



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

January 2005

Time is the one thing that is given to all in equal measure
Seneca



Rest not. Life is sweeping by; go and dare before you die. Something mighty and sublime, leave behind to conquer time.
Johann Wolfgang
Von Goethe

Guerrilla mindset

Your mindset is the fundamental factor in your marketing success.

Marketing is a process that happens over time. Opportunities are lost and found on the basis of readiness. When opportunity knocks, it quickly assesses whether you are ready or not.

Retailers depend on a marketing calendar to coordinate promotions, seasonal sales, and product availability. Non-retailers can also benefit by having a marketing calendar to coordinate resources and stay ahead of the game.

Time waits for no one, but richly rewards those who have a marketing plan that is closely woven into their calendar.

A marketing calendar is a powerful tool for readiness. It is a reflection of your mindset.

Sustaining your campaign

Marketing is a mindset. If you change your mindset, and you will change the way you market.

1. Marketing is everything

Marketing is not a department. It is not an event. It is not sales or advertising.

Marketing is everything your prospects and customers see that you do or say. It is every point of contact that your business has with the outside world, your website, your signs, your company name, the way your employees answer the phone.

'Everything' is not a To Do list, but rather a field for awareness and action. Within this field you set your strategy, prioritize your plan, and create your calendar.

This mentality enables you to take the initiative. It makes you as resourceful in marketing as a martial artist. Indeed, the word *Kung Fu* means being resourceful.

2. Cultivate your calendar

A Guerrilla Marketing strategy consists of just seven sentences describing: *purpose, target, niche, benefits, identity, weapons, and budget.*

It is your one-page plan that keeps your marketing on track. However, it doesn't come to life until you turn it into an action plan, one that is woven into your daily, weekly, and monthly calendar.

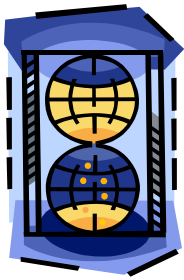
A marketing calendar is like a garden—it needs constant attention, and different degrees of care. Once you have set your campaign, it requires maintenance to keep it moving.

© 2005, William Reed
B-SMART Systems

<http://www.b-smart.net>

Comments & suggestions: info@b-smart.net

Time is what keeps everything from happening at once
calendarzone.com



The best thing about the future is that it comes one day at a time
Abraham Lincoln



© 2005, William Reed
B-SMART Systems
Tamura Bldg. 6F
4-23-17
Higashi Ikebukuro,
Toshima-ku,
Tokyo 170-0013
JAPAN

Tel: +81 (3)-5953-8816
Fax: +81 (3)-5953-8862

3. Gain traction in time

A marketing calendar gives you traction. Without it, you are simply spinning your wheels. Without a plan you will be more reactive than proactive.

However, it is not easy to maintain a plan in a world of accelerating change. Restructuring, shorter product life cycles, just-in-time delivery, instant communications, all conspire to erode the static elements of your plan.

Traction doesn't disappear at high speed or on uneven terrain, it just requires more skill to maintain.

4. Restore your enthusiasm

Nothing can so quickly revive your business as genuine enthusiasm. The mundane tasks of working in your business can rob you of time and energy you need to work on your business.

The fatigue from this can even make you forget the reasons you originally got into your business. A marketing calendar can restore your enthusiasm, as the process works for you like a well-oiled machine.

5. Personality traits for success

Despite the pressure to perform, marketing doesn't get instant results. It takes personality and persistence to persuade people, and have the energy to persist.

Jay Conrad Levinson, the Father of Guerrilla Marketing, identifies five personality traits that are critical to marketing success: *patience, aggressiveness, imagination, sensitivity, and ego strength.*

All of these traits can be cultivated to increase your success. They make for a powerful brew. And if you are not blessed with this magic combination from birth?

Learn from the experts and experience. Expand your knowledge and network. Engage yourself in ongoing improvement. Partner with the right people.

Resources

Guerrilla Marketing in 30 Days, by Jay Conrad Levinson and Al Lautenslager, may be the ultimate resource for creating a Guerrilla Marketing calendar. Visit: <http://www.market-for-profits.com>

"Creating a Guerrilla Marketing Calendar," shows an example of how a retailer might plan a marketing calendar, and gives important reasons why. Visit: <http://news.bookweb.org/features/2942.html>

William Reed, Guerrilla Marketing Master Trainer
<mailto:info@gmarketing-genius.com>
<http://www.gmarketing-genius.com>

To sign up for this free newsletter, as well as *Will Reed's Mind Mapping STRATEGIES*, please visit online and register.

Cashing in on your calendar

- *Guerrilla mindset (January)*
 - *Marketing metrics (February)*
 - *Searching for synergy (March)*
-