



# Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients

By Jay Conrad Levinson, Michael W. McLaughlin

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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.

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### **Editorial Review**

#### **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.

### **Users Review**

#### **From reader reviews:**

#### **Colleen Holden:**

Have you spare time for a day? What do you do when you have a lot more or little spare time? That's why, you can choose the suitable activity intended for spend your time. Any person spent their very own spare time to take a walk, shopping, or went to the particular Mall. How about open or even read a book eligible Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients? Maybe it is being best activity for you. You understand beside you can spend your time along with your favorite's book, you

can more intelligent than before. Do you agree with the opinion or you have various other opinion?

**Lisa Chaffee:**

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**Neil Owens:**

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