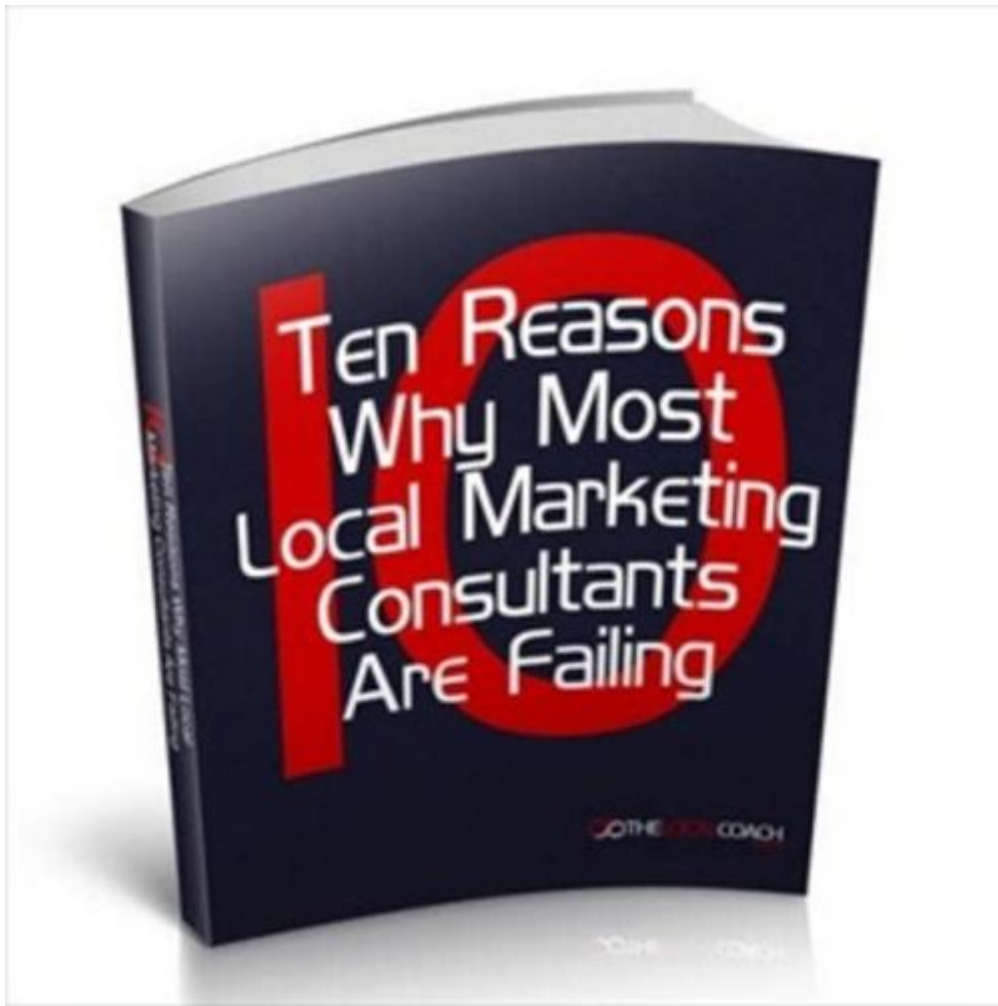


10 Mistakes That Local Marketing Consultants Are Making



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There are way more than 10 mistakes that most Local Marketing Consultants and Mobile Marketing Agencies are making, but in my experience as President of a Mobile Marketing company and in coaching both the people failing and the people succeeding, these are the most common mistakes. These are the biggest reasons why many Consultants are buying white labels, launching their businesses, and sitting there 3-6 months later wondering why the model isn't working, and even worse, giving up. I have seen some people bridge this gap, from white label launch to white label success within a 60-90 day period, on their own. I have also been fortunate enough to coach many people to success, including some making these very same mistakes at the start. I hope learning these lessons early, before you waste another 30-60 days, will help you get over the hump and land your first 3-6 clients quickly, and securing your path toward making your Consulting practice lucrative and fulfilling. The following eBook is a combination of

what I've learned over the past 20+ years as an offline entrepreneur, having founded, bought and sold many businesses (including restaurants). Most of my career I have been building sales organizations, teaching people how to sell and being the lead marketer in each of my businesses. I hope the blood I've shed and the scars I've earned will help you be one of the few who succeed.

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