

Avoid These Advertising Mistakes

- 1. Considering advertising as an expense, it is an investment.**
- 2. Expecting instant results. Advertising is like exercise and takes time to build desired results.**
- 3. Waiting until your business is suffering to advertise.**
- 4. Expecting results without planning your advertising.**
- 5. Choosing a media just because you like the salesperson.**
- 6. Forgetting the co-op dollars available to your business.**
- 7. Not budgeting your advertising.**
- 8. Thinking nothing new is happening in advertising.**
- 9. Not changing with the times.**
- 10. Trying to change too quickly and losing your identity.**
- 11. Not having uniqueness in your advertising message.**

