

# **GUERRILLA MARKETING IN 30 DAYS**

**One Dynamic Blueprint to Maximize  
Profits and Increase Customers**

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**MAIN IDEA**

With 30 days of consistent effort, you can upgrade and enhance your organization's entire approach to marketing.

The guerrilla marketing creed is that it's possible to achieve conventional aims (like sales and profits) using unconventional methods (like investing energy in your marketing and not just more money). When it comes to marketing, the missing "secret sauce" is usually implementation rather than conceptualization. Loads of people spend all their time getting in position to start marketing when in reality they should be just getting into action. Energy, passion and enthusiasm can cover up a lot of gaps in your marketing know-how.

Guerrilla marketers take the time to decide where they want to do business. They don't even attempt to be everything to everyone. Instead, guerrillas focus on one part of the marketplace and serve that segment as well as possible. When it comes to marketing, knowing where you don't want to play is just as important if not more so than knowing where to play.

Guerrilla marketers also view marketing as an investment rather than an expense. For example, if you spend \$3,000 to generate an additional \$5,000 in new business, your marketing hasn't cost you anything. Marketing that works is an investment, and when marketing works well, the return on investment can be impressive. It's only when marketing is done wrong and doesn't work that it becomes an expense. Guerrillas focus on developing and using marketing that works.

*"A marketing plan, the ultimate result of this 30-day process, offers a simple strategy or set of strategies, a marketing calendar, an evaluation system, and a selection of weapons and tactics that give you complete control of your marketing."*

– Jay Levinson and Al Lautenslager

*"Have you ever wondered why you don't have all the clients or customers you need? Many times it's because you can't decide where to begin marketing, you aren't sure where to put the pieces together, or you can't stay motivated and focused. You are capable of doing many of the things required for effective marketing, but the real question is, Will you? Action is what guerrilla marketing is all about. You start by formulating a set of simple, effective things to do consistently to address today's marketing challenges."*

– Jay Levinson and Al Lautenslager

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