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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

GUERRILLA MARKETING

By MARK JOYNER/J.CONRAD LEVINSON

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Give us 28 Minutes a Month and We'll Skyrocket Your Sales – for Any Business

Do you want to increase your sales?

No matter what your product or service, we guarantee that in only 28 minutes a month we can skyrocket your sales well beyond what they are now.

Would you also like free personal coaching from the most sought after marketing consultant in the world and his hand-selected team of Guerrilla Marketing Coaches? (His client list reads like an A to Z list of the biggest companies in the world from AT&T and America Online to United Airlines, Volvo, and Westin Hotels.)

Jay Conrad Levinson and Mark Joyner have teamed up to create a monthly service that is guaranteed to increase your sales. In fact, they'll even let you try it for the first month free.

Jay Conrad Levinson is the author of the best-selling marketing book of all time: Guerrilla Marketing.

Mark Joyner is the #1 International Best-Selling author of MindControlMarketing.com, and the CEO of Aesop.com.

Together they have created a new monthly service called Guerrilla Marketing Bombshells that has business people around the globe raving.

"Subscribing to Guerrilla Marketing Bombshells is the opportunity of a lifetime -- take it!"
David Garfinkel, co-author, eBook Secrets Exposed

"If you want to earn more money and skyrocket your sales, this is your best bet. Jay's Bombshells are just what every business needs to blast us to ever higher levels of marketing success."
John Caple, author of Trust Me

GUERILLA MARKETING

To learn more, simply visit the following site:

<http://www.gmktgb.com/page/PEACEMAKER1>

Hint: your first month is free and you get instant online access.

P.S. Once you've signed up, please call me or email me and I'll help you get started: YOUR NAME, YOUR EMAIL, YOUR NUMBER

AUTHOR OF THE #1INTERNATIONAL BEST-SELLER:MINDCONTROLMARKETING.COM,AND THE AUTHOR OF THE "GUERILLA MARKETING"BOOK SERIES.

Marketing and Patience

By Darrin F. Coe, MA

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Marketing is a Patience Game

Darrin F. Coe, MA

12/08/04

"Get your positioning and your programs implemented properly, and the numbers will come. But you've got to have some patience."

- Jack Trout with Steve Rivkin

"The New Positioning. The Latest on the World's #1 Business Strategy"

One of the biggest derailers of successful marketing is the process of continually changing your marketing strategy. According to Jay Levinson, author of the Guerilla Marketing series of books, says in the book "Guerilla Advertising", that many great advertising campaigns are abandoned much too early before they have a chance to produce great results.

Understand that because consumers are bombarded by advertising images and messages constantly, they will perceive those messages and images that are consistent. You need to slowly work your way into the brain of the consumer. Bullying your way in may produce some short term results but given the way consumers think, a bullying approach will soon be dismissed and filtered out.

The key to great marketing is simplicity, focus, and patience. Continually being in the consumer's awareness with a simple message and a strong focus will yield better long term results than a complicated, bullying message that slaps the consumer alongside their frontal cortex.

Again, referencing Jay Levinson, you should consider your marketing and advertising as a conservative investment that you expect to yield big payoff over time. Marketing and advertising is not a speculative investment, in which you win or lose big.

GUERRILLA MARKETING

As you develop your marketing plan, build in patience and consistency. Consumers like stability in a business and one way to build stability is a consistent marketing message that they are able to get used to seeing and processing. This type of campaign is comforting to the consumer who is used to in your face advertising being blasted at them over multiple media channels. You may not see the numbers change immediately but they will come with patience.

Darrin F. Coe, MA holds a master's degree in psychology and is the operator of "The Center For Understanding Consumer Thinking" at www.consumer-thinking.com. His most recent special report, "The Internet Consumer Exposed" is available at www.consumer-thinking.com/exposed1. Contact him for consulting at coe@ris.net or 1-719-275-5907 after 5:00 PM mountain standard time.



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