

## The Guerrilla Marketing Handbook Jay Conrad Levinson

*Guerrilla Marketing's Greatest Hits—Updated, Adapted, Remastered... The only book to deliver The Best of Guerrilla Marketing—a combination of the latest secrets, strategies, tactics, and tools from more than 35 top-selling Guerrilla Marketing books—updated for a new generation. "When they write the history of marketing thought, Jay doesn't get a page... he gets his own chapter." —Seth Godin, author of F\*ck the Box "This book is the culmination of Guerrilla Marketing's huge footprint on the marketing landscape. Keep it on top of your desk—it will become your marketing bible." —Jill Lublin, international speaker and author, jilllublin.com "For business survival in the 21st century, Guerrilla Marketing ranks right up there with food, water, shelter—and, of course, Internet access." —David Garfinkel, author of Advertising Headlines That Make You Rich "21 million entrepreneurs around the world, including me and most of my clients & friends, owe a debt of gratitude to Jay Conrad Levinson for his inspiring Guerrilla Marketing advice and mentoring." —Roger C. Parker, www.PublishedandProfitable.com "Guerrilla Marketing has always been about helping the 'little guy' market effectively and succeed against big-budget competitors. And now, in the new hyper-connected and hyper-competitive digital age, Guerrilla Marketing is again proving to be an essential key ingredient to help achieve business success." —Stuart Burkow, advisor on making money in business and advocate for free enterprise, www.kingofprofits.com "Jay Levinson wisely guided my partners and me as we built our company from zero to \$60 million in six years – and sold it! His brilliant marketing know-how played a huge role in our dramatic success." —Steve Savage, president, Savage International "Guerrilla Marketing is far more than a brand. It has joined Xerox and Kleenex as part of our language." —Orvel Ray Wilson, CSP, marketing coach, sales trainer and author "Jay's original Guerrilla Marketing validated all the marketing I'd been already doing, and opened my eyes to many new possibilities. Since that time, I've read many books in the series, and was thrilled to bring Guerrilla Marketing to the environmental world with Guerrilla Marketing Goes Green. Jay has proven over and over again that there's more to marketing than throwing a lot of money into ads, and that small businesses, nonprofits, and grassroots organizations can market effectively and inexpensively." —Shel Horowitz, award-winning author, speaker, consultant, greenethical marketing expert "Guerrilla Marketing Reigns Supreme as THE Source for Most Affordable and Effective Marketing...Ever!" —David Fagan, owner, The Icon Builder "In the marketing jungle the Guerrilla is king!" —David Perry, Ferry-Martel International "Guerrilla Marketing is the Guerrilla Cream that rises to the Guerrilla Top. Those that use it, have used it and will use it get the view from the Top! This book is one more ticket to your trip to your Guerrilla Top." —Al Lautenslager, www.marketforprofits.com "Jay Conrad Levinson's Guerrilla Marketing series helped revolutionize marketing for the entrepreneurs who transformed small business into the powerful engine that drives economic growth in America. That his work keeps evolving but always stresses ethics, creativity, and technology will makes his achievement all the more valuable and remarkable." —Michael Larsen, literary agent, Michael Larsen-Elizabeth Pomada Literary Agents Contributions from 35 Guerrilla hits, including: The Guerrilla Marketing Handbook Guerrilla Publicity Guerrilla Marketing in 30 Days Guerrilla Marketing for Writers Guerrilla Social Media Marketing Guerrilla Marketing on the Internet Guerrilla Networking Guerrilla Negotiating Guerrilla Selling Guerrilla Public Speaking Guerrilla Public Speaking Guerrilla Financing Guerrilla Business Secrets Guerrilla Breakthrough Strategies Guerrilla Retailing Guerrilla Marketing for Consultants Guerrilla Marketing Goes Green Guerrilla Marketing for Nonprofits*

*The creator of the Guerrilla Marketing series explains how small business owners can cut through the clutter of new information to get their message across with the help of Memes—simple symbols or phrases that can be used to represent complex ideas. Original.*

*Since the publication of this bestseller two years ago, the number of people who are connected to the Internet directly rather than through an online provider has exploded, which has had a dramatic impact on online commerce. Guerrilla Marketing Online, 2nd Edition, completely revised and updated, addresses this shift in user access, unveiling new marketing weapons and techniques for promoting business electronically.*

*Levinson and Horowitz show the dramatic potential for profit in not just being a green company, but in addressing the huge social problems that have stumped humankind for millennia. Instead of waiting centuries for government to get it done, business can grab the reins and accomplish more through the profit motive than through any amount of guilt-tripping. Green practices can save and make money, and deep social change can skyrocket those revenues—when marketed correctly.*

*More Time in Your Life, More Life in Your Time*

*Mastering Guerrilla Marketing*

*Guerrilla Marketing for Coaches*

*Guerrilla Marketing Online*

*Guerrilla Publicity*

*Guerrilla Marketing For Dummies*

*1,001 Unconventional Tips, Tricks and Tactics for Landing Your Dream Job*

*Shows how to promote a business on the Internet while applying proven marketing tactics, and explains how to use various software packages*

*Expos business owners and marketers how to be the today's most respected and well-known ad marketers, and improves their most valuable online strategies and tactics for capturing new customers and influencing ongoing purchases from current ones. Each chapter is a coaching session designed to help business owners avoid the pitfalls and mistakes by the experts who have been there and done that. Readers learn how to develop a personal media brand, build a total online presence, and create a social media strategy that increases traffic. They also discover how to develop and use content that converts visitors into buyers and ultimately loyal customers, succeed with SEO, pay-per-click, and linking strategies that get websites ranked. Also included is information on leveraging social networking apps, including Facebook, online video, and Instagram, and avoiding the mistakes made by new online businesses.*

*30 Days to Success From the father of guerrilla marketing, Jay Conrad Levinson! This powerful workbook walks you through the process of developing a high-impact, low-cost guerrilla marketing plan. Thirty interactive exercises, designed to be used as a stand-alone tool or in conjunction with companion book Guerrilla Marketing in 30 Days, help you develop each aspect of your plan: online marketing, PR, buzz marketing, networking and more! Complete one exercise a day, and after 30 days, your marketing efforts will be ready to take off. Hands-on interactive guide creates a custom marketing plan. Exercises, tasks and fill-in-the-blanks write the plan for you. Step-by-step instructions help you implement guerrilla tactics in your own business. Put pencil to paper and in 30 days execute time-tested marketing techniques.*

*Offers practical guidelines for improving marketing style, and discusses the importance of persistence, precision, problem solving, research, timing, persuasion, and networking*

*Guerrilla Creativity*

*The Guerrilla Marketing Handbook*

*100 No-cost Tactics to Promote Your Business and Energize Your Profits*

*Guerrilla Marketing for Writers*

*Precisely Formulated and Effective Marketing...Ever!"*

*Guerrilla Marketing for Free*

*100 Affordable Marketing Methods for Maximizing Profits from Your Small Business*

*First published in 1983, Jay Levinson's GUERRILLA MARKETING has become a classic in the field of business, revolutionising marketing for small businesses all over the world and creating a new way to understand and gain market share. It also launched a veritable Guerrilla Marketing industry, including dozens of future Guerrilla books, CDs and speaker events. In GUERRILLA MARKETING Jay Levinson's take-no-prisoners approach to finding clients is on full display, as he offers hundreds of marketing ideas that really work and a new roadmap for small-business success in the global marketplace. Filled with leading-edge strategies for marketing on the Internet, putting new technologies to work, targeting prospects, cultivating repeat and referral business, and being a manager in the age of telecommuting and freelance employees, among others, GUERRILLA MARKETING will be the entrepreneur's marketing bible for the twenty-first century.*

*This book will guide marketers into the world of positioning and selling products and services. The authors lead the reader step by step through the process of developing a marketing campaign. They offer detailed descriptions of more than a hundred marketing tools from contests to affinity programs, from direct mail to billboard advertising. Anecdotes, graphics, and rules of thumb are also included.*

*LAUNCH AN ALL-OUT MARKETING ATTACK Build marketing momentum, outsmart your competitors, and win the long-term war for mindshare and sales in 30 maneuvers—all inside, battle-tested, and ready to employ. The Father of Guerrilla Marketing, Jay Conrad Levinson, and Jeannie Levinson, President of Guerrilla Marketing International, deliver a no-nonsense, take-no-prisoners plan to producing immediate marketing results without consuming your cash or wasting your time. From delivering a powerhouse elevator pitch to mastering media, each maneuver is a marketing mission accomplished. BONUS MATERIAL INCLUDED! 200 + Guerrilla Marketing and Social Media Weapons 8 elements to emphasize on your website and 20 questions to ask 12 Most common internet marketing mistakes to avoid Tragic and magic copy writing tips*

*The Father of Guerrilla Marketing, Jay Conrad Levinson delivers the first book to adapt the profit-producing principles of Guerrilla Marketing to the world of nonprofits. The nonprofit sector has increased by 65%—a flood of new organizations are vying for donations, competing for volunteers, and carving out their share of the marketplace. Joined by co-authors Frank Adkins and Chris Forbes, this guide shows nonprofits how to grilla marketing on the edge of the market, and how to use guerrilla marketing to increase their visibility, increase effectiveness in recruiting volunteers, mobilize advocates, and raise more money—no matter the state of their finances. • Introduces the "seven golden rules" for fundraising success and recruiting volunteers • 200 proven weapons of Guerrilla Marketing customized for nonprofits • Covers publicity and social media tactics specific to the nonprofit community • Concepts are illustrated through real-world examples and comparison tables*

*Winning Strategies to Improve Your Profits and Your Planet*

*Make Your Message Irresistible with the Power of Memes*

*Guerrilla Facebook Marketing*

*Unconventional Weapons and Tactics for Increasing Your Sales*

*Guerrilla Marketing for Job Hunters 2.0*

*Six Steps to Building Your Million-Dollar Coaching Practice*

*START BUILDING YOUR MILLION-DOLLAR COACHING BUSINESS TODAY! The coaching profession has experienced phenomenal growth over the past decade, and has become an accepted way for people and organizations to improve performance. In response to this demand, professionals from around the world are getting into coaching.*

*Unfortunately, despite the growth of the coaching field, many coaches struggle to attract clients and charge what they are worth. It doesn't have to be this way! "Guerrilla Marketing for Coaches" provides a practical, step-by-step guide for coaches who want to fill their practice with desirable clients, and build a firm that generates wealth. Follow the six steps—along with the many success stories from top coaches in the field—and you are on your way to having a million-dollar firm. You discover: The top ways to attract clients and fill your practice—without spending much, if any, money; The proven conversations to close deals and get hired; How to build a firm that generates wealth for you, and make money even if you are not working directly with clients. Join Guerrilla Marketing founder Jay Conrad Levinson and acclaimed coach trainer Andrew Neitlich as they guide you to true success in this booming profession.*

*The world no longer defines successful businesspeople by their suit and ties. Today we live in a world where any entrepreneur can create a successful, profitable, enjoyable business in whatever style suits him or her the best. And hey, if putting on a suit and heading for your corporate office is what works best for you, that's great. But if throwing on your favorite pair of blue jeans and heading for the beach works better, that's cool too. In Business in Blue Jeans: How to Have a Successful Business on Your Own Terms, in Your Own Style, you'll learn how to create and grow a business that works for you. More than just a "how to" guide, Business in Blue Jeans, contains actionable, practical that show you how to: Break through the "brain junk" that's been getting in your way to starting a business. Develop a business idea (or hone the one you already have) with real potential for success. Package your idea to attract the people who want what you have to offer and will pay for it. Become visible to your potential customers and clients so that they think of you first. Stand head and shoulders above your competitors without spending an extra dime. Build a community and network that includes the support and the connections you need, drawing people in instead of pushing them away. Hire, train, and manage a team as your business grows so that it's never out of control (and so you can hit the beach!). We live in an ever-changing economy and that can make starting and growing a business seem daunting. But with the right guidance, you, too, can have successful business that makes everything else that you want in life possible.*

*Based on years of personal experience, the author's guide to mastering the art of marketing offers chapters on media, online marketing, psychology, technology, and much more. Original.*

*Workbook containing various workshop activities and projects.*

*The Best of Guerrilla Marketing—Guerrilla Marketing Remix*

*Lessons from the Father of Guerrilla Marketing*

*Guerrilla Marketing for Social Media: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits*

*Easy and Inexpensive Strategies for Making Big Profits from Your Small Business*

*Combining Principles and Profit to Create the World We Want*

*Guerrilla Marketing to Heal the World*

*The Entrepreneur's Guide to Earning Profits on the Internet*

*Triple your sales and quadruple your business in 90 days with joint venture partnerships.*

*The Guerrilla Marketing Handbook*

*Houghton Mifflin Harcourt*

*Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client-buyers with a glut of information at their fingertips and doubts about the value consultants add. Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients. Packed with information, this step-by-step guide details the 12 marketing secrets every consultant should know, the anatomy of a marketing plan, Web sites, sources of free publicity, direct-mail marketing, winning proposals, and more. Jay Conrad Levinson (San Rafael, CA) is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books, including the bestselling Guerrilla Marketing series. Michael W. McLaughlin (Mill Valley, CA) has been a partner with Deloitte Consulting since 1994.*

*Provides more than one hundred practical ideas, action plans, and implementation steps to help businesses identify unconventional social media opportunities to increase online presence, attract customers, and improve profits.*

*25 Target Specific Weapons to Boost Your Social Media Marketing*

*How to Have a Successful Business on Your Own Terms, in Your Own Style*

*Guerrilla Marketing for Coaches*

*Breakthrough Tactics for Winning Profitable Clients*

*Breakthrough Strategies, Triple Your Sales and Quadruple Your Business in 90 Days With Joint Venture Partnerships*

*Guerrilla Marketing for Nonprofits*

*Guerrilla Marketing Weapons*

*Ride on the natural partnership between Guerrilla Marketing and Facebook. The synergy between Facebook and Guerrilla Marketing is hard to dismiss or ignore. Guerrillas want the same thing everybody wants, but they don't have the same means, nor do they believe in excessive marketing budgets. The success of Guerrilla Marketing is apparent: its principles have been taught in leading universities and have been adopted to run countless successful marketing campaigns for businesses since its introduction in 1970s. Facebook, like any other business, is driven to make profits. But their profits are not made from getting people to sign up for Facebook accounts. With some 750 million users and counting, Facebook is irrefutably the leading social media tool of our time. How can one ride on this natural partnership to achieve success? "Guerrilla Facebook Marketing" is packed with practical tips and insights on building Guerrilla marketing strategies in Facebook that can work for any business. Get insights on Facebook's culture and Guerrilla Marketers' beliefs, and what these insights mean to your overall marketing strategy. Learn how to use Facebook data to shape your marketing campaign. Understand the unique Rules of Engagement necessary to pull off successful Guerrilla marketing campaigns in Facebook. Boost your knowledge of Facebook features by familiarizing yourself with 25 Facebook-specific Guerrilla weapons. Learn how to generate marketing campaigns by combining Guerrilla weapons in infinite ways. Follow step-by-step instructions on how to create and execute clear, actionable marketing plans and calendars for all kinds of marketing campaigns. Link marketing efforts back to profits by measuring ROI results in tangible ways for your business.*

*Hundreds of ideas for reaching and keeping the fastest-growing markets in the 90s, marketing during a recession, what consumers in the 90s care most about, how to use the technological explosion for bigger profits, and management lessons for the 21st century.*

*Based on the most recent research into personal and professional development, this excellent time management resource provides simple and effective methods and tools for managing time and improving your quality of life.*

*250 Tactics to Promote, Motivate, and Raise More Money*

*Easy and Inexpensive Strategies for Making Big Profits from Your SmallBusiness*

*Guerrilla Selling*

*Guerrilla Marketing*

*Guerrilla Marketing and Joint Ventures*

*Guerrilla Marketing for the Home-based Business*

*New Strategies, Tactics, and Weapons for Winning Big Profits for Your Small Business*

*At a time when millions of small businesses are flourishing, here is the optimum plan of attack for businesses that want to cash in on the high profits and low costs of guerrilla marketing.*

*Want to reach consumers in innovative ways? Guerrilla Marketing For Dummies is packed with guerrilla tactics and trade secrets for marketing your products or services like never before. From re-imagining existing marketing platforms to mastering trailblazing methods, you'll create a cost-effective game plan for getting your customers' attention and keeping it! This savvy, hands-on guide explains what guerrilla marketing is, who does it, and why. You'll learn how it can take your brand to new heights as you start thinking like a guerrilla, brainstorming, collaborating, and refining ideas for an exciting, non-traditional marketing program. The real fun starts when you build a winning team and take your message to the streets, executing attention-grabbing publicity stunts and creating unforgettable events.*

*You'll find out when it pays to work with the big-gun guerrilla-marketing firms and how to launch your own low-cost campaign. Discover how to: Reach customers wherever they are. Develop a cohesive guerrilla-marketing campaign. Capitalize on the hottest trends. Cut through the constant marketing clutter. Make products and brands stand out. Use buzz, viral, grassroots, and experiential marketing. Write a*

*WARNING: You're About To Tap Into Internet Gold! For the first time ever, 25 hand-selected, world-renown internet legends, such as Yanik Silver, Mike Koehnig, Mike Filoaime, Dan Hollings, Leslie Rohde, Marc Ostrofsky, and many others come together to reveal their proven step-by-step process for making millions online. "Internet Prophets" pulls back the curtain and takes you behind the scenes with some of the most successful internet strategists on the planet who not only share their path and expertise, but also the specific actions you must implement to take full advantage of the internet's massive reach and profit potential. Gain extremely rare access into the mindset of internet royalty as they teach you powerful, actionable trade secrets that are seldom revealed; exactly what you must do online now and precisely HOW to do it; the keys to not just having an internet presence, but dominating your field; how to establish position to capitalize on the internet's next big opportunity; and multiple proven monetization techniques that generate ridiculous cash flow. From Mobile to SEO, Product Launches to Social Media, and whether you're a solopreneur, start-up, small-business owner, internet virgin, or internet professional, "Internet Prophets" provides the answers you need to exponentially explode your business and PROFIT like never before.*

*The book every small-business owner should own First published in 1983, Jay Levinson's Guerrilla Marketing has become a classic in the field of business, revolutionising marketing for small businesses all over the world and creating a new way to understand market share and how to gain it. In this completely updated and expanded fourth edition of Levinson's first Guerrilla Marketing book, his take-no-prisoners approach to finding clients is on full display, as he offers hundreds of marketing ideas that really work and a new roadmap for small-business success in the global marketplace. Filled with leading-edge strategies for marketing on the Internet, putting new technologies to work, targeting prospects, cultivating repeat and referral business, and managing in the age of telecommuting and freelance employees, among others, Guerrilla Marketing will be the entrepreneur's marketing bible for the twenty-first century.*

*The World's Leading Experts Reveal How to Profit Online*

*Guerrilla Marketing Excellence*

*Cost-effective Techniques for Small-business Success*

*The Guerrilla Marketing Revolution*

*Cutting-Edge Strategies for the 21st Century*

*Guerrilla Advertising*

*Guerrilla Marketing for Consultants*

*The Internet has not only changed the sheer vastness of services and products available to consumers, but it's significantly changed the way businesses communicate with their buyers. The good news is that new technology makes it easier for businesses to get the right product to the right customer at the right time—and at a fraction of the cost. Completely updated and revised, this book uses the expertise of today's top media gurus to show you how to get the word out about your product or business and reach even more buyers—without the cost of a traditional big budget campaign!*

*Easy and Inexpensive Strategies for Making Big Profits from Your Small Business* By Jay Conrad Levinson

*Offers a six-step process for salespeople to operate effectively in a customer-oriented business climate and make a dramatic difference in their careers*

*Are you ready to become a master of guerrilla marketing and joint ventures, the combined type of smarter marketing necessary for true entrepreneurial success worldwide in any economy and any marketplace. "Guerrilla Marketing and Joint Ventures" explains step-by-step how entrepreneurs can use smarter marketing and joint ventures to generate maximum profits from minimum investments. Put another way, applying what you are about to learn can help make your business grow very quickly for low or even zero-cost and real-life case studies (including the author's own experience of going from zero to 4 million customers in 30 days) will also show you how joint ventures can help an individual entrepreneur make millions in a very short space of time.*

*Business in Blue Jeans*

*100 Low-Cost, High-Impact Weapons for Online Profits and Prosperity*

*Million Dollar Partnering Strategies for Growing ANY Business in ANY Economy*

*Internet Prophets*

*Guerrilla Marketing Attack*

*Guerrilla Marketing Online Weapons*

*Guerrilla Marketing, 4th Edition*

*Offers breakthrough tips for using social-networking sites to land a job, and teaches readers how to promote themselves and effectively negotiate job offers.*

*Launching Guerrilla Marketing for the 21st Century. Guerrilla Marketing is a worldwide phenomenon. Since its formation in 1951, Guerrilla Marketing has run trainings and seminars and produced a series of books which has sold around the world. The Guerrilla Marketing Revolution celebrates the major re-launch of this amazingly successful marketing brand. It offers a radical new approach to making your profits soar. The*

*Guerrilla Marketing Revolution is a major new book for today packed with an arsenal of 125 devastatingly effective marketing weapons. It takes the proven methods, strategies and weapons of Guerrilla Marketing and intertwines these with advanced psychology and Neurolinguistic Programming (NLP) to present new Guerrilla weapons with clear and detailed instructions for their application. The result is a selection of inexpensive marketing tools and skills perfectly suited to today's needs, aimed directly at the decision maker - the unconscious mind - in order to speed up decision making, shorten the sales cycle and create long-term relationships. It offers a structured approach to consistent marketing success.*

*Identifies one hundred marketing "weapons" that minimize expenses and maximize profits for retailers, manufacturers, and the service industry*

*The best-selling author of Guerrilla Marketing identifies the fastest growing markets; discusses recession strategies, modern consumers, targeted prospects, technology, and management; and provides a host of no-cost tactics and techniques designed to promote one's business and enhance profits without spending a cent. Original.*

*Secrets for Making Big Profits from Your Small Business*

*100 Profit-producing Insights You Can Take to the Bank*

*30 Powerful Battle Maneuvers for Non-Stop Momentum and Results*

*Guerrilla Marketing In 30 Days Workbook*

*Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum DollarsIncludes Podcasts, Blogs, and Media Training for the Digital Age*

*The 50 Golden Rules for Small-business Success*

*100 No-Cost, Low-Cost Weapons for Selling Your Work*

*Describes marketing techniques particularly effective for home-based businesses, emphasizing the importance of positioning, word-of-mouth advertising, direct mail, and customer service*

*NATIONAL BESTSELLER The book that started the guerrilla marketing revolution, expanded and completely updated for the twenty-first century. Jay Levinson's Guerrilla Marketing revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients. Based on hundreds of solid and effective ideas, Levinson 's philosophy has given birth to a new way of learning about market share and how to gain it. In this completely updated and expanded fourth edition, Levinson offers a new arsenal of weaponry for small-business success including strategies for marketing on the internet (explaining when and precisely how to use it); tips for using new technology, such as podcasting and automated marketing; programs for targeting prospects and cultivating repeat and referral business, and management lessons in the age of telecommuting and freelance employees. Guerrilla Marketing is the entrepreneur ' s marketing bible—and the book every small-business owner should have on his or her shelf.*

*Because the battle begins before a book even hits the shelves, an author needs every weapon to get ahead of the competition. Guerrilla Marketing for Writers is packed with proven insights and advice, it details 100 " Classified secrets " that will help author*

*Guerrilla Marketing 101 Lab*

*Guerrilla Deal-Making*

*Guerrilla Marketing Field Guide*

*Success Secrets of the Online Marketing Superstars*

*Guerrilla Time*