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Levinson, Jeannie Levinson, 2013-02-01 **LAUNCH AN ALL OUT MARKETING ATTACK** Build marketing momentum, outsmart your competitors and win the long-term war for mindshare and sales in 30 maneuvers, all inside battle-tested and ready to employ. The Father of Guerrilla Marketing, Jay Conrad Levinson and Jeannie Levinson, President of Guerrilla Marketing International, deliver a no-nonsense, take-no-prisoners plan to producing immediate marketing results without consuming your cash or wasting your time. From delivering a powerhouse elevator pitch to mastering media, each maneuver is a marketing mission accomplished. **BONUS MATERIAL INCLUDED** 200 Guerrilla Marketing and Social Media Weapons, 8 elements to emphasize on your website and 20 questions to ask. 12 Most common internet marketing mistakes to avoid. Tragic and magic copy writing tips. *Guerrilla Marketing During Tough Times* Jay Conrad Levinson, 2011-08-01 The multimillion-selling creator of *Guerrilla Marketing* offers action steps for businesses stuck in a rut or roiled by a recession. Chances are your business could use some help about now, regardless of the ups or downs of the economy. Let's face it, we all could. In this book, bestselling author Jay Conrad Levinson gives you a treasure trove of marketing tactics to help you weather even the toughest times. It tells you exactly how to position your business so you can propel to new heights you never dreamt were possible. Each of the twelve chapters in *Guerrilla Marketing During Tough Times* includes action steps you can use and an exercise to help you focus your energy on the areas of your business you must change. It's real-life advice from a real marketing expert.

Guerrilla Marketing for the New Millennium Jay Conrad Levinson, 2005 The Internet is the ultimate guerrilla battlefield, according to the bestselling author of *Guerrilla Marketing*. His 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. *Guerrilla Marketing 101*, 2005-09-01 *Guerrilla Marketing Revealed* This 4-volume set contains over 5 hours of business building secrets personally presented by Jay Conrad Levinson, Father of the Worldwide Guerrilla Marketing Revolution. The topics you will learn include 20 differences between traditional and Guerrilla Marketing, 100 Guerrilla Marketing weapons, How Memes can increase your profits, 12

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Mastering Guerrilla Marketing Jay Conrad Levinson, 1999 No one knows how to use the weapons of the trade better

than industry expert Jay Levinson said Entrepreneur magazine And this is the book of a lifetime from the man whose take no prisoners approach has revolutionized small business marketing strategies Culled from years of experience it is the reference for small business owners managers and home based business folk alike **Guerrilla Marketing Attack** Jay Conrad Levinson,1989 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 of guerrilla marketing The Way of the Guerrilla Jay Conrad Levinson,1998-10-21 The guru of the guerrilla lifestyle guides both new and seasoned business owners through the changing marketplace and into the next century By following The Way of the Guerrilla enlightened entrepreneurs discover that a balanced life is the means to achieving lasting financial and emotional success *Guerrilla Marketing Excellence* Jay Conrad Levinson,1993 Guerrilla Marketing Excellence explains fifty rules aimed at fine tuning your marketing style It includes information on the uses of video television distribution networking effectiveness and marketing combinations in an increasingly competitive business climate **Guerrilla Selling** Bill Gallagher,Orvel Ray Wilson,Jay Conrad Levinson,1992 Like the extremely successful Guerrilla Marketing and Guerrilla Marketing Attack this latest addition to the series is written in the traditional guerrilla style presenting unconventional and unusual ideas that are accessible and exciting for salespeople at every level **Guerrilla Marketing on the Front Lines** Jay Conrad Levinson,Mitch Meyerson,2008-08-01 A comprehensive guide to creating low cost innovative and unconventional marketing featuring real life stories from seasoned experts Let thirty five world class guerrilla 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 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 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 the Front Lines and get ready to launch your own Guerrilla Marketing Attack *Guerrilla Marketing, 4th Edition* Jay Conrad Levinson,2007-05-22 NATIONAL BESTSELLER The book that started the guerilla marketing revolution expanded and completely updated for the twenty first century Jay Levinson s Guerrilla Marketing revolutionized marketing strategies for the small business owner with his take no prisoners approach to finding clients Based on hundreds of solid and effective ideas Levinson s philosophy has given birth to a new way of learning about market share and how to gain it In this completely updated and expanded fourth edition Levinson offers a new arsenal of weaponry for small business success including strategies for marketing on the internet explaining when and precisely how to use it tips for using new technology such as podcasting and automated marketing programs for targeting prospects and cultivating repeat and referral business and management lessons in the age of

telecommuting and freelance employees Guerrilla Marketing is the entrepreneur s marketing bible and the book every small business owner should have on his or her shelf Guerrilla Marketing In 30 Days Workbook Jay Conrad Levinson, Al Lautenslager, 2006-11-06 30 Days to Success From the father of guerrilla marketing Jay Conrad Levinson This powerful workbook walks you through the process of developing a high impact low cost guerrilla marketing plan Thirty interactive exercises designed to be used as a stand alone tool or in conjunction with companion book Guerrilla Marketing in 30 Days help you develop each aspect of your plan online marketing PR buzz marketing networking and more Complete one exercise a day and after 30 days your marketing efforts will be ready to take off Hands on interactive guide creates a custom marketing plan Exercises tasks and fill in the blanks write the plan for you Step by step instructions help you implement guerilla tactics in your own business Put pencil to paper and in 30 days execute time tested marketing techniques

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Guerrilla Marketing 101 Lab Jay Conrad Levinson, 2005-01-30 Workbook containing various workshop activities and projects

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