



14 Secrets and Sins of Marketing

Top 7 Secrets of Successful Marketers:

- Secret 1:** Having a well defined goals
- Secret 2:** Having a plan that details:
- Who your target is
 - What makes you different
 - What your message is
- Secret 3:** Implementing and monitoring your plan
- Secret 4:** Being innovative
- Secret 5:** Being creative
- Secret 6:** Being accountable to:
- Yourself
 - Your business
 - Your employees
 - Your community
- Secret 7:** Delivering on what you promise

Top 7 Sins of Marketing:

- Sin 1:** Not having a plan – or setting the “deal du jour”
- Sin 2:** Not knowing what makes you different, special, or unique
- Sin 3:** Not listening to your customers – and not asking for input
- Sin 4:** Relying too heavily on one niche
- Sin 5:** Demanding “perfection” from your staff when “good enough” is
- Sin 6:** Not monitoring your marketing efforts
- Sin 7:** Underestimating how actions affect your brand

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With a marketing smile,

Wendy