

# Web Marketing DeMythed!

## **13 Myths That Will Burn Up Your Budget & Keep You From Web Marketing Success**

**“Some of what most people believe about web marketing is just dead wrong.”**



1.866.980.4567

## Web Marketing DeMythed!

---

### **Myth: If you want more customers you should advertise more.**

Probably not.

Most advertising is unproductive and unprofitable.

Doing more of the same is going to make it less productive and even more unprofitable.

### **Myth: Brand advertising will work if you keep at it long enough.**

Unless you have an advertising budget the size of Walmart's you could starve to death before Brand advertising will work.

It's better if every one of your ads asks people to do something you want: buy something, sign up for your seminar, enter your contest, download your free report, whatever.

Then give them plenty of information and all the reasons to do it now.

(Bonus,.... you can build your Brand while you're at it.)

**Always be making an offer.**

### **Myth: You should write one good ad for everyone. Then run it again and again.**

Suppose you have an unlimited supply of shotgun shells. And lots of time for shooting blindly into the bush.

If you keep shooting, sooner or later you'll hit something.

If you spend a fortune on advertising, sooner or later, you'll land some new customers.

Hmmm... Way cheaper to pick a target and the right ammunition to hit it.

WHO is very, very important. WHO are you talking to?

**Sell more:** pick smaller groups of people to talk to and write every ad especially for that target group.

### **Myth: If people say 'No', then they really don't want it.**

When a person says 'No' they might mean:

- Not at this time
- Not at this price
- Not until I know you better
- Not while I'm swamped
- Not while I'm laying on the beach
- Not until I think about it

The question is: When "No" becomes "Now" will people remember you?

How can you be 'top-of-mind' when people eventually decide to buy?

How can you be there without spending a fortune?

## Web Marketing DeMythed!

---

**Myth: You have to advertise all the time. Then when people are ready to buy, they will think of you.**

Assuming that your advertising expenses wouldn't put you in the poor house, this would probably work.

You do have to keep yourself in front of people. But why do it with expensive advertising?

A Web Marketing System automatically keeps you in front of people who are interested in your business, and it doesn't cost you a fortune.

**Myth: You can't actually expect your website to sell anything.**

Well, why not!?

People spent 166 billion dollars on the web in 2007, buying products and services from all kinds of websites.

Why not yours?

Got a website that doesn't sell anything? Or, doesn't help you sell anything?

Get it off its duff and out to work!

Your website should be your superstar sales rep.

**Myth: It would take a lot of time and money to get a Web Marketing System that will grow your business by leaps and bounds.**

No way!

The trick is to start with what you can afford.

Then let the system prove itself by making you a profit.

Then let it pay for its own improvements.

Before long you'll be selling more stuff to more people at less cost than you ever thought possible.

**Myth: If you just get a website up and going your business will grow.**

If only it were that simple...

A website can be a fabulous sales tool, but it isn't a magic pill.

If you take bad marketing to the web, you will still have bad marketing. It's just that more people will know about it.

**Myth: If your website 'looks good' (and your friends love it) then it will sell stuff.**

Only in the Land of Oz.

These things sell stuff:

- exceptional value
- great offers
- solid guarantees
- supporting information
- credibility

Looking good helps create the right impression, but it doesn't sell anything.

If your website only looks good, then you will be doing a lot of selling on your own, without any help from the web.

**Myth: A website is just more administrative overhead.**

If you think of your website as an ongoing expense, kind of like the phone bill, that's likely all it will ever be.

If you treat it like a marketing investment and demand some results from it, then it never becomes an expense.

Like the rest of your marketing investments, **a good website has to make you money.**

If your website doesn't make money, it's not because websites don't work.

It's because **your** website doesn't work.

**Myth: You only have a low-speed internet connection so you can't have a website.**

Yes you can!

You can have a website even if you don't have **any** internet connection.

Do you know that messages from your website visitors can be sent to your cell phone or fax machine? Even sent as voice recordings to your regular telephone?

Internet connection or not, your website visitors can buy from you.

**Myth: Your customers have to be fairly close to your business so a website would be a waste of time.**

Not so!

Websites can bring customers to your local business, even though they are on the 'world wide' web.

The web can be as big or as small as you want it to be. You can reach people around the world, or right down the street.

**Myth: If your website gets lots of visitors then it is a success. "Traffic is the coin of the internet."**

Phoey.

Try taking "traffic" to the bank.

If your marketing website sells stuff, or helps you sell stuff then it is a success.

567 is in the website success business.

Find out how we can help you  
grow your business by leaps and bounds...

Call 1.866.980.4567

[www.567.ca](http://www.567.ca)