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Phew! I just had one of the best interviews today, it's included with this month's newsletter on CD. However, there was just so much great advice packed in a short period of time, I wanted to save you the trouble of trying to take notes and give you a few ideas of my mine to share as

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well. You've probably heard the term Guerrilla Marketing. If not, don't worry, you're in for a

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Quotes by Jay

Conrad Levinson
Guerilla marketing is about representing your business in an edgy and unique way. This can mean using

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Guerrilla marketing
uses unconventional
and lower-cost tactics
to gain maximum
exposure. It's
particularly effective
for businesses with
smaller budgets
because it generates

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a lot of attention for a
minimal cost,
delivering a good
return on investment.

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big profits from your
small business.

Coined by Jay Conrad
Levinson in this very
book, in the
meantime, the term
"guerrilla marketing"
has become a byword
for creativity.

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Guerrilla marketing
emphasizes creativity
over budget, and
strategies are often
cheap and easy to
implement, especially
when localized.
Broadcast your
Twitter handle with
sidewalk chalk, use
an abandoned
storefront as a canvas

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no-prisoners... Free
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? Jay Conrad

Levinson, Guerrilla

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Big Profits from Your

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road to profitability is

paved with credibility.

Credibility is

something you earn

by how you market,

where you market,

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Remember Guerrilla
Marketing? It's Still A
Thing! ... However,
creativity sometimes
is not that easy to
come by, especially

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with all the things you
need to do as a
business owner. ...

Guerrilla marketing is
relatively cheap in
comparison with other
types of advertising.
The most important
part is not how much
you spend, but the
creativity that ...

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of the most notable

and desirable traits of

the inbound

methodology is its

cost efficiency. This is

also one of the

fundamental

characteristics of what

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Thinking, Strategies,
Measurements,
Profits and Easy

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Do and Be Your Best.
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launched the
"guerrilla marketing"
movement, Levinson
describes inexpensive
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for small businesses

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to enhance their word-of-mouth reputation. It covers 200 “weapons” of guerrilla marketing, including various forms of media, but also attitudes and behaviors. It’s more practical than purely inspirational.

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calls for you to be

aware of all two

hundred weapons, to

utilize and test many

of them, and then to

eliminate those that

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Hit or miss: Guerrilla

marketing can be

easy for consumers to

ignore unless your

creativity gives people

a reason to pause.

The better your idea,

the more thought-out

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your strategy for
getting a reaction, the
more likely your
marketing is to work.

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