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Jay 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

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languages. Jay also  
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In under 30 minutes, this audio course will reveal the must know secrets of Guerrilla Marketing success. Your commitment to these fundamentals will set you up for success. What will you learn? If you have a small business and want it to become a large business, forget it—until you put these secrets into practice. If you allow these concepts

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## **Must Know Secrets of Successful Guerrilla Marketing**

Sex Sells-If your business is built for it, use it. Anything that isn't "highly upper class" could use a little sex in their ads or in various ways. Building on the 24 guerrilla marketing tactics I wrote about, you could have 5-10 bikini models picket outside your business. This will

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definitely grab  
attention of guys in  
cars passing by.

## **50 Guerrilla Marketing Tactics You Should Be Using**

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## Marketing Press **Guerrilla Selling - Guerrilla Marketing - Official Site**

If you're going to work hard anyway, you might as well get rich. At Guerrilla Business School, a panel of expert millionaire business owners share their secrets of

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success, so you can stop wasting your time with strategies that produce mediocre results and begin creating wealth in ANY business.

## **Success Resources America**

Make sure that your guerrilla marketing tactics, whether online or offline, get people to engage with your business in a positive way. **Tip #6: Make Your**

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Message Clear. Many guerrilla marketing tactics are designed to not appear as marketing. However, even if your method is secret, your message should still be clear.

### **7 Tips for Successful Guerrilla Marketing Tactics | ThriveHive**

Here are some guerrilla marketing strategies to help get your risk-taking juices flowing.

Take a Stand; Pick a

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popular or controversial industry topic, define your stance and make it known. Be ...

## Marketing Press **8 Risky Guerrilla Marketing Strategies to Get You Noticed ...**

The inherent affordability of guerilla marketing is the first advantage for small business. Especially for new or smaller companies, allocating a

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large marketing budget is often necessary but a concerning one. But if utilised effectively, guerrilla marketing can generate a massive return on investment. Take ' The Blair Witch Project ' for ...

### **How Guerilla Marketing Works for Small Businesses**

The term "guerrilla marketing" might sound ominous, but it's not threatening. The



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term was coined by Jay Conrad Levinson in 1984; he was describing unconventional, cost-effective inexpensive marketing ideas for small business owners around the world to use to get their brand noticed.

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