

## Fatal Detours on the Road to Visibility

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### 1. KEEPING IT A SECRET

This seems basic, but many business people either forget the need to get out the word or purposely avoid this step because they're worried about the competition. But the usual outcome of not telling the world about your product, service or company is disappointing sales. Your prospective buyers need to know about you and what you offer before they'll buy. **SO TELL THEM!**

### 2. GIVING UP TOO SOON

It can take up to nine (9!) repetitions of a message before it sticks in a prospect's brain. Don't be alarmed if a single ad, mailer or whatever doesn't yield a phenomenal response. Keep at it with consistency, and you'll see results.

### 3. NOT USING THE POWER OF THE MIX

Repetition is good. But it can be expensive and hard to achieve if you rely on just one communications type. A mix of tactics carrying the same message to the same audience is more effective and affordable. A marketing communications professional can recommend a comprehensive program that fits your market, goals and budget.

### 4. NOT BEING BUYER-ORIENTED

You know what YOU want to say. But do you know what your prospects want to hear? If you don't, ASK! Do some simple research. Prospective buyers will pay more attention to messages that speak to THEIR needs.

### 5. BEING BORING

Want the truth? Here it is. An uninspiring presentation will get through if it's repeated enough times. A fun, intriguing, interesting presentation of the same message will cut through the clutter faster. Why settle for boring?

Of course, there are lots more marketing communications mistakes companies make – like not measuring results, not analyzing and learning from what they've done, or paying too much (or not enough) attention to competitors. Luckily there are marketing communications professionals who can help you. Find one you like and trust and start communicating.

Happy Marketing!

About the author

Claire Cunningham, The Marcomm Mom™ of Clairvoyant Communications, helps companies jumpstart their sales with increased visibility. Visit <http://www.clairvoyantcommunications.com> and sign up there for her monthly e-newsletter, Communiqué. Contact Claire at 1-763-546-0479, 1-612-709-6845.

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