

What Every Business Executive Must Know About Marketing And How To Get It Back On Track.

If You Depend On Marketing To Make You Money, This Is One Report You DON'T Want To Overlook!

This report will outline in plain, non-technical English common mistakes that many small business owners make when marketing their business that will cost them thousands in lost sales, customer perception, and wasted money spent, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

You'll Discover:

- The single most expensive mistake most small business owners make when it comes to marketing their business.
- The universal misconception business owners have about their marketing, and how it can end up costing between \$9,000 to as much as \$60,000 in perception damages.
- 5 Critical things every small business should know when writing their USP.
- 7 Questions you need to know the answers to or you risk bankruptcy.
- How to greatly reduce – or even completely eliminate – frustrating results, shotgun approaches, and other marketing realities marketers don't tell you.
- Which fish are you, and does it matter?



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From the Desk of: Toby Reeves
President, Rescott, LLC Marketing & Technology

Dear Colleague,

How's business?

Yeah, I know, that was an obvious question that probably hit a raw pain point. Your marketing efforts aren't working out the way you'd like, and not only that, but it made you LOOK BAD in the process, right?

When I talk with businesses about their marketing efforts, the ones who are the most ready to shoot "marketers" are ones getting 15 cents for every dollar they spend on marketing. No WONDER they are so mad!

Granted, you do have to test different marketing techniques, and not all work. But if your approach isn't systematic and measurable, you will never know what changes to make. As a result, many choose to do nothing. By then it's too late and the damage is done. They're hosed, end of story.

And, who am I to know? I am President of Rescott Marketing and Technology. Our marketing site is www.RescottMarketing.com in case you want to check our credentials. For over twelve years, we've assisted our clients in creating the most effective internet marketing tools for their unique needs. I've seen what works and what doesn't. I've spoken on expert panels and in front of thousands of business executives just like you who need answers to but one simple question: "Why can't I make money in my business?"

My answer to them is usually one like, "You are probably being taken advantage of". Now, I can't tell you the best suppliers to buy your materials from, or where to find the best trained employees, or the technical aspects of what you sell, but I can usually tell you why folks aren't buying your product or service, and help you fix it.

"The Three Marketing Fish- Only One Will Survive"

It's a tough time for many organizations right now, perhaps even for yours. The way I see it, when it comes to marketing, both you and your competitors can be viewed as one of three kinds of fish:



"I can show you the fastest, easiest, and most economical way to completely eliminate poor returns on your marketing dollars."



The Gullifish: They believe in anything, from the door to door marketing sales man to the internet email promising a 50% increase in web site hits. They spend, spend, spend, looking for the magic bullet, but have no way to gauge their success or revenue from their marketing efforts. They often will turn into DeadFish.



The Flounder: They believe in pulling back on all of their marketing efforts until the economy improves, riding out the storm until the sun shines again and birds start singing Kumbaya. By that time, it is usually too late. Just as good as dead.



The Piranha: They smell blood, and are looking forward to a nice Gullifish or Flounder dinner with smart planning, effective implementation, testing and results monitoring. They want market share at a smart price, which they can get in this economy.

Get Out Your Shotgun!

Like the ambulance chaser, so-called marketing experts chase unsuspecting business executives wanting to sell them “#1 Spot on Google”, “increase in 50% web site hits”, and other sleight of hand tricks.

These guys look for unsuspecting owners who end up shot-gunning their marketing dollars towards every scam as well as legitimate marketing campaign. But, do nothing, you get nothing. Stop your marketing, and your business will likely become obsolete. Especially now in this economy.

But I Don't Know Anything About Marketing

It breaks my heart to see so many businesses chase their tails on the whim of the new guy on the block selling snake oil. At a recent Entrepreneurship Leadership conference that I had the opportunity to serve as an expert panelist on, I asked the audience of nearly 40 business owners how many had a marketing plan or any kind of marketing strategy in place. Only two, that's 5%, had one, leaving them open to anything and everything, and getting nothing.

That means that most likely, most were shot gunning their marketing dollars after every latest marketing fad. **That's why I wrote this report...**

You Need A Plan!

The marketing landscape is changing quickly. Years ago, marketing a business was more traditional in nature. You know the kind- print ads, brochures, trade shows, Yellow Pages, TV and radio advertising, fancy business cards, and so on.



Now, the proverbial paradigm has taken a major shift. Now, it's New Media: social networking, web sites, streaming videos, blogs, podcasting, Google sponsored ads, community-based advertising, and more.

Don't get me wrong. Print is NOT dead, contrary to what many internet marketing firms would lead you to believe. However, it IS rapidly succumbing to New Media. Why? In a recent survey by Piper Jaffray and Company, the cost per lead for Search Engine advertising was 45 cents compared to Yellow Page advertising, which was \$1.18 per lead. Direct mail was a whopping \$9.94 per lead!

With traditional and new media, we've identified over 200 different ways you can spend your marketing dollars and time. So, how do you make sense of it all? You need a plan. You need a plan. You need a plan.

There are marketing plan software packages out on the market that can help you get started. But they don't hold your hand through the process and keep you accountable for your marketing efforts. Rescott created a Stealth Marketing System for small to medium sized businesses who need effective results quickly. But first, I want to arm you with critical information that will help you prevent the most common mistakes in marketing that business executives make.



It's All About You...

Before you start planning forward, you must take a look back and evaluate your company and what it stands for. You need to be able to answer overview questions like:

1. What is my 30 second "elevator pitch" about my company?
2. What is my company's Mission Statement?
3. What is my supporting marketing objectives for the current year?
4. What is my measurable marketing goals for the current year?

The 30 second elevator pitch ...

The 30 second elevator pitch is a clear and concise, one or two sentence view about what your company does and how it helps clients address pain points. Pain points are something that every company, executive, or employee has. For a business owner, it may be not having enough time in the day to get everything done. For a sales guy, it may be how he can achieve 100% sales quota for the month. It's different for each person.

We try to have different a few different elevator pitches depending on who are expecting to deliver them to. For example, our general elevator pitch is, "Rescott Marketing is a twelve year old direct response and new media marketing firm whose sole purpose is to help our clients achieve a positive ROI when marketing their business- guaranteed. We do this in a number of ways, usually starting with a solid plan, followed by effective implementation of the plan's strategies."



Your pitch identifies who you are, what you do, benefits and strength, and how you've helped other clients.

What is my company's Mission Statement?

Actually, your company's Mission Statement is probably less important than most C-level executives would have you believe. Its purpose is to define what the company is, what it aspires to be, and sometimes, the products and services offered.

In a sense, it gets everybody in your organization to rally around the same flag, and can be a valuable rudder when a company when faced with other potentially disruptive business opportunities.

For example, suppose a CPA firm's mission statement is "to provide full-service private and public company audit and tax services to small and middle-market businesses and non-profit organizations." If the firm started to market its solutions to Fortune 500 firms, chances are, the marketing efforts will fail, because that is not what the company is set up for.

What are my supporting marketing objectives for the current year?

If you've done your homework right, this should be an easy answer. What marketing objectives do you already have in place to support your mission statement? For example, in the above CPA firm example, one marketing objective may be to "improve the sign up rate of the free accounting analysis for small to medium firms from .02% to 2.5%". Another objective could be "to increase the number of small business accounting seminars from 2 per year to 4 per year."

What are my company's measurable marketing goals for the current year?

Actually, this is where you put your "wants" into specific, measurable goals measured in high level objectives such as gross revenue, profit earned, number of customers, life cycle profit per client, etc.

Read on. Learn about:
Who are My Customers?
Creating a Unique Selling Proposition
What My Marketing Has Cost Me
My Seven Sentence Marketing Plan

Just go to <http://www.StealthPlan.com> to download the complete report for free!