

Author of the GUERRILLA MARKETING series, with more than 100 million copies sold

GUERRILLA MARKETING FOR CONSULTANTS

Breakthrough Tactics for
Winning Profitable Clients

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Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients

Jay Conrad Levinson

relied on Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients suggestion on profitable consulting from the authors of the bestselling Guerrilla advertising series Consulting is coming into the period of the guerrilla client-buyers with a Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients glut of data at their fingertips and doubts concerning the worth experts add. Guerrilla advertising and marketing for specialists is the 1st publication to bare how guerrilla advertising can remodel ultra-modern demanding situations into golden possibilities for successful economic paintings from the hot breed of consulting clients. choked with information, Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients this step by step consultant info the 12 advertising and marketing secrets and techniques each advisor should still know, the anatomy of a advertising plan, internet sites, resources of unfastened publicity, direct-mail marketing, profitable proposals, and more. Jay Conrad Levinson (San Rafael, CA) is the Chairman of the Board of Guerrilla advertising and marketing foreign and the writer or coauthor of greater than 30 books, together with the bestselling Guerrilla advertising series. Michael Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients W. McLaughlin (Mill Valley, CA) has been a accomplice with Deloitte Consulting on the grounds that 1994.

The Good: Guerilla advertising and marketing for specialists presents an honest evaluation of every thing consulting enterprise has to be conscious of by way of assembling a advertising and marketing plan. the writer covers the entire significant themes from advertisements to courting marketing. The chapters on development an offer and on environment charges are most likely well worth the fee you pay for the book. The Bad: the first writer has spent a great deal of his occupation operating for Deloitte – bringing in huge multi-million buck contracts. nearly all of his recommendation is written from the perspective of a medium to massive consulting firm. He consistently refers on your firm's employees or consulting team. which means while you are a sole proprietorship/independent consultant...much of the recommendation is hard Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients to apply. In general, while you are by yourself or working a small consulting firm...go with considered one of Alan Weiss' books. This one aren't of a lot aid to you.

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