



Murphy's Laws of Marketing™

1. Marketing is not the same as Sales. Marketing locates the chicken coop; Sales negotiates and brings out the eggs.
2. The objective of your marketing program is to *get the word out* and to have *the whole world* know that you're here and what you can do for it.
3. Your marketing plan should spell out what you're going to do, who's going to do it, by when, and with what budget.
4. Divide your market into segments to which you'll send different messages, in different ways, at different times. This includes engaging your market using social media and inbound marketing.
5. People want to hear about what's important to them, *not* what's important to you.
6. No one is typical, including you. Because you react a certain way to a marketing approach doesn't mean others will react that way, too.
7. Your business card should say what you do.
8. Your company name should also say what you do. Certainly your tag line should.
9. Most *small* businesses shouldn't advertise. You can't do enough of it to do any good, and the money can be better spent.
10. Marketing is often a matter of being remembered at the right time and that means being remembered at a lot of times that aren't right.
11. No one ever went bankrupt underestimating the intelligence and attention span of their market.
12. Make your marketing materials easy to read. More important, make them *look* easy to read.

13. A paragraph of business writing should be no more than five lines long.
14. If your marketing message can be misunderstood, it will be. If it can't possibly be misunderstood, somebody will still misunderstand it.
15. For most business owners, the first dollars spent on marketing should be for a graphic designer and a professional writer. You can't afford to look like you can't afford it.
16. Know what you aren't good at or don't have time to do and hire someone that *is* good at it and *has* the time.
17. Marketing is an investment, not an expense.
18. Procrastination is a major roadblock of healthy marketing.
19. Readership of your marketing materials is inversely proportional to the number of words in them.
20. Track where your leads come from so you know what to do more and less of.
21. Marketing isn't a luxury to engage in only when you're successful; it's an investment you make so you *become* successful.
22. When you decide you need new marketing materials, you need them *now*, not when you've used up the old.
23. Your voicemail greeting is often the first impression you give. Listen to it - see if you'd like to talk to you.
24. Most people can't write their own marketing materials. You're too close to your business.
25. Your chance to make a sale may come when someone else drops the ball. So, stay in touch.
26. If you think you don't have any competition, find out why. It may be you don't have a market.
27. People can't buy what they don't know exists.
28. No matter what product you sell or what service you provide, your actual business is relationships.