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**Guerrilla Marketing**  
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## Where To Download Guerrilla Marketing For Coaches Six

Steps To Building Your Million  
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One of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace. For any woman who has ever gone to work in the morning and thought "there

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must be more," branding expert Robin Fisher Roffer reveals the eight surefire steps for developing a unique, personal brand strategy for success by identifying your extraordinary attributes, thinking about your

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values and passions, and learning how to use them to build a successful and fulfilling professional life. Whether you're starting out in the workforce, beginning your own business, changing careers, or

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trying to make it in the corporate world, Roffer will help you to uncover a focused direction for your career that celebrates you.

Describes techniques on how to effectively work the trade show

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floor

Brand warfare is real. Guerrilla Marketing details the Colombian government's efforts to transform Marxist guerrilla fighters in the FARC into consumer citizens. Alexander L.

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Fattal shows how the market has become one of the principal grounds on which counterinsurgency warfare is waged and postconflict futures are imagined in Colombia. This layered case study illuminates a

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larger phenomenon: the convergence of marketing and militarism in the twenty-first century. Taking a global view of information warfare, Guerrilla Marketing combines archival research and extensive



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fieldwork not just with the Colombian Ministry of Defense and former rebel communities, but also with political exiles in Sweden and peace negotiators in Havana. Throughout, Fattal deftly intertwines insights into

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the modern surveillance state,  
peace and conflict studies, and  
humanitarian interventions, on  
one hand, with critical  
engagements with marketing,  
consumer culture, and late  
capitalism on the other. The

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result is a powerful analysis of the intersection of conflict and consumerism in a world where governance is increasingly structured by brand ideology and wars sold as humanitarian interventions. Full of rich,

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unforgettable ethnographic stories, Guerrilla Marketing is a stunning and troubling analysis of the mediation of global conflict.

Based on years of personal experience, the author's guide

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to mastering the art of  
marketing offers chapters on  
media, online marketing,  
psychology, technology, and  
much more. Original.

Yes! You Can Escape Your  
Job---If You Win the 10 Battles

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Required to Go Out On Your  
Own! Yes, you can do this. You  
can quit your job, start a  
business, and never have to  
work for anybody else ever  
again. You can do this  
regardless of whether you feel

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confident or afraid, your age,  
your family situation, your  
education, where you live, and  
how much time and money you  
have. You don't have to tolerate  
a crummy job, lousy boss, long  
commute, tedious tasks,

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annoying co-workers, limited control over how you spend your day, no clear path to a promotion, worrying about the next round of layoffs, dealing with corporate scandals that have nothing to do with you,



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reporting to an executive team that you don't like or trust---You can leave all this behind!

"Guerrilla Marketing Job Escape Plan" shows you how. It gives you practical, step-by-step advice about the ten battles you

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must fight to make the leap,  
and how to win them decisively,  
including: overcoming fear,  
finding the right idea for you,  
getting family to support you,  
picking the right strategy,  
starting your business up with

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minimal financial or personal risk, getting the first profitable customer, building momentum, and leaving your job without burning any bridges. In addition to step-by-step guidance, over 150

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entrepreneurs---people who  
have successfully made the  
leap---share their wisdom and  
insights. Plus, the book includes  
an exclusive password for you  
to take the Job Escape  
Challenge, including additional

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FREE resources to start a  
successful business and quit  
your job forever. What are you  
waiting for? Start planning your  
escape right now!

50 Certified World Class  
Speaking Coaches Show You

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How to Present, Persuade, and  
Profit

Guerrilla Marketing  
Guerrilla Multilevel Marketing  
Six Steps to Building Your  
Million-Dollar Coaching  
Practice

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The Best of Guerrilla  
Marketing--Guerrilla Marketing  
Remix  
Guerrilla Marketing Attack  
Counterinsurgency and  
Capitalism in Colombia  
Let 35 World Class Guerrilla

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Marketing Coaches Teach You Their Time-tested Tactics and Strategies for Getting New Customers and Turning Them Into Your Most Enthusiastic Fans! Here is a taste of what you're going to learn in Guerrilla Marketing on the Front Lines: \* Dozens of new



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high impact strategies for reaching and acquiring new customers...even on a shoestring budget, \* Cutting edge online tactics designed to cut through the clutter and dramatically increase your visibility and conversion rates, \*

The keys to developing high powered

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Guerrilla partnerships and affiliate programs that will leverage your time and actually make you money while you sleep. Are you ready to turn your own prospects into customers and then into raving fans who will buy from you again, and again, and again? Join us on

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the Front Lines and get ready to launch your own Guerrilla Marketing Attack! Guerrilla Marketing is different from traditional marketing. Instead of investing money in the marketing process, readers will discover proven examples of how to invest time, energy

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and imagination into growing their business. Financial professionals will be able to grow their capacity by implementing key practice management processes including:  
Identify and attract better ideal clients to manage your growth effectively

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Gather more revenue and get more referrals by implementing proven processes Inspire clients to act quickly through articulating your ideal client experience and case studies Build key practice management processes to build ideal capacity such as feedback

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and your value proposition.

Two experts show you how to boost your speaking and marketing skills and make money by giving riveting presentations. When World Class Speaker meets World Class Guerrilla Marketer, your profits explode! How

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would you like to become a World Class Speaker whom others travel far and wide to see? How would you like to turn your presentations into profit-making machines that bring in 6 figures or more each year? How would you like to speak to audiences without

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having to leave home? World Class Speaking is the system for you! In this book, you will learn how to build stellar presentations that keep your audiences on the edge of their seats, turn your presentations into dozens of profitable income streams, master



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leading-edge technologies & speak to 1,000 people without even leaving home, and automate your business & make passive recurring income while you sleep. World Class Speaking is the one-stop-shop for building breakthrough presentations & turning

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them into a solid system of ongoing income.

The Father of Guerrilla Marketing, Jay Conrad Levinson, changed marketing forever when he unleashed his original arsenal of marketing tactics for surviving the advertising jungle on a

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shoestring budget. And now, Levinson and online marketing masters Mitch Meyerson and Mary Eule Scarborough once again show you how to beat the odds by combining the unconventional, take-no-prisoners Guerrilla Marketing approach with today's ultimate

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marketing weapon—the Internet. Learn how to use the internet Guerrilla style. Level the playing field, and achieve greater online visibility. Boost traffic to your website. Convert visitors into paying clients. Capture and keep your market share, and create multiple

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income streams—all while saving time and money! This complete Guerrilla Marketing online guide includes:

- The 10 most effective Guerrilla strategies
- Case studies of the five greatest online Guerrilla Marketing campaigns
- How to create a high-impact website on a

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budget • Low-cost tactics for maximizing traffic • The 12 biggest internet marketing mistakes and how to avoid them • Creative tactics and cutting-edge tools that inspire customers to take action • Essential information on cutting-edge technology

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Cash in with Guerrilla Marketing's  
Greatest Hits Updated, adapted,  
remastered...The Father of Guerrilla  
Marketing, Jay Conrad Levinson, and  
co-author Jeannie Levinson, present  
you with the only book to deliver The  
Best of Guerrilla Marketing—a

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combination of the latest secrets, strategies, tactics, and tools from more than 35 top selling Guerrilla Marketing books. When they write the history of marketing thought, Jay doesn't get a page... he gets his own chapter. Seth Godin, author of Poke the Box This



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book is the culmination of Guerrilla Marketing's huge footprint on the marketing landscape. Keep it on top of your desk-it will become your marketing bible. —Jill Lublin, international speaker and author, [Jilllublin.com](http://Jilllublin.com) For business survival in

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the 21st century, Guerrilla Marketing ranks right up there with food, water, shelter — and, of course, Internet access. David Garfinkel, author of Advertising Headlines That Make You Rich 21 million entrepreneurs around the world, including me and most of

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my clients & friends, owe a debt of gratitude to Jay Conrad Levinson for his inspiring Guerrilla Marketing advice and mentoring. Roger C. Parker, [www.PublishedandProfitable.com](http://www.PublishedandProfitable.com)  
Guerrilla Marketing in 30 Days  
Guerrilla Marketing Job Escape Plan

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Success Secrets of the Online  
Marketing Superstars

Guerrilla Marketing on the Front Lines  
How to Attract Ongoing Opportunities  
in Perpetually Gut Wrenching Times,  
for Entrepreneurs, Employees, and  
Everyone in Between

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## Make a Name for Yourself

The definitive guide to powerful presentations: “ If you want to thrive as a speaker, read this book ” (Les Brown). How do you keep your audience on the edge

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of their seats and turn your presentations into profits? Here, dozens of industry professionals provide real-life examples and case studies on how to . . . \*

Craft an unforgettable message that hits home \* Deliver your

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speech in a way that keeps your audience engaged \* Sell your message so your audience members take the exact next step you want them to take \* Master leading-edge digital technologies and speak to

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thousands World Class Speaking in Action covers both the art and the business of public speaking—a one-stop shop for building breakthrough presentations and turning them into bundles of profits.



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2015 Susanne K. Langer Award  
for Outstanding Scholarship,  
Media Ecology Association 2013  
Book of the Year, Visual  
Communication Division,  
National Communication  
Association Amidst the

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profound upheavals in technology, economics, and culture that mark the contemporary moment, marketing strategies have multiplied, as brand messages creep ever deeper into our

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private lives. In Your Ad Here, an engaging and timely new book, Michael Serazio investigates the rise of “ guerrilla marketing ” as a way of understanding increasingly covert and interactive flows of

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commercial persuasion. Digging through a decade of trade press coverage and interviewing dozens of agency CEOs, brand managers, and creative directors, Serazio illuminates a diverse and fascinating set of

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campaign examples: from the America ' s Army video game to Pabst Blue Ribbon ' s “ hipster hijack, ” from buzz agent bloggers and tweeters to The Dark Knight ' s “ Why So Serious? ” social labyrinth.

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Blending rigorous analysis with eye-opening reporting and lively prose, Your Ad Here reveals the changing ways that commercial culture is produced today. Serazio goes behind-the-scenes with symbolic creators

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to appreciate the professional logic informing their work, while giving readers a glimpse into this new breed of “hidden persuaders” optimized for 21st-century media content, social patterns, and digital platforms.

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Ultimately, this new form of marketing adds up to a subtle, sophisticated orchestration of consumer conduct and heralds a world of advertising that pretends to have nothing to sell. Updated with fresh examples,



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the latest techniques and trends, new success stories, and fresh, practical marketing habits for today ' s aspiring guerrillas, this new edition provides marketers with the latest guerrilla marketing tools

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and tactics. In just 30 chapters and 30 days, famous marketers Jay Conrad Levinson and Al Lautenslager show eager entrepreneurs how to zero in on their marketing goals and maximize their profits. New

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marketers learn from updated real-life examples and success stories and proven fundamental concepts, and use daily exercises to take their marketing to the next level — ultimately increasing profits,

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cutting costs, and gaining new customers. Topics detailed in this new edition include proximity marketing, thought leadership, integration of online and offline marketing, speaking and events, direct email,

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personalization, and implementation. With every step, Levinson and Lautenslager provide thorough action plans to help aspiring guerrillas stay on track, leaving no excuse for anything but success.

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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 of information at their fingertips

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and doubts about the value consultants add. Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for

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winning profitable work from the new breed of consulting clients. Packed with information, this step-by-step guide details the 12 marketing secrets every consultant should know, the anatomy of a marketing plan,



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Web sites, sources of free publicity, direct-mail marketing, winning proposals, and more.

Jay Conrad Levinson (San Rafael, CA) is the Chairman of the Board of Guerrilla Marketing International and the author or

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coauthor of more than 30 books, including the bestselling Guerrilla Marketing series. Michael W. McLaughlin (Mill Valley, CA) has been a partner with Deloitte Consulting since 1994.

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“ An amazing book – top social media professionals provide the ‘ inside ’ tips on how they stay on top and stay organized. Filled with specific tricks, tips and strategies to cut the clutter and build your business, you really

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want to read this one.” --Dave  
Evans, Author of Social Media  
Marketing: An Hour a Day  
Revelations from Top Social  
Media Revolution Leaders  
Online marketing expert Mitch  
Meyerson presents you with an

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unmatched advantage into the world of social media – the priceless secrets, strategies, tactics and insights of more than 20 of today ' s social media elite. Handpicked to cover almost every aspect of social media

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marketing, Meyerson and this distinguished team of experts open their playbooks and teach you how to create effective social media campaigns to cut through the clutter, reach out to millions and grow your

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business. Features: Proven tips and tactics from 20+ top social media marketers The biggest mistakes businesses make with social media and how to fix them Actionable plans for all areas including social networks,

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blogs, web TV and mobile  
marketing Real-world case  
studies, best practices and  
proven techniques from the  
experts Detailed list of  
resources Contributions from  
World-Class Social Media



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Experts: Keith Ferrazi & Tahl  
Raz: Relationship Strategy Brian  
Clark: Psychology of Social  
Media Mitch Meyerson: Online  
Marketing Ann Handley:  
Creating Content Gary  
Vaynerchuk: Building Mega-

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Followings Andy Willbes:  
Personality Chris Brogan:  
Building Communities Joel  
Comm: Success Qualities Craig  
Valentine: Communicate with  
Impact Starr Hall: Building  
Profits Dan Janal: PR Strategies

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Michael Stelzner: Go Viral

Denise Wakeman: Business

Blogs Mari Smith: Facebook

Deborah Cole Micek: Twitter

Barbara Rozgonyi: LinkedIn

Julie Perry: YouTube Paul

Colligan: Podcasting Chris

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Garrett: Social Bookmarking

Kim Dushinski: Mobile

Marketing Shama Kabani: Online  
Video Dave Evans: One Hour a  
Day

The Ten Battles You Must Fight  
to Start Your Own Business, and

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How to Win Them Decisively  
The Ultimate Coaching Guide  
Guerrilla Marketing for Job  
Hunters 2.0  
The Ultimate Guide to  
Presenting, Marketing and  
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A New Roadmap for Maximizing  
Your Brand, Influence, and  
Credibility  
The Guerrilla Marketing  
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Guerrilla Marketing for Writers  
Helps nonprofits compete for

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donations and boost public awareness through the application of low-cost battle plans, time-tested principals and relevant tactics and by utilizing the "seven golden rules" of Guerilla Marketing for

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fundraising success and recruiting volunteers. Original. Online marketing expert Mitch Meyerson presents you with an unmatched advantage into the world of social media – the priceless secrets, strategies,



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tactics and insights of more than 20 of today's social media elite.

Handpicked to cover almost every aspect of social media marketing, Meyerson and this distinguished team of experts open their playbooks and teach

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you how to create effective social media campaigns to cut through the clutter, reach out to millions and grow your business. Features: • Proven tips and tactics from 20+ top social media marketers • The biggest

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mistakes businesses make with social media and how to fix them

- Actionable plans for all areas including social networks, blogs, web TV and mobile marketing
- Real-world case studies, best practices and proven techniques

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from the experts • Detailed list of resources

At a time when millions of small businesses are flourishing, here is the optimum plan of attack for businesses that want to cash in on the high profits and low costs

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of guerrilla marketing. Offers breakthrough tips for using social-networking sites to land a job, and teaches readers how to promote themselves and effectively negotiate job offers. It's time to take the fear and

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frustration out of social media. In today's crowded marketplace, it's harder than ever to rise above the noise and clutter. For millions of businesses, a savvy approach to social media is the secret to creating sustainable

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engagement with a profitable niche audience. Social media done right can build and strengthen your relationship with your customers, encourage brand loyalty, extend your influence, and expand your

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credibility. Social media changed the world—and today's social media platforms evolved to meet the world's changing needs. You've got more choices than ever before—online video, web audio, teleseminars, and



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more—plus new ways to attract prospects, retain customers, and reach a bigger audience. The trick is learning how to put the pieces together to create a powerful social media presence that draws in your ideal clients

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around the clock and around the world. By using the powerful strategies in The Essential Social Media Marketing Handbook, you will: Jump ahead of the competition. Expand your visibility and influence as a

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leader in your industry. Increase  
your expert credibility and create  
powerful new ways to  
collaborate. Build your brand  
into a powerhouse. Maximize  
your profit-making potential.  
Success Secrets of Social Media

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Marketing Superstars

Guerrilla Marketing for Financial  
Advisors

Guerrilla Marketing Goes Green

Guerrilla Marketing Excellence

Guerrilla Marketing for

Consultants

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100 Profit-producing Insights  
You Can Take to the Bank  
Guerrilla Marketing Research  
"Guerrilla Marketing for  
Coaches" provides the first  
practical guide on the market for  
coaches who want to fill their

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practice with desirable clients, and then build a firm that generates wealth. Readers of this book will know exactly what they need to do in order to be a successful coach and firm builder. The book provides best

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practices for all phases of building a successful firm, from choosing a target market and designing solutions to attracting clients and building a firm. From a master salesperson and a revolutionary marketing

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strategist: A take-no-prisoners guide to making your small business dreams come true. Do you long to break out of the corporate rat race and run your own business? Jay Conrad Levinson, author of the



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bestselling Guerrilla Marketing series, and Steve Savage, management consultant and salesman extraordinaire, team up to show you how in this truly captivating guide. By learning from Steve's desolate disasters

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and tremendous triumphs, you will gain the knowledge you need to start and run a business—covering every facet from picking a hot product to navigating government bureaucracy to expanding

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overseas. Learn how Steve develops dazzling products, builds successful sales forces, and once took a company from zero to \$60 million in six years. Guerrilla Business Secrets tells how hundreds of men and

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women trained by Steve were able to fulfill their dreams and stretch to the outer limits of their potential. "I have never seen anyone who could organize a business, recruit a sales force, and motivate an entire company

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better than Steve Savage. He is  
a genuine business visionary."

—Rod Turner, Senior Executive  
Vice President, Colgate  
Palmolive

Eager business owners gain  
access to the playbooks of 23 of

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today's most respected and well-known online marketers, who reveal their most valuable online strategies and tactics for capturing new customers and influencing ongoing purchases from current ones. Each chapter

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is a coaching session designed to help business owners avoid the pitfalls and mistakes by the experts who have been there and done that. Readers learn how to develop a personal media brand, build a total online

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presence, and create a social media strategy that increases traffic. They also discover how to develop and use content that converts visitors into buyers and ultimately loyal customers, succeed with SEO, pay-per-click,



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and linking strategies that get websites ranked. Also included is information on leveraging social networking apps, including Facebook, online video, and Instagram, and avoiding the mistakes made by new online

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businesses.

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Coaches Six Steps to Building  
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Practice Morgan James  
Publishing

Not only is marketing research

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well within the budget of any company, it's also a resource you can ill afford to ignore. Guerrilla Marketing Research shows how your business, whatever it's size, can benefit from conducting focus groups

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and surveys - and reveals how to do it for far less money than you think. Illustrated with examples taken from companies of all shapes and sizes, this practical and compelling book takes you on a fascinating journey through

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one of the most misunderstood and under-utilized marketing techniques. Going through all the various methods of research available, Guerrilla Marketing Research also puts you on the right track to analysing and

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acting on the results. Indeed, the author's tried and tested techniques will benefit the most sceptical business owner, manager or entrepreneur.

Guerrilla Marketing For Dummies  
The Essential Social Media

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marketing expert Jay  
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offer a hands-on**

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marketing plan are  
produced upon  
completion of each  
exercise.**

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Marketing Want to Pass**

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Success Strategies on to  
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marketing costs and  
boost profits by making  
your business as green  
and ethical as possible**

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customers, suppliers, and  
even competitors into  
your unofficial sales force  
Understand how to turn  
business acquaintances  
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advertising budget and  
build revenues using  
social media, traditional  
media, and the power of  
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**wants to succeed in  
today's economy, and  
tomorrow's." — Joel  
Makower, Executive  
Editor, GreenBiz.com,  
and author, Strategies for  
the Green Economy "Very**

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**wise words from very wise  
men. Shel and Jay are  
seasoned marketing pros  
who not only talk the talk,  
but walk the walk . . .  
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**Green. Your current  
customers, your new  
customers, and your bank  
account will be richer for  
it." —Bob Burg, author,  
Endless Referrals, and  
coauthor, The Go-Giver**

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**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**

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**developing a marketing  
campaign. They offer  
detailed descriptions of  
more than a hundred  
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advertising. Anecdotes,  
graphics, and rules of  
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profession has  
experienced phenomenal  
growth over the past  
decade, and has become  
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**to improve performance.  
In response to this  
demand, professionals  
from around the world  
are getting into coaching.  
Unfortunately, despite  
the growth of the**

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**coaching field, many  
coaches struggle to  
attract clients and charge  
what they are worth. It  
doesn't have to be this  
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and build a firm that  
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from top coaches in the  
field--and you are on your  
way to having a million-  
dollar firm. You discover:  
The top ways to attract**

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**clients and fill your  
practice--without  
spending much, if any,  
money; The proven  
conversations to close  
deals and get hired; How  
to build a firm that**

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you are not working  
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**Job**

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Marketing  
100 No-Cost, Low-Cost**

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Work**

**35 World-Class Strategies  
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Guerrilla Marketing for a  
Bulletproof Career**

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*Hicks, CIM, FCSI , to uncover all aspects of marketing for financial advisors. This work is a collection of fourteen years of researching and testing the best ideas for financial advisors. Grant's educational website [www.financialadvisormarketing.com](http://www.financialadvisormarketing.com) has additional resources to help any*

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*advisor at any level become more successful. This easy to read book will be an abundance of resources advisors need to dramatically change and grow their business. Inside you will find nine chapters including samples and templates to help build your business. The following is a*

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*Outside Sources 3. Getting New  
Clients from Internal Marketing 4.  
Welcoming New Clients 5. Wowing  
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Clients 7. Taking Your Business to the  
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*coaches – whether they are starting out or are well-entrenched. With all my years in coaching, I still discovered new insights!” Michael Beale, NLP Coach and Trainer. Coaching can be transformational or simply transactional. If you truly want to transform lives, then this book is a*

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*must-read. Coaching is far more than a job – it is a mission.*

*Transformational coaches focus on their self-development as much as they do on the development of their clients. All coaches need to be aware of the different coaching frameworks, paradigms, and tools used by master-*

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*coaches world over. In five straightforward sections, this book guides you through the steps you need to achieve optimal success as a coach:*

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- Section III: Case Studies*
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*your coaching business. If you are a seasoned professional, you will learn how to strengthen your practice. This book also offers coaching insights in the post-pandemic era.*

*The Internet is the ultimate guerrilla battlefield, according to the bestselling author of "Guerrilla Marketing." His*

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*newest book provides the definitive place to get started, where readers will find an easy-to-follow, step-by-step plan for launching a "guerrilla attack." Because the battle begins before a book even hits the shelves, an author needs every weapon to get ahead of the competition. Guerrilla Marketing for*



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and advice, it details 100 Classified  
secrets* that will help autho

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## *Guerrilla Business Secrets*

Ride on the natural partnership between Guerrilla Marketing and Facebook. The synergy between Facebook and Guerrilla Marketing is hard to dismiss or ignore. Guerrillas want the same thing everybody wants, but they don't have

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the same means, nor do they believe in excessive marketing budgets. The success of Guerrilla Marketing is apparent: its principles have been taught in leading universities and have been adopted to run countless successful marketing campaigns for businesses since its

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introduction in 1970s. Facebook, like any other business, is driven to make profits. But their profits are not made from getting people to sign up for Facebook accounts. With some 750 million users and counting, Facebook is irrefutably the leading social media tool

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of our time. How can one ride on this natural partnership to achieve success?

“ Guerrilla Facebook Marketing ” is packed with practical tips and insights on building Guerrilla marketing strategies in Facebook that can work for any business. Get insights on Facebook ’ s culture and

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Guerrilla Marketers' beliefs, and what these insights mean to your overall marketing strategy. Learn how to use Facebook data to shape your marketing campaign. Understand the unique Rules of Engagement necessary to pull off successful Guerrilla marketing

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campaigns in Facebook. Boost your knowledge of Facebook features by familiarizing yourself with 25 Facebook-specific Guerrilla weapons. Learn how to generate marketing campaigns by combining Guerrilla weapons in infinite ways. Follow step-by-step instructions



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on how to create and execute clear, actionable marketing plans and calendars for all kinds of marketing campaigns. Link marketing efforts back to profits by measuring ROI results in tangible ways for your business.

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Hits—Updated, Adapted, Remastered... The only book to deliver The Best of Guerrilla Marketing—a combination of the latest secrets, strategies, tactics, and tools from more than 35 top-selling Guerrilla Marketing books—updated for a new generation.

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” When they write the history of marketing thought, Jay doesn't get a page... he gets his own chapter. ” —Seth Godin, author of Poke the Box “ This book is the culmination of Guerrilla Marketing ’ s huge footprint on the marketing landscape. Keep it on top of

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your desk-it will become your marketing bible.” —Jill Lublin, international speaker and author, [Jilllublin.com](http://Jilllublin.com) ” For business survival in the 21st century, Guerrilla Marketing ranks right up there with food, water, shelter—and, of course, Internet access. “ —David

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Garfinkel, author of Advertising Headlines That Make You Rich “ 21 million entrepreneurs around the world, including me and most of my clients & friends, owe a debt of gratitude to Jay Conrad Levinson for his inspiring Guerrilla Marketing advice and

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mentoring. “ —Roger C. Parker,  
[www.PublishedandProfitable.com](http://www.PublishedandProfitable.com)

“ Guerrilla Marketing has always been about helping the ‘ little guy ’ market effectively and succeed against big-budget competitors. And now, in the new hyper-connected and hyper-

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competitive digital age, Guerrilla Marketing is again proving to be an essential key ingredient to help achieve business success. “ —Stuart Burkow, advisor on making money in business and advocate for free enterprise, [www.kingofprofits.com](http://www.kingofprofits.com) “ Jay Levinson

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wisely guided my partners and me as we built our company from zero to \$60 million in six years – and sold it! His brilliant marketing know-how played a huge role in our dramatic success. “  
—Steve Savage, president, Savage International “ Guerrilla Marketing is



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far more than a brand. It has joined Xerox and Kleenex as part of our language. ” —Orvel Ray Wilson, CSP, marketing coach, sales trainer and author

“ Jay's original Guerrilla Marketing validated all the marketing I'd been already doing, and opened my eyes to

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many new possibilities. Since that time, I've read many books in the series, and was thrilled to bring Guerrilla Marketing to the environmental world with Guerrilla Marketing Goes Green. Jay has proven over and over again that there's more to marketing than throwing a lot of

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money into ads, and that small businesses, nonprofits, and grassroots organizations can market effectively and inexpensively. ” —Shel Horowitz, award-winning author, speaker, consultant, green/ethical marketing expert “ Guerrilla Marketing Reigns

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Supreme as THE Source for Most  
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Marketing...Ever! ” —David Fagan,  
owner, The Icon Builder “ In the  
marketing jungle the Guerrilla is king! ”  
—David Perry, Perry-Martel  
International “ Guerrilla Marketing is

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the Guerrilla Cream that rises to the Guerrilla Top. Those that use it, have used it and will use it get the view from the Top!! This book is one more ticket to your trip to your Guerrilla Top. ” —Al Lautenslager, [www.marketforprofits.com](http://www.marketforprofits.com)

“ Jay Conrad Levinson's Guerrilla

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Marketing series helped revolutionize marketing for the entrepreneurs who transformed small business into the powerful engine that drives economic growth in America. That his work keeps evolving but always stresses ethics, creativity, and technology with makes his

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achievement all the more valuable and remarkable.” —Michael Larsen, literary agent, Michael Larsen-Elizabeth Pomada

Literary Agents Contributions from 35 Guerrilla hits, including: The Guerrilla Marketing Handbook Guerrilla Publicity Guerrilla Marketing in 30 Days Guerrilla

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is packed with guerilla tactics and trade secrets for marketing your products or services like never before. From re-imagining existing marketing platforms to mastering trailblazing methods, you ' ll create a cost-effective game plan for getting your customers ' attention

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and keeping it! This savvy, hands-on guide explains what guerilla marketing is, who does it, and why. You ' ll learn how it can take your brand to new heights as you start thinking like a guerilla, brainstorming, collaborating, and refining ideas for an exciting, non-

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traditional marketing program. The real fun starts when you build a winning team and take your message to the streets, executing attention-grabbing publicity stunts and creating unforgettable events. You ' ll find out when it pays to work with the big-gun guerilla-marketing firms

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and how to launch your own low-cost campaign. Discover how to: Reach customers wherever they are Develop a cohesive guerilla-marketing campaign Capitalize on the hottest trends Cut through the constant marketing clutter Make products and brands stand out

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Use buzz, viral, grassroots, and experiential marketing Write a great press release Create opportunities for partnership and tie-ins Find budget-friendly ways to go guerilla Build a powerful online presence Work with existing contacts, publicists, and the

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press You can enter the guerilla jungle and emerge with the lion's share of the sales! Let Guerilla Marketing For Dummies show you how.

6 strategic principles for reinventing your products, your services—and your company's future The digital age has

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completely transformed business—and marketing has not kept up. From research frameworks and traditional concept development to planning to budgeting to distribution channels and media placement, marketing has not advanced—which may be why Chief



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Marketing Officers often don't get a seat at the table. In order to have a future, marketing must play a direct role in driving profitable sales and increasing revenues. *The Old Rules of Marketing Are Dead* offers the new rules for reinventing your brand, including:

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Defining the product's essence  
Creating metrics to ensure accountability

Developing a core message

Disseminating the brand  
Marketing needs to lead, not follow. The Old Rules of Marketing are Dead shows how to reinvent marketing and position it as a

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strategic business partner for any organization. Table of Contents Rule 1: The Core is Everything; Rule 2: You Have Nothing Without the Foundation; Rule 3: There are Many Choices But Only One Customer; Rule 4: Do the Right Things for the Right Reasons; Rule

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5: Infrastructure is More Than Just Pipes;

Rule 6: Lead and Others Will Follow

Offers practical guidelines for improving marketing style, and discusses the importance of persistence, precision, problem solving, research, timing, persuasion, and networking

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The Old Rules of Marketing are Dead: 6  
New Rules to Reinvent Your Brand and

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Winning Strategies to Improve Your  
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***results and teach others the system. It helps you gain and sustain momentum in your business. It builds confidence in yourself, your products and your opportunity. It teaches you how to get people to commit. It gives***



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***you more than 50 excuses for following up. It lets you focus on your strengths by choosing only tactics suited to you.***

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58 Ways to Start, Build, and Sell***

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