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Jay Conrad Levinson

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Jay Conrad Levinson : Guerrilla Marketing During Tough Times (Guerilla Marketing Press) before purchasing it in order to gage whether or not it would be worth my time, and all praised Guerrilla Marketing During Tough Times (Guerilla Marketing Press):

1 of 1 people found the following review helpful. How to Market in Tough Times (2011)By Jackie PaulsonTitle of Book: Guerrilla MarketingAuthor: Conrad Levinson is the author of the best-selling marketing series in history, "Guerrilla Marketing", plus 27 other business books.Publisher: Morgan James Publishing (November 15,

2005)Language: EnglishISBN-10: 1933596104ISBN-13: 978-1933596105Product Dimensions: 9 x 6.1 x 0.4 inchesShipping Weight: 8.5 ounces (View shipping rates and policies)Average Customer Review: 5.0 out of 5 stars See all reviews (2 customer reviews) Bestsellers Rank: #1,698,606 in Books (See Top 100 in Books)Jay Conrad Levinson published this book In 2006. To think that back in 2006, he would know more "marketing in touch times" that would become a benefit for 2011 is amazing.Facts:His books are written in 41 languagesHe taught for 10 years at the University of California in Berkeley.Writes online columns for:[...][...][...][...][...]Here is what I gathered in my notes as I read and highlighted important parts of his book:Seek profits from current customers. sell to existing clients).Follow up with each client once you have them.If someone knows you they will open your mail sent to them or their "snail" mail vs. if they do not know you.Follow up by phone calls, emails, mailingsThink of "Additional Services" you can offer your current clients.Clients want VALUE! Give them a "Money Back Guarantee."If you give a 1 month guarantee you will probably get clients who want a "refund."If you give a 6 month guarantee you will get a "less returns" because there is no rush.If you give a 1 Year guarantee you get almost "0' returns.LIFETIME Guarantee is the #1 best becauseNo pressureNo stress for free returnClient feels betterClients will TRUST youThe way you answer your phone and how fast will gain credibility. Most people or clients do not want to be put on "HOLD." I don't know about you but I am sick of the "Press 1 for this Press 2 for that."The author talks about "SETH GODIN" and he is a mighty powerful man!Seth suggests that you treat your clients with Royalty. Acknowledge that you appreciate "their" business by treating each client "special." If you are speaking to your client, zone into the client and if the room is busy and loud, make sure you are so focused on your current client that client knows you care.KEY: Most businesses LOSE clients by "ignoring them."[...]There is so much more in the book that I highly recommend it. I get all of my books through [...]Jackie Paulson copy; 2011 All Rights Reserved4 of 5 people found the following review helpful. Read It, It Just May Give You An Idea or TwoBy John MatlockMany years ago Jay Levinson stunned the marketing world with his book 'Guerrilla Marketing.' For the first time a marketing profesional wrote a simple to understand, easy to follow, book that laid out things that a small company with a small marketing budget could do to compete for a share of the marketplace. I bought a copy for everyone in my marketing department.Since then he has continually expanded and kept this concept up to date. All in all he has written some 29 books. The content of these books are much the same, but specialized to individual situations and brought up to date. I haven't read all of them, but buy one every few years to keep up to date and especially when the book is aimed at the problem I was having at the time. Rarely (maybe never) did I find that I didn't pick up some new idea that completely justified the low cost of the book.This book is part of that series. It's specialization is in the title, about tough times. I don't know if these are tough times or not. Generally speaking at any time some companies, some industries are having a tough time, others are not. The key is to be one of the companies that is having a good time, even if you are in an industry that is having tough times.As part of tough times, this book talks about effectively using things like e-mail (free to send out) and building relationships that will cement customer relationships when times are good again.This book won't take you long to read, and the techniques he talks about just may give you a good idea.0 of 0 people found the following review helpful. Gotta love every and all by MR. JAY CONRAD LEVINSON.....By toonrog99Dear god in heaven how did mankind get along without that of GUERRILLA marketing for soooooooooooooooooooooo long.????Even if you hate me and my cartoons, get THIS BOOK !!!!!!!!!!!

Jay has the knowledge and the experience to help your business. Chances are, your business could use some help about now. Let's face it, we all could. I'll admit it ... now will you? Once you do admit it, you will realize how much you will benefit from Guerrilla Marketing During Tough Times. That's because this treasure-trove of marketing tactics will help you weather the toughest times. It tells you exactly how to position your business so that you can propel to new heights that you never dreamt were possible. Each of the 12 chapters in Guerrilla Marketing During Tough Times includes action steps that 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.

About the AuthorJay Conrad Levinson is the author of the best-selling marketing series in history, "Guerrilla Marketing," plus 58 other business books. His books have sold more than 20 million copies worldwide and have been translated into 60 languages. Jay also conducts guerrilla marketing training programs, hosts the very popular Internet website, www.gmarketing.com, and formed The Guerrilla Marketing Association.