

Guerrilla Marketing Toolkit™

Your Complete Low-Cost Marketing Solution

The 6 Week Intensive Jumpstart Program



Written by
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Guerrilla Marketing Coach™
Based on the best-selling marketing series of all-time

Welcome

The purpose of the **Guerrilla Marketing Coach Intensive Jumpstart** program is to offer self-motivated business owners and coaches an opportunity to master the basics of Guerrilla Marketing at their own pace.

Originally developed to accompany the popular Guerrilla Marketing Coach telecourses, the Jumpstart exercises and training materials that follow have become so popular that—in response to many requests—we have decided to make them available for all.

Nothing can replace structured group learning in the company of your peers. As Napoleon Hill wrote in his landmark book, *Think and Grow Rich*, the creative exchange of ideas that takes place when entrepreneurs get together greatly multiplies the power of a single individual's mind. The power of one plus one is, indeed, far greater than two.

Yet, when time or other resources prevent taking part in group exchanges of ideas, the following materials offer the next best thing; a unique opportunity to profit from the combined experiences and knowledge of Guerrilla Marketers throughout the world gained during the last twenty-five years.

How to use these materials

I encourage you to work on the materials as time permits. Begin Week 1 and move forward without skipping a week. Each lesson builds upon the previous ones.

Take the time to fully answer the questions in each session and review your answers. Many past participants feel that the most valuable part of the Jumpstart program was reviewing and fine-tuning their responses to the questions.

It is my sincere hope that you both enjoy and profit from the materials on the following pages.

Mitch

Mitch Meyerson, Founder

www.GmarketingCoach.com

Outline, Part 1

Week 1 – Launching Your Guerrilla Marketing Attack

- It's a jungle out there!
- What is marketing?
- How is traditional marketing different from Guerrilla Marketing?
- Assessing your business: 12 key questions
- The 16 Guerrilla Marketing Competencies
- Researching your competition
- Your Fieldwork

Week 2 – Creating Your 7-step Marketing Plan, Part One

- Defining your purpose
- Clarifying your benefits
- Targeting your market
- Focusing your niche
- What is a customer worth?
- What do people really buy?
- Your Fieldwork

Week 3 – 7-step Marketing Plan, Part Two

- 100 marketing weapons for your attack
- Selecting your weapons
- Clarifying your identity
- Establishing a budget
- Your Marketing Calendar
- Guerrilla Relationships
- Your Fieldwork

Week 4- Presenting Yourself With Impact

- Describing your business to your prospects
- Presentation perspectives
Looking good in print, on the web and in e-mail
- Dialing for dollars
- Face-to-face selling
- Guerrilla Marketing yourself
- Your Fieldwork

Week 5- Developing Fusion Marketing Partners

- What you need to know about fusion marketing
- Developing win-win partnerships that generate more income
- The keys to building strong relationships
- 25 ways to be a resource
- Examples of fusion marketing opportunities
- Your Fieldwork
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Week 6 - An Intro To Guerrilla Marketing Online

- The 8 golden rules for your website
- Making the most of your e-mail
- Incentives and visitor registration
- 17 coaching questions for your website
- How web marketing differs from print marketing
- Your fieldwork



1. The Guerrilla Marketing Audios

Click on the red “audios” banner right below. This link will take you to a web page when you can listen to the audios for the Guerrilla Marketing Toolkit. You will also receive information on which audio formats are available.

The beauty of the web is that we will be able to update these audios and actually add more after you have downloaded this PDF file. So don't be surprised if you get some great tapes for free that weren't even in the GM Toolkit package 😊

[Click Here For Your Audios](#)

2. Guerrilla Marketing Toolkit Bonus Resources

Just click on the banner just below and gain access to a wide variety of links and resources for your growing business! We will be updating this page on a regular basis as well.

[Click Here For Our Favorite Resources](#)



Week 1: Launching Your Marketing Attack



“The names of the marketing game in the 2000’s and beyond are relationships and service...it takes time to nurture the customer relationships and render superlative service”

Jay Conrad Levinson

Introduction

The purpose of Lesson 1 is to help you develop sensitivity to the importance of developing and maintaining a marketing orientation.

No matter how good you are at providing the product or service that has brought you this far, unless your performance competence is matched by your marketing competence, it's unlikely you'll enjoy all the rewards you deserve.

Accordingly, Lesson 1 ends with a detailed description of the Guerrilla Marketing Competencies. These measure your attitudes towards marketing. Knowing what to do is only part of the solution. By honestly evaluating your marketing attitudes, you can take the steps necessary to build marketing into every aspect of running your business.

This lesson lays the groundwork for the rest of the course. It emphasizes the importance of marketing. It encourages you to evaluate your business in relation to your competitors. It helps you to take stock of your present attitudes toward marketing.

It's a Jungle Out There!

You are surrounded. All around you are enemies vying for the same bounty. They're out to get your customers and your prospects, the good and honest people who ought to be buying what you are selling. These enemies are disguised as owners of small and medium sized businesses. Several of the enemies are grossly larger than you. Some have the power and personality of Godzilla. Many of them are far better funded than you. Some have been successfully operating their businesses since prehistoric times.

These enemies thrive on competition. They're out to get you and get you good. They're out for the disposable income currently held by your hot prospects and past customers. They're out for the attention of every red-blooded consumer who reads the newspaper, listens to the radio, watches TV, or grabs a handful of junk mail out of the mailbox.

Your enemies mean business: *your* business and *your* profits. Some of them can run more ads in more papers and more commercials on more stations than you'll ever run. They can mail more materials to more people than you'll ever mail. They can outspend you in every area of marketing that money can buy. But they can't outspend you in areas that money can't buy. And they can't always out-think you. If you put up the time, the energy and the imagination, you can gain the same marketing leverage that many of your enemies get by putting up megabucks.

If you decide to live by new strategies and practice new tactics, you can get a substantial piece of the pie. If you begin to use a low-cost but power packed arsenal of potential marketing weapons available to you, you can actually out-market your competition. If you don't, at least one smart competitor will out-market you. Marketing is emerging from its adolescence, and if you don't use it in the battle for prosperous business survival, you're going to be the innocent victim of someone else's attack.

From the The Guerrilla Marketing Attack
by Jay Conrad Levinson

What is Marketing?

MARKETING IS EVERYTHING YOU DO to promote your business, from the moment you conceive of it, to the point at which customers buy your product or service and begin to patronize your business on a regular basis. The key words to remember are *everything* and *regular basis*.

Marketing includes:

- The name of your business
- Determining whether you will be selling a product or service
- The method of manufacture or servicing
- The colors, size, and shape of your product
- The packaging
- The location of your business
- The advertising
- The public relations
- Sales training
- Sales presentation
- Telephone inquiries
- Problem solving
- Growth plan
- Referral plan
- Follow-up

Marketing is a complex process that requires your full attention.

Marketing is a circle that starts with your idea for generating revenue and completes itself when you have the patronage of repeat and referral business.

How is Guerrilla Marketing Different from Traditional Marketing?

(Click here to listen to Jay Conrad Levinson Audio on this topic)

1. Instead of investing money in the marketing process, you invest time, energy, and imagination.
2. Instead of using guesswork in your marketing, you use the science of psychology, actual laws of human behavior.
3. Instead of concentrating on traffic, responses, or gross sales, profits are the only yardstick by which you measure your marketing.
4. Instead of being oriented to companies with limitless bank accounts, Guerrilla Marketing is geared to small business.
5. Instead of ignoring customers once they've purchased, you have a fervent devotion to customer follow-up.
6. Instead of intimidating small business owners, Guerrilla Marketing removes the mystique from the entire marketing process and clarifies it.
7. Instead of competing with other businesses, Guerrilla Marketing preaches the gospel of cooperation, urging you to help others and let them help you.
8. Instead of trying to make sales, Guerrilla Marketers are dedicated to making relationships, for long-term relationships are paramount in the new millennium.
9. Instead of believing that single marketing weapons such as advertising or a website work, Guerrillas know that only marketing combinations work.
10. Instead of encouraging you to advertise, Guerrilla Marketing provides you with 100 different marketing weapons; advertising is only one of them.

11. Instead of growing large and diversifying, Guerrillas grow profitably and then maintain their focus, not an easy thing to do.
12. Instead of aiming messages at large groups, Guerrilla Marketing is aimed at individuals and small groups.
13. Instead of being unintentional by identifying only mass marketing, Guerrilla Marketing is always intentional, embracing even such details as how your telephone is answered.
14. Instead of growing linearly by adding new customers, Guerrillas grow geometrically by enlarging the size of each transaction, generating more repeat sales, leaning upon the enormous referral power of customers, and adding new customers.
15. Instead of thinking of what a business can take, Guerrilla Marketing asks that you think of what a business can give in the way of free information to help customers and prospects.
16. Instead of ignoring technology in marketing, Guerrilla Marketing encourages you to be techno-cozy and if you're technophobic, advises you to see a techno-shrink because techno-phobia is fatal these days.
17. Instead of being me marketing and talking about a business, Guerrilla Marketing is you marketing and talking about the prospect.
18. Instead of attempting to make a sale with marketing, Guerrilla Marketing attempts to gain consent with marketing, then uses that consent to market only to interested people.

“The highest form of public relations is human relations. People like to buy from friends, so it is crucial to make the human bond before you can make a lasting business bond”

Jav Conrad levinson.

The 15 Secrets of Guerrilla Marketing

These concepts are probably the reason that many start-up guerrillas now run highly successful companies. They are the cornerstones of guerrilla marketing. These are not just 15 words. Each one is nuclear-powered and capable of propelling you into the land of your dreams.

(To View a Flash Movie of these principles visit
<http://www.gmarketingcoach.com/movie.htm>)

1. COMMITMENT: You should know that a mediocre marketing program with commitment will always prove more profitable than a brilliant marketing program without commitment. Commitment makes it happen.

2. INVESTMENT: Marketing is not an expense, but an investment -- the best investment available in America today -- if you do it right. With the 15 secrets of guerrilla marketing to guide you, you'll be doing it right.

3. CONSISTENT: It takes a while for prospects to trust you, and if you change your marketing, media, and identity, you're hard to trust. Restraint is a great ally of the guerrilla. Repetition is another.

4. CONFIDENT: In a nationwide test to determine why people buy, price came in fifth, selection fourth, service third, quality second, and, in first place -- people said they patronize businesses in which they are confident.

5. PATIENT: Unless the person running your marketing is patient, it will be difficult to practice commitment, view marketing as an investment, be consistent, and make prospects confident. Patience is a guerrilla virtue.

6. ASSORTMENT: Guerrillas know that individual marketing weapons rarely work on their own. However, marketing combinations *do* work. A wide assortment of marketing tools is required to woo and win customers.

7. CONVENIENT: People now know that time is not money, but is far more valuable than money. Respect this by being easy to do

business with and running your company for the convenience of your customers, not yourself.

8. SUBSEQUENT: The real profits come after you've made the sale, in the form of repeat and referral business. Non-guerrillas think marketing ends when they've made the sale. Guerrillas know that's when marketing begins.

9. AMAZEMENT: There are elements of your business that you take for granted, but prospects would be amazed if they knew the details. Be sure all of your marketing always reflects that amazement. It's always there.

10. MEASUREMENT: You can actually double your profits by measuring the results of your marketing. Some weapons hit bulls-eyes. Others miss the target. Unless you measure, you won't know which are which.

11. INVOLVEMENT: This describes the relationship between you and your customers -- and it *is* a relationship. You prove your involvement by following up; they prove theirs by patronizing and recommending you.

12. DEPENDENT: The guerrilla's job is not to compete but to cooperate with other businesses. Market them in return for them marketing you. Set up tie-ins with others. Become dependent to market more and invest less.

13. ARMAMENT: Armament is defined as "the equipment necessary to wage and win battles." The armament of guerrillas is technology: computers, current software, cellphones, pagers, fax machines. If you're technophobic, see a techno-shrink.

14. CONSENT: In an era of non-stop interruption marketing, the key to success is to first gain consent to receive your marketing materials, then market only to those who have given you that consent. Don't waste money on people who don't give it to you.

15. AUGMENT: For example, to succeed online, augment your website with offline promotion, constant maintenance of your site, participation in newsgroups and forums, email, chatroom attendance, posting articles, hosting conferences and rapid follow-up.

Assessing Your Business 12 Key Questions

“Questions are the Answer” – Tony Robbins

Completing the following questionnaire is one of the **most important assignments you will be asked to do in this program.**

Take your time and be as complete as possible. Our suggestion: write your answers on another sheet of paper. Your answers will illuminate your path to marketing success.

After you finish, discuss your answers with your marketing partner or coach.

1. How would you describe your business?
2. What are the key strengths of your business?
3. What are the weaknesses or challenges of your business?
4. What is unique about your business? Why would customers want to use your business as opposed to your competitors?
5. Where would you like to see your business in the next 6 months?
6. What obstacles might be getting in the way of achieving these results?
7. What might be getting in the way of converting more prospects into customers?
8. What things are you most passionate about and how are these reflected in your business?
9. What marketing strategies are you using right now?
10. What is the *most profitable* aspect of your business? What is the *least profitable* aspect of your business?

11. Do you have a specific strategy for following up with all prospects? If so, what is it?
12. What specific results do you want to obtain from this course?

***"This one step-choosing a goal
and sticking to it-changes everything".
Scott Reed***

Research Your Competitors

The first step in launching a successful Guerrilla Marketing Attack is to find out exactly how your business stacks up with your competition. This is commonly referred to as doing research. In Guerrilla terms this is called spying. Guerrillas find out all they can by spying on their competitors, their industry, and especially, themselves. Here's some ways to snazz up your snooping:

1. **Order something.** Buy something from yourself. Buy something from some of your competitors. Do it by phone or mail or in person. Keep an eagle eye for the smoothness or rough edges in their entire process and your own. Note especially when they do their follow-up. See what you can learn to improve your own business.
2. **Visit your competitors.** You yourself, or your trusted co-spy should visit your place as a customer might do it, and then visit the premises of your competitors. Visit their web site and take notes on every single detail that is better than yours. Note the little details that win or lose prospects.
3. **Phone your competitors.** Focus on the personality and attitude of the person who answers the phone. If it's warmer and friendlier than the person who answers your phone, teach your phone-answerer how to do it.
4. **Request something.** Maybe it will be a price list or a brochure. See how your request is fulfilled, concentrating on speed and follow-up. Do you handle requests as professionally as your competition?
5. **Compare everything.** Look through the eyes of your prospect and compare your and your competitors' service, pricing, packaging, people, selection, follow-up, signs, quality, delivery and attitude. Guerrillas know they compete in many arenas and must be the superior entry at all times.

- 6. Buy something.** It always helps you to own the product or use the service of your competitors, because owning is the essence of down-and-dirty spying and enables you to spot your own deficiencies as well as your own advantages. If your competition is a public company, buy a share of stock so that you can spy by means of their annual report and shareholder meeting.

“The average person has four ideas a year which, if any one is acted on, would make them a millionaire.”

Brian Tracy

Are You a Guerrilla Marketer?

Test yourself on the 16 Guerrilla Marketing Competencies

Read each statement and score each competency on a scale of 1-10. (1 = poor, 10 = excellent)

Answer every question *not only* from your own perspective *but as a client or customer* would answer for you.

1. I see every contact with my customers and prospects as marketing. My words, attitudes and actions are all intentional and based on my marketing goals.
2. I look at all of my marketing from the customer's point of view. I consistently make time to ask my customers and prospects what is it they really want.
3. I am aggressive in my marketing efforts.
4. My marketing attack includes an assortment of strategies. I make use of many of the 100 marketing weapons (described in the next section).
5. If I surveyed my customers today they would agree that I follow-up in a consistent and timely manner.
6. I consistently use a marketing calendar to track and measure the effectiveness of my marketing weapons.
7. My friends, prospects and customers would all say I am enthusiastic and consistently positive in all my interactions.
8. I focus on having a clearly defined marketing niche.
9. I have a clear and specific marketing plan that guides my weekly action steps.
10. I use online marketing as one of my major marketing weapons. I utilize email, a web site and the vast power of the Internet to reach new prospects and communicate with customers.

11. I build strong one-to-one relationships with my prospects and customers knowing that people buy from friends rather than strangers.
12. My business is oriented to giving. We often provide free consultations, tips, gifts and information. We make generosity a part of our overall marketing plan.
13. I look for ways to amaze my customers with exceptional service.
14. I consistently use my imagination to develop marketing strategies that are unconventional and will capture the attention of my target market.
15. I actively work on developing strategic alliances with other businesses.
16. I take consistent action on my marketing plan.

***“All our dreams can come true -
if we have the courage to pursue them.”***

Walt Disney

Where Do You Need To Focus?

The Sixteen Guerrilla Marketing Competencies

This worksheet permits you to track your growing Guerrilla Marketing competency. Remember to score each competency on a scale of 1-10. (1 = poor, 10 = excellent)

Copy the scores from the previous worksheet. Next week, fill out the Guerrilla Marketing Competence worksheet once again, and enter the new scores below. Repeat each week for the next four weeks.

The areas where you consistently score low represent obstacles, or roadblocks, to your success. Until you address them, they will continue to hold back your progress.

Competency	Week 1	Week2	Week 3	Week 4
1. Intentionality				
2. Sensitivity				
3. Aggressiveness				
4. Assortment				
5. Follow-up				
6. Measurement				
7. Enthusiasm				
8. Niche				
9. Marketing Plan				

The Guerrilla Marketing Coach Jumpstart Program™

10. Internet marketing				
11. Relationships				
12. Giver Stance				
13. Outstanding Service				
14. Imagination				
15. Marketing Partners				
16. Consistent Action				

***“The more I want to get something done,
the less I call it work.”
Richard Bach***

Guerrilla Marketing Imagination

Examples of Guerrilla Marketing in Action

A savvy restaurant owner knew the value of asking the Guerrilla question, "**What other businesses do my customers patronize?**"

Realizing that competition was fierce in their neighborhood this owner used imagination rather than pure marketing dollars to spread the word of her fabulous food. She distributed coupons for two free dinners to all the hair styling salons within a one-mile radius of the restaurant.

Of course the stylists checked out the restaurant. Because the food was as marvelous as advertised the hair stylists talked it up to every one of their customers at the salon! As you know gobs of information is exchanged at a local hair styling salon or barber-shop. News spread fast and her business became the talk of the town.

This is an example of true Guerrilla spirit: a tiny investment, a huge imagination, a happy payoff.

People will always spend money to **solve a problem** before spending to improve something that is already OK.

Guerrilla Marketing florist Hugh Atkinson knows that this is true in every area of life and not just business-to-business marketing. After all of the social expressions of the year-end holidays, flower sales can drop off until Valentines day.

His solution is a small road sign that simply asks, "How mad is she?" He's never had a busier January thanks to the sign.

A pizza restaurant in Indiana used imagination to perk up their marketing strategy. Realizing the intense interest in football they printed up a two-sided circular. One side read, "half price off of any large sized pizza at Marios" and their address. The second side said in bold print "Go Hoosiers".

They handed out the circulars at the entrance to the football stadium and as you might imagine after every hometown touchdown hundreds of people held up "Go Hoosiers" and thousands of people read the coupon for Marios Pizza.

***"You miss one hundred percent
of the shots you don't take."***

Wayne Gretsky

3. Research Your Competitors

Visit three of your top competitor's offices, stores or web sites—or call them on the phone. Make a list of all of the things you can learn from them to improve your own business.

1. (Name of Business) _____

2. (Name of Business)

3. (Name of Business)

Suggested reading for the week

Guerrilla Marketing, 3rd Edition Chapter 1

Mastering Guerrilla Marketing, Chapter 1

“Enthusiasm is contagious. It’s difficult to remain neutral or indifferent in the presence of a positive thinker.”

Denis Waitley

Conclusion

At the end of this first week, you've already covered a lot of ground:

- You've seen the differences between Guerrilla Marketing and conventional marketing.
- You've analyzed your business.
- You've researched your competition.

Most important, you have reviewed the sixteen Guerrilla Marketing Competencies—which play a major role in accelerating your progress as a Guerrilla Marketer.

Review and score your 16 Guerrilla Marketing Competencies each week. If you do this, you will rapidly achieve Guerrilla Marketing success. You will jumpstart your business and get greater sales and profits.

Next, In Lesson Two, we'll help you take a closer look at your business and the benefits it offers your clients and customers. The information you develop in Lesson Two will play a major role throughout your Guerrilla Marketing program.

Resources

Guerrilla Marketing Books can be found at:

<http://www.gmarketingcoach.com/resources.htm>
(Click here to purchase any Guerrilla Marketing Book)

***Mastering Guerrilla Marketing:** 100 Profit-producing insights you can take to the bank!

***Guerrilla Marketing, 3rd Edition:** Secrets for Making Big Profits From Your Small Business.

The Guerrilla Marketing Handbook: The Guerrilla Marketers Almanac.

Guerrilla Marketing Attack: New Strategies, Tactics and Weapons for Winning Big Profits From Your Small Business.

Guerrilla Marketing With Technology: Technology Unleashing the Full Potential of Small Business

Guerrilla Marketing Online (2nd Edition): Your handbook for survival and success in cyberspace.

How to Guerrilla Market Yourself: Get what you deserve!

Guerrilla Trade Show Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales.

The Way of the Guerrilla: Achieving success and balance as an entrepreneur in the 21st century.

Guerrilla Marketing Online Weapons: 100 Low-cost, high-impact weapons for online profits and prosperity.

Guerrilla Advertising: Cost Effective Tactics for Small Business Success.

Guerrilla Marketing Excellence: The Fifty Golden Rules for Small-Business Success.

Guerrilla Marketing Weapons: 100 Affordable Marketing Methods for Maximizing Profits From Your Small Business.

Guerrilla Selling: Unconventional Tactics for Increasing Your Sales.

Guerrilla Marketing for the Home Based Business: If you run a business from home, this book is for you.

Books and Tapes by Mitch Meyerson

Six Keys To Creating The Life You Desire

When Is Enough Enough? What You Can Do If You Never Feel Satisfied

When Parents Love too Much

Designing the Life Of Your Dreams

Drifting Off To Sleep

Online Marketing Superstars: Inside Secrets From The Most Successful eMarketers of Our time

*Recommended for this course

To Purchase the GM Toolkit Complete

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<http://www.gmtoolkit.com>



To find out about the Guerrilla Marketing Coaching Program

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