



The Top 7 Marketing Myths – Exposed!

Myth #1: “If I advertise they will come.”

Reality: They’re not coming. You need 6-8 exposures to even be **remembered**. Advertising is an extremely expensive lesson to learn. Instead—focus on your existing customers ... it costs far less to keep a customer than to get a new one. Besides - happy customers refer others.

Myth #2: “I don’t have to market ... people come to me naturally.”

Reality: Relying on reactive marketing measures is a dangerous strategy. If nothing else you need to reinforce your brand with your existing customers — proactively — and regularly.

Myth #3: “I have 2 or 3 great customers and that’s all I need.”

Reality: I’m sure that’s true... for the present. What would happen if one of those customers went bankrupt, changed or sold their business? Do yourself a favour and diversify.

Myth #4: “I don’t need a plan — it’s all up here.” (pointing to head)

Reality: If you’re doing okay when it’s all in your head (pardon the pun)... imagine how fantastic you’d do if you had things written down in an uncomplicated manner that was easy to follow. Nothing will outperform the written word.

Myth #5: “It costs too much to market.”

Reality: It doesn’t have to. Get creative with your marketing efforts. Write, speak, teach, volunteer ... give of yourself in order to become known. And by the way, strive to be different while you’re at it!

Myth #6: “My brochure will sell for me.”

Reality: Nothing can replace **you** when it comes to “personal selling”. Buyers make decisions based on interaction and feelings. Paper has its place — as an introduction, reinforcement or leave behind — but never as a salesperson!

Myth #7: “Telling people “**I’m busy**” is a way to let them know how successful I am.”

Reality: People could perceive this statement to mean you have terrible time management skills, or worse, that you don’t need any more business, or even worse, that their needs or their referrals needs won’t be taken care of should they give you their business or a referral to a third party - all because **you’re too busy!**

We hope that you’ve enjoyed this information and found it helpful. We welcome your feedback. Write a [review](#). Do you need more help with marketing? There’s more marketing help [here](#).

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With a marketing smile,

Wendy