

7 of the BIGGEST Advertising Mistakes

(And How to Avoid Them)



By Jeff Gardner

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7 of the BIGGEST Advertising Mistakes... (And How to Avoid Them)

By Jeff Gardner
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You're spending good money for advertising... but you're not getting the results you want. Or worse, you're not getting any results at all. And by results, I mean --- a bigger customer list, more sales, and more money in the bank.

It happens to almost everyone spending money on advertising. Most of this is caused by 7 "Big Mistakes" that most people make when placing ads. Inside this report, I'll show you the top 7 mistakes – and how you can avoid them.

Advertising Mistake Number 7

NOT Making an Offer

Have you ever seen those full-page ads in Time magazine or People... with 90% "white space" and a tiny picture of a company's product – with a weird "tag line"?

It's called "image advertising" or "branding" and it's supposed to **IMPRINT** that product into the mind of the consumer.

Give me a break.

What it does is allows the advertising agency to spend some corporations huge ad budget – without worrying that they'll find out it's a waste of money.

Just telling people you have a product for sale is NOT smart advertising.

Smart advertising gets your target market to **TAKE AN ACTION**.

You want your customer to DO SOMETHING.

Pick up the phone and call. Send in an order form or coupon. Go online and submit their name and email – or place an order. Rush out to the bookstore to buy your book.

To get your market to take action – you need to make them an offer.

An “offer” is simply something you’re offering to them... IF they’ll take action.

“Call 1-800-XXX-XXXX in the Next 2 Minutes and I’ll Rush You This Special Offer”

“Visit [www.XXXXX.com](#) - and Register to Enter My \$1 Million Dollar Giveaway”

“Tear Out This Coupon Right Now – and Bring It In to Save 75% on Your First Purchase – PLUS Get a Brand New Clock Radio”

An OFFER gives your customer two things:

#1: A REASON to Take Action (More Information, A Gift, A Discount, Etc.)

#2: A WAY to Take Action (Phone Number, Website Address, Store Address, Etc.)

For your advertising to get results, you need to get people to see it – and be motivated to TAKE ACTION. But if you don’t make an offer, your advertising quickly gets forgotten about.

If you truly want your advertising to have an impact on your customers – and help you create a bigger mailing list, more sales, and bigger profits, you need to always make sure your advertising makes an offer.

Advertising Mistake Number 6

NOT Making a Compelling Offer

Okay, so your advertising is now making an offer, but does it make a COMPELLING offer?

I’m sure you’ve seen the ads...

“Tear Out This Coupon Now to Save 10% This Friday, Saturday, & Sunday”

10%? Really? That’s supposed to motivate me to leave my comfy couch and drag myself to your store?

What’s more compelling than 10%?

75%. 80%. 90%!

Don’t make the common mistake of making a WIMPY OFFER.

Make a S-T-R-O-N-G OFFER that will cattle-prod your customers in the behind to jump up and take action NOW!

Your customers are overwhelmed with advertising offers – both from your competitors, as well as thousands of other companies, all vying for their attention.

If YOU want their attention – and you want them to TAKE ACTION – your offer MUST be compelling. Irresistible.

“Call In the Next 5 Minutes and I’ll Send You This \$297 Home-Study System for Only \$4.95 Shipping & Handling”

“Go to My Website Now... Pay Just \$1... And I’ll Give You the Videos of a LIVE Seminar I’ve Sold for Over \$5,500!”*

“Fax This Order Form To Me Immediately – And I’ll Double Your Order INSTANTLY!”

Brainstorm ways to make YOUR OFFER stand head and shoulders above your competition. It has to not only GRAB their attention, but also virtually force them to take action immediately.

The more compelling your offer, the more value you’ll get out of every advertising dollar you spend.

*(*This is an actual offer created by an online marketer. In just a few days, over 14,000 responded to this offer, building him a huge list of new prospects to sell his products and services to.)*

Advertising Mistake Number 5

NOT Knowing Your Numbers

One of the quickest ways to eat through your advertising budget is to simply not know your numbers.

For example, some business owners will place an ad in XYZ Magazines, because their competition has been running ads in that magazine for years.

So, the thinking goes, “it must work”. (“It” being the magazine.)

The new advertiser runs an ad about the same size as their competitor – and makes some sales, but not many.

Next month, it’s the same thing. The new advertiser places another ad – and few sales come in. Soon, in just a few months, the entire advertising budget is almost gone.

Here's the problem: This new advertiser doesn't know his numbers.

But I'm guessing that his competition DOES.

Let's say that the new advertiser sells a \$50 product, but his competition sells a \$500 product – AND has telemarketers "upselling" these buyers on a \$2,500 deluxe version.

If the ad that both of them place costs \$5,000 to run, the new advertiser has to make 100 sales of his \$50 product just to break even.

However, his competition only has to make 10 sales of his \$500 product – or 2 sales of his \$2,500 product to break even.

Because of these numbers, the new advertiser is going to find it much more difficult to make his advertising investment back – while his competition can safely continue running his ads for many months or years.

Often, if you'll look at your numbers first, you'll know whether or not it's a good idea for you to advertise in a particular media.

Figure out, in advance, how many prospects or sales you need to generate from each ad to break even or put yourself into profit.

If the numbers don't work out, you either don't place the ad... or you brainstorm ways to make the numbers work. For example, you ad upsells to their original order... or telemarket them soon after the initial sale to get them "upgraded" to a higher-end offer.

Know your numbers first, before you place any advertising, you'll be able to make smart marketing decisions that won't suck your advertising budget dry.

Advertising Mistake Number 4

NOT Diversifying Your Advertising Efforts

This is a big mistake I made many moons ago...

I discovered one advertising medium that was so good, I was able to generate all of the leads and business I wanted from just this one source.

Every month, I'd get thousands of new prospects for my products... and huge numbers would convert and buy.

I shut down all of my other advertising efforts, because none of them delivered as large of a "Return on Investment" (ROI) as my main one.

Unfortunately, this one advertising source shut down, without notice, and my non-stop flow of high-quality prospects came to an instant and frightening halt.

I learned my lesson the hard way – and now I diversify my advertising efforts – and use virtually every means necessary to generate new prospects and business.

I use a mixture of offline media... online marketing... joint ventures... affiliate marketing... viral marketing... and lots and lots of ‘Free Advertising’.

Now, even if one of my sources of prospects slows down... or stops completely... I’ve got dozens of other ads and marketing devices in place to continue generating new business for me.

Don’t fall into the trap of relying on 1 or 2 methods for your marketing. A table with 1 or 2 legs is highly unstable and will crash to the floor.

But a table with dozens of legs is highly stable, even if one of those legs is broken off.

Test new advertising opportunities – and work on maximizing the marketing efforts.

Advertising Mistake Number 3

NOT Making Your Advertising Look Editorial

Here’s a biggie...

Most advertisers make their advertising look like – ADVERTISING.

However, people rarely read magazines or newspapers... listen to radio or TV... or go online, hunting for ADVERTISING.

Advertising is usually the “annoying pest”, NOT the “welcome guest”.

You can increase the number of people who pay attention to your advertising by making it look MORE like “editorial” copy.

The perfect example of this is INFOMERCIALS.

Long-form (30-minute) infomercials don’t look like the “image advertising” being run on TV by the beer and dishwashing soap companies.

In most instances, TV infomercials look like... Talk Shows.

You either have an audience watching a guest – or panel of guests being interviewed. Or maybe watching what seems to be a “Cooking Show”. Or you might have one “interviewer” sitting across from an expert, grilling him or her on a particular subject.

Long-form infomercials are created to look like actual TV shows, because people WANT to watch TV shows. They do NOT want to watch advertising.

It’s the same with advertising in magazines, newspapers, and online.

People WANT to read articles, reviews, blogs, new stories, and commentaries. They’re often NOT interested in clicking on banners and reading long sales copy with lots of colors and flashing graphics.

You can draw your perfect prospect in – and get their attention easier – if you’ll work to make your advertising look more like what they WANT to read, instead of making it look like advertising.

Work to make your ads “fit” with whatever media you’re advertising in. If it’s a magazine, you’ll want to layout your editorial-style ad like a story, using the same font and similar graphics. If it’s a radio commercial, you’ll want a journalistic sounding announcer to read the copy as if it were a new story or special update. Online, you can use articles, product reviews, or create ads that give valuable content AND sell.

If you’ll focus on engaging your prospect by making your advertising look LESS like advertising, and MORE like what they want to see, you’ll get more prospects to notice your advertising.

Advertising Mistake Number 2

NOT Negotiating for Better Advertising Rates

This is a big mistake – but one of the easiest to solve.

Too often, new advertisers ask for pricing from an advertising medium (magazines, radio, TV station, website, blog, ezine, etc.) and receive standardized rate information.

However, many advertising mediums have plenty of “wiggle-room” built into their pricing. Some of this is done so they can give discounts if you agree to run your advertising for many months. It’s also done to build in commissions for ad agencies who place advertising for clients – who charge the standardized rate – but get a discount of 15% or more from the advertising medium – as their commission.

If you’re placing your own advertising, the easiest thing you can do is ask your ad sales rep for their lowest price on the ad you wish to place.

Yes, getting a discount can be as simple as asking.

For example, when I place ads in magazines, I never pay “rate card”. Instead, I ask my sales rep what’s the lowest amount I can pay. Often, I’ll save 25% to 50% (or more) on my magazine advertising – simply by asking for their lowest price.

(By the way, as a side note, if you are running magazine ads, make sure you let your ad rep know you’re interested in “remnant space”. This is space that’s still available when the magazine’s advertising deadline is approaching. I’ve saved up to 80% or more on remnant ad space, simply by letting my sales rep know I was interested in picking up this kind of space.)

If you can’t get a discount, ask for other “considerations”.

You might ask for a larger ad. A full-color ad. An ad – and an editorial, run at the same time. Two for the price of one. Better placement of your ad.

Simply by asking, you’ll find that you’re able to get large discounts on your advertising – or you’re able to get MORE advertising for the money you’re already spending.

But never, ever place an ad without at least asking for a discount – or for special consideration.

Advertising Mistake Number 1

NOT Maximizing Your ‘Free Advertising’ Opportunities

If you’re not getting LOTS of free advertising, you’re missing out on huge opportunities to build your customer list... make many more sales... pocket bigger profits... and build up your image, brand, and name.

I would guess to say that MOST companies do NOT do enough to get free advertising for their companies, their products, or themselves.

Here’s something to think about:

Almost every advertising medium is paid for with advertising.

Most radio stations. Television. Blogs. Forums. Magazines. Newspapers. Portal Sites.

Take away the PAID advertising – and many of those mediums would shrink or disappear completely.

HOWEVER – people do not normally enjoy these mediums BECAUSE of the advertising. They tolerate the advertising, so they can enjoy the news, information, music, etc.

Their FOCUS is on what they're interested in, NOT in the advertising.

That's the Power of 'FREE ADVERTISING'.

When you get "Free Advertising" for your website, product, service, or offer - you're SEPARATED from the advertising - and featured as 'news'.

Let me make this clear:

Instead of being lumped in with the advertising that most people try to ignore, you get your company, your product, your website, or your name FEATURED in the information, news, reviews, and blogs that people WANT TO ENJOY.

Best of all, people trust what is said about you BY OTHERS. They rarely trust what you say about yourself.

People do NOT trust ads - where YOU say that your offer is "The Best".

But people DO TRUST when magazines, TV, radio, blogs, news outlets, newsletters, etc. say that YOU are the best.

Here's a great case to prove this point:

Harold Moe got a 'Free Ad' for a book he wrote titled "How to Make Your Paycheck Last" – and Family Circle "advertised" it for Harold - Free.

NOT in their advertising section. They "Featured" it as a product they found. (Which they didn't. Harold used a proven 'Free Advertising' technique to get it featured at no cost.)

That ONE 'Free Ad' in Family Circle Magazine generated 181,000 orders for Harold Moe's \$19.95 book.

Do the math – and that's \$3,610,950 in total sales.

His Cost to Get This Free Ad: \$0.00

HOWEVER – Harold then paid for a very expensive display ADVERTISEMENT in Family Circle Magazine, shortly after this huge success...

And his paid ad only made him 6 TINY SALES!

Not even enough to cover the cost of his expensive display ad.

'Free Advertising' gets attention... respect... credibility... and RESPONSE.

Paid advertising often gets ignored, unless you do everything right.

However, even when you do EVERYTHING right, free advertising can often outperform advertising that you've paid to place.

The key is to make sure that 'Free Advertising' is part of your overall marketing mix.

HERE'S HOW YOU CAN START GETTING FREE ADVERTISING TODAY

I've been getting "Free Advertising" - for myself and my clients - over the last 22 years. I've personally made millions of dollars in sales - and profits - using my little-known methods. In fact, what's great about making millions with 'Free Advertising' is that you get to keep more of your sales as profits.

In the last week, I've opened the doors to my own "Free Advertising Academy" - where I show marketers and business owners how to double or triple their sales and profits - without spending an extra dime on advertising.

With "Free Advertising", you can get more traffic to your website, build a larger list, make more sales, and keep more profits - without spending any more money. Best of all, a lot of this no-cost marketing can even help you become an "Instant Celebrity" in your field - with articles about you and by you in national magazines, on TV and radio.

To get all of the "Free Advertising Secrets" I've discovered over the last 22 years, join my Free Advertising Academy by clicking the link below.



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