

## **Avoid These Marketing Mistakes and Attract Your Perfect Customers**

June 3, 2008 Ringgold, GA - Each month, IdeaMarketers.com hosts panel discussions with their team of experts on various topics. This month's discussion was "Avoid These Marketing Mistakes and Attract Your Perfect Customers." Marketing and pricing experts joined the call to discuss ways to avoid typical marketing mistakes and how to attract your ideal customer.

The experts started with the basics. Adam Urbanski, of TheMarketingMentors.com, defines marketing as "solving other people's problems profitably." Kendall SummerHawk, who specializes in charging what you're worth, defined marketing as, "getting the word out about the solutions you have to offer people so that they want to talk about you, find out more, come to your events, and buy your stuff."

One of the pivotal keys to successful marketing is authenticity. Adam Urbanski noted, "Authenticity will always come through sooner or later. If you try to build an image that is not congruent with who you really are, it will always eventually come through that it's fake. Somehow, you will be found out, and it's not pretty when it happens. Someone once said that you cannot consistently behave in a way that is inconsistent with who you are. You will run out of juice to do everything else in your business."

The experts discussed several marketing myths. One myth mentioned by Kendall Summerhawk, of KendallSummerHawk.com, was "People think that, because they're new, they need to charge lower amounts. That ruins the person's credibility. It's not the newness that is a credibility issue, but the fees they're charging. By undercharging, it sends a message to the world that you're not sure what you're doing yet. When people go into service-based businesses (coaches, consultants, designers, organizers, trainers, etc.) with intangible services, they look at what other people in their industry are charging and make an adjustment based on experience and training. 90% of the population undercharges for what they do. People can raise their fees by at *least* 20% and no one is going to blink an eye."

The experts also discussed common entrepreneurial errors. Nancy Gerber, relationship expert, observed, "I see so many people who are not clear and specific about their target market. People are mushy about who their audience is and what makes them unique and special. That's one of the biggest mistakes that entrepreneurs make." Another mistake that entrepreneurs make is staying in the planning mode but never getting into action. "I want to encourage everybody to take action. Don't just keep learning and reading and talking about it. Get into action. Even if it doesn't come out perfect, the important thing is that you're doing it," suggested Nancy Gerber of SStones.com.

To listen to the recorded call, go to <http://www.ideamarketers.com/experts/calls/marketing101.cfm> . On this page you may also enroll to receive updates on other informative calls with official IdeaMarketers.com experts.

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