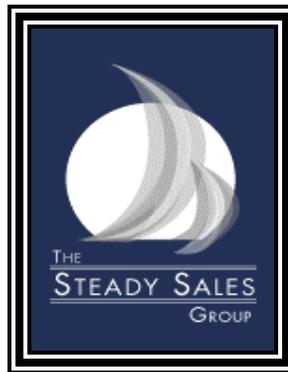


# Your Seven Sentence Guerrilla Marketing Plan

By the



In cooperation with the



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## WHAT IS A GUERRILLA MARKETER

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A Guerrilla Marketer differs from his/her traditional counterparts in ten fundamental ways.

- I. Instead of investing money in the marketing process, you invest time, energy, and imagination.
- II. Instead of ignoring customers once they've purchased, you have a fervent devotion to customer follow-up.
- III. Instead of competing with other businesses, Guerrillas preach the gospel of cooperation, urging you to help others and let them help you.
- IV. Instead of believing that single marketing weapons such as advertising or a website work, Guerrillas know that only marketing combinations work.
- V. Instead of encouraging you to advertise, Guerrilla Marketing provides you with 100 different marketing weapons; advertising is only one of them.
- VI. Instead of aiming messages at large groups, Guerrilla Marketing is aimed at individuals and small groups.
- VII. Instead of growing linearly by adding new customers, Guerrillas grow geometrically by enlarging the size of each transaction, generating more repeat sales, leaning upon the enormous referral power of customers, and adding new customers.
- VIII. Instead of ignoring technology in marketing, Guerrilla Marketing encourages you to be techno-cozy and if you're technophobic, advises you to see a techno-shrink because techno-phobia is fatal these days.
- IX. Instead of being me marketing and talking about a business, Guerrilla Marketing is you marketing and talking about the prospect.
- X. Instead of attempting to make a sale with marketing, Guerrilla Marketing attempts to gain consent with marketing, then uses that consent to market only to interested people.

List up to three characteristics from above that you feel would be the hardest for you. Why? How is this impacting your marketing effectiveness now?

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## **YOUR GUERRILLA MARKETING ASSESSMENT**

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I believe the most important tool in the Guerrilla Marketers toolkit is a mirror. If you stare into a mirror and ask yourself some tough questions, the answers to what's getting in the way of your effectiveness will usually be quite clear.

A guerrilla marketing readiness assessment is available for free at [www.steadysales.com](http://www.steadysales.com) A true guerrilla can: honestly answer 12 questions to assessing their business. They can understand 17 Roadblocks to successful marketing, and where they rate among the 16 Guerrilla Marketing Competencies.

Some of the most important questions you can ask yourself are:

- I. Do I have a clear sense of the habits that serve me well and those that don't?
- II. Do I have a clear sense of my strengths and weaknesses?
- III. Do I regularly keep myself accountable?
- IV. Do I follow up in a consistent and timely manner?
- V. Do I have a clear plan that guides my weekly action?
- VI. Do I take consistent action on my plan?
- VII. Do I actively work to develop strategic alliances?
- VIII. Do I use a wide assortment of marketing tools?

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## **YOUR 7 SENTENCE GUERRILLA MARKETING PLAN <sup>1</sup>**

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Your seven sentence plan is the middle way. It's not so comprehensive that you get stuck in analysis paralysis, and it's not so vague that you essentially have no plan. It is specific, focused, and actionable. Seven sentences is all it takes - seven carefully crafted, well thought out, highly focused sentences.

1. State the purpose of your marketing (In S.M.A.R.T terms)
2. State the benefits or competitive advantage of your product or service
3. State you target audience
4. Choose your marketing weapons
5. Define you niche
6. Clarify your identity
7. Establish your budget

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<sup>1</sup> Adapted/copied with permission from Mitch Meyerson and Jay Conrad Levinson Guerrilla Marketing Coach Certification Program. Week Four



## **1. The Purpose of Your Marketing**

What is the outcome you really want? Be specific. A true Guerrilla knows that the clearer the goal in the mind and on paper, the richer the rewards of your marketing efforts. Maybe it's to develop 100 new leads in the next month. Or to generate 1000 web hits a day. Or cultivate ten new clients in the next 3 months. Send 100 newsletters targeted to the most influential people in my industry. Develop a new brochure. All steps to follow will be based on the clarity of your initial goals and purpose. Remember to make your goals S.M.A.R.T. (Specific, Measurable, Acceptable, Realistic, Time Bound) Start now.

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## **2. The Benefits of Your Product or Service**

As soon as you clearly determine what your target market wants, you can orchestrate a marketing campaign based on addressing these needs. What do people really want? Some of the things they want are: to be happy, safe, successful, wealthy, to be liked, to be in loving relationships, to have a sense of purpose, to have fun, to be pain free and to eat tasty foods. Marketers often confuse features with benefits. Features are the things inherent in your product or service. Benefits are what the buyer gets from your product or service. The following table will help:

<b>Features</b>	<b>Benefits</b>
Driver airbags	Feelings of safety and security
Ergonomic chair	Relieves pressure on spine, stress-relief
Tele-coaching	No commute, call from anywhere

Now take a few minutes to write out the most unique and desirable benefits you offer your target market. Tune into their favorite radio station WIIFM- What's In It For Me? The goal is not in accumulating lots of benefits, but to find the ones that will meet the desires of your customers. What do they really want? How are you different? What makes you special? What do you offer that your competition does not?

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### ***3. Your Target Audience***

Now that you've identified the purpose of your marketing and the benefits of your product or service, it's time to clearly define your target market. Exactly who wants and needs what you have to offer? The wrong answer is "everyone". You want a niche and the more focused the better. What are their age, income and important needs? What makes this group different? If you can't get a clear enough picture start with the market first and then define the product or service. For example, you might notice that women in their 40's have concerns about the health hazards of pregnancy. What product or service might benefit them? Now write down your target market.

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### ***4. Your Niche***

Now that you have determined your purpose, benefits and target market, it is time to define your marketing niche. Guerrillas know that the marketplace is cluttered with competition and that it can really pay to be a leader in a smaller pond. Marty Winston is "the most e-mail knowledgeable PR agent in the universe". Sara Walker is the "ADD coach" and Ingrid Elsel is "an insurance agent specializing in mining companies". Guerrillas carve out a position where they can differentiate themselves and it is apparent in every marketing weapon they use. **Niches can be defined in many ways: through a specific target market or a distinct means of service.** What's your niche? Write it on the lines below.

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### **Thoughts on Niche Marketing**

"I've always been fascinated by niche marketing. People who specialize are able to know more about a specific area and can help their customers better than their generalist competitors. (After all, no one can know everything--if your BMW is broken, you go to a BMW specialist rather than a corner garage, right?) For example, I have the greatest admiration for the dozens of niche marketers who run highly successful businesses promoted by one-inch by



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one-column ads in The New Yorker. These ads typically point to web sites that describe their products and services in great detail and invite you to register for an ongoing e-mail newsletter. Niche marketers can be far more profitable than generalists because, once they have identified their specialty and their target market, they can communicate as Guerrillas love to do--at the lowest cost possible. I'm thinking of bookstores that specialize in mystery (or photography) books, agencies that specialize in renting apartments in Tuscany or Venice or firms that organize canal boat tours of Europe. While their overhead-heavy "generalist" competition (i.e. Amazon.com) fall victim to ever increasing marketing and promotion costs, specialists with clearly defined niches can continue to prosper with far less stress. All they have to do is offer "customer bliss" and communicate with their tightly defined target markets at the lowest cost...and let their satisfied customers do their word-of-mouth advertising for them. As a result, niche marketers can serve both themselves and their customers better than their "We're everything to everybody!" competition." *Jay Conrad Levinson*

## 5. Your Marketing Weapons

Where does everyone usually spend their marketing time money and effort? Yep – implementing promotions. But remember, before you jump to “doing” if you don’t plan intelligently, your rush to promotion will be tantamount to painting without scraping, running without stretching, or driving without directions. An effective marketing toolkit can be broken down to six broad strategies, each with a host of tactics that comprise it. These strategies are listed below in ascending order of effectiveness.<sup>2</sup>

1. Advertising
2. Promotional Events
3. Writing and Publicity
4. Public speaking
5. Networking and Referral Building
6. Direct Contact and Follow Up

Each of the above strategies carries with it multiple tactics that can be used to varying degrees of effectiveness and cost. Let’s take a look at a few of them.

### Advertising

Newspaper or Magazine Classifieds	Display Ads in Newspapers or Magazines
Yellow Pages & Business Directories	Billboards
Professional Directories	Event or Conference Programs
Direct Mail	Flyer Distribution
Radio or TV	Web Site

### Promotional Events

Trade Shows	“Free” Demonstrations or Workshops
Open House Or Reception	Co-Sponsored Events
Networking Lunch, Breakfast, or Mixers	

<sup>2</sup> Adapted from CJ Hayden *Get Clients Now*, Amacon Press



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**Writing or Publicity**

Article About You Specialty	Advice Column
Quotation/Citations in the Media	Published Story about You
Interview in Print, Radio or TV	

**Public Speaking**

Hosting Meetings	Serving on Panels
Making Presentations	Giving Workshops

**Networking and Referral Building**

Attending Meeting and Seminars	Identifying Referral Partners
Exchanging Materials	Lunches or Coffees
Office Visits	Serving on Boards and Committees
Volunteering Services	Sharing Resources
Collaborating on Projects	Swapping Contacts
Introduction or Lead Groups	Reading the Trade Press

**Direct Contact and Follow Up**

Cold Calling	Warm Calling
Canvassing	Prospect Meetings (In Person Appointments, Accidental Meetings)
Personal letters	Announcement card or letter
"Nice to Meet You" Notes	Sending Clippings or Cartoons
Extending Invitations	Reminder Cards
Newsletters	

Guerrilla Marketing offers over one hundred weapons for launching your marketing attack. You will want to spend some time with the 100 Weapons list and choose those most appropriate for beginning your attack. First, list some of the weapons you are using presently and assess how well they are serving you. Next, make a list of 10 new selections from the list that follows, or circle them on the list.

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**100 Guerrilla Marketing Weapons**

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| 1. Competitive Advantage          | 8. Customer Reactivation Letter |
| 2. Marketing Plan                 | 9. Website and Online Presence  |
| 3. Outrageously Good Service      | 10. 30 second marketing message |
| 4. Follow-up!                     | 11. Community involvement       |
| 5. Fusion Marketing               | 12. Business Card               |
| 6. Positive Attitude & Enthusiasm | 13. Testimonials                |
| 7. Free Consultations             | 14. Location                    |



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15. Stationery
16. Phone demeanor
17. Logo
18. Promo Kit
19. Hours, days of operation
20. Brochures
21. Reprints
22. Professional Photo
23. 800 Number
24. Targeted list from list broker
25. Public Seminars and lectures
26. Audio and videotapes
27. Refreshments offered
28. Credit cards
29. Club/Association memberships
30. Effective use of voice mail
31. Circulars
32. Smiles and Greetings
33. Pricing
34. Prospecting Letters
35. Contests
36. Phone on-hold marketing
37. Research studies
38. Make an audio tape interview
39. Toastmasters
40. Postcards
41. Waiting Room resources
42. Inserts
43. Trade show display
44. Speak at Conferences
45. Radio and TV commercials
46. Gift certificates
47. Assisting in others' workshops
48. Start a Fusion Marketing Group
49. Speed of delivery
50. Classified Ads
51. Customer mailing list
52. Enthusiasm
53. Yellow Pages Ad
54. Sales Training
55. Teach Adult Education Courses
56. Online Marketing
57. Participate in Chat Room
58. Publish a newsletter
59. Join Speakers Bureau
60. Demonstrations
61. Serve on an association board
62. Charity fundraisers
63. Create an online newsletter
64. Create an Advocates list
65. Post on an e-bulletin board
66. Free workshops
67. Brand-name awareness
68. Free information
69. Human Bonds
70. Continued Education
71. Free Gift
72. Word of mouth
73. Columns
74. Create an audio tape interview
75. Write an article
76. Link to other websites
77. Mastermind group
78. Create a set of client handouts
79. Booth at Health Fairs
80. Photograph
81. Imagination
82. Add signatures to your emails
83. Walk your talk
84. Write a book



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85. Panel or Advisory Board
86. Get listed with search engines
87. Marketing savvy
88. Host your own radio show
89. Compile E-mailing lists
90. Join the Chamber of Commerce
91. Audio or Video clip on website
92. Competitiveness
93. Displays with other businesses
94. Free video tape
95. Take -one boxes
96. Recorded info by phone
97. Convenience
98. Free audiotapes and articles
99. Theme Line
100. Satisfied Customers



## **6. Your Identity**

A word to strike from your marketing vocabulary is image. An image is a façade, something phony. A far better "I" word is identity. Your identity is automatically honest. If you communicate a real identity, people sense feelings of comfort and relaxation when they contact you. What they see in your marketing is ultimately what they get from your goods and services and that builds trust and rapport, i.e. Vital Connections' identity stands for high quality, integrity, and a down to earth approach with a focus on reliable solutions. How would you describe your identity?

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## **7. Your Budget**

The beauty of Guerrilla Marketing is that over half the marketing weapons are free. But don't let that fool you, there are important reasons to spend money on your marketing. The Guerrilla knows that the most important place to spend money is on your business presentation. This means the quality of your stationery, business cards, brochures, flyers and logos. The public will get their first sense of your professionalism through your written materials. Make a strong impression. This may cost you some money, but look at it as an investment in your future. Now spend a few minutes deciding where you'll get the biggest bang for your buck with your marketing dollars.

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## **DO AND REVIEW**

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This workbook is about your Guerrilla Marketing plan. And Guerrilla Marketing is about many things – chief among them is action. But first you need to be you're your actions are aligned with your intentions.

Are you behaving in a way that is consistent with the results you want, or are you saying one thing to yourself and doing another? "Not me. No way! I always do what I intend to do." Really? If you are looking to increase your sales effectiveness, have you identified the most important activities you need to do every day, day after day, in order to accomplish that goal, and are you acting on those activities?

I remember working with one Business Owner in particular who was very frustrated about how slow results were in coming. Every week we would identify his highest priority sales activities, and every week he would report back that only a portion of them were accomplished. Yet on he went, week after week complaining about how slow results were to manifest. **He certainly had the intention to generate results, but his actions week after week were not aligned with his intentions.**

"So what happened?" I would ask him. "Well I had this issue come up, and then I got busy with this thing, and of course I had to deal with this critical matter..." was his usual reply. So you see, he was saying one thing but doing another. Even though the things he was getting done were important, they were not the things he had identified as crucial to improving his sales results. We quickly got to the root of this problem and created a plan to surmount it, but that is a story for another time.

The next time you feel down about the slow pace of your results, ask yourself whether your actions are truly aligned with your intentions. If you struggle with this question, try these four things in this order:

- 1) Clearly articulate your lofty goals into something that can be measured in a week. Don't think in terms of revenue, which is a result. But rather, think in terms of activity, which is a process – something far easier to measure and manage.
- 2) Pinpoint just the revenue generating tasks you need to accomplish week after week in order to reach your goals.
- 3) Next, create non-negotiable blocks of time in your schedule to accomplish each task. Non-negotiable means that block of time is dedicated exclusively to the revenue generating task you identified in step two. Imagine an appointment with someone that you would never miss – now keep the same level of commitment to yourself.

This simple process will assist you in using your time in a way that supports your sales goals (or any goal for that matter) rather than being a victim of circumstance.



