

# 101 Low Cost, High Impact Marketing Strategies for Challenging Economic Times

Adapted from The Guerrilla Marketing Coach Certification Program



To Become A Certified Guerrilla Marketing Coach visit:

[www.GMarketingCoach.com](http://www.GMarketingCoach.com)

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**Feel free to forward this document to anyone who might find it valuable.**

[Automate Your Online Businesses](#)

like the top marketers on the Internet



## Are You Ready To Boost Your Business?

Use the worksheet below to rate yourself on how effectively you are presently using these 101 marketing strategies.

**Then on the final page select your top ten to launch this week!**

Weapon	Rating and Comments
1. Online Mailing List	
2. Marketing Plan	
3. Outrageously good service	
4. Follow-up	
5. Fusion Marketing Partners	
6. Positive attitude and enthusiasm	
7. Free consultations	
8. Customer reactivation letter	
9. Direct Response Web site	
10. 30-second marketing message	
11. Community involvement	
12. Business card	

<b>Weapon</b>	<b>Rating and Comments</b>
13. Testimonials	
14. Autoresponders	
15. Professional Stationery	
16. Positive Phone demeanor	
17. Professional Logo	
18. Promo kit	
19. Blog	
20. Brochures	
21. Reprints of articles	
22. Professional photo	
23. 800 number	
24. Twitter and Facebook Accounts	
25. Public seminars and lectures	
26. Audio and videotapes	
27. Refreshments offered	

Weapon	Rating and Comments
28. Credit cards accepted	
29. Google Analytic Tracking	
30. Effective use of voice mail	
31. Circulars	
32. Smiles and greetings	
33. You Tube Videos	
34. Prospecting letters	
35. Contests	
36. Phone on-hold marketing	
37. Research studies	
38. Make an audio tape interview	
39. Toastmasters	
40. Postcards	
41. Waiting room resources	
42. Inserts	

Weapon	Rating and Comments
43. Trade show display	
44. Speaking at conferences	
45. Radio and TV commercials	
46. Gift certificates	
47. Assisting others' workshops	
48. Start a mastermind group	
49. Speed of delivery	
50. Classified ads	
51. Customer mailing list	
52. Enthusiasm	
53. Yellow Pages ad	
54. Sales training	
55. Teach adult education courses	
56. Online marketing expertise	
57. Participate in chat room	

Weapon	Rating and Comments
58. Publish a newsletter	
59. Join speakers bureau	
60. Demonstrations	
61. Serve on an association board	
62. Charity fundraisers	
63. Create an online newsletter	
64. Create an advocates list	
65. Post on an e-bulletin board	
66. Free workshops	
67. Brand-name awareness	
68. Free information	
69. Human bonds	
70. Continued education	
71. Free gift	
72. Word of mouth	

<b>Weapon</b>	<b>Rating and Comments</b>
73. Columns	
74. Sending free PDF files	
75. Article on The Web	
76. Link to other web sites	
77. Positive Attitude	
78. Create a set of client handouts	
79. Online Audios	
80. Photograph	
81. Imagination	
82. Add signatures to your emails	
83. Walk your talk	
84. Write a book	
85. Panel or advisory board	
86. Get listed with search engines	
87. Marketing savvy	

Weapon	Rating and Comments
88. Host your own radio show	
89. Consistent Action	
90. Join the Chamber of Commerce	
91. Linked In Profile	
92. Competitiveness	
93. Displays with other businesses	
94. Free video tape	
95. "Take-one" boxes	
96. Recorded info by phone	
97. Convenience	
98. Free audiotapes and articles	
99. Great Tag Line	
100. Satisfied Customers	
101. Consistent Action	



**Ok now it's time for real focus and action!**

Select Your TOP TEN weapons To **Launch This Week** and then take immediate action on these strategies. If you are persistent you will see your business grow!

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