you to be.

Creating your ideal brand comes in module 3 of Category of One and is beyond the scope of this manual.



Way Under Market



6 Biggest Mistakes

Mistake #3

The number three biggest mistake in marketing is...

Businesses way under market themselves.

You can't be successful if you're not doing the work.

Here's a concept I call the "Marketing Cornerstone." This is SO important for small business owners and entrepreneurs to embrace that words almost cannot express its necessity.

Marketing Cornerstone = You don't get paid for anything other than your marketing efforts.

Embrace that simple concept.

Don't think that you get paid when you sell a membership, don't think about getting paid when you sell a widget. Focus on the fact that you get paid whenever you are out marketing and whenever you're putting information about the uniqueness of you and your products/services in the hands of your ideal clients.

I am going to talk about that more later, but when you embrace this concept the strategies and tactics make a lot more sense and you're able to draw in more clients and make a lot more money.



Inconsistency



6 Biggest Mistakes

Mistake #4

The number four biggest mistake in marketing is...

Businesses are extremely inconsistent with their marketing efforts

So many small business owners vacillate with their effort. They don't stick to anything long enough to show a true result.

I cannot tell you how many times, each week, I hear the same thing.

“I tried social media or I tried putting an ad in a newspaper or I did direct mail for 30 days and nothing happened. So none of that works for me, it doesn't work in my business.”

My response is – “That's crap.”

Proper marketing, based on the concepts I teach in the Category Of One program work in every business. It is simply that people typically are not consistent enough with what they do. Remember you have got to have daily and weekly tactics and at least 20 strategies that move you towards your new client acquisition goals. You also have to be consistent with those strategies over an extended period of time - typically 90 days.

If you have done your research, been consistent and listened to your market then your marketing will work.



Impatient



6 Biggest Mistakes

Mistake #5

The 5th biggest mistake in small business marketing is **Impatience with marketing**

I've already talked about this a little bit with inconsistency.

You can't have “**entrepreneurial ADD**” and expect to be successful.

When you're doing organic marketing it takes people time to see you.

People will do business with other people they know, like and trust. If you don't give your marketing ample time for the KNOW, LIKE and TRUST factor to take root, you have got problems.

Let's talk about how you can overcome the now, like and trust gap.

Your strategy is really simple.

Create two ads around a campaign you formulated from the research you completed in in the earlier four strategies. Assuming you have asked the correct questions, it should be fairly obvious what your headlines, copy and images should be.

Once you have assembled your two ads, you are then ready to test their performance for drawing new clients. Only through testing will you find out what resonates with your market. You've got to have the pieces in place.

MISTAKE

6 Biggest Mistakes

Mistake #5

A little advice about the tactics of testing your ads.

Only change one piece of the ad at any one time.

If you feel like you have good copy and you feel like you have good images you can test your headline, etc.

Testing your headline can be as simple as changing a few words around in the headline or it could be having a new headline all together.

Running your two ads through social media, in a mailer, newspaper or some boosted posts on Facebook etc. for 30 days should give you a winner.

An ad that generates more profit in sales then you spend to promote it is a keeper.

Whichever ad draws more clients and profit to you is the ad you should run and continue to run until it stops working. This is also your baseline ad.

MISTAKE

6 Biggest Mistakes

Mistake #5

Once you have a baseline ad you can construct new ads and test them against your baseline. Again, only change one piece of the ad at a time and track your performance statistics against your baseline.

If your new ad begins to perform better than the baseline, then it becomes the baseline you test your future ads against.

And so on and so on. I think you get the point.



**ASK THE
EXPERT!**



Authority Positioning

MISTAKE

6 Biggest Mistakes

Mistake #6

The sixth biggest mistake in small business marketing is...

No authority positioning i.e. the “positioning gap”

If you want to be the recognized expert in your niche, you have to be able to show it.

You have got to be able to PROVE you ARE an expert.

Saying, “Hey, I am the expert” used to be good enough. Fortunately, those days are gone. Stating, “I’m the best one at XXXX” is not good enough.

In this day and age you have to be able to prove your claims.

In the Category of One program we walk you through how to complete and use such things as case studies, testimonials, social media and much more. However, we will keep it simple for now.

Let's talk about some strategies you can use to overcome the problem of a positioning gap.

You want to show that you're undeniably an expert.

Don't talk about how you're better. Talk about how you are different.

Let me say that again, don't talk about how you are better. Because you become a “me too” business.

MISTAKE

6 Biggest Mistakes

Mistake #6

Instead of being me too, become a **Category Of One** by focusing on how you are different AND highlight your differences in the three main places people look for experts.

People start looking for experts in three main places these days.

1. Google
2. YouTube
3. Amazon

When people in your community are looking for an expert in widget A, the first place they're usually going to go is Google.

Next they are going to stop by YouTube to see if you have some videos, or better yet, a dedicated channel.

If someone is looking for an expert in a specific field they often go to Amazon and start looking to see if you have a book or some kind of product or for sale.

Although important, most people miss the Amazon connection.

All three of these sources produce a halo effect. That means, if you are available on those three places then you must be good.

MISTAKE

6 Biggest Mistakes

Mistake #6

Wondering about Facebook?

Facebook is #4.

We've talked enough about that.

If you're on the top three you really have a great opportunity to be seen as the recognized expert. Being seen in these three places gives you a major advantage over everybody else who's not.

Thus you are now bridging the authority gap.

I will teach you a string of other sources for being the recognized expert in the full program, but for now, the top 3 will be good enough to get you started.



The 6 Biggest Mistakes in Marketing A Small Business

Wrap up and extra resources

You now know the most common mistakes in small business marketing. Furthermore, you now have some fundamental strategies for overcoming those mistakes. I am supremely confident that by implementing what you learned in this short manual, you will steadily start pulling away from your competition and begin placing your business by itself in a Category Of One.

If you feel like you would like an even bigger advantage over your competition, separate from them faster and would like to make more money, then have I some additional free help available. Simply click the links provided and you will enjoy an even bigger advantage in your market place.

FREE resources:

- In depth FREE training on the six biggest mistake:** This is a FREE 30 minute in depth webinar, complete with more details, strategies, and techniques for improving your marketing.

<https://acategoryof1.com/video-unlocker-page>

- Join my FREE Facebook Group:** You can get coaching help here:

<https://www.facebook.com/groups/UpLevelWithBrett/>

- FREE workbook on Goal Setting for Entrepreneurs:** You can go to my personal website and get a great workbook to help you set and achieve your biggest goals in business. <http://www.brettlechtenberg.com/>

- If you have further questions, you can **send me a private message on Facebook.** <https://www.facebook.com/brettlechtenberg>



CATEGORY OF ONE

— POSITION YOUR BUSINESS IN A CLASS BY ITSELF —

Turn your business into a Category Of One: Go to this webinar and see how to put your business in a class by itself. This will be the best time you have spent all day.

Webinar link: <https://acategoryof1.com/video-unlocker-page>



The Category of One Marketing Academy is the single best marketing training I have ever seen for small business.

Matt Gibbons – Gibbon Consulting



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