



The Guerrilla Marketing Coach 8 Week Jumpstart Program

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



The Eight Week Intensive Jumpstart Program Course Outline

Week One- The Essentials of Guerrilla Marketing

Week Two- Creating Your Seven Step Marketing Plan

Week Three- 100 Marketing Weapons For Your Attack

Week Four- Presenting Yourself With Impact

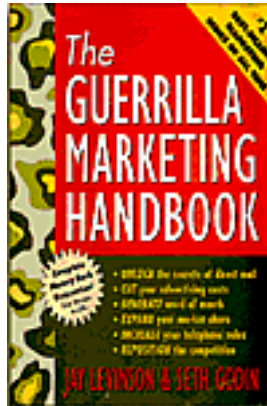
Week Five- Launching and Tracking Your Attack

Week Six- Fusion Marketing Partners

Week Seven - Guerrilla Marketing Online

Week Eight - Maintaining Your Attack and Closing The Sale

Week One: The Essentials of Guerrilla Marketing



*"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*

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.

The meaning is clear: Marketing includes the name of your business, the determination of 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, the sales training, the sales presentation, the telephone inquiries, the problem solving, the growth plan, the referral plan and the follow-up. If you gather from this that marketing is a complex process, you're right.

See marketing as a circle that starts with your idea for generating revenue and completes itself when you have the blessed patronage of repeat and referral business. If your marketing is not a circle, it's a straight line that leads right to the bankruptcy courts.

From Guerrilla Marketing, 3rd Edition by Jay Conrad Levinson

How is Guerrilla Marketing Different from Traditional Marketing?

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, guerrillas 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 techno-phobic, 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 talks 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.

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 Guerrilla Marketing Attack by Jay Conrad Levinson

Guerrilla Relationships

Guerrillas strive for and savor long term relationships with their customers. They well know the myriad of benefits of long lasting connections and do all in their power to establish and nourish them. They're well aware that it costs them **six times more to sell something to a prospect than to sell that same thing to a customer**. It's one thing to know the value of a long-term relationship. It's something completely different to engage in activities that spawn such delicious connections.

The chemistry of a long term relationship is as complex as the chemistry of a long term and happy marriage. The starting point is a commitment to the happiness of someone else. The next point is a goal not of customer satisfaction, because that's relatively simple and common, but of customer bliss -- exceeding the expectations of customers, giving more than they anticipated, caring more than they're used to sellers caring.

To do this, you've got to learn about them. You learn first by listening to them, then by asking more questions and listening carefully once again. Guerrillas often ask those questions on their website or with specially prepared customer questionnaires which solicit personal information. By knowing personal likes and dislikes of your customers you can render personalized service -- such as clipping articles of interest to special customers or recognizing their achievements and the achievements of their families or businesses.

Handwritten notes on mailings make the customers feel singled out. Phone calls that are not part of a telemarketing campaign accomplish the same. Using the customers' names, talking with them of non-business topics, alerting them to special new products or services you have available, and responding instantly to their calls and emails, faxes and letters -- all those seemingly insignificant actions act as beneficial catalysts in the chemistry of a healthy buyer-seller relationship. The more details you know of your customers' lives and businesses, the more empowered you are to mention those details, making each customer feel unique and special rather than part of a large demographic group.

Guerrillas have the insight to know that there's an extraordinary chemistry that exists in long term relationships. It doesn't happen automatically. It doesn't happen instantly. But when it does happen, the business owner is as delighted as the customer.

from Mastering Guerrilla Marketing by Jay Conrad Levinson

Assessing Your Business – 21 Key Questions

“Questions are the Answer”—Tony Robbins

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 partnerships have to be created in developing your business?
 9. What things are you most passionate about?
 10. What marketing strategies are you using right now?
 11. If you could start over what would you do differently?
 12. How could you double your profits in six months?
 13. What is the most profitable aspect of your business? What is the least profitable aspect of your business?
 14. What do you do to put a smile on your client’s face?
 15. How often do you review and update your marketing calendar?
 16. Do you have a specific strategy for following up with all prospects? If so, what is it?
 17. What other businesses are you in? How are these businesses related?
 18. Which Guerrilla Marketing books have you read?
 19. How would your ideal business look?
 20. What specific things do you want to obtain from our coaching relationship? How do you think a coach can help?
 21. What questions should I ask you that I haven’t?
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Research Your Competitors

Even if they don't know you yet, you'd better know your competitors. A mandatory weapon in a guerrilla's arsenal is a clear picture of reality. Reality? What's that? It's the difference between the way you are conducting business compared with the way your competitors are conducting their business. The whole idea is to do absolutely everything better than your competitors. But how the heck can you accomplish that? Answer: by doing your research.

Guerrillas spy on their competitors, their industry, and especially, themselves. Just realize that business information is more plentiful than ever and that your competitors aren't really dummies. They're getting smarter every day, and the only way you're going to know how you measure up to them is by actively engaging in regular spying.

Call a competitive company and request some information. If your voice is too well known by those who would deign to compete with you, have a friend make the call. See how you are treated on the phone. See how your information request is processed and how long it takes. See if there is any follow-up and how good it is. Then, call your own company and request the same information. Again, since they probably already know the sound of your voice, engage a friend to help you spy. Are you treated as well as your competitors treated you? Is your information request processed as well and as fast? Is your follow-up better than your competitor's follow-up? If your competitors are doing anything better than you, make the changes so that you are doing everything better than they are.

Seek out competitors in your own field, in your community, in the entire nation. If you ever find one who operates his or her business better than you do, feel good about it because you can learn from it and make the necessary improvements. Spying is both inexpensive and informative. It should be practiced regularly, at least twice a year, and even more if you're serious about being a guerrilla. Guerrillas know in their bones that the truth is a valuable ally. Truth-finding is a painful job, especially when you learn that you are falling behind, but the opportunities to make your company the best make up for the pain. Here are six ways that you can 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 the entire process. There will be more differences than you think. And you've got to do what you must to surpass your competition in all areas. Note especially when they do their follow-up. Bet you can do it faster.

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 website and take notes on every single detail that is better than yours. Note the little details that win or lose prospects. Keep in mind that all of them are probably nuclear-powered details.

3. Phone your competitors. Focus on the personality and attitude of the person who answers the phone. If it's warmer and more friendly 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? If you're a guerrilla, you handle them with more aplomb than anyone around.

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. Only spying will give you honest feedback on how you're doing. The opposite of a spy is an ostrich.

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.

Are You A Guerrilla?

The GM IQ Inventory

Read each statement and check the answer most appropriate to you. Answer every question not only from your own perspective but as a client or customer would answer for you.

Never=0 Rarely=1 Sometimes=2 Often=3 Always=4

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.
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 website 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.
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Entrepreneurship is like camping.
You're complaining the whole time, but when you look back at it, you think, "That was pretty neat."
- Jim Steiner, Pres., Quality Imaging Products

Where Do You Need To Focus?

The 16 GM Competencies

Copy the above scores to this chart and track your competency scores for the next four weeks.

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

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

Guerrilla Effectiveness

There is a world of difference between efficiency and effectiveness, and it's in that world that guerrillas flourish. They are well aware of the power and omnipresence of the 80/20 rule and have probably read Richard Koch's book, "The 80/20 Principle" because even its subtitle -- "The Secret of Achieving More with Less" -- is guerrilla through and through. It dramatically emphasizes the effectiveness that can be gained by simplicity.

Alas, even guerrillas don't hit the bullseye with all of their marketing, but at least they direct their energies towards learning which 20 percent of their marketing generates 80 percent of their sales. Just knowing this to be true is a compelling reason to learn where each of your customers learned of your existence, to recognize that all customers are not created equal and that 20 percent of them most likely account for 80 percent of your profits.

The 80/20 rule teaches you simplicity and applies to more of your business than marketing and more of your life than business:

- * 80 percent of what you achieve at work comes from 20 percent of the time you spend working.
 - * 20 percent of a company's products usually account for 80 percent of its sales. And 20 percent of its employees contribute to 80 percent of profits.
 - * 20 percent of criminals account for 80 percent of crimes.
 - * 20 percent of motorists cause 80 percent of accidents.
 - * 20 percent of your carpets get 80 percent of the wear.
 - * 20 percent of your clothes will be worn 80 percent of the time.
 - * 80 percent of traffic jams occur on 20 percent of the roads.
3. 20 percent of computer users purchase 80 percent of software.
 - 4.

Your job? To find out which 20 percent of your marketing is motivating the most sales, to determine which 20 percent of your customers are producing 80 percent of your profits, to learn which 20 percent of your prospects are most likely to become customers.

When you discover which 20 percent of your customers are responsible for 80 percent of your sales, focus on keeping them happy, increase the amount of business you do with them, and tap them for their referral power because these are obviously satisfied customers. Paying more attention to them reduces your marketing budget because you can pay less attention to the 80 percent who motivate 20 percent of your profits.

Once your mind has absorbed the full implications of the 80/20 rule, consider applying it in other ways: celebrate exceptional productivity rather than raising average efforts. Look for short cuts. Be selective more than exhaustive. Delegate and outsource as much as possible. Target a limited number of goals and focus like a laser beam upon them.

Because you're a guerrilla, don't do any of these things in a hurry. Patience will enable you to spot the areas that need changing, then to implement the changes so that humanity remains part of your modus operandi. Fast isn't beautiful. Big isn't beautiful. Small isn't beautiful. It's simple that is most beautiful if you're an 80/20 kind of guerrilla.



Which 20 percent of your marketing weapons are motivating the most sales?

Which 20 percent of your customers are producing 80 percent of your profits?

Which 20 percent of your prospects are most likely to become customers?



What's A Customer Worth?

Take a minute to determine a critical marketing statistic: What's the value of each customer over his or her lifetime? Write it down, post it over your desk, share it with your employees.

Why is this statistic so important? Because it helps to determine how much you might be willing to spend to acquire a new customer. And, just as important, it forces you to realize how much it costs you to lose a customer once you've got him.

Federal Express is a company that focuses on the value of a customer. If a mid-sized company sells 30 packages a week (at \$25 each), that's \$750 a week, or \$18,750 a year. If a customer gets angry over a \$25 shipment and switches his business to a competitor, Federal Express loses thousands and thousands of dollars. That's why every federal Express supervisor is authorized to grant a \$100 refund on the spot, no questions asked, for any delayed shipments. \$100 dollars is a small price to pay to keep an \$18,750 a year customer. To compute the value of a customer, answer these simple questions:

- If you continue to provide good service and quality, how long will the customer patronize your business?
- How much money will this customer spend on your products or service in a year?
- Multiply the amount of money spent in a year by the length of time this customer purchases your goods and/or services. This is the lifetime value of this customer

This number should be engraved on your forehead and you should share it with all your employees. It will help you focus on the critical elements of building your business.

What Do People Really Buy?

You may think you know why your customers buy from you, but there's a good chance they buy for reasons other than the reasons you think. People seek a wide array of benefits when they're in a buying mindset. If you are communicating any one of those benefits to the people who want them this very instant, you've virtually made the sale. People do not buy because marketing is clever, but because marketing strikes a responsive chord in the mind of the prospect, and its resonance makes that person want the advantages of what you are selling. Your customers do not buy because they're being marketed to or sold to. Instead, they buy because you help them realize the merits of owning what you offer. What do people really buy?

- * They buy promises you make. So make them with care.
- * They buy the promises they want personally fulfilled.
- * They buy your credibility or don't buy if you lack it.
- * They buy solutions to their problems.
- * They buy you, your employees, your service department.
- * They buy wealth, safety, success, security, love and acceptance.
- * They buy your guarantee, reputation and good name.
- * They buy other people's opinions of your business.
- * They buy expectations based upon your marketing.
- * They buy believable claims, not simply honest claims.
- * They buy hope for their own and their company's future.
- * They buy brand names over strange names.
- * They buy the consistency they've seen you exhibit.
- * They buy the stature of the media in which you market.

- * They buy the professionalism of your marketing materials.
- * They buy value, which is not the same as price.
- * They buy freedom from risk, granted by your warranty.
- * They buy acceptance by others of your goods or services.
- * They buy convenience in purchasing, paying and lots more.
- * They buy your identity as conveyed by your marketing.
- * They buy neatness and assume that's how you do business.
- * They buy easy access to information offered by your website.
- * They buy honesty for one dishonest word means no sale.
- * They buy success; your success can fit with theirs.
- * They buy good taste and know it from bad taste.
- * They buy instant gratification and don't love to wait.
- * They buy the confidence you display in your own business.

It's also important to know what customers do not buy: fancy adjectives, exaggerated claims, clever headlines, special effects, marketing that screams, marketing that even hints at amateurishness, the lowest price anything (though 14 percent do), unproven items, or gorgeous graphics that get in the way of the message. The best marketing of all involves prospects and informs customers. It builds confidence and invites a purchase. Best and most unique of all -- it gets through to people. That's why knowing the truth about them will help you to stand apart from your competitors and shine in the minds of your prospects and customers.

from Guerrilla Marketing by Jay Conrad Levinson

**Week One Fieldwork:
Coaching Questions on The GM Competencies**

1. Review your GMIQ. Which competencies did achieve a score a two or less?

2. Choose two competencies to focus on this week. Write them below.

3. What specific action steps would you have to take to raise these scores to a three or four?

4. How will you stay accountable to this result?

Coaching Fieldwork: Researching Your Competition

Visit three of your top competitor’s websites or stores. 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)

