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**The 10 Commandments of Guerrilla Marketing Design**

**By Roger C. Parker**

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Guerrilla Marketing Design is more an attitude than a system of do's and don'ts. It's an attitude that emphasizes the efficient and memorable delivery of information.

–First Commandment: Purposeful

Guerrilla Marketers view design not as a matter of subjective likes and dislikes but as a strategic tool intended to achieve specific goals. Guerrillas avoid unnecessary decoration. Every mark on the page must serve a purpose. Guerrillas make design decisions based on how efficiently their designs communicate a desired message to a specific audience.

Guerrilla Marketing design begins with a plan, based on careful analysis of message, audience and competition.

–Second Commandment: Recognition

Guerrilla Marketers refuse to get lost in a crowd. They know it is better to stand out and be recognized rather than confused with their competition.

Guerrillas recognize that their customers and prospects are bombarded with thousands of competing messages each day. Accordingly, Guerrillas choose colors, typefaces and layouts that project a distinct, easily recognized image that sets their message apart and accurately reflects their values.

Their designs project a consistent image throughout all of their marketing. Consistency is achieved by using a unique combination of colors, type and layout throughout their print and online communications. This consistency multiplies the impact of their marketing dollars.

–Third Commandment: Readable

## The 10 Commandments of Guerrilla Marketing Design

Guerrilla Marketing Design is reader–friendly design.

Guerrillas recognize that readers are in a hurry and that anything that interferes with easy reading sabotages the delivery of their message.

Guerrillas make reading easy by paying close attention to typeface, type size and line spacing choices. They take painstaking care with spacing, hyphenation and punctuation. They carefully avoid design traps like setting entire words in upper case or overusing white text placed against gray or black backgrounds.

Color is never allowed to interfere with easy reading.

–Fourth Commandment: Emphasis

Guerrillas know when to whisper, when to shout.

They use design to help readers separate the important ideas from the supportive facts. They use the tools of emphasis to make their message's information hierarchy instantly recognizable.

–Fifth Commandment: Simplicity

Guerrillas design to Simplify.

Guerrilla Marketing Designers recognize that readers quickly can lose interest when reading extended text, like articles, memos, newsletters or proposals. Accordingly, Guerrillas maintain reader interest by breaking information into manageable, bite–sized chunks using techniques like segues, subheads, lists and sidebars.

Simplicity also involves restraint. Guerrilla Marketers recognize that "less is more" when it comes to emphasis. They exercise extreme discretion before making typeface, type size, type style or color choices.

Guerrillas recognize that one outstanding photograph communicates more than three average photographs.

–Sixth Commandment: Instant Communication

Guerrilla Marketing Design is visual.

Guerrillas strive to replace words and sentences with story–telling visuals. These include charts, graphs, lists, organization charts, tables and timelines that communicate at a glance.

Guerrillas use visuals to quickly communicate comparisons, relationships and sequence.

Guerrilla Marketers understand that words alone are not enough to ensure marketing success. The

presentation of the words has to be as finely–executed as the words themselves.

Guerrillas understand that design is not a mystery, nor is it a cure–all.

Rather, design is a fundamental business competency that can be mastered when the right resources are chosen and properly utilized.

Roger C. Parker is the \$32 million dollar author with over 1.6 million copies in print. Download the remaining four of the 10 Commandments of Guerrilla Marketing Design here:

### **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.

## The 10 Commandments of Guerrilla Marketing Design

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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