

by Jay Conrad Levinson

These guerrilla marketing weapons should all be considered for promoting your product, service or website offline. Notice how more than half of them are free.

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| 1. | | Marketing plan |
| 2. | A marketing calendar | 102. A designated guerrilla |
| 3. | Identity | 103. Employee attire |
| 4. | Business cards | 104. Your social demeanor |
| 5. | Stationery | 105. Your target audience |
| 6. | Personal letters | 106. Your circle of influence |
| 7. | Telephone marketing | 107. Your contact time with |
| 8. | A toll-free number | 108. How you say "Hello" |
| 9. | A vanity phone number | 109. Your teaching ability |
| 10. | The Yellow Pages | 110. Stories |
| 11. | Postcards | 111. Sales training |
| 12. | Postcard decks | 112. Use of downtime |

13.	Classified ads	113. Networking
14.	Per-order and per-inquiry advertising	114. Professional titles
15.	Free ads in shoppers	115. Affiliate marketing
16.	Circulars and flies	116. Media contacts
17.	Community bulletin boards	117. "A"-List customers
18.	Movie ads	118. Your core story
19.	Outside signs	119. A sense of urgency
20.	Street banners	120. Limited time or quantity
21.	A window display	121. A call to action
22.	Inside signs	122. Satisfied customers
23.	Posters	123. A benefits list
24.	Canvassing	124. Competitive advantage
25.	Door hangers	125. Gifts
26.	An elevator pitch	126. Service
27.	A value story	127. Public relations
28.	Backend sales	128. Fusion marketing
29.	Letters of recommendation	129. Barter

30.	Attendance at trade shows	130. Word-of-mouth
31.	Advertising	131. Buzz
32.	Direct mail	132. Community involvement
33.	Newspaper ads	133. Club and association
34.	Radio spots	134. Free directory listing
35.	Magazine ads	135. A tradeshow booth
36.	Billboards	136. Special events
37.	Television commercials	137. A name tag at event
38.	A computer	138. Luxury box at event
39.	A printer or fax machine	139. Gift certificates
40.	Chat rooms	140. Audio-visual aids
41.	Forums	141. Flip charts
42.	Internet bulletin boards	142. Reprints and blowups
43.	List building	143. Coupons
44.	Personalized e-mail	144. A free trial offer
45.	An e-mail signature	145. Guarantees
46.	Canned e-mail	146. Contests and sweepstakes

47.	Bulk e-mail	147. Baking or crafts abi
48.	Audio and video postcards	148. Lead buying
49.	A domain name	149. Follow-up
50.	A web site	150. A tracking plan
51.	A landing page	151. Marketing-on-hold
52.	A merchant account	152. Branded entertainm
53.	A shopping cart	153. Product placement
54.	Auto-responders	154. Being a radio talk s
55.	A search engine ranking	155. Being a TV talk sho
56.	Electronic brochures	156. Subliminal marketin
57.	RSS feeds	157. A proper view of ma
58.	blogs	158. Brand name aware
59.	Podcasting	159. Intelligent positionin
60.	A personal e-zine	160. A name
61.	Ads in other e-zines	161. A meme
62.	E-Books	162. A theme line
63.	Content provision	163. Writing ability

64.	Webinars	164. Copywriting ability
65.	Joint ventures	165. Headline copy talent
66.	Word-of-mouth	166. Location
67.	Viral marketing	167. Hours of operation
68.	eBay and other auction sites	168. Days of operation
69.	Click analyzers	169. Credit card acceptance
70.	Pay-per-click ads	170. Financing availability
71.	Search engine keywords	171. Credibility
72.	Google adwords	172. Reputation
73.	Sponsored links	173. Efficiency
74.	Reciprocal link exchanges	174. Quality
75.	Banner exchanges	175. Service
76.	Web conversion rates	176. Selection
77.	Knowledge of your market	177. Price
78.	Research studies	178. Upgrade opportunities
79.	Specific customer data	179. Referral program
80.	Case studies	180. Spying

81.	Sharing	181. Testimonials
82.	Brochures	182. Extra value
83.	Catalogs	183. Adopting a noble cause
84.	Business directories	184. Easy to do business
85.	Public service announcements	185. Honest interest in people
86.	A newsletter	186. Good telephone demeanor
87.	Speeches	187. Passion and enthusiasm
88.	Free consultations	188. Sensitivity
89.	Free demonstrations	189. Patience
90.	Free seminars	190. Flexibility
91.	Articles	191. Generosity
92.	Columns	192. Self-confidence
93.	Writing books	193. Neatness
94.	Publishing-on-demand	194. Aggressiveness
95.	Workshops	195. Competitiveness
96.	Teleseminars	196. High energy
97.	Infomercials	197. Speed

98.	Constant learning	198. Focus
99.	Marketing insight	199. Attention to details
100. Yourself	200. Ability to take action	