



Off the mark



Marketing expert and founder of Sarsaparilla Marketing, **Kimberly Davis** explains some of the worst marketing mistakes most people make when they first set out

So, you want to start a business. You have a passion, a difference to make in this world, and it's time you put it into action.

Before starting though, there's a few things you need to know to help you succeed. 80% of businesses fail within the first year, and 95% of businesses fail within the first five years. This isn't because of lack of passion, hard work, or knowledge. It's mainly because of deadly marketing mistakes that drain your cash flow.

There are few things more heart-breaking to me than watching amazing people, with the best intentions, have their bank accounts drained, and their dreams destroyed.

I have a list of more than 40 deadly marketing mistakes. To help you put the odds back in your favour, I'm sharing three with you here.

MISTAKE #1 - YOU DON'T HAVE A PROVEN MAP

Most people don't fully understand what marketing is, let alone how to make money from it. If you're going to have any chance of succeeding, you're going to have to find someone who knows and understands exactly how to

get you from point A to point B in the quickest time possible. It's vital that you start making money from day one, otherwise you'll spend all your time being reactive instead of proactive.

MISTAKE #27 - YOU START WITH A WEBSITE

Before you can even think about creating a website, there are at least a dozen other things you need to have done first. 94% of websites don't 'work' - meaning they don't make you any money. This is mainly because website agencies have designers to make things look pretty and developers to stick it on the web, but they lack the most critical element - the marketer, who's going to give your website function, and ensure it makes you money.

MISTAKE #33 - YOU'RE WASTING TIME, MONEY, AND ENERGY ON THE WRONG MARKETING

All marketing is not created equal. In fact, most of it is pretty worthless. Shocking, I know, especially coming from a marketer.

My philosophy is that marketing is like Italian cooking - you only need a select few excellent ingredients that work well

together to make something wonderful.

The truth is, most of the things you need are free, but most marketing agencies don't want you to know this fact. Many of the traditional, or accepted areas of marketing, such as advertising, blogging, and even SEO, are typically a complete waste of resources. If you do things right, and implement your marketing correctly from the beginning, then you won't need to spend a penny on any of these things.

If you're serious about starting a business, make sure you take the time to do it right. Cutting corners only costs more in the end, and the mistakes can destroy you before you've even begun.

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Contact: To learn more, visit www.sarsaparillamarketing.com and download Kimberly's free ebook, *“Deadly Marketing Mistakes That Are Destroying Your Business, Right Now”*.