

Guerrilla Marketing? Never!

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**Guerrilla Marketing? Never!**

**By Robert Wardrick**

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When is Enough marketing Enough?

Never! Never! Never!

When your competition decrease marketing, thats the signal to increase yours.

First; Don't try to re-invent the wheel, watch what your competitors are doing and what they're not doing.

Re-think your market niche, (read "What's Your Niche" by Elena Fawkner <http://ahbbo.com/niche.htm>) its free and worth its weight in gold.

Second; Review your customer list (you do keep a list..right?)  
Previous customers can be your best prospects today.

– When did they buy from you (after your newsletter went out? a solo mailing?)

– What motivated them to buy from you? (An ad headline? Free shipping? a Di\$count Special?)

With the uncertainties of today's economy, guerrilla marketing is what motivates consumer "choice before purchase" i.e.the choice of your products and services over your competitors.

Remember, every business large or small is chasing the same Dollar.

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A lesson from past history; during the great depression of the 1930s many small enterprises held on by their bootstraps. Remember that old cliché "when the going gets tough, the tough get going?"

Persistent marketing help build consumer awareness and confidence.

When the economy started to recover, who do you think consumers shopped with?

Research reports state; "many business failures are

NOT due to insufficient financing, but rather the lack of marketing strategies and tactics."

There is a wide profit margin between "going out OF business" and "going out FOR business."

### **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

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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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