



Startup Guide to Guerrilla Marketing: A Simple Battle Plan For Boosting Profits

Jay Levinson, Jeannie Levinson

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More than two decades and dozens of bestselling books have proven that guerrilla marketing is the number one low-cost method for marketing a business. If you're a business owner who wants to take advantage of its powerful, effective techniques but don't know where to start, the man who started it all teaches you just what to do. Jay Conrad Levinson, the father of guerrilla marketing, and Jeannie Levinson have teamed up to produce a beginner-oriented guide that shows business owners how to get started with guerrilla marketing. Presented with a generous supply of true-life stories from the Levinsons' rich experience, it breathes life into the hottest and most well-known school of marketing so that readers are able to compete with assurance and market profitably. Covering the whole spectrum of marketing it takes readers from neophytes to guerrillas in 288 pages. Action-packed chapters include: • The personality of a marketing guerrilla • Guerrilla marketing defined • Succeeding with a guerrilla marketing attack • Selecting guerrilla marketing weapons • Creating a seven-sentence guerrilla marketing plan • Making a guerrilla marketing calendar • Launching your attack • Maintaining your campaign This is the ideal volume for first-time marketers who want to use guerrilla marketing techniques to bring their business to the top.

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