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Marketing Mistakes That Steal Your Cash



by Kenneth J Varga

10 Marketing Mistakes **That** ***Steal Your Cash***

By

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10 Marketing Mistakes That Steal Your Cash!

Mistake No. 1: Not developing a Unique Selling Proposition that stands out from the crowd.

Mistake No. 2: Not making your business image stand out in a positive way.

Mistake No. 3: Not making back-end offers.

Mistake No. 4: Not making doing business with you fast, convenient and easy.

Mistake No. 5: Not finding out what your customers want.

Mistake No. 6: Not telling your customers "why you can" do better than others.

Mistake No. 7: Not testing the market.

Mistake No. 8: Discarding effective marketing methods just because you get tired of them.

Mistake No. 9: Not focusing all your efforts on targeted customers.

Mistake No. 10: Using institutional advertising.

Mistake No. 1

Not Developing a Unique Selling Proposition that Stands Out from the Crowd!

What is a Unique Selling Proposition?

A Unique Selling Proposition is that one thing that makes you stand out from your competition. It is something that only you can create, and it applies only to your business, and no other.

Many business owners never stop to ask themselves this very important question: "What are my customers really buying when they do business with me?"

While this may seem like a mindless question at first, it is one of the most important questions that everyone from the owner to the cashier in any business needs to know.

The answer to this question is not always as obvious as you may think. That's because customers don't buy what your company sells in the form of products or services. Instead. . .

Customers buy what your products or services can do for them.

To illustrate this point clearly, consider the following customer statements:

- "Sell me peace of mind and a great future for my family and me . . .
DON'T SELL ME INSURANCE!"
- "Sell me pleasant hours of reading and relaxation for my weary mind . . .
DON'T SELL ME BOOKS!"
- "Sell me the pleasures, convenience, and profits of modern technology . . .
DON'T SELL ME A COMPUTER!"
- "Sell me a safe, fast, vacation-filled, enjoyable, guaranteed on-time arrival to my destination . . .
DON'T SELL ME AIRPLANE TICKETS!"

- “Sell me an attractive appearance and style that will set me apart from the crowd . . .
DON'T SELL ME CLOTHES!”
- “Sell me comfort, contentment, pride of ownership, and a good investment . . .
DON'T SELL ME A HOUSE!”
- “Sell my children happy childhood moments that they will remember for a lifetime . . .
DON'T SELL ME TOYS!”
- “Sell me freedom from worry, dependability, and long usage . . .
DON'T SELL ME TIRES!”
- “Sell me ideas, feelings, self-respect, home life, happiness, and security . . .
DON'T SELL ME THINGS!”

Despite the fact that there are many millions of products and services for sale in the marketplace at this very moment, customers will exchange their hard-earned money for only two things . . .

1. Good Feelings, and
2. Solutions to Problems.

In the final analysis, the success or failure of any business depends on how many people it rewards with those two things, and how well it does it.

Your proposition for making the reward in the form of some big benefit must stand out accordingly.

The secret to developing a successful Unique Selling Proposition lies in understanding the customer's problems and providing solutions so that the customer feels good about the transaction.

To learn the exact steps to creating your USP, read Chapter 8 in "How to Get Customers to Call, Buy & Beg for More".

Mistake No. 2

Not Making Your Business Image Stand Out in a Positive Way!

Another mistake that can steal your cash is not making your business image stand out in a positive way.

Every business has an image, whether it's planned or not. A positive image doesn't just happen. It takes much hard work, planning, and consistent high-level maintenance to create and support a good image.

Here are some essentials required in shaping a high-quality service image in the customer's mind.

DEVELOP A CUSTOMER PROFILE. Develop a clear picture of the kind of customers you want. You need their age range, income, sex, marital status, educational level, occupation, and life style.

You also need the services that are most important to them. The more precise you are in defining the customers you are serving, the easier it will be to see your business from their viewpoint.

On the other hand, a business that attempts to be all things to all people runs the risk of becoming unimportant to everyone.

You will, of course, create customers that don't quite fit your profile. Your sales efforts should focus on that specific segment of the market you want to reach and serve.

DEVELOP AN ABILITY TO SEE YOUR BUSINESS THROUGH YOUR CUSTOMER'S EYES. Eighty-five percent of what people remember is the result of what they see through their eyes. Only 11 percent comes through the ears, and the other 4 percent comes through other senses.

For instance, when people "see" a clean business, it suggests the owner and employees take pride in their work and place of business.

Take a visual inventory of your business. Start by evaluating your own appearance, your employees' appearance, your stationery, etc.

Every contact customers have with your business is shaping their perception in a positive or a negative way.

DON'T OVER PROMISE OR BUILD UNREALISTIC EXPECTATIONS. Over promising or creating unrealistic expectations may work to make a sale, but it will ultimately cost you the loss of repeat customers.

Meeting and exceeding customer expectations becomes harder the more you hype up your message. The end result is that customers will feel short-changed and cheated.

They will never buy from you again and will tell others about their feelings and perceptions. It's the fastest way to a bad image that you can create.

Give yourself room for misjudgment and error. If you think you can deliver in 24 hours, give yourself 48.

If you can turn around a job in three days, promise five to seven.

If a customer asks for an estimated cost, go a little higher and surprise the customer later with a lower one.

OFFER THE BEST SERVICE IN TOWN. The quality of service a business provides is judged in two ways:

- (1) how well you deliver on what you promise, and
- (2) how you handle complaints, concerns, and problems.

Most businesses fail miserably in this second area and simply hope the complaint will go away.

The more successful businesses will walk through fire to show customers how grateful they are to have their business. These companies will also offer strong guarantees in favor of the customer.

What is the reward for all this? Profits!

TREAT YOUR CUSTOMERS LIKE THEY ARE UNIQUE AND SPECIAL. One way to destroy your company's image is to treat your customers in an impersonal way.

Have you ever gotten a computerized form letter threatening to shut off your water, electricity or phone if you don't pay your bill within ten days?

Hardly a way to treat a customer who has paid every bill on time for the past eight years and mislaid it once!

Greet your customers with a smile, both in person and in correspondence.

Let them know they are appreciated and will be looked after by a caring human...not a computer!

KEEP YOUR CUSTOMERS INFORMED. If you fail to stay in touch with your customers, they won't be aware of the good service you're giving them.

By staying in touch with them, you can remind them of the fine service you offer, make them aware of new products and services, and offer information to help them get more for their money.

Periodic phone calls, newsletters and personal letters are some of the ways to stay in touch.

The object is to let them know that providing service and satisfaction to them, personally, is your number one priority.

A PART OF GOOD SERVICE IS SHOWMANSHIP. An important part of any service job is to entertain, amuse and make a customer feel good in as many ways as possible.

When you are in the presence of a customer, you're on stage, and the spotlight is on you.

Part of doing your job well is giving a good performance when you do it. The acid test for the success of any business is the perceived value customers think they are getting.

When perceived value disappears, so do the customers.

What matters most isn't what you know or whom you know, but how you are known to them.

The exact methods for standing out are covered in several chapters in "How to Get Customers to Call, Buy & Beg for More".

Mistake No. 3

Not Making Back-end Offers!

A deadly mistake is to assume that if you get new customers you've got it made.

In most businesses it's expensive to get a new customer. The expense of acquiring customers drops when "back-end" sales are made to existing customers. Profits soar the more back-end sales are made.

To avoid this tragic mistake, you should have a back-end offer ready for customers to buy even before you offer your primary item for sale.

When a customer comes to buy or calls to order something, you should have something of equal interest to offer as an add-on sale. Back-end sales will generally make you greater profits in the long run, than front-end items in the short run.

Customers expect to see and buy more interest-related items from a business they are happy with. Offering something new, fresh, and stimulating shows your customers that you care.

Back-end offers are vital to any business. If you limit yourself to being concerned with making a single sale, you will miss the opportunity to cultivate repeat customers. Having back-end items is simply good insurance for future sales.

Need I say more? I think you have the complete picture: plan for back-end sales. The profits can be staggering.

Mistake No. 4

Not Making Doing Business with You Fast, Convenient, and EASY!

Want to impress a multitude of people and create new customers? Make doing business with your company fast, fun, convenient, easy, and desirable! Many businesses don't. Without trying they can make doing business with them very hard.

Don't make this mistake.

Why would anyone make doing business with them hard?

Surely, everyone realizes that a frustrated, unhappy customer is a lost customer.

Yet, many do just that through poor employee attitude, little or no service to the customer, lack of training, poor business location and even dirty rest rooms.

After all, if a business owner can't keep a rest room clean, what about his or her merchandise?

Often a little training can go a long way.

Listen to how your employees are answering the telephone.

This is your first introduction, and it is critical. If an employee is unprofessional and the caller unimpressed, it could mark the end of a sale on the spot.

The attitude of the person answering the phone is extremely important. The right way is to be friendly, courteous, helpful, and above all, professional.

All of your employees should be instructed in how to consistently answer business phones. Customers should also be processed quickly and efficiently.

Remember: First impressions are lasting impressions.

A friendly smile is one of the most effective marketing tools.

See chapter 20 in "How to Get Customers to Call, Buy & Beg for More" for a longer discussion on this topic.

Mistake No. 5 **Not finding out what your customers want!**

Customers are the most important ingredient to business success. It is crucial that you determine the precise wants, needs, desires, and requirements of the customers or market you are trying to sell something to.

If you want your business to outgrow all of the competition, simply take the time to understand what your customers' wants are, and then set out to satisfy them.

To find out what those needs are, you can send your customers written surveys, you can use Internet surveys, you can call them on the phone, or you can talk to customers who visit your establishment.

If you run an Internet forum, it's fairly easy to know what your customers want, if you pay attention to the questions they ask, or the problems they have.

Once you know what your customers want and need, it's time to give it to them.

Giving it to them means developing services and products that satisfy those wants and needs.

Chapters 25, 28, and 31 in "How to Get Customers to Call, Buy & Beg for More" help you clearly define what your customers want.

Mistake No. 6

Not telling your customers "why" you can do better than others.

If you make a claim to your customers and you don't tell them why, you'll be making a big mistake. Without a "why", your claim can seem false and appear to be trickery.

If you are selling a product or service at prices lower than your competitor, tell your customers "why you can." Tell them about the regular value and why the reduced price is a big bonus.

Are you able to offer reduced prices because of low overhead? Are you passing a volume purchase deal onto your customers? Are you offering better services, coupons, rebates, two-for-one items?

You establish sales credibility by letting customers know why you are able to make great deals.

If your prices are higher, you should also explain why. Is the item superior to other brands? Is there an extended guarantee? Is it higher quality? Off season?

Make your claim believable, credible, and sincere. Your customers will want to do business with you again and again.

See Chapters 27 and 28 in "How to Get Customers to Call, Buy & Beg for More" for how to make your offer believable.

Mistake No. 7

Not Testing The Market

Now, here is a mistake that can ruin you...not testing your market.

More often than not, a company's success or failure is based on a personal infatuation with a product that some person is willing to invest a lot of money in. The problem is no one else may share the same view.

Before a marketing decision of any magnitude is made, you have an obligation to yourself and your money to find out from potential customers if they are even interested in what you are proposing to sell.

Once you have a positive "yes," you should do even more testing.

For example, you should test your packaging, prices, advertisements, media providers, headlines and back-end offers, one against the other to see which will work best.

The only way to be certain you will make sales and be a business success is to test, collect data and analyze the results.

Hunches and guesswork don't go far in the real business world. You need facts.

The whole purpose of testing the market is to help you achieve maximum sales from the compilation of your efforts.

The fact is, you can dramatically increase your profits simply by testing the market.

Don't depend on chance or dumb-luck for anything.

Mistake No. 8

Discarding Effective Marketing Methods Just Because You Get Tired of Them

This is one "money waster" I've seen in many businesses...businesses getting rid of marketing strategies that work, just because the marketing manager or advertiser is bored with doing the same thing over and over.

It's a fact!

Advertisers generally get tired of their own ads long before consumers do. Consequently, many advertisers cancel their ads and switch to another "brainchild", though the current ad is pulling well.

Either that, or they don't allow enough time for an ad to work itself into the minds of the market they are targeting.

If you intend to try a new ad, sales letter, or another advertising vehicle, don't abandon those that are already working well.

If you are using a new marketing approach, give it time to work.

If after four or five weeks you haven't received an adequate response, take a closer look at the publications you're advertising in?

Can you improve your headline?

Are you targeting the right customers?

Could improvements be made in your direct mail package?

Once you find that winning combination, stick with it until you find something better.

Effective marketing methods, with actual samples of campaigns I used to generate millions of dollars in my businesses, are explained throughout my book "How to Get Customers to Call, Buy & Beg for More".

You can use these samples as templates and save an enormous amount of time in implementing your marketing. You will bring in thousands of additional dollars to your business...quickly.

Mistake No. 9 **Not Focusing All Your Efforts on Targeted Customers**

An easy mistake to make is to focus your marketing efforts on the wrong prospective customers.

Many advertisers forget whom they are trying to reach when they prepare and place an ad, or send out direct mail.

To be successful in any business, you must know who your most likely customers are and then target that audience.

Don't make the mistake of placing ads in publications that aren't targeting the customers you're trying to attract.

Be alert to advertising salespeople who want to sell advertising space to you even if it is not in your best interest.

Plan your advertising campaign to target only those publications that serve your target market.

In Chapters 21 and 22 of "How to Get Customers to Call, Buy & Beg for More" I take you step-by-step through the tools you use for targeting your customers.

Mistake No. 10 **Using Institutional Advertising**

Here is the biggest waster of marketing dollars...institutional advertising. What is institutional advertising?

It's advertising that can land you in a mental institution. Just kidding!

No. Institutional advertising is basically image advertising. It is what's practiced by most large companies, and is what you see most of the time on TV.

It does not ask for a specific response from the consumer. It's main function is to keep its brand in the consumer's mind.

Institutional advertising tells consumers about the benefits of doing business with the company, but little about the product or service.

Most of the time this type of advertising doesn't give a consumer any compelling reason to take action and buy.

The primary message is: "Purchase the product or service I am selling simply because I am making an appeal to you to do so."

Classified, display, and direct mail forms of advertising are designed to make specific appeals and produce immediate response.

Unlike institutional advertising, direct marketing advertising tells the whole story. It presents important facts and does not use speculation.

Assuming an advertiser is using small-sized ads to generate leads, and then following-up with a sales letter, circular, or flyer, the advertiser makes a complete case for what is being sold.

Institutional advertising is used to entice customers to a specific establishment, outlet, or company. It may also be used in fund raising, or to acquaint the public with a product. It can then be followed up with salespeople when needed, such as in insurance sales.

If your purpose is not to enhance your company name, but to make sales, then direct response advertising will work better for you.

You can read more about institutional advertising versus direct response advertising in Chapter 23 of "How to Get Customers to Call, Buy & Beg for More".

Summary

Now you know how to avoid the 10 most common marketing mistakes that drain money from your business. Even if you have made these and other mistakes in the past, you can come around 180 degrees and mend your ways. When you see the results, you will put the profits in your pockets year, after year, after year.

What's Next!

This report has covered only one of the topics...avoiding 10 common mistakes...that is addressed in my book "How to Get Customers to Call, Buy & Beg for More!"

In this book, you will get the actual techniques and strategies I used to generate millions of dollars in my businesses, and to generate more than 460,000 customers in one of those businesses.

You will get detailed examples of what I did and how I did it, along with samples of the exact letters and marketing pieces I used. You can copy these samples to save you time and increase your chances of success.

With this book, you will...

- build your business quickly to save time and money.
- double or triple the size of your income in one year, and
- keep your customers buying over and over again.

Here is what one of my customers said about "How to Get Customers to Call, Buy & Beg for More":

"I have just read your book 'How To Get Customers To Call, Buy, And Beg For More!' and have one question: Where was this book 35 years ago when I started my entrepreneurial career? It would have saved me years of trial and error learning how to become successful. Not to mention the thousands of dollars wasted in writing poor ads, copy, and letters. I have never been this excited about a "How to" business book, or found one that contained so much practical, valuable information. Any entrepreneur who reads and implements just some of your recommendations, will be guaranteeing their success beyond their wildest expectations."

...Ed Starr, President of Starr Marketing and Publishing, Inc.,
Lighthouse Point, Florida

To learn more, or to get a copy of "How to Get Customers to Call, Buy & Beg for More", visit: <http://www.kenvarga.com>

How To Use The “10 Marketing Mistakes” Free Report To Grow Your Business

Now that you have completed the “10 Marketing Mistakes that Steal Your Cash”, here is a suggestion you want to take very seriously...

In most of my writings, I constantly write about treating your customer or client as if they were your best friend. I've given many methods of accomplishing this strategy. Here's another: Go to www.kenvarga.com/report.php and offer this FREE book to your business customers, as a gift from you.

There is a principle called the Law of Reciprocity. It states that, “When someone receives a gift from another person, the receiver feels obligated to that person.” This is so true.

When you give the “10 Marketing Mistakes That Steal Your Cash” book to your business customers, you are showing them that you really appreciate their business and care for them and their success.

The benefit to you will be enhancement of your image in your customers' thoughts and more business. So don't delay.

Go to www.kenvarga.com/report.php and get the book. Remember it's FREE.