



AVOID THESE TOP 9 MISTAKES WHEN MARKETING YOURSELF

- ✓ 1. NOT COMMUNICATING WHAT MAKES YOU DIFFERENT.**

Focus on what makes you unique and build your message around what keeps your customers coming back.
- ✓ 2. THINKING TOO SMALL.**

You're reaching an online audience now, not just your local customers. Keep your thinking focused on both local and global.
- ✓ 3. USING THE WRONG HOOK.**

Are you fishing with the wrong bait? To hook your customers, focus on the results and benefits for your buyer, not yourself.
- ✓ 4. SELLING YOURSELF SHORT.**

Does your audience understand everything you have to offer? Position yourself as a solutions provider rather than "just a [blank]."
- ✓ 5. FORGOING CONSISTENCY.**

Your audience expects the same brand and messaging across all of your online and offline marketing channels.
- ✓ 6. COMPLICATING THE SIMPLE.**

Marketing doesn't have to be complicated. Keep your focus on being helpful, connecting their problems with your solution.
- ✓ 7. SPEAKING OVER YOUR BUYERS' HEAD.**

Big words don't impress in marketing. Use simple, understandable language that communicates what your company is all about.
- ✓ 8. CONSIDERING IT DONE.**

Effective marketing is continually re-evaluated. Set up regular brand and marketing maintenance to keep fresh eyes on any adjustments that need to be made.
- ✓ 9. NOT MARKETING.**

No marketing = no relationship building. Your audience is waiting to get to know you. Don't get bogged down in perfection; just begin by focusing on getting to know your customers.