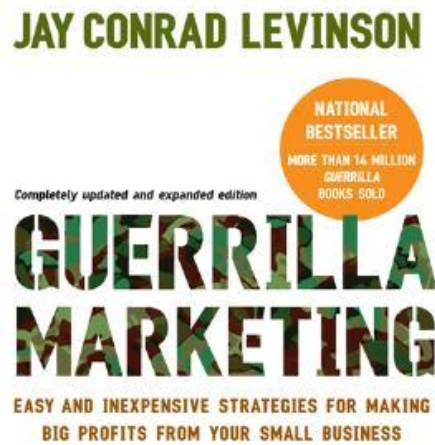




Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business

Jay Conrad Levinson , Jeannie Levinson , Amy Levinson

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When Guerrilla Marketing was first published in 1983, Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients. Based on hundreds of solid ideas that really work, 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
- * 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.

Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business Details

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Nola Redd says

If small business owners could read no other book, I would love to have them study Jay Conrad Levinson's Guerrilla Marketing: Secrets for Making Big Profits From your Small Business. Originally published in the early 1980s, Guerrilla Marketing is a must-read for entrepreneurs searching for inexpensive yet effective marketing strategies. Revised again (and again, depending on which volume you select), the book offers not only simple suggestions for making the most of the smallest things but also fantastic marketing advice on everything from developing a plan to waiting patiently for your strategy to succeed.

Levinson's usual mantra states that customer service is king. However, the 1993 version of Guerrilla Marketing focuses on bringing more customers in, rather than maintaining the current customer base. He provides numerous weapons for widening the customer base, giving ample detail on how each one should be worked. The 1993 volume obviously neglects the Internet (and a view of the 1998 rewrite online similarly neglects the subject), but otherwise the real-word tips are hands-on helpful.

Levinson splits the book into five sections. The first one focuses on 'the guerrilla marketing approach'. This helpful, encouraging set of chapters describe marketing secrets, marketing plans, and my all-time favorite chapter, 'Secrets of Saving Marketing Money'. Section two focuses on mini-media marketing, reviewing everything from personal letters to telephone marketing to classified ads. I found the last especially helpful, as trying to place an ad in a major metro paper such as the Atlanta Journal-Constitution can be daunting at best. He then moves on to section three, maxi-media marketing, and reviews newspapers, magazines, radio, and direct mail. A chapter on television advertising focuses on maximizing profits for the small business owner (with suggestions such as 'film several commercials at the same time to cut costs'), and describes how cable and localized advertising makes the price tag for television more affordable for small business owners. The fourth section describes non-media marketing; free seminars and demonstrations, trade shows, public relations, and miscellaneous marketing tools (such as newsletters). Finally, he closes the book with a section on launching your guerrilla marketing attack.

The tips and suggestions within these pages have been implemented by successful small business owners for nearly twenty years. Implementing both humor and realistic examples, Jay Conrad Levinson has written a must-read for the small business owner involved in marketing (that should be all of them).

Chad Warner says

In this book that launched the "guerrilla marketing" movement, Levinson describes inexpensive marketing methods for small businesses 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. My favorite point was to use "fusion marketing", combining marketing efforts with business partners who have the same prospects.

The sections on media include print, radio, TV, and the Web, but I mostly ignored old media since I don't market my web design company, OptimWise, via old media. This edition was published in 2007, so much of the tech-specific advice is outdated, but the principles remain true.

I read this book because it was recommended by a local web developer, and I had seen it referenced in business magazines like Entrepreneur and Inc. I didn't learn as much as I had expected based on its reputation, but that's probably because I've read several other marketing books that featured guerrilla marketing tactics.

Marketing

- Devote more than half of your marketing time to existing customers.
- Profits are the main numbers to pay attention to regarding marketing; not sales, responses, hits, traffic, etc.
- 67% of lost business is due to failure to follow up after a sale.
 - Visual points are 78% more effective than aural points.
 - Practice “you” marketing: make every word about the customer (or website visitor).
 - It takes more than 2 months, and probably 6, to tell if a marketing plan works.
 - Frequency is better than reach. It's better to get your message to a few people more often than many people less often.
 - Familiarity breeds confidence, which leads to sales.
 - Information is what separates customers from success. Provide that information via seminars, articles, newsletters, etc. Aim for 75% useful info and 25% sales pitch (at the end).

Sales

- The best time to close is when you're with the customer; you lose control after you leave.
 - A sales conversation is an opportunity to educate your prospect on how you can help them succeed.
 - If a prospect won't close, ask, “why not?” then address the objections.
 - Toss in something free after a customer purchases to show your generosity and delight them.
 - Value is the difference between anticipated price and asked price. Raise the anticipated price with your reputation, presentation, and marketing.
-

Kathryn Cervantes says

This book is well written and has solid insights. It was very introductory for the most part but did include a variety of helpful tools. The part I enjoyed the most were the real life examples, what I enjoyed the least was nearing the end it felt repetitive and I found my mind wandering a bit. I picked up this book based on various recommendations however think I possibly should not have grabbed the 'Making Big Profits from Your Small Business' edition. I did just leave a large corporation so these methods triggered thoughts on what we did versus his recommendations and how I could apply these to my every day life. It is a book I am happy to have in my armor and will keep for reference as applicable.

Marc Brodeur says

I have to be honest, I learned almost everything really important in the first 50 pages:

Marketing is a commitment, a war, a long slog. If you can't commit to a campaign for at least 12 months don't even bother. You need to get at least 10 impressions before someone will *think* about buying from you.

That was the key to me.

Beyond that, there is an exhaustive list of various different kinds of media and mediums that one can use,

and it is certainly helpful, but not revolutionary. The first 50 pages, though? Critically important.

Maliades says

I only made it through the first 7 chapters or so before I had to return it to the library, and since I'm not yet starting up a business, I decided not to finish it right now. However, the first 7 chapters seemed to really make sense, and it was a fairly engaging read, not dry. I think this book is an excellent choice for people starting their own business and anyone who owns a small business and is looking for some good marketing advice. I definitely plan on picking it up again, someday, when I finally start a business of my own!

Dan McConkie says

Great book for helping to get the juices flowing with small business advertising. There are several tips that I have incorporated that have helped but many more that have "come to me" while I was reading and thinking about marketing and what else to do.

It is about marketing harder and smarter -- not just spending more than the next guy. I've found that if you don't make marketing a conscious part of your business, you are doomed to a mediocre growth at best.

Joshua says

Ehhhhh. Serious waste of time unless you're totally new to marketing or just need a lot of simple ideas you could get from an equally informative and much shorter blog post or YouTube video.

This book has some good strategies, but is basically just a verbose collection of ideas without much on execution. You could skim the chapter titles and figure it out just as well as reading any of this book... Some what, 0% how. For example, in the chapter about seminars, there is a discussion of what a seminar is (duh), how to judge profits (subtract cost from revenue, duh), and loose costs for renting rooms. What to say, what to capitalize on, how to structure it, etc. are not included. The importance of body language is, but not anything about how to read or use body language. And most things that you'd like to be covered are supposedly in other volumes the author shamelessly plugs throughout as resources for digging deeper: "For the health of your wallet and not for my ego get this book I coauthored" (paraphrase, but in the canvassing chapter...). You'd think this book would have a section on how to sell, but it doesn't: you have to read the Guerilla Guide to Marketing. Though it covers other areas, the book reads like a free webinar about SEO from a company that has a push button marketing solution. Here's an idea, execute it without thinking or planning ... profits. (The marketing planning section is a joke!) The book would be much better if the author edited this book to a reasonable size and then added the actually valuable information from his other books.

Matthieu Huang says

This book is packed with eye opening tactics of how an entrepreneur can take on the goliaths of business. I learned more about how to market a small business than I do in the classes I take now. Much help to the aspiring entrepreneur trying to build a foundation for his/her marketing knowledge.

JD says

Great for beginners

?Pablitomix a.?l :) says

This book is most interesting in the world

Robert says

The good: lots of inspiration for lots of different ways to market a product or service. Up to the minute advice on blogs, podcasts, search engine optimization, etc. It is worth reading, at least skimming and bookmarking the areas that you want to include in your marketing.

The bad: repetitive, too long, too many bombastic claims of untold wealth if you just follow this simple tautology.

The ugly: apparently you need to buy the other 5,387 books in the series... makes the point on cross-selling existing customers by cross-selling the reader to distraction.

Vassilena Valchanova says

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TarasProkopyuk says

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Amy says

Might be a good book. Good ideas and quotes but the author is bombastic and obnoxious. It turned me off from the positive things he had to say. Might finish someday. Probably not.

Omar Halabieh says

Below are key excerpts from the book that I found particularly insightful:

- 1- "Marketing is every hit of contact your company has with anyone in the outside world. Every bit of contact. That means a lot of marketing opportunities. It does not mean investing a lot of money."
- 2- "Marketing is the art of getting people to change their minds or to maintain their mindsets if they re already inclined to do business with you. People must either switch brands or purchase a type of product or service that has never existed before."
- 3- "Guerrilla marketers do not rely on the brute force of an outsized marketing budget. Instead, they rely on the brute force of a vivid imagination. Today, they are different from traditional marketers in twenty ways. I used to compare guerrilla marketing with textbook marketing, but now that this book is a textbook in so many universities, I must compare it with traditional marketing."
- 4- "The Sixteen Monumental Secrets of Guerrilla Marketing: 1. You must have commitment to your marketing program. 2. Think of that program as an investment. 3. See to it that your program is consistent. 4. Make your prospects confident in your firm. 5. You must be patient in order to keep a commitment. 6. You must see that marketing is an assortment of weapons. 7. You must know that profits come subsequent to the sale. 8. You must aim to run your firm in a way that makes it convenient for your customers. 9. Put an element oi amazement in your marketing. 10. Use measurement to judge the effectiveness of your weapons. 10. Use measurement to judge the effectiveness of your weapons. 11. Prove your involvement with customers and prospects by your regular follow-up with them. 12. Learn to become dependent on other businesses and they on you. 13. You must be skilled with the armament of guerrillas, which means technology. 14. Use marketing to gain consent from prospects, and then broaden that consent so that it leads to the sale 15. Sell the content of your offering rather than the style; sell the steak and the sizzle, because people are too sophisticated to merely buy that sizzle. 16. After you have a full-fledged marketing program, work to augment it rather than rest on your laurels."
- 5- "Creativity comes from knowledge. You must have knowledge of your own product or service, your competition, your target audience, your marketing area, the economy, current events, and the trends of the time. With this knowledge, you'll have what it takes to develop a creative marketing program, and you'll produce creative marketing materials."
- 6- "Market primarily to customers, not to prospects. It costs one-sixth as much to sell something to a customer than to a prospect. Some experts now peg that fraction as one-tenth. Direct your marketing funds toward follow-up, surpassing customer expectations, gaining repeat business, earning referral business, and

enlarging the size of your transactions. Your growth will pay off in profits even more impressive than the money you'll save by the inward, rather than outward, thrust in your marketing."

7- "Marketing is part science and part art — and the art part is very subjective. The artistic end of marketing is not limited to words and pictures; it involves timing and media selection and ad size."

8- "Unless you really keep track of all your media responses, you are not a guerrilla. If you run your ads and keep selecting media on blind faith, you are closer to a lemming. You've got to make your marketing as scientific as possible. This is one of those rare instances in which you can measure the effectiveness of your media scientifically. Avail yourself of it."

9- "As you know, guerrillas give things away. Giving and receiving are two sides of the same coin. The coin is called business. Guerrillas have learned, though they may have always suspected it in their bones, that the more they give, the more they receive. They are extremely imaginative about what they can give, shifting their generosity into high gear and seeing the world through the eyes of their customers. That's where to start when determining what to give away."

10- "You can delegate the marketing tasks, delegate the marketing details, and delegate the marketing assignments. But you can't delegate the passion or the vision. Those have to come from you."

11- "No matter what you think you do for a living, you're really in four businesses at once. The first is the business you think you're in — the one mentioned on your business card. The second is the marketing business. Whatever you offer must be marketed...The third business you're in is the service business. Customers must be served and helped from the moment you meet them...The fourth business you're in is the people business. Your products are made by people, marketed by people, sold by people, and offered to people. There's a close correlation between your interest in people and your ability to convince and motivate them."

12- "Whatever you think or thought service was, let me give you a new definition — a definition for guerrillas, a definition for a time when small businesses d all the help they can get and every possible competitive advantage. Service is anything the customer wants it to be. Service is not what it says in your service manual, not what you've rendered in the past, and not what customers dread it will be. Instead, it's what they pray it will be. If you can ive up to this definition of service, you'll be practicing one of the most powerful marketing tactics in history — and also one of the very newest."
