

12 Mistakes That Will Run You Definitely Out Of Business

By Valeriu Popescu

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1. You don't have a Unique Web Position

What do you think your site have special than others? Have you offer to your visitors enough motives to come back again? Do you have something to stand out from the crowd?

Did you offer better information, services, free stuff, marketing tools? Take some time to define your position - look at your competitors and discover how you can be more relevant they are.

2. Spread your advertising to the whole world

Your website will never satisfied all the people... and this isn't your goal. Now face it: only the big guys try to deal like this and only couple of them succeed (like Yahoo!, Amazon, e-Bay, Google).

Start by finding people with problems and solve them. Get your niche market, become an expert adviser and dominate it. Please understand: focus on a specific prospect or group.

3. You have in love with your own product or service

This is one of the main reason people failed online: they get "in love" with a bad product or service they develop. I know, it's very hard to quit your "baby", but the only way to have a healthy business is to offer a product or service that people really wanted.

Don't blame Internet because you failed. The 'Net is a BIG

media source that changes every day, so you must to. My best advice is to throw away your hard selling product/ service and get a new one as quickly as possible! Look at your customers/ subscribers needs. Ask them about their problems and try to fix them with a great product or service.

4. Show people BENEFITS not FEATURES

- Benefits hit the prospects.

- Features are about the product.

Your prospects will buy from you IF your offer solve their problems. Tell them about their benefits - how you can solve their problems - and you already make a sale!

5. You don't have a solid long-term business plan

In these days now one start a business without a written business plan. Do you have one? If not, proceed as quickly as you can.

What do you want to do with your internet business? But with your prospects, or customers? Are you designing your business counting this concept? Sit down now and think. This point is crucial for your future e-business.

6. You must accept online payments with credit cards

Accepting credit cards on your web site can increase your profits by as much as 370%. Statistics shows that more than 85% of ALL online shopping's are made using credit cards.

What do you need? A merchant account, which these days are very easy to obtain. Not to mention the third party credit card service processors. Accepting credit cards on your web site is the best thing, but don't forget to use another types of payments (snail, fax, #800, etcetera).

7. You didn't qualify - yet! - your prospects

The results? Spending a lot of money on advertising and finally get very poor results. The next logical question is: "Why this happens to me?"

Simply because you didn't ask your prospects (or ask yourself about what kind of prospects do you have!) if they are:

- interested in your product/ service;
- if they would spend money to buy it;
- if they NEED your product.

8. No follow-up messages, no profits for your business

The first and most important thing is to track e-mail addresses. Then follow-up your prospects with good ad copy. Statistically, you'll need between 7 and 10 messages before you probably close a sale. The more targeted and biggest is your e-mail list, the better your profits will increase. But how to get a targeted list('s)?

Read the Internet Marketing Profits Newsletter, issue 30 (<http://www.internetmarketingprofitscenter.com/is30/>) for more information on building huge, targeted, e-mail lists.

Now the best part: you can automate this process by using autoresponders. These are wonderful internet marketing tools that literally skyrockets your profits. Remember: no follow-up, no profits! There is nothing left to say here.

9. Get NOW your prospects motivated to act immediately

If you'll allow prospects time to see another offer, you definitely lose your sale. What is the best approach?

Tell your prospects you have a solution for their problems and use as a method to catch them quickly. Use things like expiration dates, cash discounts, bonuses, special limited offers, coupons, etc.

10. Deadly Web Site Sins

Your web site creates a first impression of you and your business to the world. It is an insane to have a great product/ service but a lousy web design. On the Internet time is money. You work hard to get prospects to your web site. Wouldn't be a great loss to send them away because you have an ugly and inaccessible website?

Some important elements a good web sites must have: fast download time, correct spelling/ grammar, easy and logical internal navigation, good and useful content, workable links, browsers compatible, control of graphics and animation, contact information, a good balance between graphic and text, use of the right colors and text fonts.

11. You don't know very much about your customers or

subscribers

What your customer wants NEW from you? Did you ask them how they are, what other problems they have? Did you built a good relationship, treat them correctly EVERYTIME? Do you know the value of a life-time customer? How much they are eager to buy from you? How much time they are ready to spend on your website? What's the best price they are ready to pay for a new product or service? How they feel, where they live, what bothers them?...

If you don't have certain answers to these questions, let me tell you this: you'll losing big money online! Start finding answers to these questions TODAY, before it's not too late!

12. Are you a quitter?

"My best was never good enough!" - this must be your logo for the next months. Even you failed in one direction think positive: you lose only a battle, not the whole war.

There can be no success, no achievement without sacrifice! Above everything, you must fix your mind on the development of your plans, strengthening on self reliance. And the higher you lifts your ideals, the greater will be your success and achievements.

Please go back and read again about these 12 mistakes. Step inside one of these fatal traps and you'll be finished... even before you'll get started!

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Valeriu S. Popescu is the editor of the "Internet Marketing Profits Newsletter", an internet marketing gazette dedicated to help new marketers to drive thousands of targeted visitors to their websites or affiliate links. Proven tips, tricks, techniques and strategies revealed every single month! Click here to read past issue full of marketing tips: <http://www.internetmarketingprofitscenter.com/archive/>

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