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# Will Reed's Guerrilla Marketing **GENIUS** *"Wake up your brain, learn how to earn!"*

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April 2005

## Get their permission

**Childhood night  
terrors came to life:  
a Pandora's box of  
horrors and fears...**  
Charles de Lint,  
The Little Country

**The lesson of permission marketing  
is that there is no welcome for the  
uninvited guest.**

Seth Godin changed the world's view of marketing when he released his 1999 book, *Permission Marketing*.

It defined what was wrong with the traditional approach of interruption marketing. All marketing messages compete for our attention. The difference now is that marketing overload causes us to shut out these messages like uninvited guests.

Interruption marketing pries open a Pandora's Box of negative consumer feelings ranging from numbness to resentment. Guerrilla Marketers know that the rules have changed, and pave the way to positive customer relations with permission marketing.

Nor can traditional marketers count on the effects of repetition or subliminal persuasion. *Consumers are increasingly wise to their ways, and react aggressively against interruption marketing.*

**1. Not just a good idea—it's the law**  
Consumers in the United States are being awarded thousands to tens of thousands of dollars in lawsuits against telemarketers who violate the so called "No Call Laws." Anti-spam violators can have their websites shut down.

Laws are set up to protect consumers against aggressive interruption marketers, and the penalties are stiff. Consumers can also take action against companies which leak, sell, or otherwise abuse personal information obtained through business transactions.

Companies which market by aggressive and interruptive marketing methods will be forced to change their ways, or pay the penalty. Permission marketing is no longer just a good idea—it's the law.

**2. If they like you, they won't sue you**  
In his bestseller BLINK, Malcolm Gladwell documents that the risk of being sued for malpractice has very little to do with the number of mistakes a doctor makes. The principle difference between doctors who get sued and those who don't seems to be how well the doctor is liked by the patient.

Studies showed that doctors who spend a few minutes in personal conversation



**Not Resting  
in Peace**

**It's just  
physically  
impossible for  
you to pay  
attention to  
everything that  
marketers  
expect you to.**  
Seth Godin

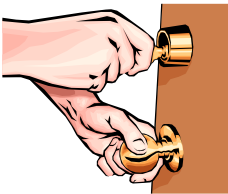
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*These days customers equate every aspect of your business with not only the quality of your product, but how well you treat people.*  
**Jay Conrad Levinson**



*You have to turn attention into permission, permission into learning, and learning into trust.*  
**Seth Godin**



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with a patient are far less likely to get sued than those who don't.

Why shouldn't the same psychology apply to the way people feel about products and companies?

### **3. Develop permission assets**

Invest your resources in permission-based marketing tools. The key words are *educational* and *free*.

There are lots of ways to educate your customers and prospects. You can issue free reports, tip sheets, and newsletters.

You can also provide free seminars, provide online multimedia tutorials, and allow people to use your products on a trial basis for free. Guarantees and warranties are another way to build trust.

### **4. Become a permission expert**

Now that the marketing paradigm has shifted to permission marketing, there is a wealth of information on how to do it. Read what the experts say, and put their ideas into practice.

You can also learn a lot by asking your customers what they want. Show them an attitude of gratitude.

### **5. You still have to make the sale**

Although consumers expect you to respect their privacy and get their permission, you still have to make the sale.

It still takes repetition and a proactive strategy to be successful in marketing. You need to be more resourceful and creative in how you get your message across.

*Guerrilla Marketing is like a field manual of permission marketing strategies.*

### **Resources**

Start with the book by Seth Godin that defined the new marketing paradigm, *Permission Marketing: Turning Strangers into Friends, and Friends into Customers*.

Read Fast Company's interview with Seth Godin on Permission Marketing, rich in examples and good questions at: <http://www.fastcompany.com/online/14/permission.html>

One of the most powerful words for gaining permission is the word FREE. Read Jay Conrad Levinson's book, GUERRILLA MARKETING FOR FREE. The techniques in this book will put you in a mindset that invites permission marketing.

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To sign up for this free newsletter, as well as *Will Reed's Mind Mapping STRATEGIES*, please visit [online](http://www.gmarketing-genius.com) and register.

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#### **Lessons in Permission Marketing**

- *Get their permission (April)*
  - *Gaining mind share (May)*
  - *Beyond permission (June)*
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