

# How to Avoid the Top Three Marketing Mistakes

Karen Barnes-Rivera  
Marketing Coach & Consultant, KBar Productions  
[karen@kbarproductions.com](mailto:karen@kbarproductions.com)  
[www.kbarproductions.com](http://www.kbarproductions.com)



Are you...

Frustrated, confused and overwhelmed trying to figure out your marketing?

Tired of wasting money, time, and energy and not achieving the results you want or need?

Looking for guidance on how to save time and money on your marketing efforts?

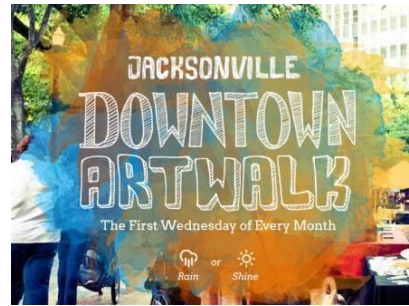


# Background

15+ years in  
event marketing

M.B.A.  
candidate

Army Veteran



# Mistake #1

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Silver Bullet Syndrome

# Definition

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“The wishful thinking desire for a single, fix-all solution...the “vain hope that one platform, campaign, or comms piece can solve all..KPIs. ”

--DigitalTip.com

**A TACTIC is not a STRATEGY**

# Solution

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Use a powerful, thought out  
**STRATEGY** together with  
proven **SYSTEMS** and  
**PROCESSES** to produce  
predictable **RESULTS**

# Mistake #2

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Thinking your target  
market is everyone

# Repeat After Me

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*The riches are in the niches!*



# Customer Avatar Example

Problems & Concerns  
Pain Points

Where do they source  
their information?  
Books, Magazines, Events  
Articles on the internet,  
Industry organizations  
Blogs, Social Media  
Word of Mouth/referral  
Conferences/Trade Shows  
Television, etc..

What are their GOALS?

What are their VALUES?



What is the typical decision  
making process?

Are there any other  
decision makers?

Age  
Gender  
Occupation  
Zip Code/Location  
Budget  
Education level  
Annual Income  
Family size/children

Potential objections  
Competition

# Solution

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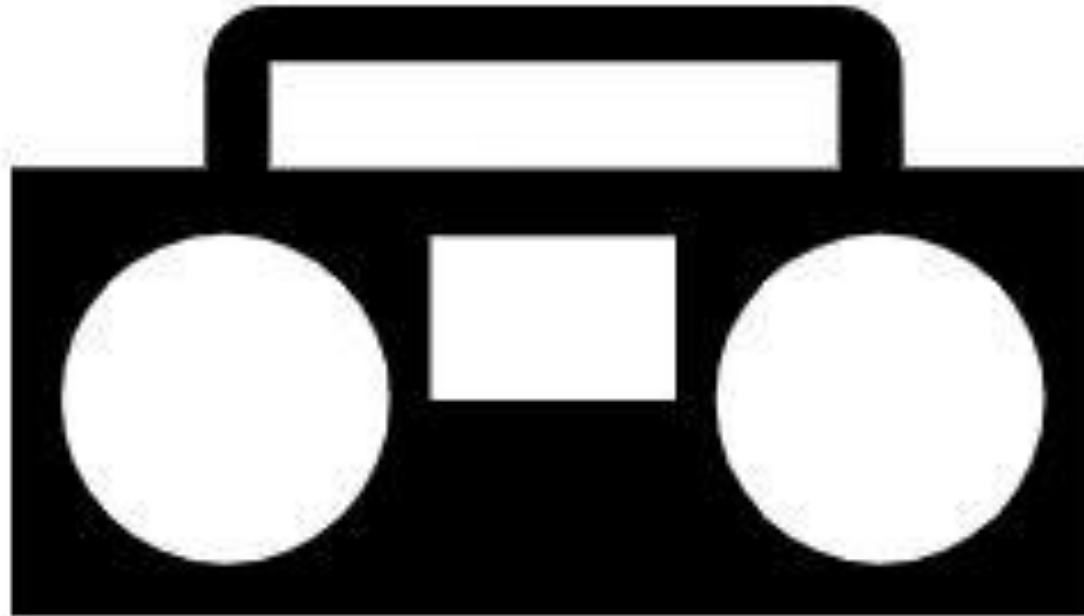
Narrow down your  
target market

# Mistake #3

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Your message isn't  
addressing your audience's  
pain point

Your customers are tuned in  
to WIFM radio!



# Solution

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Focus on your  
audience's pain point in  
your marketing messages

# F.A.N.

Remember the F.A.N method! *Focus, Always, Never*

*Focus on an attention grabbing headlines (list the problem & solution)*

*Always engage, entertain & educate rather than sell*

*Never forget to provide a compelling offer and CTA*

# What Not To Do



**ATV Moving**  
AROUND THE BLOCK  
Locally Owned & Operated

**RESIDENTIAL & COMMERCIAL  
LOCAL & LONG DISTANCE**

- NO HIDDEN CHARGES
- FLAT RATE PRICING OR HOURLY
- DEDICATED TO SATISFACTION
- FULLY INSURED
- PROFESSIONAL PACKING SERVICE
- FULL RANGE OF PACKING MATERIALS & SUPPLIES

**Free Estimates**

**LOOK FOR THE SQUIRREL**  
We Make Moving Fun

**402-952-5383**

COURTEOUS, EXPERIENCED, PROFESSIONAL PERSONNEL

# What TO Do



**Ever Felt Like Your Daycare  
Treated Your Child Like  
A NUMBER  
Instead Of A Little Person?**

**How To Ensure Your Child Gets Personal, Loving,  
Caring, One-On-One Attention At Day care.**

### **Do You Know What The Teacher-Child Ratio Is At Your Daycare?**

Your main headline and sub-headlines will do the heavy lifting in getting your message across. It is critical that all of your headlines when read consecutively, tell a complete story all by themselves. That's why you need to fill out this template with headlines CREATING the first five through ... then you can check them for good flow.

### **36%: Percentage Of Childcare Most Daycare Workers Can Handle By Thems.**

To see how well you know if your marketing plan has good flow? Simply first, choose a main headline that fits like Smith right in the outside or where full flow. The second will flow automatically work for additional, clarifying information. Your next sub-headline to better know it -- or you'll create a full article!

### **How Other Daycares Try To Improve Their Lack Of Adequate Supervisors.**

Now the reader is engaged with by the first one or two sub-headlines that flow well together, your next sub-headline can go into more detail about solutions that overcome the problems/situation discussed in the initial sub-headlines. It's critical for a successful flow:

### **We Guarantee No More Than 8 Children To Every Staff Member.**

If you have the headlines right, you'll be ready to go back and making the introduction to write and "include" that that encompasses the first sentence and starts building the case for the problem you're being resolved. Make sure you remember to use the writing guidelines. **Write like people talk;** it makes you seem more credible.

### **Free Report Compares Teacher-Child Ratio At 17 Leading Area Daycares.**

You have to introduce your offer in the last sub-headline. Otherwise, the reader will be quickly scanning the paragraphs, and the headlines need tell a complete story. The last paragraph should explain what the offer and/or promotion is, and how the reader can take advantage of it.

**To Get Your FREE  
Teacher-Child Ratio Comparison Report  
Call (817) 310-0013  
Or Visit Us Online At:  
daycarerankings.com**



# Bonus tip

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Marketing is essential to  
your business survival!

Enlist the help of experts, freelance professionals, coaches, mastermind groups, and other resources to help you accomplish your mission so that you can focus on what you do best.

# ANY FINAL QUESTIONS?

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agenda > select your speaker

