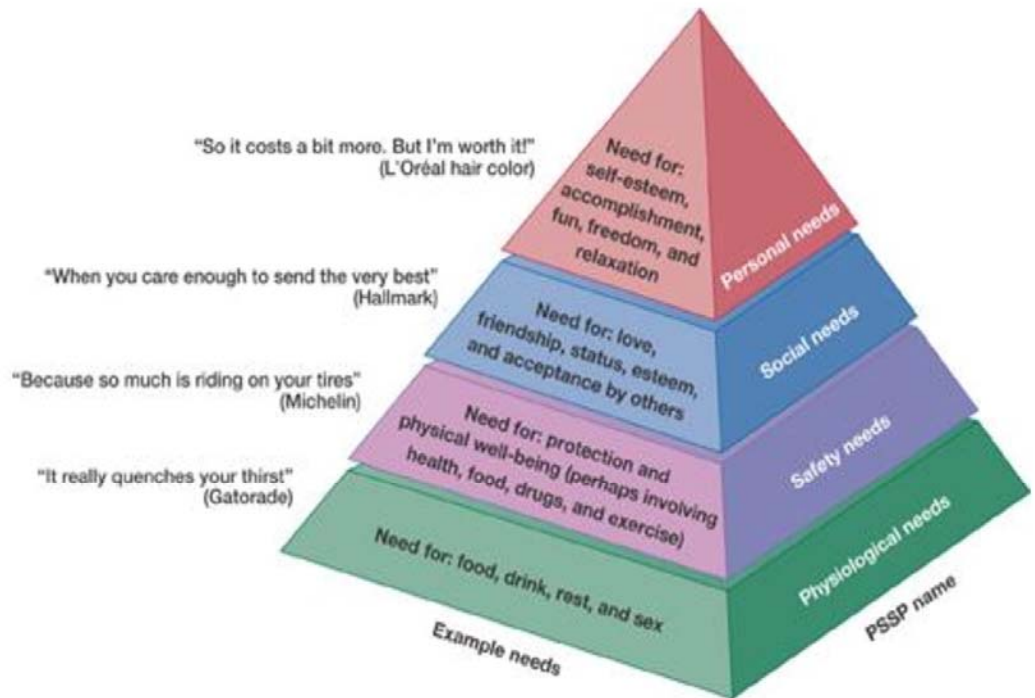


Hierarchy of Needs Applied to Marketing

The PSSP Hierarchy of Needs



Ten Common Mistakes with Marketing

- No research
- No targeting your market
- Lack of focus
- Believing that advertising alone will bring in customers
- Not selling enough to former customers
- Selling features not benefits
- Small fish tries to act like big fish
- Not looking at the total value of product or service
- Not stressing uniqueness
- Not tracking what's working