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The following is excerpted from the [Guerrilla Marketing Toolkit](#)

## 100 Guerrilla Marketing Weapons

Weapon	Using Well	Using, but needs work	Not using but should	Not Appropriate
1. Competitive Advantage				
2. Marketing Plan				
3. Outrageously Good Service				
4. Follow-up!				
5. Fusion Marketing				
6. Positive Attitude & Enthusiasm				
7. Free Consultations				
8. Customer Reactivation Letter				
9. Website and Online Presence				
10. 30 second marketing message				
11. Community involvement				
12. Business Card				
13. Testimonials				
14. Location				

15. Stationery				
16. Phone demeanor				
17. Logo				
18. Promo Kit				
19. Hours, days of operation				
20. Brochures				
21. Reprints				
22 Professional Photo				
23. 800 Number				
24. Targeted list from list broker				
25. Public Seminars and lectures				
26. Audio and videotapes				
27. Refreshments offered				
28. Credit cards				
29. Club/Association memberships				
30. Effective use of voice mail				
31. Circulars				
32. Smiles and Greetings				
33. Pricing				
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				
43. Trade show display				
44. Speak at Conferences				
45. Radio and TV commercials				
46. Gift certificates				
47. Assisting in others' workshops				
48. Start a Fusion Marketing 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				
57. Participate in Chat Room				
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				
73. Columns				
74. Create an audio tape interview				
75. Write an article				
76. Link to other websites				
77. Mastermind group				
78. Create a set of client handouts				
79. Booth at Health Fairs				
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				
88. Host your own radio show				
89. Compile E-mailing lists				
90. Join the Chamber of Commerce				
91. Audio or Video clip on website				
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. Theme Line				
100. Satisfied Customers				



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[The Best Shopping Cart/Autoresponder System on The Internet](#)



[Personal mentoring with Mitch Meyerson](#)