

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**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.

## Guerrilla Marketing Comes of Age

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.

### **GUERRILLA MARKETING**

**By MARK JOYNER/J.CONRAD LEVINSON**

GUERRILLA MARKETING by MARK JOYNER/J.CONRAD LEVINSON

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.)

## Guerrilla Marketing Comes of Age

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*

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 "GUERRILLA MARKETING"BOOK SERIES.**



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**