

**JAY CONRAD LEVINSON**



# GUERRILLA MARKETING

*for* **FREE**

**Dozens of No-Cost Tactics to  
Promote Your Business and**

**Energize Your Profits**

**more than  
1,000,000  
Guerrilla  
books sold**

Guerrilla Marketing for Free: Dozens of No-Cost Tactics to Promote Your Business and Energize Your Profits, Jay Conrad Levinson, Houghton Mifflin Harcourt, 2003, 0547347154, 9780547347158, 208 pages. The guru of the Guerrilla Marketing series, with over a million copies in print, teaches entrepreneurs how to market aggressively without spending one cent. Levinson, the authority on big-business marketing on a small-business budget, takes this concept one step further by offering scores of marketing ideas that are completely free. He proves that aggressive marketing doesn't have to be expensive if you use creative and unconventional means.\* Hold a giveaway contest. You'll attract customers and acquire names for your mailing list.\* Give free talks, consultations, and demonstrations. You'll establish yourself as an expert and publicize your business at the same time.\* Post on websites, bulletin boards, and other online communities. They offer countless opportunities for spreading your business message.\* Feed your clients. Sending cookies or offering free refreshments in your store can set you apart from the competition. Levinson offers dozens of other tips -- some straightforward, many surprising -- in a unique, indispensable guide that proves you don't have to pay top dollar to improve your bottom line..

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Guerrilla Marketing for Mortgage Brokers How to Steal Customers from Your Competition, David L. Hancock, Aug 1, 2001, Business & Economics, 212 pages. In his groundbreaking book, certified guerrilla marketing coach Hancock teaches readers how to crush competitors and discover exactly why business slows down in tough economic ....

Guerrilla Selling Unconventional Weapons and Tactics for Increasing Your Sales, Bill Gallagher, Orvel Ray Wilson, Jay Conrad Levinson, 1992, Business & Economics, 208 pages. Offers a six-step process for salespeople to operate effectively in a customer-oriented business climate and make a dramatic difference in their careers.

Guerrilla Marketing in 30 Days , Jay Conrad Levinson, Al Lautenslager, Jan 7, 2005, Business & Economics, 272 pages. Presents a thorough action plan for improving marketing with a series of low-cost tactics for maximizing existing technology and improving marketing effectiveness, all within a ....

Guerrilla Street Team Guide Helping Teamers and Business People Alike Utilize Guerrilla Marketing Strategies on the Grassroots Level to Reach People Not Typically Exposed to Traditional Advertising, Jay Conrad Levinson, Brad Lovejoy, Jun 1, 2008, Business & Economics, 110 pages. The authors believe that the same tactics that work to help independent bands and record labels break into the music business can work for those trying to increase profits and ....

The Guerrilla Entrepreneur Achieving Success and Balance Now and in the Future, Jay Conrad Levinson, 2007, Business & Economics, 273 pages. A BLUEPRINT FOR SUCCESS WITHOUT STRESS, NOW AND IN THE FUTURE. The face of entrepreneurial business has changed drastically in recent years, and the 21st century promises to ....

301 Do-It-Yourself Marketing Ideas From America's Most Innovative Small Companies, Sam Decker, 1997, , 357 pages. Offers ideas for improving sales, using new technologies, and outperforming the competition.

Startup Guide to Guerrilla Marketing: A Simple Battle Plan for First-Time Marketers , Jay Conrad Levinson, Jeannie Levinson, 2008, Business & Economics, 274 pages. Jay Conrad Levinson, the father of guerrilla marketing, and Jeannie Levinson have teamed up to produce a beginner-oriented guide that shows readers how to get started with ....

Guerrilla Marketing Success Secrets 52 Weeks of Marketing & Management Wisdom, Anthony Hernandez, Jay Conrad Levinson, 2007, Business & Economics, 185 pages. THIS BOOK WILL GROW YOUR PROFITS! Marketing (mar.ket.ing): Three syllables that fill most small business owners and entrepreneurs with dread. If this describes you, then you ....

**Guerrilla Marketing Attack** , Jay Conrad Levinson, Feb 20, 1989, Business & Economics, 208 pages. A bestseller first published in 1983, Guerrilla Marketing offers an innovative approach to marketing for the small business owner. Filled with hundreds of effective ideas, this ....

**Guerrilla Creativity Make Your Message Irresistible with the Power of Memes**, Jay Conrad Levinson, 2001, Business & Economics, 205 pages. 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 ....

**Guerrilla Marketing Triple Your Sales and Quadruple Your Business in 90 Days with Joint Venture Partnerships: Breakthrough Strategies**, Jay Conrad Levinson, Terry Telford, Sep 1, 2008, Business & Economics, 144 pages. .

**Guerrilla Marketing Online Weapons 100 Low-cost, High-impact Weapons for Online Profits and Prosperity**, Jay Conrad Levinson, 1996, Business & Economics, 183 pages. Shows how to promote a business on the Internet while applying proven marketing tactics, and explains how to use various software packages.

**Mastering Guerrilla Marketing 100 Profit-producing Insights You Can Take to the Bank**, Jay Conrad Levinson, 1999, Business & Economics, 251 pages. Tells how to get free media coverage, create an effective direct-response campaign, and take full advantage of online marketing techniques.

**Guerrilla Marketing Goes Green Winning Strategies to Improve Your Profits and Your Planet**, Jay Conrad Levinson, Shel Horowitz, Jan 8, 2010, Business & Economics, 256 pages. These Two Masters of Marketing Want to Pass Their Most Powerful Success Strategies on to You! Learn to: Slash marketing costs and boost profits by making your business as green ....

**Guerrilla Marketing for Consultants Breakthrough Tactics for Winning Profitable Clients**, Jay Conrad Levinson, Michael W. McLaughlin, Oct 28, 2004, Business & Economics, 304 pages. 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 ....

**Guerrilla marketing weapons 100 affordable marketing methods for maximizing profits from your small business**, Jay Conrad Levinson, Dec 10, 1990, , 258 pages. Levinson's new book is a nuts-and-bolts approach to his revolutionary guerrilla marketing technique, targeted to the more than 11 million small and medium-sized businesses ....

Jay Conrad Levinson is the author of more than a dozen books in the Guerrilla Marketing series. A former vice president and creative director at J. Walter Thompson Advertising and Leo Burnett Advertising, he is the chairman of Guerrilla Marketing International, a consulting firm serving large and small businesses worldwide.

In fact, the only money you'll have to spend is money you've probably invested already. That means you'll need a telephone, a computer, a printer, a supply of plain paper, access to the Internet, and business cards. If you have those, you can toss away your checks, file away your credit cards, put your cash into a piggy bank, and still market like a tiger. Or rather, a guerrilla.

Guerrilla marketing for free is powerfully effective even though it costs you nary a cent. It can cause the competition to quake in their Nikes, even if they're spending advertising money as though it's going to expire. It wins customers, maintains their loyalty, builds a business, and increases; never decreases ;your bank account.

Too good to be true, right? But it is true. Even more remarkable is the fact that the vast majority of your competitors haven't a clue that they can market so formidably without spending money. Even when they become increasingly aware of your marketing and your success, they still

won't have a clue that you're doing it all for free. Unless you tell them or they discover this book, they'll remain clueless while you frolic about in clover. Well, not exactly frolic, because you don't really get good stuff without hard work. But your entire opinion, degree of control, and satisfaction with the process of marketing will be transformed once you discover; then cash in on; the abundance of free marketing options in these pages and in your future.

You're not going to learn any gimmicks or shady ways to attract customers and prospects. You're not going to be given a cornucopia of complex tasks. You're not going to be served up tactics that will make you feel like a pioneer. We all know that pioneers get arrows in the back of the neck, so your selection here of no-cost tactics is limited to those that have proven themselves in battle and can't hurt anyone except those who would dare to compete with a guerrilla.

Some of the one hundred free tactics you can use are things, such as marketing plans and testimonials. Some are places, such as Internet chat rooms and community bulletin boards. Others are concepts, such as competitive advantages and sales training. Some are attitudes, like aggressiveness and flexibility. Still others are people, such as fusion marketing partners and satisfied customers. Many are hard to categorize, such as viral marketing and speeches for community clubs.

You can and should utilize many of these tactics at the same time. But you never should feel as though you've got too much going on. Guerrillas are rarely in a hurry and proceed at a pace that keeps them in total control even with a lot going on. Because their marketing efforts all follow a plan and a calendar, guerrilla marketing for free makes order out of chaos and profits out of effort.

Guerrillas strive for conventional goals and attain them through unconventional means. Guerrilla marketing sets profits as the goal and provides a plethora of overlooked yet industrial-strength strategies to attain them. You hold in your capitalistic hands an even more unconventional method of marketing; going at it full bore without spending money.

Be assured, this is not your father's marketing. This is marketing that will enable you to make drastic reductions in your budget while developing a fiery aura as a business owner. I sure hope that all my own fire and enthusiasm is making you eager to get started. Getting started is half the battle. Continuing with it is the other half.

But take a deep breath and hang back a bit before you begin. I've devoted the entire next chapter to the tactics you must bring to life before you start to market for free. I want you to know where you're heading and what you want to get for yourself. I want you to aim for both profits and balance in your life. These tactics are not presented solely to fill your vault. They are also designed to free up some of your time for things other than business, other than profits, other than marketing. Life comes first. Business, profits, and marketing are further down the list.

Now that we're clear on priorities, let's get back to what you must do before you flex your marketing muscles. As I demonstrate in chapter 2, knowing your destination is a crucial part of your marketing journey. Moving at the right pace is another. You must be clear on key marketing insights to be successful. Before taking one step into the fabled land of free marketing, you must know certain characteristics of your prospects and customers and of your business; beyond what it says on your card. Just as a wagon needs four wheels to move forward, you're going to need four wheels too. In guerrilla marketing the four wheels are a name, a niche, a theme, and a meme. Armed with the intellectual inventory you need to make before you launch your free foray, you're poised for action. But wait! There's more.

As people are finding out, sometimes a bit too rudely, the age of the lone-wolf business owner is over; gone with the wind and the innocence. A vast number of potential allies are waiting to combine forces with you. But where in the world will you find them? Look no further than chapter 4, whose pages are loaded for bear with allies who can help you market, who want to help you market,

and who will help you market. Enlisting their aid is paramount. Paying them is unnecessary. Think of all your customers and you'll begin to realize that there are allies all around you.

Once you're armed to launch your program and know what to do while it's under way, you must decide where all of this no-cost, high-energy marketing is going to take place. Chapter 5 is where you'll survey the terrain, get a fix on the geography, and zero in on the bull's-eyes. It's reassuring to know there's more than one. This chapter is chock-full of bull's-eyes, along with weapons to help you score them; zero-cost ways to market the right way in the right places.

Just when you're thinking it's time to start engaging in serious guerrilla marketing for free, chapter 7 counsels and encourages you to give things away for free. Pretty astonishing that you can market for free while giving things away. Don't the things you give away cost money to buy? Nope. This book is called *Guerrilla Marketing for Free*, so the tactics don't cost you a penny, not even the tactics that call for you to be as generous as the rich uncle you wish you had. One of the most power-packed and effective tactics is free consultations. How much money does that cost you? None. Better question: How much money can that earn for you?

Okay, let's stop talking about you and talk instead about the people who will be your customers. This is the twenty-first century, and they are a more demanding lot than their predecessors. But if you're a guerrilla, you can meet and exceed their demands by understanding what it is they want. One of those things is quality.

I bought this book thinking I was going to a list of tactics that were going to be innovated and creative to help me promote one of my websites. This book was really vague and didn't offer any tactics. Most of the things listed were things that you already know like "get involved in the community", "attend trade shows" or others so out of reach like "Make appearances on Talk Shows". The book also needs some revising, they a section on taking advantages of free directories like Yahoo and Yahoo's directory hasn't been free for a long time (is only free if you are a non profit).

I'm a small business and of course anything for FREE is a great thing when trying to promote your business, and while there where a number of ideas listed that I'd already thought of, they usually had an extra twist or idea added to them that I hadn't thought of. Plus many more suggestions I wouldn't have dreamed of.

Most stuff is not that free like participating in organizations and societies, one that free takes so much of your time that you better off working at minimum wage and hire a professional to do your PR. Invest your money on other Guerilla books (like Guerilla marketing) as you will never need this one.

*Guerrilla Marketing for FREE* shows why a handful of marketing authors enjoy a disproportionate lead over all the others. For over twenty-five years, Jay Conrad Levinson's *Guerrilla Marketing* books have debunked "high-cost creativity" and described how profit-generating marketing doesn't have to cost an arm and a leg. Time after time, Jay's books have broken sales records, and he's help his readers break their own profit records.

This is more good stuff by Jay. He's expounding on his 100 GM Weapons, a list of which is available at his website and in some of his other materials. Some of it is just a re-hash of the other GM books, but some is new and can be put into practice immediately and for no \$\$\$ at all. A good refresher if you're in a slump.

Well, I am a big guerilla marketing fan, but this book just doesn't seem to go along with what the title promises. It is more about attitude and common sense things that you have probably already done (like come up with a title for your business). It isn't that its not good, it just isn't what I expected. I wanted bunches of free advertising scenarios, but this isnt it. Save your money and buy it at a yard sale or used.

Levinson, the authority on big-business marketing on a small-business budget, takes this concept one step further by offering scores of marketing ideas that are completely free. He proves that aggressive marketing doesn't...more The guru of the Guerrilla Marketing series, with over a million copies in print, teaches entrepreneurs how to market aggressively without spending one cent.

This book was written for people who are in business. I am a writer, but I found many things in this book to be helpful to my marketing. I will be putting these things into use and checking back with the book to see if there are things I missed the first time. Anyone trying to sell something needs to have a plan and this book helps the person, like me, who is pre-beginner to figure out their plan.

This book is pretty lame. It's "great" free ideas for marketing a business include dressing nice, having a plan, talking to people, email & other duds of equal value. He should have just included showering, teeth brushing, & waking up before noon. The Guerrilla Marketing series is huge, but this book was my first and my hopes were torpedoed.

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