

Provides more than one hundred practical ideas, action plans, and implementation steps to help businesses identify unconventional social media opportunities to increase online presence, attract customers, and improve profits.

Internationally renowned marketing expert Jay Conrad Levinson and co-author Al Lautenslager offer a hands-on workbook in the famed Guerrilla Marketing series. Designed for use either as a stand-alone tool or as a supplement to Guerilla Marketing in 30 Days, this interactive workbook provides practical exercises that deliver a customized, action-oriented marketing plan. Easy to use, the workbook is completely page driven.

Specific components of a marketing plan are produced upon completion of each exercise.

TRAIN THE INTERNET TO SELL BOOKS FOR YOU Book marketing doesn't need to be an exhausting hamster wheel of promotion and publicity. Put your book sales on autopilot... so you can focus on writing your next bestseller. **FAST AND EFFECTIVE BOOK MARKETING** This book is a crash course on some of the more creative book marketing strategies I've discovered in my first year of publishing fiction. It will provide simple, actionable, measurable steps to publishing a high quality book quickly, doing only as much marketing as is necessary to launch your book like a rock star, and keep it selling enough to support you while you write another. I only mention the things I actually use, that I know work, and ignore options that don't get results. We'll discuss paid advertising, release strategies, pricing and pre-orders, book giveaways, how to target your audience, viral exposure and press coverage, marketing hacks, and how to reach your first \$1000 on Kindle. **LAUNCH BIG EVEN IF YOU'RE STARTING SMALL** Guerrilla is a style of warfare intended to surprise and harass enemies. It can also mean using unconventional and usually inexpensive means to generate interest or raise concern among the public. That's basically how I'll use it: book marketing strategies from the trenches to help you win the publishing war. However, instead of "surprise and harass" I will focus on "surprise and delight." First you need to show up and get in front of the right people. Then you need to surprise and delight them. You need to be remarkable enough to be noticed. Few authors are using these strategies (yet) so it's relatively easy to outrank your competition, get more visibility and reach new readers.

Based on years of personal experience, the author's guide to mastering the art of marketing offers chapters on media, online marketing, psychology, technology, and much more. Original. Describes marketing techniques particularly effective for home-based businesses, emphasizing the importance of positioning, word-of-mouth advertising, direct mail, and customer service

Winning Strategies to Improve Your Profits and Your Planet

Guerrilla Publicity

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

Breakthrough Strategies, Triple Your Sales and Quadruple Your Business in 90 Days With Joint Venture Partnerships

Getting Noticed in a Noisy World

Guerrilla Marketing for the Home-based Business

Revolutionary Book Marketing Strategies

Workbook containing various workshop activities and projects.

Guerrilla Marketing*Easy and Inexpensive Strategies for Making Big Profits from Your Small Business***Piatkus Books**

This book will guide marketers into the world of positioning and selling products and services. The authors lead the reader step by step through the process of developing a marketing campaign. They offer detailed descriptions of more than a hundred marketing tools from contests to affinity programs, from direct mail to billboard advertising. Anecdotes, graphics, and rules of thumb are also included.

This guide offers you a step-by-step system on how to apply the proven 'Guerrilla' strategies to the ultimate marketing weapon, the Internet. It teaches how to level the playing field by gaining traffic to your website, convert visitors into paying customers, and ultimately take your business to new levels of profitability and efficiency.

The success stories of Guerrilla Marketing! Real life case studies of how that helps in reaching more people and increasing revenue! Here are a few examples of Guerrilla Marketing campaigns that we did in Chennai, and the story of how we were able to reach more people without spending much money! This book will be an inspiration for entrepreneurs and marketers on how you can implement Guerrilla Marketing ideas in your business!

Guerrilla Selling

Guerrilla Marketing for Social Media: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits

Build a Bulletproof Art Career to Thrive in Any Economy

Grassroots Marketing

Guerrilla Marketing Attack

Guerrilla Marketing Online

Ascend Your Start-up: Conquer the 5 Disconnects to Accelerate Growth is an industry-defining panacea for start-ups who have stalled out on their journey to the top of the mountain. Dedicated to her late grandmother, author Helen Yu inhales multiple generations of wisdom and exhales a revolutionary framework for tech founders and CEOs that enables their businesses to scale faster and fearlessly. From Yu's 15 years of first-hand experience in tech start-ups, readers will learn the 5 fundamental growth disconnects that trap start-ups in the cliffside, keep them from reaching the summit and touching the sky. Ascend Your Start-up also empowers founders and CEOs to self-reflect and grow, posing a thoughtfully architected set of 26 essential questions you can ask yourself in order to scale your business. Inspiration flows freely through the book's pages as Helen draws parallels between the journey of growing a start-up and her sacred promise made to her grandmother to climb Mt. Everest. You will learn: Industry-specific, highly experienced advice for tech start-ups Fundamental wisdom on the 5 disconnects that prevent a start-up from ascending Turning an idea into a product and moving it to the market Taking a marketed product to scale Inspirational guidance for tech start-ups facing the emotions and challenges of growing Ascend Your Start-up is the profound answer to the question every start-up has asked themselves: "How do we get to the top?"

Guerrilla Marketing, 4th Edition

100 Affordable Marketing Methods for Maximizing Profits from Your Small Business

Guerrilla Marketing Weapons

Unconventional Weapons and Tactics for Increasing Your Sales

New Strategies, Tactics, and Weapons for Winning Big Profits for Your Small Business

Six Steps to Building Your Million-Dollar Coaching Practice

Guerrilla Marketing Excellence