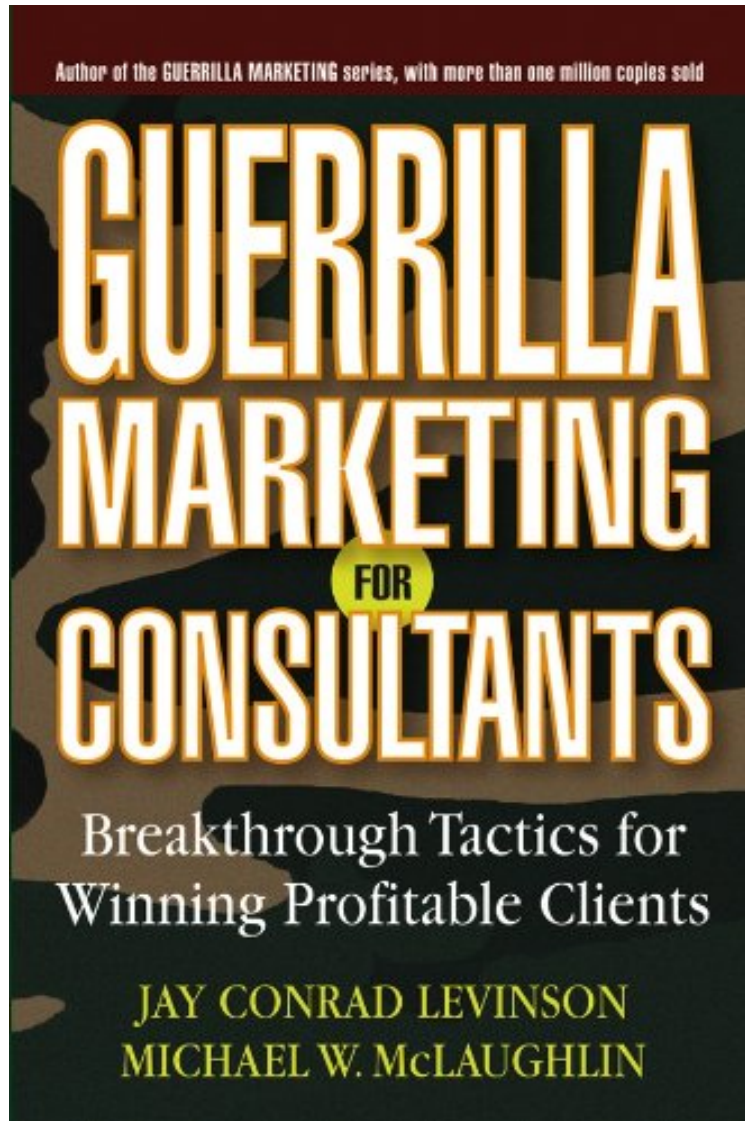


Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients

Jay Conrad Levinson, Michael W. McLaughlin
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Jay Conrad Levinson, Michael W. McLaughlin : Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients before purchasing it in order to gauge whether or not it would be worth my time, and all praised Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients:

1 of 1 people found the following review helpful. More Than A Fair Deal By Adina This book is now a decade old - ancient, in terms of some of the Internet-related content. Plenty of trends in 2005 turned out to be past-tense in 2006. But an awareness of what you're buying goes a long way. Between the (expectedly) out of date bits, there are

lovely helpful chunks of content. If you're at all familiar with any of the Guerrilla series from Jay Conrad Levinson, you know what I mean. I easily found over a dozen actionable ideas to implement immediately, plus more to put on the to-do list. Comparing my potential gain to the price I paid...I think I got the better deal. 2 of 2 people found the following review helpful. Too many promises and No Content or clever insights By MauricioMMT Too basic, only the part of doing interviews in the Media and publish your book were somehow interesting but still too general. It repeats itself along the book, too many times, that this guerrilla book will help with this and that and at the end it just doesn't deliver on its promises. They could save the reader a lot of time with a summary of just 10 pages, saying the same things that redundantly express in this book. 4 of 4 people found the following review helpful. essential marketing and proposal-writing reference for consultants By Boston reader If you're a consultant/business owner, you need this book. Real life examples of how to market your company, make it more professional, and to make yourself feel more established in your field. Along with "Guerrilla Marketing: Secrets for Making Big Profits...", written in 1998, you will get into the proper mindset for self-promotion. Be brutally honest, put in some brainstorming hours and commit yourself to succeed. I will refer to both these books yearly to refresh my marketing campaign. (Written in 2005, the Internet and email marketing methods here are more contemporary than in the 1998 Guerrilla book). I also bought a couple of proposal-writing books when I purchased this book, and wish I hadn't. The proposal-writing axioms in this book were more inline with the attitude of guerrilla marketing; after all, proposals are another way to solidify your company's identity. The other books' proposals were very stuffy.

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 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 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, 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 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.

From the Back Cover Proven guerrilla marketing tactics specifically designed for consultants Jay Conrad Levinson's Guerrilla Marketing revolutionized the way marketers do business by defying the conventional wisdom that effective marketing means spending big bucks. He devised highly successful marketing strategies that rely on creativity, imagination, and energy instead of money to get the job done. Now, Guerrilla Marketing for Consultants applies the power of guerrilla marketing to the hypercompetitive business of consulting. "Wow! If you're the sort of person who tells someone how to build a watch when they ask you what time it is, this is the book for you. No baloney, essential, useful hands-on advice for anyone who's serious about being a consultant." —Seth Godin, author of Free Prize Inside "Great consultants don't just talk about marketing, they do it every day. That's why they win. Follow the marketing advice in this book, and you'll outsell, outperform, and outlast your competitors." —Jeffrey Fox, marketing consultant and author of How to Become a Marketing Superstar "Mike McLaughlin and Jay Levinson are two of the smartest, street-savvy marketers around. Guerrilla Marketing for Consultants distills their collective wisdom into a practical field guide, chock-full of practical tips and tactics." —Harry Mills, author of The Rainmaker's Toolkit and Artful Persuasion About the Author JAY CONRAD LEVINSON is Chairman of Guerrilla Marketing International, a consulting firm serving large and small businesses worldwide. He is the creator of the Guerrilla series, the best-selling marketing series ever published. Levinson is a former vice president and creative director at J. Walter Thompson and Leo Burnett Advertising. MICHAEL W. McLAUGHLIN is a Principal with Deloitte Consulting, and has over twenty years of consulting experience. He has worked with clients in businesses of every size, from small start-ups to some of the world's highest-profile companies. McLaughlin has sold and delivered more than \$300 million in consulting services in his career, and he knows what works in the market and what doesn't.