

12

DUMB

**Marketing Mistakes
Every Business Owner Makes
And How To Avoid Them**

Special Report by Ashish T Pawar

Dear Business Owner,

Here are the TOP 12 Dumb Marketing Mistakes. I have made all these mistakes myself when I started my business many years ago. I hope you can learn from them so that you don't have to repeat them!

By reading this report, I am confident you will save money, time, and get increased peace of mind knowing that you are not making the same dumb mistakes like others are making.

Oh! and yes I have put exhibits this report so that it can help you create your own marketing techniques and bring in floods of clients and customers.

So, here we go...

Marketing Mistake # 1: **No call to action on marketing materials**

Often overlooked by many business owners. On every marketing piece that you put out (direct mail, website, facebook ads, signs, blogs, posts, business cards, etc...) you must tell the customer "*exactly what you want them to do next*". *Never assume that they will know.*

"Do you want them to call you?"

"Do you want them to go to your website?"

Here is a good example of a clear call to action:

"Take advantage of my free consumer awareness guide. I will reveal the top 5 things you need to be aware of when hiring a Realtor. Go to www.yoursitename.com and enter your email now to get this special consumer guide".

Exhibit # 1:

WARNING!

**For Owners and CEO's and HOD's of sales organizations
with 50 to 500 representatives**

The Costs, Competitive Difficulties, and Length of Time your Sales Representatives face
in opening new accounts and keep getting worse.

There is a proven, revolutionary strategy that can change the way your representatives prospect almost overnight.

CLICK TO KNOW MORE

Marketing Mistake #2:


No place for a prospect to opt-in on website

An opt-in is essentially a contact form on your website. The marketing rule is the opt-in needs to be above the fold, so you don't have to scroll down on the website to see it.

The information you want to collect on the opt-in form is name and email only. Give the customer something good, in exchange for their contact information. This could be a free consumer awareness guide, video, audio, coupon...

Exhibit # 2:

**YOUR
FREE GIFT
IS WAITING**



Now available for YOU!

First Name

Last Name

E-mail id

Download Now!

**NEWSLETTER
SUBSCRIPTION**

- Simple and proven strategies to improve your sales and business now
- Secrets to craft a No-Cost sales campaign to gain more customers
- Turn-Key conversational and questioning skills to identify Needs
- Personal behavioural sales styles to self-assess

First Name

Last Name

E-mail id

SIGN UP

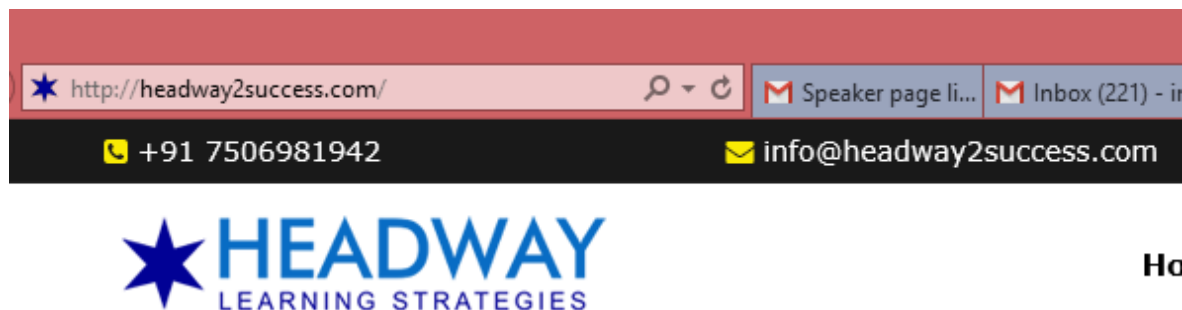
Use services like netCore or Wordpress to give you customised easy to use contact forms for you blog or website.

Marketing Mistake #3: **Not giving a very clear way to respond**

I see this happening with small business websites. The phone number is so tiny and hidden on the site. Do not hide your phone number. Make it big, very big.

Add additional ways to get in touch with you. This applies to all of your marketing campaigns. Review all your marketing (website, direct mail, signs, biz cards). Is your phone number clearly identified? Can you increase the size? Can you give an additional way to respond?

Exhibit # 3:



Marketing Mistake #4: **Not having a benefit/result driven headline**

It's easy to talk about your service/product in a headline, but what does it mean for the customer? How will they benefit?

The idea of a benefit driven headline is that NOW your customer will be able to do X, Y, Z because of your product or service. The benefit driven headline works extremely well if you:

1. IDENTIFY YOUR TARGET MARKET

2. IDENTIFY THEIR PAIN

3. PRESENT THEM A SOLUTION

For example: *"How Small Business Owners Can Find More Time For Their Family With This Simple Technique".*

One more example: *"Lose Weight While You Sleep With This One Simple System."*

Two more example: *"Amazing One-Way Marketing Technique for Business Owners that Adds Hundreds of Cash-Paying Clients To Your Business, and Generates Big Heaping Piles of Profits Almost Overnight!"*

Exhibit # 4:

ATTENTION: Business Owners Or Sales Professional Whose Looking For An "Unfair Advantage" In Their Marketplace...

"How To Dramatically Increase Your Sales And Take-Home Profits... With A Time-Tested, Revolutionary SYSTEM For Magnetically Attracting Your Ideal Customers And Clients... Regardless Of What's Happening In The Economy..."

That Literally Changes Everything... for Owners of Any Kind Of Business, for Sales Professionals in Any Field...

Dear Friend,

If you own a Small Business of any kind: How would you like to stop being an "advertising victim"? Finally get accurately measurable, quick results from each and every rupee you put into ANY kind of advertising, marketing, or promotion? At will, attract a flood of new customers? At will, spark a huge cash flow surge? Define and DOMINATE any "target market" of your choice... for less than Rs.50.00 per prospect? (It doesn't matter if you own a company selling sophisticated software only to the Fortune 1000 or a local flower shop, incredibly what I'm about to reveal to you can "re-invent" your entire marketing process for the better!)

Marketing Mistake #5: Not having an irresistible offer with deadline

When I say, “Irresistible” I mean people can’t refuse it. They want it so bad, because it’s soooooooo gooooooooood. Add a short deadline to get people to take action now. It’s about results.

Review your marketing and make sure you have irresistible offers in place. Then add a deadline of less than two weeks to claim the offer. Test different offers to find what brings in the most customers.

Exhibit # 5:

But You'll Need To Act Now.....

I don't know how long I can offer *The 67 Well-Adjusted Answers That Stand Out And Get's You Hired!* at these incredibly low price.

I've already had some of my students literally beg me not to give away all these secrets. **I want to share these secrets...even against their wishes.** But it will be just a matter of time before many others come knocking at my door begging me to stop releasing these secrets. At that point, I'll be forced to raise the price! You won't want to miss out on this incredible opportunity!

And even though this opportunity is an incredible steal, I know there are still some of you out there, you know, those “extra tough” critics, who still aren't convinced. And that's why I want to tell you about the best part of *The 67 Well-Adjusted Answers That Stand Out And Get's You Hired!* For those who decide to take action, you'll receive...

Marketing Mistake #6: **Not having a USP for your business**

Ghadi and Dominos built their entire business off the USP, “Pehle Istemaal Kare, Fir Vishwaas Kare” and “Pizza delivered in 30 minutes or less”.

What is your Unique Selling Proposition?

What makes you different?

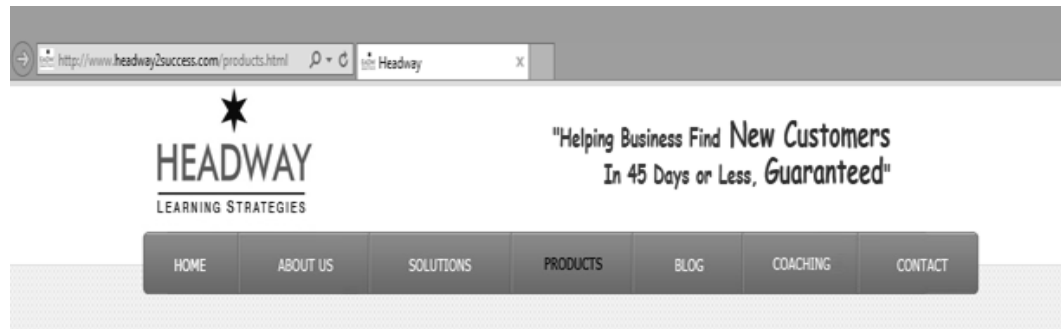
Why you?

Why should anyone buy your product or services?

What do you have to offer that makes it worth anyone's time and/or money?

Keep it simple, and keep moving forward. The strongest USP on earth won't matter if you don't back it up with all the other actions that create a successful business.

Exhibit # 6:



Marketing Mistake #7: **Doing direct mail once and giving up**

I don't know about you, but most business owners I talk to hate direct mail. They try it once, have poor results and give up. That's a huge benefit for us. Direct mail works exceptionally well for getting customers, if done right.

Do your direct mail in sequences of 3. Never, ever just mail once. Crooked stamps, handwritten addresses, and lumpy, odd shape packaging always gets you in the "A" pile to be opened.

Also what many small business owners and sales professionals don't know is that customers are at different buying cycles your product / service HAS TO be there when they are READY-TO-BUY your direct mail letter sequence will help you do that.

No wonder you received THREE SALES LETTERS huh... 😊😊😊😊

Exhibit # 7.1:

ATTENTION: *Business Owners And Sales Professionals Who Are Looking For An "Unfair Advantage" In Their Marketplace...*



"How To Quickly Increase Your Sales And Take-Home Profits... With A Time-Tested, Revolutionary SYSTEM For Dynamically Attracting Your Ideal Customers And Clients... Regardless Of What's Happening In The Economy..."

Dear Friend,

Firstly, a big **THANK YOU** for getting my report I hope you have read it and enjoyed it as much as I enjoyed writing it.

Today I am writing to you about something that **STILL keeps you AWAKE at 3:00 AM**, so let's get started.

If you **own any kind of business...** or are a **sales professional** in **ANY** field, then get ready. Because what you are about to discover in this letter is **UNLIKE** anything you have ever seen, read, heard, or possessed before.

And if you are **just getting started in business** and are a **"newbie"**, then I am about to prevent you from **flushing fistfuls of money down the toilet...** and wasting **TONS** of your time... to the point you want to throw up your hands and give up!

In past, you might have had customers and clients throwing money at you when the economy was bursting, even though you were **totally clueless as to what worked and what didn't**; what marketing strategies to spend your money on; and what to drop? And you were just

Go to the next page...

Exhibit # 7.2:

“These RESULTS ARE Typical!”

And I GUARANTEE They WILL Make MONEY

Dear Friend,

A couple of weeks ago I sent you lengthy letter about my **RISK-FREE-NO-STRINGS-ATTACHED** book called as ***Prospecting Sucks!*** that helps you to eliminate prospecting forever... if you own any kind of business... or are a sales professional in ANY field.

You see this is your second notice... your business and career wake-up call from me, Ashish. You haven't responded to my first letter. **Time is running out...** if you are going to take advantage of my RISK FREE book... you MUST act NOW!

Well I understand that you must be having feeling "hey *bhagwan*, not another book on selling" for that precise feeling I have laid 21 Result Oriented Reasons that will eliminate those feeling, butterflies and speeding heart rate... here they are...

21 RESULT ORIENTATED REASONS WHY YOU SHOULD RESPOND TO THIS LETTER IMMEDIATELY

- Have **MULITIPLE DOOR-WAYS** to enter your customers or clients mind
- **BEING-THERE** when customer or client is **READY-TO-BUY**
- Focus on customers WHO are interested which means **ZERO PROSPECTING**
- **ATTRACT NEW** customers, clients or patients that **YOU!** desire
- Develop **HOT** new **LEADS** so you never have to prospect I mean **NEVER...**
- Being there by **INVITATION...** be a welcomed "**GUEST**" rather than "**PEST**"
- How to get **RICH**, especially if you **HATE** Selling
- How to make Sales force more **PRODUCTIVE** than ever before

go to the next page...

Exhibit # 7.3:

WARNING: *Stop Wasting Time On Cold Call Prospecting Grunt Work...*



**“How *PROSPECTING SUCKS!*
Will Change Your Business
and Sales Life Forever”**

***Amazingly Powerful Customer and Client Attraction and
Persuasion Strategies REVEALED...***

Dear Friend,

This is your third and final notice.

“Aakashi Zhep Ghe Re Pakhara... Sodi Sonyacha Pinjara”
(meaning ... yes then come out of your golden cage)

Attached are the copies of the two previous letters I recently sent you, extending my very special invitation, to let me take away all pain and agony you go-through in prospecting. Maybe you missed them, please - read now.

Hoping I might still hear you...

To your success,

Ashish T. Pawar

P.S.: Hurry time is running out... get an upper hand on your competition before they do...

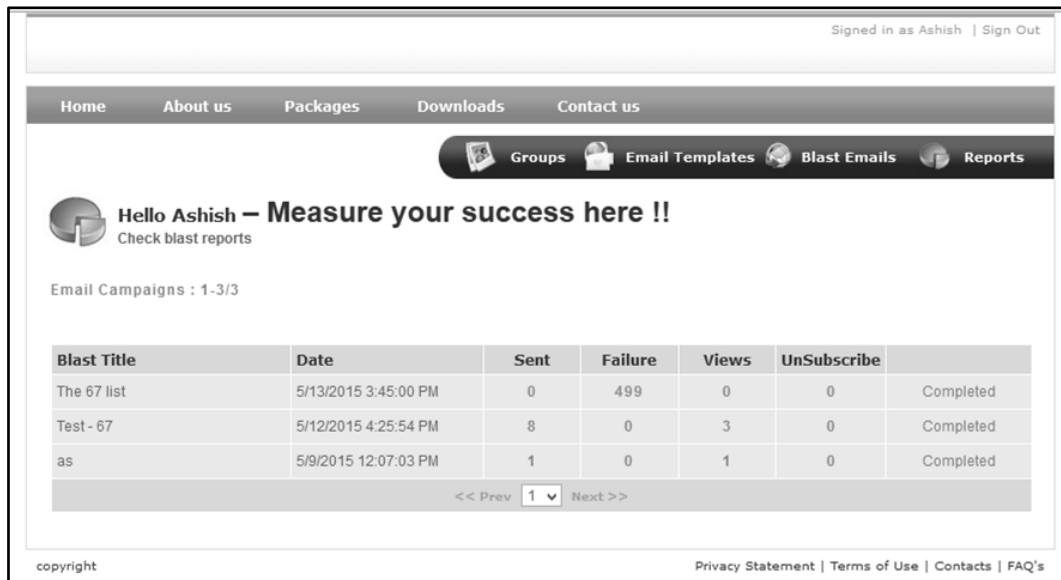
P.P.S.: You get everything: 2 FREE Critique coupons; 40 Exhibits to choose or model from; 2 Phone script templates; 11 Fill-In-The-Blanks headlines; A Follow-up guide template; 4 Referral-Tear-Sheet Cards templates; Memory Jogger to increase your referrals; 2 How to ASK & How to WRITE Testimonials templates; 219 E-mail subjects line sorted in 3 different categories. PLUS you get **BONUS:** My special report “The Five Chief Frustration Of Sales Professionals And How To Eliminate Them”.

Marketing Mistake #8: Not analysing data and caring about improvement

If you are serious about moving the needle in your business, you have to constantly be looking at your metrics. This means direct mail responses, website traffic, conversions, sales, percentages, tracking all lead sources.

Know your numbers. Your decisions should be based off your numbers. Install Google Analytics on your website. How important do you think that is, especially if you have employees.

Exhibit # 8:



The screenshot shows a web dashboard for email campaign management. At the top, it says "Signed in as Ashish | Sign Out". Below this is a navigation bar with links: Home, About us, Packages, Downloads, Contact us. A secondary navigation bar contains icons and labels for Groups, Email Templates, Blast Emails, and Reports. The main content area starts with a greeting "Hello Ashish – Measure your success here !!" and a link to "Check blast reports". It then displays "Email Campaigns : 1-3/3". A table follows, showing details for three campaigns. The table has columns for Blast Title, Date, Sent, Failure, Views, UnSubscribe, and a status column. The first campaign, "The 67 list", was sent on 5/13/2015 at 3:45:00 PM, with 0 sent, 499 failures, 0 views, 0 unsubscribes, and a status of "Completed". The second campaign, "Test - 67", was sent on 5/12/2015 at 4:25:54 PM, with 8 sent, 0 failures, 3 views, 0 unsubscribes, and a status of "Completed". The third campaign, "as", was sent on 5/9/2015 at 12:07:03 PM, with 1 sent, 0 failures, 1 view, 0 unsubscribes, and a status of "Completed". Below the table is a pagination control showing "<< Prev 1 Next >>". At the bottom of the dashboard, there is a "copyright" notice on the left and links for "Privacy Statement | Terms of Use | Contacts | FAQ's" on the right.

Blast Title	Date	Sent	Failure	Views	UnSubscribe	
The 67 list	5/13/2015 3:45:00 PM	0	499	0	0	Completed
Test - 67	5/12/2015 4:25:54 PM	8	0	3	0	Completed
as	5/9/2015 12:07:03 PM	1	0	1	0	Completed

Marketing Mistake #9: Not having good sales copy

Look at your website and any direct mail that you have.

Do you have good copy?

Are you addressing your customer directly?

Having good sales copy can be the difference in making ₹5,000.00 and ₹50,000.00 from your marketing.

Answer these 3 questions in your sales copy and you will do better than most small businesses:

1. Here is what I got...

2. Here is what it will do for you...

3. Here is what I want you to do next...

Exhibit # 9:

Go to these links and find out for yourself:

<https://headway2success.com/business-growth-tools/>

<https://headway2success.com/17-rules-for-business/>

<https://headway2success.com/professional-speaker-tool/>

<https://headway2success.com/dynamic-marketing/>

Marketing Mistake #10: **Not constantly marketing your business**

You get busy. I get busy. We are all busy. *"Always Be Marketing"*. It's the most important thing you can do for your business.

What marketing systems can you put in place that works around the clock to bring you customers?

Quarterly direct mailings?

Selling your product or service online?

Having other people sell your product or service?

If you are not marketing, you are not building your business. It's just that simple.

Marketing Mistake #11: **Not knowing your customer**

If you are not sure who is your customer? How can you market to them? Don't you think it's impossible for you to do anything? Figure out your customer's avatar by answering these questions:

What keeps them awake at night?

What frustrates them the most?

What problems do they need solving?

What current trends are they following?

Who else might they be talking to, if not you?

Where do they shop?

What's the average age?

What do they look like?

What do they eat?

Write down everything you can about your customer. You want to have a complete profile. Next, go through all your marketing and make sure it reflects this customer.

The beauty of the customer avatar, is you can laser target your marketing to the exact prospect you are looking for. You no longer have to throw out a huge net hoping you capture a customer. You will save time and money.

Marketing Mistake #12: **Not using testimonials**

I saved the best one for last. I have always had a tough time asking customers for testimonials, but I had to get over that fear and fast.

In this new economy, customers are being sold with testimonials and proofism. It's a must have on all your marketing. If you don't have testimonials to use on your marketing here is my formula for getting them.

Look at the entire experience a customer has, when they do business with you. Figure out what's the "best" time to ask for testimonials. I have found the "BEST" time to ask is when the transaction is finished and the customer says, "Thank you". This is the sweet spot.

When someone thanks you for your service, they are actually thanking you for your expertise. Therefore they will 99.9% of the time say, "YES" when asked to do a favour.

Next time, your customer completes the transaction and says "Thank You", respond with *"I really appreciate your kind words, but would you take just a couple of minutes and write down why you enjoyed doing business with me. This will help me, help others, just like you."*

Have ready a sheet of paper with 3-4 questions for them to answer or have a pocket video camera like the FLIP to capture their comments. That's really it. It's not rocket science. You just have to ask and make it easy for the customer to give.

There are also all kinds of ways to incentivise for testimonials, but this is truly the easiest free version you will find. Remember, there is no such thing as too many testimonials.

That my friend is the scoop. Hope it was helpful!

If you took the time and read this entire report, give yourself a high five and make a promise right now.

"I [Insert Your Name Here] promise that I will take ownership of my marketing. It's the most important thing I can do for the livelihood of my business."

Exhibit # 12:

Can't Wait Ashish... I Need That Fresh Air To Breathe Right Now!

“ Many people involved in sales say “Well, I am not a natural born salesperson!” and in so doing, give themselves an excuse (not a reason) to perform at a level below what they are capable of. What if you actually turned out to be a natural born salesperson? What if you discovered you could feel comfortable selling, serve your customers well and provide a better standard of living for yourself and your family? Do your customers, your family and yourself a HUGE favour and invest in the Sales Persuasion Mastery. You are a natural born salesperson... if you will just give yourself permission to be one.

Area Manager – A Leading MNC Bank

“ As a recruiter, I have to cold call people and make my case quickly. Your products have increased my success rate by 1000%.

Recruiting Manager

“ I wish I'd encountered this excellent sales persuasion strategies and conversational hypnosis much earlier in my sales career. I'd have helped a lot of my prospects make better decisions more quickly. And I'd certainly be more affluent today... “better late than never”. The results for me and my business speak for themselves. Discovering something new has seldom been more pleasant or rewarding.

Sales Manager – A Leading Eye Care Brand

Now it's time to take action. Let's go make some money!

To your marketing success,

A Pawar

Ashish Pawar

P.S.: If you like this report, email with your comments info@headway2success.com I am to here help as many business owners as I can. Spread the word.

"NO RISK"

Response Form

_____ Yes Ashish, I want to get a copy of the most valuable and unusual system for attracting qualified prospects, clients, or patients, entitled "***DYNAMIC MARKETING: For ALL Business Owners and Sales Professionals***".

I know this SYSTEM will disclose the uncensored customer and client attraction strategies such as:

- Unique and definitive strategies to "BUILDING A LIST" from scratch, this stuff could put you over the top immediately
- Business to-consumer AND business-to-business target marketing EXAMPLES described in complete detail—completely applicable and transferable
- A breakthrough approach to ATTRACTING top-quality prospective clients or customers to you... even if they are usually resistant to normal advertising, marketing or prospecting
- Why so many of your advertising rupees are wasted, and how to STOP BEING AN ADVERTISING VICTIM once and for all
- The key to getting past GATEKEEPERS TO DECISION-MAKERS and gaining their favourable attention
- A simple assignment that will EMPOWER you to craft and convey an irresistible message about yourself, your product, or service
- Unique "3-STEP SALES/PROSPECTING LETTER SYSTEM" that works for new customer attraction in any business
- 3 Steps to exponentially MULTIPLYING YOUR REFERRALS, much easier getting other people to rave about you—and it doesn't cost you anything

PLUS fast action TWO BONUSES such as: "**How To Print All The Money You Want Legally**" and **How To Solve All You Advertising, Marketing, And Sales Problems, Fast & Forever**" which I know... NOT TO BE MISSED!

_____ I understand that otherwise it sells for ~~₹2997~~ but I will get this SYSTEM for just **₹1498.50** (*plus shipping & handling*) and I could see a **substantial and immediate increase in my business**. However, if after receiving *DYNAMIC MARKETING* I am not completely satisfied **I can still receive a full 365 days 100% refund, no hassles, no questions asked.**

PLEASE WRITE CLEARLY

Name _____ Business Name _____

Address _____

City _____ State _____ Zip _____ e-mail _____

Phone _____ Fax _____

Credit Card: _____ Visa _____ MasterCard _____ American Express _____

Credit Card Number _____ Exp. Date _____

Signature _____ Date _____

Providing this information constitutes your permission for Headway Learning Strategies to contact you regarding related information via mail, e-mail, fax, and phone.

OR JUMP IN HERE TO PLACE THE ORDER:

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