

# Top 10 Most Critical Mistakes FLEs Make When Organizing Or Creating Content

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- 1. Try to be everything to everyone or meet everyone's needs.**
  - a. Solution: Always keep your Ideal Client in mind in all you do. Always speak or write to that one person.
- 2. Give too much information = overwhelming**
  - a. Solution: only give ONE choice and as much information as they need to reach the next level of awareness.
- 3. Expect people to make a major commitment (time or money) based on free or trial information.**
  - a. Solution: Take your relationship one step at a time. Don't rush or you could get a one-night-stand.
- 4. Assume the consumer/reader/watcher already knows what they don't know**
  - a. Solution: Never assume anything. Do some quick foundation-building ("you already know this..."), an update or recap before sharing new information. This also helps make the connection to what they already know and the new information and where it fits.
- 5. Assume the consumer is already looking for what you have to offer.**
  - a. Solution: Look at everything from *their* perspective. Figure out what they need to know to take them to the next level of awareness.
- 6. Give away too much for free (advanced how-to)**
  - a. Solution: Give away enough information that the consumer gets relief from their pain, without giving away jewels, proprietary info, or information so valuable it should be fee-based.
- 7. Speak to consumers like they are colleagues (jargon)**
  - a. Solution: Think about how your client thinks and talks and match that. Not in a condescending way, but if you were chatting over a backyard fence, how would you speak?
- 8. Get too wordy**
  - a. Solution: Keep it simple and concise.
- 9. Don't have a S.Y.S.T.E.M. (that Saves Your Self Time, Energy and Money)**
  - a. Solution: Develop or leverage someone else's system (with permission, of course)