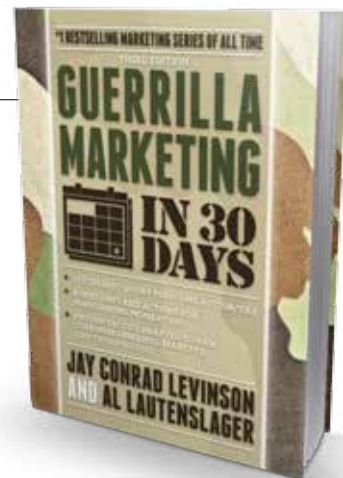


# Guerrilla Marketing in 30 Days

by Jay Conrad Levinson  
and Al Lautenslager

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## SUCCESS Points

*A few things you'll learn from this book:*

- Why you should view everything you do as marketing
- How to identify and market to target customers
- How to create mutually beneficial relationships with noncompeting companies
- What determines how much money to spend on marketing

**Marketing is everything you do and say that your prospects and customers see and hear from you.**

When finances are tight, one of the first tendencies of small-business owners is to cut marketing budgets. It seems like an easy place to save money and increase the bottom line when the market is down, but Jay Conrad Levinson and Al Lautenslager, authors of *Guerrilla Marketing in 30 Days*, say cutting marketing is the biggest money-losing proposition of all.

In the latest book in the *Guerrilla Marketing* series, the authors offer a 30-day plan for bumping up your company's marketing savvy, all of it based on the idea that *everything* is marketing—how you interact with customers and vendors, the products you make, the signs you post, the communications you send out—everything.

Levinson and Lautenslager advise readers “to view marketing as an investment, not an expense.” As an example, they note that spending \$2,000 on a direct marketing piece that generates \$3,000 doesn't cost your company anything.

In 30 easy-to-scan chapters, the authors cover the basic ins and outs of marketing your business, from creating effective marketing hooks to using social media, and each chapter includes “Action Steps” to get readers to write down the goals they want to achieve, the resources they have to achieve them, and the skills they need to polish in order to more effectively promote their product or service.

Levinson and Lautenslager also urge business owners to “position” themselves, which means to find those traits that distinguish them from competitors and to remind customers and prospects of those traits constantly. As an example, he points to the Holiday Inn in Ann Arbor, Mich., where all their marketing materials and their staff when they answer the phone refer to “the Holiday Inn, the hotel closest to the University of Michigan.” The positioning statement is so pervasive that it's impossible for customers not to associate the hotel with its easy access to the college.

In many ways, *Guerrilla Marketing in 30 Days* is elementary in its approach, but it's an excellent guide for a new entrepreneur or business owner, or as an easy-to-remember refresher on promotion strategies. For example, the authors remind business owners to be focused in their marketing and to target the audience that would most benefit and most likely buy their product or service. In fact, they encourage entrepreneurs to take that even one step further: “Narrow your niche and sell to it aggressively.”

### SUCCESS MAGAZINE EDITOR RATING:



## About the Authors

**Jay Conrad Levinson** is the author of the best-selling marketing series *Guerrilla Marketing*, in addition to 29 other business books. His books have sold 14 million copies worldwide. He taught marketing for 10 years at the University of California-Berkeley and was formerly senior vice president at J. Walter Thompson. He has written for *Entrepreneur*, *The San Francisco Examiner* and several online media outlets.

**Alfred J. Lautenslager** is an award-winning marketing and public relations consultant and principal of Market for Profits, a marketing consulting firm in Chicago. He has written for *Entrepreneur*, where he serves as a marketing expert and coach, and is a multi-year winner of Business of the Year awards from various organizations.

Important guerrilla marketing concepts are crystallized in brief, easy-to-read daily principles and guidelines so you can learn, remember, and see the results while your marketing power and momentum remains high. You don't have to be an expert. Guerrilla Marketing in 30 Days was written to make guerrilla marketing concepts and basic fundamentals clearly written, quite simple, and easy to follow, and when boiled down even further, understood by a wide audience. Ongoing review and continuous improvement are two guerrilla tactics that will continue to help you in the 30 days covered by this book. This information is delivered quickly and easily to allow you to fully grasp the fundamentals. Summarized essentials cut to the heart of guerrilla marketing clearly and concisely. With a guerrilla marketing calendar just like the one we'll show you how to create for yourself. Take comfort in the knowledge that you won't be fighting the guerrilla marketing battles by yourself. Far from it. Naturally, you've got us as your partners. But we'll also show you how to get a lot more allies through what we call your fusion marketing partners. There are more of them out there than you think. How to enlist them in your guerrilla army is paramount to your success. That's why we'll show you exactly how. Once you're armed with all those guerrilla marketing necessities, it's time to ... Guerrilla Marketing in 30 Days. Jay Levinson Conrad. The Best of Guerrilla Marketing. But guerrilla marketing isn't some sort of combative form of communication. After all, that would be highly disruptive, which violates the inbound methodology. In fact, it's actually a very unconventional form of inbound marketing, in that it raises brand awareness among large audiences, without interrupting them. Because it's so unconventional, however, it's not the easiest concept to explain. Guerrilla marketing is often best understood when it's observed, so that's how we're going to approach its best practices and takeaways here. We'll start with som