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**Book Review - Guerrilla Marketing For Free**

**By Adam McFarland**

Sure, advertising is easy if you're Pepsi or Apple, but what if you don't have millions of dollars to throw at TV and print ads? Any business owner out there looking to cut their marketing budget should look no further than Guerrilla Marketing for FREE - Dozens of No-Cost Tactics to Promote Your Business and Energize Your Profits by Jay Conrad Levinson.

We've all heard examples of businesses that spend nothing on marketing and yet never seem to be lacking in customers (Krispy Kreme Doughnuts comes to mind), but how do they do it? On the first page of the book Levinson lets you know that it is possible to grow a business without spending a dollar on marketing, but that it takes a lot of energy and time. Each of the simple tactics the book discusses (there are 100) are deceptively simple and, according to Levinson, have proven track records.

All that you need to get started is a telephone, a computer, a printer, business cards, and access to the internet. After that you will not spend another dollar. Techniques range from the relatively obvious, such as "write a marketing plan" and "have a website", to not-so-obvious things such as "establish a referral program" and "get involved in your community."

Many of the tactics involve giving to receive. In addition to doing volunteer work in your community, Levinson suggests joining local networking groups, giving away your product for free to non-profit organizations and schools, and doing free presentations on your area of expertise to local organizations. Levinson's tactics will not just help improve your bottom line, they'll help you become a more altruistic entrepreneur.

If there's one downside to the book, it's that some of the techniques involving computers are outdated. For example, Levinson suggests advertising on free online classified sites. That may have worked years ago, but these days those sites are covered in spam and I doubt that any business would gain anything from listing on them. The book was written in 2003, so most of the techniques are still pretty valuable, but there's just a few that stand out as infeasible in 2006.

When reading Guerrilla Marketing for FREE by Jay Conrad Levinson, I found myself constantly putting it down and jotting down ideas that could help supercharge my business. Levinson truly invokes your creative juices. And the best part is that all of the techniques cost you NOTHING. This is a no-brainer purchase for all entrepreneurs and small business owners.

Adam McFarland owns iPrioritize (

<http://www.iPrioritize.com>

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## **Guerrilla Marketing Comes of Age**

**By Shannan Hearne-Fortner**

### **Guerrilla Marketing Comes of Age by Shannan Hearne-Fortner**

When Jay Conrad Levinson first began writing and speaking about Guerrilla Marketing, he was part of a team developing the most successful ad campaign ever. The Marlboro Man. Whether you smoke or not, unless you've lived under a rock you are familiar with The Marlboro Man.

Guerrilla Marketing is in effect the use of wide and varied unconventional marketing tactics to achieve the most conventional of business goals, which is profits. Back in the day when Levinson coined the philosophy, the internet age hadn't arrived. And still, he developed hundreds of guerrilla marketing tactics that millions of successful businesses used to grow and prosper.

Now that the internet age is moving beyond its infancy, and the majority of homes have at least one PC with access to the internet, guerrilla marketing is ready to come of age. The internet lends itself to guerrilla marketing because it makes optional so many low-cost, viral marketing alternatives.

By the standards of a guerrilla, a successful business is one that is making a profit. Obviously, Amazon.com wouldn't have been considered successful by guerrillas even though they were growing by leaps and bounds.

Guerrilla marketing is perfect for small business working on shoestring budgets. As I've heard many a Success Promotions client say, "frayed and short shoestring budgets". According to the original list of Guerrilla Marketing Arsenal Techniques (which included 100 weapons) sixty-two were

free. Guerrilla marketing is incredibly useful to internet marketers because there are so many free and low cost advertising tools and tactics available via the internet.

Jay Conrad Levinson always preached using ALL the technology available to you. Your computer. Your fax machine. Your telephone. Your cellular phone. Your pager. Your Palm device. Your laptop. Your digital camera. Your wireless accessories. EVERYTHING.

In an age where technology is advancing by leaps and bounds, Guerrilla Marketing is truly coming of age. I was just cutting my teeth in marketing when Levinson was fine tuning Guerrilla Marketing. And I bought into the concept lock, stock, and barrel. As a result, I am all about marketing on a frayed and short shoestring budget.

So the next time you are in the store or on e-Bay or thumbing through a

catalog and trying to decide if a digital camera or a web design program or an contact management program is a good investment, listen for the drum beat and the rolling thoughts of Jay Conrad Levinson. If you don't think the technology item is a good investment, perhaps you should pick up a copy of one of Jay's latest books. If you do think it is, instead of letting it lie around your office collecting dust while you wait for time to learn how to use it, plug it in and get rolling.

The day of the Guerrilla is upon us. And the worm no longer just goes to the early bird. It goes to the bird who uses every tool in his work hunting arsenal to catch the worm. Be the Guerrilla. Buy the technology. And get started marketing. Guerrilla Marketing has come of age.



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