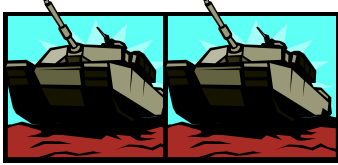


Seven deadly advertising sins that can be killing your business.

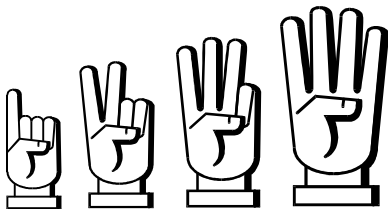
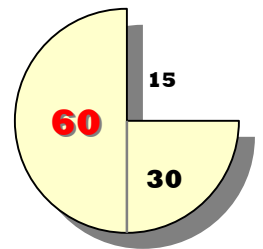


Trying to be everywhere when you're not really anywhere.

Von Clausewitz' first rule of war: concentrate the forces into an overpowering mass. The same is true in marketing warfare. When you spread your dollars over too many places, you fail to make an impact anywhere.

Shorter ads are not better.

Broadcast stations have been convincing businesses to run shorter ads, resulting in the stations selling more and more ads (see "Craposphere"). Research has proved that 60 second commercials are remembered 35.9 percent better than 30's. A 60 second radio ad even has a recall advantage over a television commercial!

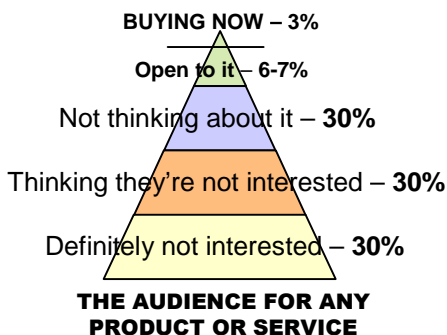


(Lack of) Repetition: the mother of learning.

Advertising is a process where people learn about your products and services and it's not effective advertising until they've learned well enough to respond. The key to learning is repetition. If people can't remember something about you, then your ad dollars are wasted.

Schizophrenic marketing.

It's hardly 'marketing' when you start and stop, hit and miss and do a little here and there. More like spraying and praying. Without continuity or consistency, it's impossible to generate momentum or advertising 'equity,' where each ad builds on the foundation of all the previous ones. Wouldn't it be great if you could afford to advertise every day?

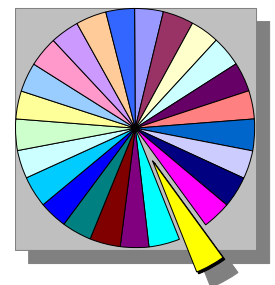


Trying to reach the 3% of the market "buying now."

Or the 6-7 per cent "open to it." You're caught pursuing the Transactional customers who frequent Walmart and Costco, instead of cultivating Relational customers who are less price-conscious and much more loyal. Position yourself as the expert and build relationships over time. You simply can't afford to ignore the other 90 per cent who are not in the market now!

HEY! You're lost in the 'Craposphere.'

When your ad is surrounded by so many other ads, your message gets buried and is forgotten in an instant. On average we're hit with over 5,000 ad impressions per day. If yours doesn't stand out from all the rest and get the audience's attention, you've wasted your money.



80/20

And the old 80/20 rule is at work here too.

Many businesses spend 80 per cent of their time on where to advertise and 20 per cent on what to say. The message is far more important! You have to get your audience's attention. In the end, what you say, times how many times you say it is all that matters.