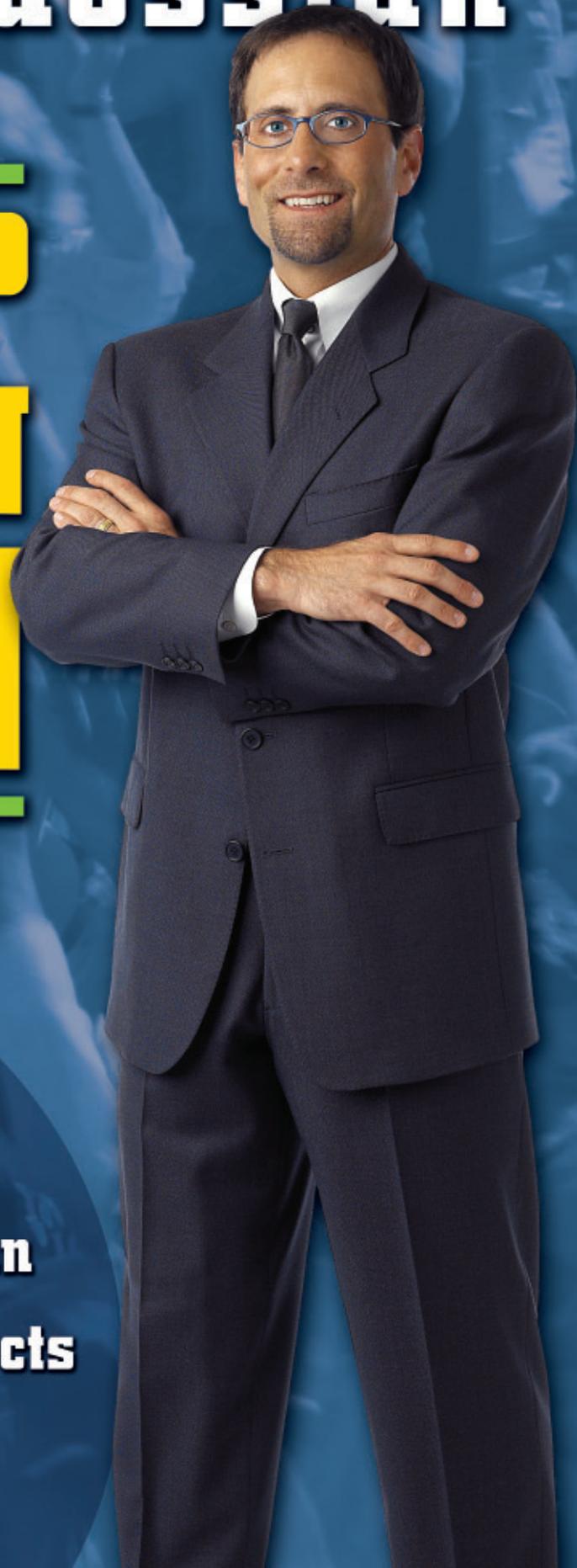


Alex Mandossian

**7 STEP
ACTION
PLAN**



how to write
a **7**-step online
guerrilla marketing plan
that converts your suspects
into raving fans



About Alex Mandossian

Alex Mandossian is considered one of the top 10 freelance direct marketers in America today and owns one of the largest marketing libraries ever assembled ... with over 1,800 rare books and volumes dating back to the 1800's.

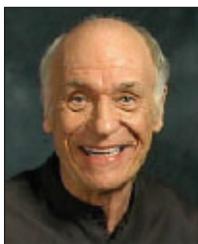
During the past 14 years, Alex has helped his clients generate over \$203 million in sales from TV spots, infomercials, QVC, Home Shopping Network, national retail catalogs, space ads in *Parade Magazine* and USA Weekend, direct mail, web marketing, and of course, postcards.

Here is what Mark Victor Hansen, public speaker and best-selling author of *Chicken Soup For The Soul* and *One Minute Millionaire* series, has to say about Alex:

"The first time I watched and heard Alex Mandossian give a marketing presentation, my pen ran out of ink because I took so many notes! Alex's greatest gift is the way he uses the power of stories to make his marketing strategies stick in your mind."



Here is what Jay Conrad Levinson, best-selling author and acknowledged father of "Guerrilla Marketing," has to say about Alex:



"Alex Is A Guerrilla Marketing Genius! He is one of the top Guerrilla Marketers in the world. He has written more one-on-one Guerrilla Marketing Plans than anyone else I know. Take time to listen to what this man has to say — he will teach you how to convert your shyest, most skeptical prospects into loyal and lifelong customers. Truly, Alex is a Guerrilla Marketing genius!"

With one of Alex's websites that sells just one product, Alex makes five-figure cash profits every month, and has done so — on auto-pilot — since that site went live in April of 2001.

*Marketing
IS combat
and you
NEED a
strategy*

Why Guerrilla Marketing?

Marketing is war, anyway you look at it. You are battling other competitors. You are battling for mindshare of your prospects, customers and evangelists. Marketing IS combat and **you NEED a strategy.**

Jay Conrad Levinson, the father of Guerrilla Marketing, has been teaching this since the 80's. He has millions of books that have been printed in over 38 languages.

According to him, I have done more Guerrilla Marketing plans than anyone else living on the planet. I think there are about 8000 people who have learned how to write a Guerrilla Marketing plan through me.

Many of those plans have been one-on-ones. I think I have done over 3,000 one-on-ones in about five years. It's phenomenal. I do group sessions now, and I teach one-on-many.

Like many others, you can join the ranks of successful people that are using this powerful tool to build and grow their business.

The Customer Continuum

The diagram on the next page illustrates the goal of moving a stranger from suspect status to that of evangelist.

Our job as marketers is to move them from left to right...from suspect to prospect to customer, and finally evangelist.



An evangelist makes up the 20% of your customers responsible for 80% of your revenue

You start with a **suspect** — a total stranger who doesn't know, like or trust you. They are not yet on your opt-in list.

A suspect becomes a **prospect** once they join your opt-in list. They haven't bought yet, but they opted in. And, they opted in within the last 365 days.

If a prospect hasn't opted-in in the last year, they are a suspect. Do you see the way they fall back on the continuum?

A **customer** is someone who has paid you \$1 or more within the last 365 days. If they paid you \$1 on a teleconference, or if they paid you \$1 for a trial offer, they are a customer. If it's been a year since they've purchased, they are a prospect.

If you are a doctor, your customer is a patient. If you are a mentor or a coach like me, he or she would be your client.

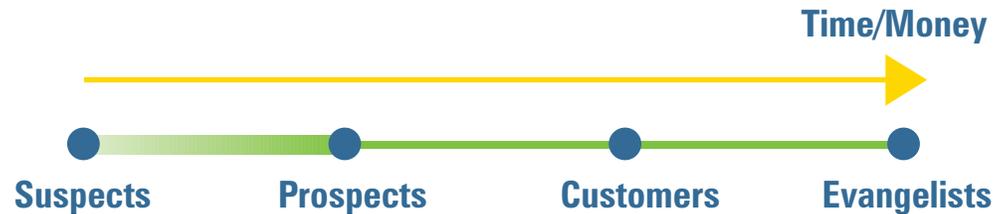
What is an **evangelist**? An evangelist makes up the 20% of your customers responsible for 80% of your revenue.

It's very easy to find out which 20% of your customers generate 80% of your revenue.

This is like an MBA course on marketing. It's all very simple. All you need is a spreadsheet to figure that out.

Where Do You Spend Your Time and Money?

Spend more time with evangelists than you do with suspects



I want you to **spend more time with evangelists than you do with suspects**. I want you to spend more money on evangelists than you do on suspects. Most people do just the opposite. They spend all their money on suspects, or total strangers. That's crazy.

Spend more time and more money on customers than you do on prospects.
Spend more time and money on prospects than you do on suspects.

If you are a customer of mine, a client...do I spend more time on you?
Do I spend more money on you? Of course, I do.

I just came back from a seminar where I purchased two nights' stay for my clients and breakfast on Sunday morning. They are also getting a bunch of free special reports, plus a teleconference this Thursday night.

I am spending a lot of money on them because they have bought from me. They are putting bread on my table. They are increasing the lifestyle of my family. Suspects don't get that same kind of treatment.

My mother taught me this. Strangers used to get chuck steak. Our family got filet mignon. Most families do just the opposite, don't they?
I hope you are nodding your head "yes."

Turning a stranger into a friend will be the most difficult thing to do in your marketing

Don't do that. Spend all your money on evangelists. Why not? They have financed the gifts that you give them. They have financed the time that you are going to spend on them.

Suspects to Prospects: Turning Strangers into Friends

You can have multiple Guerrilla Marketing plans just for the different types of customers coming into your business.

Do you talk to a customer the way you talk to a prospect? Of course not. Do you talk to a family member the same way you talk to a total stranger you see at a grocery store? Of course not.

In this 7-Step Guerrilla Marketing Plan, I am going to focus on turning suspects into prospects because turning a stranger into a friend will be the most difficult thing to do in your marketing.

You will find an Action Plan to assist you in applying this material to you and your business at the end of this manual. This is meant to help you get going quickly and effectively.

Let's get started!

You must ask yourself the 7 questions of the Guerrilla Marketing Plan.

*Gradually
court your
prospect to
becoming
a suspect*

Question #1: What is Your Marketing Asking Suspects to do FIRST?

The key word here is **first**.

Keep in mind that you would have a completely different Guerrilla Marketing plan that says, “What is your marketing asking prospects to do **first**,” or customers or evangelists. In this plan we are talking about turning suspects into prospects.

What is your marketing asking suspects to do **first**?

We speak to customers, prospects and evangelists differently. The reason why we approach them differently is because we are trying to get suspects to become prospects.

Some of them will become customers, but very few — maybe 2%. The majority will want to just become prospects.

So, instead of having them leap frog and go for the one-night fling, which doesn't work the morning after, what we want to do is **gradually court them** and go up the marketing continuum from left to right.

The Two Most Important Things You Can Do FIRST to Turn a Suspect into a Prospect

There are two things we can do first to get a suspect to become a prospect: One is online and one is offline. There are a myriad of other things, but I am going to give you the two most important things here.

*You want
to turn
that online
stranger
into a
prospect*

1. Online - The Opt-In

Online a stranger comes to your page and you have an opportunity to get them to opt-in. They become a prospect instantly. Right?

Example #1: www.MarketingWithPostcards.com/freechapters

This is an example of my “shy yes” page. A “shy yes” to me is not a yes. A **“shy yes” is a prospect page**. They are becoming a prospect.

And after they fill in that information, they go to my main sales letter. But, I already have their opt-in.

Jonathan Mizel calls it the “name squeeze.” I believe Stephen Pierce created the whole “name squeeze” concept for certain industries.

I’ve been using this concept for about 2 1/2 or 3 years. The reason? It’s a lot easier to get a “shy yes” than it is a “yes.”

Example #2: www.eFiltrate.com

This site belongs to my good friend and client, Dori Friend. If you go here you will find another “shy yes” page. She is going straight for the opt-in.

Different Types of Opt-Ins

Delayed Pop-Ups

www.AudioGenerator.com has an example of a delayed pop-up.

*You have to
get them to
opt-in so
you can
communicate
with them*

Name and Email Form — Box Format

These are opt-ins that have a box where you just fill in your primary email address and name.

You can see examples of these types of opt-ins at www.WealthDiva.com and at www.MarketingBrainDump.com.

At www.MindMotivators.com our opt-in can be found right in the middle of the page.

Exit Pops

You could have an exit pop opt-in. You can see exit pop opt-ins all over the web, including an example at www.MindMotivators.com.

You can also check out my good friend, Yanik Silver's exit pop at his website, www.InstantSalesLetters.com.

They come in different forms. But, basically, you just have transformed a suspect into a prospect.

At www.AskDatabase.com, we have a very unique opt-in process. Go there, and check it out.

So, that's what you do online — get your suspect to opt-in and become a prospect that you can communicate with.

2. Offline

Offline, I recommend you use a 24-hour recorded message. Why 24-hour? So that people can lurk. They don't have to speak to a

*Remember
that first
impressions
last forever*

salesperson. More people will call if it's 24-hour. I would also make it an 800 number, or a toll-free number.

Now, when someone calls that recorded message and they leave their name and number or their name and email address, what are they doing? They are opting-in, only they are doing it offline.

Do you see the power of that?

So, that is Question #1: What is your marketing asking suspects to do first? In the online world, we want an opt-in.

In the offline world, we want someone to leave his or her information on a recorded message, preferably toll-free and recorded.

Question #2: What Benefits Will You Stress to Get Suspects to Do that First Thing, Which is to Opt-In?

There are three things I want to talk about here. **You need three benefits to get suspects to opt-in.** This isn't to purchase your product or service. This is just selling the opt-in.

Your first date with someone is where the first impressions are created, and first impressions last forever. I don't need to tell you that. You experience it every day. Courting a lover, a friend, a spouse is no different than courting a customer.

Many people treat it differently, but it is the exact same thing.

*Don't come
on too hard
and too
heavy, or
they will
be gone*

There's a big difference from selling the first date you have with someone versus selling marriage or asking for the person's hand in marriage.

I'm a man, so I am coming to you from that perspective. I guess women ask men to marry them as well in some cultures, but in this culture anyway, men ask women.

There is a big difference. You don't ask for marriage on the first date. In most cases, it will not work. You may get your face slapped. You may be ignored.

In the marketing world, you are ignored. **When you come on too hard and too heavy, they are gone.** Because you don't see it, you keep doing it. You can't do the same thing over and over again and expect different results — it's insanity.

There are a lot of insane marketers because that's what they're doing. I go for the opt-in. Here are three benefits I use.

1. The Ethical Bribe

First, I always, always, always have an ethical bribe. You must have an ethical bribe. **It must be relevant and specific to what your product is.**

Let's look at some examples.

Example #1: www.AskMyList.com/testimonial

Suppose I want to get a testimonial from you because that creates a great sublist for me.

Give an ethical bribe to get a testimonial

Let's say that you were just on one of my teleconferences. I would give you an ethical bribe during the call to persuade you to give me an audio or written testimonial at www.AskMyList.com/testimonial.

I'd offer it to you during the call because, if what I'm giving you in the form of content is valuable, then it's nice and fresh in your mind. The moment you got off the call, I'd get a testimonial.

I'd be getting an opt-in, wouldn't I? It may not be the first time you'd be opting-in to me, but it would be a very good sublist.

Wouldn't you agree that testimonials are a very good sublist? Aren't they higher-end prospects? Aren't they closer to that customer line or the customer dot on the continuum? Aren't there different gradients of prospects?

It's important that you understand that there are different types of opt-ins. That's one example at www.AskMyList.com/testimonial.

The ethical bribe is my *Value per Visitor Calculator*. It's a very powerful spreadsheet. You may have it already because you've already given me a testimonial there. That testimonial is going to be audio or written, and I am going to give you something in exchange.

Example #2: www.MarketingWithPostcards.com

Give an ethical bribe away. I give away three free chapters to those thinking about purchasing my *Marketing With Postcards* course. Go to www.MarketingWithPostcards.com and you'll see the three free chapters that you get. That's an ethical bribe.

*Make your
ethical
bribe
relevant
and specific
to your offer*

Example #3: www.eBookGenerator.com

At Armand Morin's www.eBookGenerator.com, you get an online video to see how to use this eBook Generator software.

That video is relevant and specific to his offer.

Example #4: www.WealthDiva.com

This is a site I wrote for a client that has increased the financial literacy for women.

When you go to www.WealthDiva.com, you'll find the ethical bribe to be a free special report on the topic of building wealth.

Again, this report is relevant to what suspects would be looking for when they visit a website about women and finances.

Example #5: My \$1,800 Teleclinic Series

Let me give you one final example of an ethical bribe. I have an eight-month course coming up. It's a teleclinic series that sells for \$1,800.

For the first time ever, I am marketing it to my list, and I have some affiliate partnerships, because I really want a lot of people to have access to it. I've recently moved over from presenting it at conferences to marketing it to my list.

Now, what's very, very interesting about this is you must call in to sign up for it. I'm going to launch it in about a day or two

The best ethical bribes are ones that are solid in one form of content

from the day of this writing. I've already made a pre-announcement at a recent seminar.

Use these techniques for your own marketing. You could use a pre-announcement like, "The bribe is about to come," and then, boom, "There is going to be an ethical bribe."

The only way to sign up for this teleclinic is to call a phone number. That phone number is to my assistant.

Whether or not you decide to take advantage of it, you are going to get the *Value Per Visitor Calculator* — just for calling.

I am trying to bribe suspects to become prospects and ultimately, clients and customers to attend this eight-month series.

I have never sold an \$1800 product to my list directly before. Well, here I am doing it. I haven't seen anyone else use the methodology of having people call in.

There is no online process. You must call in. You get that bribe just for calling.

The Best Types of Ethical Bribes

I have found that the **best ethical bribes are ones that are solid in one form of content**. For example it could be a PDF special report, a white paper or a free trial of some kind.

Give them something specific and relevant to what they're searching for

I also like audio ethical bribes. For instance, a 10-minute audio on how to increase your production capabilities in less time. I call these action secrets. I would give it a title such as, "How to double your income and triple your time off."

I don't believe in the newsletter as an opt-in. That was the oldest way to get people to opt-in. I believe in a single approach, not a multi-stream approach, because I just think it seems more valuable to the opt-in person.

If they're getting one thing, it's a lot more consumable, more digestible, and they aren't going to have to do all this extra work of reading.

Back to our dating example...

A single delivery approach is a lot easier than saying, "Hey, I want you to read my newsletter every single week." It's much less work, and it's a better first date. A newsletter says, "I want you to date me every single week for the rest of your life, until you decide not to."

That's not as appealing as saying, "Do you want to go out for a cup of coffee?"

Also, as you know, people have become very skeptical about giving out their email addresses and overwhelmed by large amounts of email to begin with.

Give them something specific and relevant to what they're searching for and you've created a win/win. They get instant content and you achieve your goal of being able to contact them in the future.

*Place your
privacy
policy right
next to the
point of
action*

Another major reason I have suspects opt-in with a very specific activity is that it's less work for me.

A newsletter or eZine means WORK. Later we're going to be talking about opportunity costs and how you can know which things you should be spending time on in your business.

In general, I don't believe that online newsletters are one of them...at least that has been my experience.

The number one benefit, I believe, is the ethical bribe.

Let's turn to two other important benefits that will increase the chances of getting your suspect to do that first thing, which is to opt-in.

2. A Privacy Policy

Number two is a privacy policy. In these days of spam, you have to have a privacy policy that states your respect for the suspect or customer's email privacy as well as for their personal information.

It needs to be placed right next to the point of action. Wherever your opt-in box is, you had better have a privacy policy right there. Don't bury it deep in the bowels of your website — it's not relevant when it is deep in the bowels of your website.

It should be right underneath the "Submit" button so that people know that you honor their privacy. It's that little extra benefit that will get them to opt-in.

*You must
build trust
with your
suspects*

Remember to also state your privacy policy on your recorded message when people call in.

These are simple but important strategies that will help you in building trust with your suspects, and remember that turning a suspect into a prospect is the most difficult marketing you will do.

All these tips I am giving you play a very important role in that process.

3. “No Cost, No Obligation.”

The third benefit (there are many more) to use to increase the likelihood of getting the opt-in is “No cost, no obligation.”

You don't want it to cost suspects anything to opt-in.

A “no cost and no obligation to buy” statement is one of the benefits of opting in. They risk nothing by opting in, and they know they can always opt out. You will take them off the list.

So, there is no cost and no obligation, no further commitments on their part. It's very important that you make that clear to them. No further commitments, no further responsibilities.

In fact, they don't even have to read, use or consume what you gave them. They can always unsubscribe. That way, the burden of risk is on your shoulders, not theirs.

*Research
what your
target
market
wants*

Question #3: Who is Your Target Market?

The third question in your 7-Step Guerrilla Marketing Plan is: Who is in my target market?

This is a very simple question to answer because the **target market is about the conversation in the suspect's mind.** What is the conversation in their mind when they are looking for you? What are they typing as they are searching online?

How to Get into Your Suspect's Mind: A FREE Tool

I am going to give you a free resource online to find your target market because research is one of the best ways to find target markets and the Internet is the best place to do research. Period.

Where else can you be plugged into all the universities, libraries and search engines in the world?

Go to www.GoodKeywords.com. It's put out by Softnik Technologies. This is a free piece of software that is going to prove to be very useful for you and it is the fastest and easiest place to start your research.

You can also find the same search tool at <http://Inventory.Overture.com>. You can access this from the Internet.

This is a very simple way to find out what is being searched on in Overture, one of the bigger pay-per-click search engines.

In order to come up with a product to sell, you must know who your target market is

When you go to the Overture tab in the GoodKeywords software you will see that this is just one of the things that you can search through. They have Overture U.K. They have Lycos, Teoma, Link Popularity.

They have all sorts of things on this little piece of software that you get for free. It's just fabulous.

Let's look at some examples of how to use this powerful tool.

Example #1: Keyword — recipe

I love this example. When I type in the keyword “recipe,” it tells me that there were over one million searches for the word “recipe” last month.

Actually, there were 1,083,166 searches. That's a lot! Did you know that there were 160,216 searches for “crock pot recipe”? Would you have ever thought of that?

Did you know that “chicken recipe” had 112,088 searches last month, “low carb recipe” had 78,886 and “cookie recipe” had 66,599?

So what, Alex? What does that mean?

Well, who is in my target audience? This is what I want to know before I come up with my product. I want to know who is in my target audience because if I find out who my target audience is, I can come

You cannot create demand

up with a product to sell to them. You cannot create demand. You just can't. It's way too hard.

The fax machine was invented in the mid 1800's by a Scottish clockmaker, Alexander Bain. The fax machine started working for practical use in the 1980's. It really didn't come into fruition with plain paper until the 1990's.

Why? Because it was a network. The fax had relevance in the late 1900's. It didn't in the 1800's.

You cannot create demand. You can't. You can only channel demand in your direction. You don't know door-to-door who wants chocolate chip cookies if you are on your block, but if you stand in front of a grocery store, you pretty much know one out of two people may be buying dessert or cookies.

That's how I became the number one Cub Scout cookie seller in 1973 and took my neighbor, Billy Spangler. I've told that story many times before.

So, find the traffic and channel it. It's like when a beaver re-channels the flow of a stream by putting a dam up — he just re-channels the flow. You want to do the same thing — channel it in your direction.

Create Your Product Based on Demand

Let's take a look at what you could do with a very simple set of keywords. Let's say that you had all these recipes for desserts. That's

*Give up the
early profits
for future
long-term
sales*

the business you are in. You see that “cookie recipe” has 66,000 searches. Wow! That’s pretty narrowly defined.

So, you create an eBook, *21 Mouthwatering Cookie Recipes You Can Prepare in Less than 20 Minutes for Less Than \$20, Guaranteed.*

Now, do you think that someone would be interested in that eBook? How long would that take you to write? Not very long.

Would you give that away for free? Absolutely. After they ordered it, I would even ask them what other types of dessert recipes they would like. At that point, you could start selling them or get them on a membership site where you could give them one or more new recipes per week. Would that be cool?

How did it start? It started by finding your target market from www.GoodKeywords.com “cookie recipe.”

You can do the same thing with “chicken recipe” or “crock pot recipe” or “low carb recipe.” Get the opt-in.

Turn the stranger into a friend by finding out where your target market is — by understanding the conversation in their minds.

Pay for that traffic. Why not? **Give up the early profits for future long-term sales.** That’s what good business does, and watch what will happen.

Example #2: Keyword — paintball

If I typed in the word “paintball,” I’d find out that it’s a huge target market. “Paintball” has 247,612 searches.

Figure out what your target market is typing into search engines

This is a game, by the way, if you are not familiar with it. “Paintball gun” has 149,621 searches at the time of this writing. It changes from month to month. “Paintball marker” has 20,981 searches.

I don’t even know what a paintball marker is, but let’s say we had a website, like www.PaintballMarkerSecrets.com, and an eBook titled *21 Ways to Get the Most Out of the Paintball Markers You Buy, Guaranteed*. I don’t even know what a paintball marker is. I have no idea. I don’t even play this game, but do you think someone would be interested?

Yes — because you are channeling demand.

So, find out who your target audience is. I have no idea. Figure out what it is they are typing in the search engines, and use a free tool like Good Keywords at www.GoodKeywords.com. It is free, and you will be amazed what happens, not only to your traffic, but also to your pocketbook.

How to Take Your Research One Step Further — “Just Ask”

Now, this is where your research becomes even more valuable to you as you collect data that will help you to create the very products that your market wants and needs.

You are going to be able to get inside their heads and develop your eBook, teleconference, audio product, etc. based on exactly the information that they are searching for.

Ask
people
what
they are
looking for

The tool and method that you will use to collect this data from your “suspects” can be found at www.AskDatabase.com.

How do you find out exactly what all of these people are looking for online? You ask them — that’s how. Couldn’t be simpler.

Here’s what you would do, using the paintball keyword as an example.

At the site, you would go through a simple set of steps that would result in a piece of code for you or your webmaster to paste at your website.

You are creating an ASK® Campaign based on the target market research you did earlier. In this case, we are using the paintball example, so our ASK® Campaign would read as follows:

“What’s your single most important question about paintball?”

Now, these same people researching under the keyword “paintball” can enter their most important questions, and you will have unbelievable data of which you can create your product for this market.

Sound simple enough? To sign up for a special 21-day trial offer click the link and go to “Sign Up” in the upper right corner. Here’s that link again. www.AskDatabase.com.

So, that’s how you can use the free tool at <http://Inventory.Overture.com> or www.GoodKeywords.com to help you create your product.

*Find out
who is
paying
the most
for their
advertising*

Bonus Tip.....

I like Overture for another powerful reason.

Google AdWords, which is a pay-per-click search engine, is very quick and simple to use, but Google AdWords are hierarchical by relevance. Google decides where the AdWords should be.

With Overture, whoever pays the most amount of money is at the top.

So, what you are finding are people who are paying the most amount of money for clicks. That is **very valuable to me for joint venture opportunities** because it shows me who has got the most money to spend.

I can't really find that out with Google AdWords because they put their hierarchy by relevance. Overture still has the old model. Many people take pot shots at them, but it's very valuable to me as a marketer.

If I know they are spending more money, and they are still number one, then that is a pretty good keyword.

You can find out who is paying the most money for clicks at Overture by going to www.Overture.com.

Once there, type your keyword in the search box at the bottom left of the home page. Click on "View Advertisers' Max Bids" at the top right of the next page. Enter the security character code that you see and Voila! You can now see exactly who is paying what in advertiser costs for this particular keyword.

You must be able to grab mindshare

Question #4:

What Marketing Strategies or Weapons Will You Use to Get Suspects to Become Prospects...to Do that First Thing?

The first date has to be there for you to get married with a customer. It has to be there for you to be engaged with a customer. It has to be there for you to date exclusively with your customer.

What is dating exclusively? It could be someone reading your autoresponder sequence. When they read yours, they are automatically not reading someone else's because most people just don't have the time.

You need to get into their world in such a way that you seduce them, not sell them. You pull them into your world and grab mindshare because that is what you are vying for.

Now, I want to teach you eight strategies or weapons that will greatly increase your chances for grabbing that mindshare.

1. Free Teleseminar

First and foremost, the most important tool that I use right now is a free teleseminar. Call it a teleconference, teleclinic, telecall, whatever tele you want to call it. It works.

It's a very intimate way to get suspects to become prospects. If you opt-in to any of the sites that I use as examples during one of

Teleseminars are intimate

my teleseminars, then you are becoming a prospect as a result of being on that call.

It's a heck of a lot more intimate than email. It's a heck of a lot more intimate than voice mail because it's interactive, isn't it? It's a lot more intimate even than instant messaging because there is audio.

I want you to use free teleconferences. It's a very, very powerful tool, strategy or weapon to turn suspects into prospects.

2. Autoresponder Series

Here's another key strategy. You need to have an autoresponder series of some kind. There are simple tools you can use to do this.

I recommend www.1ShoppingCart.com, which has an autoresponder suite that you can use for \$20 a month or other more complete packages that include your shopping cart and affiliate program management among other things.

Rob Bell is the CEO there, and they are one of my oldest clients. This is a very reliable service.

As a Follow-Up Series

An autoresponder can be used in more than one way. They can be used as a follow-up mechanism to warm up prospects and turn them into customers. That's the most obvious way, but there's another way.

*It is your
job to
make the
prospect
love you*

As a Means of Getting the Opt-In

When I am at a teleconference, or when I go to a physical conference, I give out an address. It is Teleclinic@ThatOneWebGuy.com.

I tell people, “Would you like to engage in a 50-minute to one-hour conference call? Would you be willing to listen to me give you a 7-step Guerrilla Marketing plan?” Everyone nods, “Yes.”

I say, “Great! Write this down — Teleclinic@ThatOneWebGuy.com.”

When they send that email, I have it set up to systematically forward to one of my 1ShoppingCart autoresponders. This autoresponder automatically sends them the information for the conference call.

They instantly get the passcode, phone number, the date — all the information that they need. I can go in and update that information as my teleconference schedule changes.

This is a great way to turn a suspect — even in a public speaking environment — into a prospect.

As they experience me, I am either going to get them to love me or hate me. There is no other way. They are never undecided with me. They either love it, or they dislike it. I don't think I've got anyone hating me.

They either say, “Yes” or “It's not for me.” Period. The people who say, “It's not for me” are the ones that don't want to work. They want me to create a welfare system for them, for me to do all the work. That's not what I'm about. There are some people that feel that way.

Autoresponders are a powerful marketing weapon

That's not for me. I am looking for marketing partnerships. In fact, I am no longer doing one-on-one consultations. It just doesn't make sense for me at this point in my career.

Because of that, I don't mind doing one-on-many. If there are 50 or 60 people on one of my calls, that is time very well spent for me. I am syndicating. I am covering my entire \$450 an hour cost over 50 people.

Do you see that? You should do the same thing, and use an autoresponder to get them to opt-in.

Don't you get the opt-in when you have them mail an autoresponder? The answer is yes. It's a very powerful strategy or marketing weapon.

3. Voice Mail

Another great marketing weapon, which I mentioned earlier, is voice mail. No one uses voice mail. Use voice mail, and make it a 24-hour recorded message — give them a toll free number. I'm telling you to use voice mail from now on.

If you want some voice mail capabilities, just email me, and I will send you the companies that I use. My email address is AlexM@AskMyList.com.

4. Give a Guarantee

Another strategy that you can use is a guarantee. Sometimes a suspect has to have, beyond a shadow of a doubt, confidence that you are going to refund them if they don't get what they thought they were going to receive.

*The
stronger the
guarantee,
the more
sales you
will get*

With all my paid teleconferences, I have what is called a 365-day, money back guarantee. It has become quite famous and popular in the industry.

I don't call it a one-year guarantee. It's not as dramatic. This is my 365-day guarantee. I tell them, "If at any time 365 days after this teleconference you wish to get your money back, call me and I will write you a check on the spot."

They do. I've had a few refund requests. I think it's insane, but I have had refund requests, and I have honored them.

This will, overall, increase your sales a lot. **Testing proves that the stronger the guarantee, the more sales you will get.**

Even if you do have the odd return, your increase in sales will more than make up for it. So, don't be afraid to offer a strong guarantee, and be prepared to honor that guarantee.

5. Direct Mail

Another weapon I use is direct mail. For example, I do this with customers that ask for a refund because it's an opportunity for me to send them a direct mail letter and try to get them to sign up for a product that I own. In this case, it's AudioGenerator®. I send them to my affiliate link, www.AudioGenerator.com/alex.

I try to get my refunds refinanced by having them purchase something else. That is a great strategy, because now they are back to suspect status, are they not? They are now suspects. I am trying to get them to prospect and, ultimately, to customer.

Spying on competitors is a great strategy

This is the ebb and flow in marketing.

6. Spying on Competitors

Another great strategy or weapon is spying. It's overlooked online, but it is a very powerful strategy, and it's very easy to do.

Any time you have some keywords that you think your target market is typing in, find out who pops up. What websites are popping up for those keywords? They are your competitors.

Here is an old story. When I used to mow lawns, I had my neighbor, Billy Spangler, go down each block about once every 90 days and say, "Hey, I want to mow your lawn." I wanted them to say no to him because they were my customers. If they said yes, I knew I was in trouble. I got to find out why they wanted to jump ship from me.

Well, it turned out that one time Mrs. Williams, who was a widow said, "Yeah, Billy, come on. Tell me how much it will cost to do my lawn." So, Billy came back to me with that information.

I had him spying on my customer. Right?

It was devastating to me. I think I was 11 or 12 at the time. I said, "Go find out why she wants to switch."

So, he came back and she had told him that I had been doing the edging in a very sloppy way. I wasn't doing it with as much tender loving care as I did before. Maybe I was in a hurry. I don't know.

*You need
to get at
the truth*

I got that information. I thanked him for it. I paid him a candy bar. That was my token of appreciation.

Guess who had the most handsomely edged lawn the following week? Mrs. Williams. That is spying on myself.

Do you want the truth? You spy on ex-customers and ask them questions. You spy on your competitors and you will get the truth. **You will never get the truth from your customers.**

Your customers will always lie to you or give you what you want to hear for two reasons: 1) They want to rationalize their purchase to make sure it was intelligent, and 2) they don't want to hurt your feelings.

Ex-customers don't care. Prospects typically don't care. They care a little bit more than ex-customers, but not too much. And, of course, the competitors don't care, as well.

Do you want to really spy? Why don't you purchase your competitors product and see their autoresponder series. Check out their opt-in bribe and what they have to offer. Check out their benefits list. The benefits list is another strategy you can use.

7. FAQ'S

How about FAQs — Frequently Asked Questions? It's a great strategy — a great weapon.

What is the conversation in the prospect's mind? Those are a bunch of questions going on in their minds. Right then you could be eight questions away from a sale.

Word-of-mouth is about you, not your product

Why don't you go to a competitor, spy on them and figure out what their FAQs are? They must have known something you don't know. Why go from a standing start?

8. Word-of-Mouth

Word-of-mouth is not about the product. It is about the person. If I get word-of-mouth from a teleseminar, it is because it is about me. It's not about the content as much as it is about me. "He's delivering all this stuff for free." That is what I normally hear people say.

When my wife, Aimee, and I are at a restaurant and we've had a bad meal, we'll go back if we have a relationship with the owner. Typically we will cut them some slack. It's not the meal that I am giving word-of-mouth advertising about. It's the people behind the meal.

So, you want to be special? Great. All you need to do is build value about who you are, or build value about your company brand.

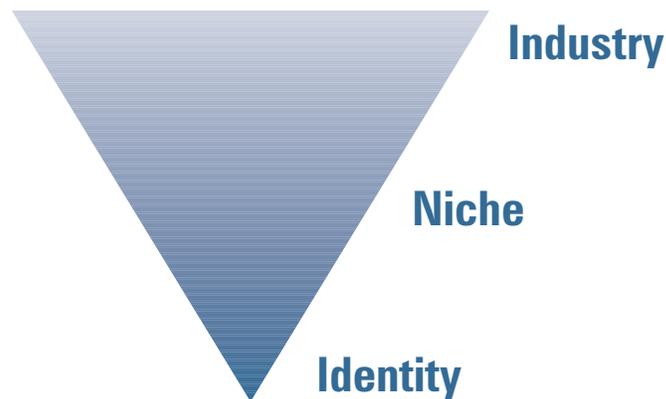
Nordstrom has a great brand. Their identity is outrageous customer service. If you are a coach, then you are known for some certain specific things within your niche.

Make sure that value is clear to your suspects and prospects. Otherwise, they will never give you word-of-mouth. They have no idea who you are.

Questions #5 and #6 - The Dynamic Duo: What is your marketing niche? What is your marketing identity?

You need to know what makes you different than anyone else

The inverted triangle or funnel diagram:



The diagram above illustrates how you need to differentiate yourself in the marketplace. It goes from the most general — the industry you are in — to the most specialized — your identity, or what makes YOU different than anyone else.

As you go deeper and deeper and deeper, you become more individualized.

Let's look at some examples.

Example #1: McDonald's

INDUSTRY: fast food

NICHE: hamburgers

IDENTITY: consistency and cleanliness

*Go deep into
your identity
to find what
differentiates
you*

This means that a McDonald's hamburger tastes and looks the same whether you are eating it in Moscow, Montana or Manhattan. The McDonald's restaurant should also display their value of cleanliness in all three places.

Example #2: Federal Express

INDUSTRY: delivery business

NICHE: overnight delivery

IDENTITY: small packages that are reliably delivered overnight

Their identity — reliable, small package, overnight delivery is what makes them different from DHL or even UPS.

DHL and UPS don't have the same identity. They are not known for their overnight reliability the way Federal Express is. That is why their tag line, "Absolutely, positively delivered by the next business day" has stuck so well. It is because their identity was clear.

Example #3: Nordstrom

INDUSTRY: retail

NICHE: department stores

IDENTITY: outrageous customer service

Nordstrom doesn't compete with Wal-Mart, K-Mart and Target. They compete with Saks Fifth Avenue and Macy's.

What is their identity, in my opinion? What is the first thing you think of when you think of Nordstrom? You think of outrageous customer service. You can return a car or truck tire to

You must know your industry, niche and identity

Nordstrom, and they will take it. There's a famous story about that. I'm sure it's been done more than once now. That's outrageous customer service.

Example #4: Alex Mandossian

INDUSTRY: information marketing

NICHE: Internet marketing

IDENTITY: traffic conversion

What is my industry? My industry is information marketing. That's how I make money — by selling information through mentoring, partnering or products. It's all information products. It's a very, very profitable business.

What is my niche? My niche is Internet marketing. I teach people how to sell information on the Internet.

What is my identity? My identity is traffic conversion. I am a conversion strategist. I am pathetic at creating traffic, but I really know what I am doing when it comes to converting and using psychology, and I can teach anyone to do that.

In fact, in my eight-month teleclinic series, two hours per month is designed to increase web traffic conversion. That's why it is so expensive. It's all my secrets crammed into 16 hours over eight months.

The reason it is eight months, by the way, is because that is like sipping a water fountain. That's not sipping a fire hose. I believe in spatial learning.

*Don't give
away
everything
at once*

I'm not going to give you everything at once. I'm not going to even allow you to have everything at once. You are going to get things one piece at a time.

How do you eat an elephant? One bite at a time. I can charge more because of that, and I can teach you to consume that information. So, by the time we get to call two, three, four or five, you've listened to calls one, two, three and four at least three or four times.

That's what I have you do. That way it sticks. If you are an information marketer, use the power of spatial learning.

That's my identity. I am a web traffic conversion strategist. I'm pretty good at what I do, not only for my website, but for my clients' websites. One of my secrets is not needing a whole lot of traffic to convert into cash.

One of the most famous headlines I ever wrote was, "Discover the Secrets to Convert Less Than 100 Visitors A Day into a Five-Figure Income, Month After Month." I took a weakness and I turned it into strength. I'm a conversion strategist.

Bonus Tip

A great strategy in your copy is to show your warts. **Admit your faults.** It makes you human. I am pathetic at creating traffic. By telling you that, you know exactly what I am not.

*Figure out
what you
are not*

How to Identify Your IDENTITY

First of all, what is your industry? As you go farther down the diagram, identify your niche? Finally, what is your identity?

The easiest way to figure out what your identity is, is to **figure out first what you are not**.

I am not a search engine optimizer. What does that make me? I'm a traffic conversion strategist. In fact, I branded the word "conversion" three years ago. No one was talking conversion back then. Believe it or not, they were just talking about Internet Marketing. I fractured the market.

By drilling a mile deep and an inch wide, it made me a niche or identity marketer.

Here is what a generalist does. They drill an inch deep and a mile wide. You can't do that. That's Proctor and Gamble. You need billions of advertising dollars to do that.

Be a niche marketer, and **drill a mile deep and an inch wide**. Be an identity marketer and drill 10 miles deep and a millimeter wide. That's what I do. That is what is called an identity marketer.

I am reinventing myself as a result of the conferences I do. I am doing marketing partnerships only. Those have been the most successful and profitable marketing things that I have ever done since I've been online.

Next year, 16 people are paying me \$16,000 to have access to my database and my know-how, as well as Armand Morin's database

*You want to
have a
definite
identity*

and know-how, so we can have marketing partnerships together. We will meet three times a year at retreats and once a month, for two hours, on teleconferences.

I recommend for someone to have their own platinum program or group within their own industry. I am calling it AM² Platinum Partnership. It's not a protégé program or a consulting program or even a coaching or mentoring program. It's a partnership.

It's very interesting. It did very, very well at a recent conference.

I put it out there just to make a public statement that I am not doing one-on-ones anymore. I was amazed at how many people went for it. There is a whole evaluation process.

If you are at all interested, you can email me at AlexM@AskMyList.com.

The point is you want to have an identity. I am identifying myself as "The Partnership Guy." I like to create partnerships where I get to share in some of the profits, and all the good that I do, or all the bad that I do. I get to participate in it. If we bleed, we bleed together. If we win, we win together.

It breaks my heart when someone pays me \$2,000 or \$3,000 for consulting, and it makes \$250,000 in the next two months. It has happened, and it breaks my heart. So, now, I would rather get a piece of that. I do it for selfish purposes.

*You will
increase
your
referrals by
knowing
your
identity*

Bonus Tip

The first question I ask at a seminar is, “What do you do?” The second question I ask is, “Why are you here?” The third question I ask is, “Who is the ideal prospect for you?” It’s a little tip if you go to a seminar. Those are the three questions you want answered from people. If you were in front of me, I would be asking you this.

If the guy or lady doesn’t know their identity, you can’t help them. So, you need to figure out what your identity is. That will increase the number of referrals you get. Believe me.

So, again, what is your niche? What is your identity? Those are Questions #5 and #6.

Question #7

What is Your Marketing Budget?

I’ve got news for you. It isn’t just a percentage of gross sales. If you are making \$50,000 or \$100,000 a year or \$1 million a year, it’s not 10% of gross. It’s not 50% of gross.

It has to do with much more than that, and I will give you a tool and some mathematic equations to figure out what it is. I will tell you exactly why I do teleconference calls for free.

I am going to be evangelical about this. **Marketing budgets are not about a percentage of gross sales.** In the startup year, you have no sales. So, 50% of zero is still zero. You need to spend money on marketing to get money back.

You need to know the cost of acquiring a customer

Let's look at how I create a marketing budget. There are two figures you need to know to determine your marketing budget. They are your cost of acquisition and the average value per customer.

Cost of Acquisition

The cost of acquisition is the amount of money it costs you to acquire a customer using a particular method of marketing.

The formula would look like this:

$\$ \text{ spent on marketing campaign} + \# \text{ of customers you acquire} = \text{cost of acquisition}$

Let's look at an example:

Example: Postcard Marketing Campaign

Let's say that you spent \$1000 on a postcard marketing campaign. You sent out 3000 postcards to a target market, and it cost you \$1000.

Out of that \$1000 that you spent in direct mail cost — postage, postcards, etc — you got ten customers. They bought. It doesn't matter what it was. It could be a \$250 course. It could be a \$10 course. It doesn't matter. Let's assume you get 10 customers.

Now, divide \$1000 by your 10 customers. Very simply, you get \$100. What does that represent? That is your customer acquisition cost — \$100.

$$\$1000 \div 10 = \$100$$

*If you don't
measure it,
you cannot
improve it*

Now that you know the cost of acquisition for a particular marketing method, you can apply the following formula to determine your marketing budget for that particular method.

cost of acquisition x desired # of customers = marketing budget

Using the postcard marketing example above:

Let's assume you want to acquire 100 customers:

$$\$100 \times 100 = \$10,000$$

If you want 100 customers, your marketing budget would be \$10,000 based on that particular method of marketing.

Let's say you want 50 customers, and your cost of acquisition per customer is \$100. So, you will need to spend \$5,000. That is your budget.

$$\$100 \times 50 = \$5,000$$

The Value of Testing

I've just shown you the value of knowing the cost of doing a specific type of marketing and how many customers you get from that specific type of marketing.

That's called testing. If you don't measure it, you cannot improve it, as Tom Peters' states in his best-selling book, *In Search of Excellence*.

If you are spending money, you better be testing

Different methods have different customer acquisition costs. Postcard marketing has different customer acquisition costs than a pay-per-click method. You have different methods of acquisition costs. You'd better measure all of them if you are spending the money.

You need to test. That is one part of your marketing budget. That is the cost part.

Now let's look at the revenue side...

Average Value Per Customer

What do you average per year, per client? Do you even know? You'd better. If you're in business for three months, just take an average and multiply it by four. What do you generate per customer, per year?

Here's the formula:

total \$ in sales (per year) (total # customers (per year) = Avg. value per customer

Example #1

Let's say that you have \$50,000 revenue from sales last year and that amount was generated by 100 customers. Your average value per customer would be \$500 as shown below.

$$\$50,000 \div 100 = \$500$$

Example #2

Let's suppose you've only been in business for three months and your customer sales so far are as follows:

*One year on
the Internet
is like
seven years
in the
offline
world*

Customer 1 — \$150

Customer 2 — \$500

Customer 3 — \$1,500

Customer 4 — \$500

Customer 5 — \$500

Since we have data for only three months and not a full year, we will create an estimated value per customer based on the average for those three months.

$$\$150 + \$500 + \$1,500 + \$500 + \$500 \div 5 \text{ customers} = \$630$$

So, in this case, each customer would be worth an estimated \$630.

What a Difference a Year Makes

You need to know the cost of acquisition, and you need to know the average value per year. One year, especially these days, is very important. To me, on the Internet one year is worth seven years in the offline world. One year is almost historic time online.

If you haven't emailed someone in a year, forget it. The email address has changed — 30% of them do.

If you haven't physically mailed someone, you know that at least 10% of those addresses have changed, and that is conservative. I've heard figures as high as 50% or 60% for email within a year and as high as 20% or 25% for physical mail.

It depends on the list, and I'm being very conservative here.

You must be able to determine your marketing budget

Putting it all together

Based on the examples above, let's say that we've determined that our customer acquisition cost is \$100 and our average value per customer is \$500.

If my cost for gaining a new customer is \$100, and in twelve months I am getting back \$500, will I do that marketing again and again? If you gave me \$100 and I guaranteed you \$500 in twelve months, would you say yes? Of course, you would.

That is how we determine our marketing budget.

Know Your Opportunity Cost

Once you know your customer cost of acquisition and the average value per customer, you know what your opportunity costs are.

Opportunity costs involve the decisions you make about how you spend your time. It's the difference between the return you receive from one choice versus the return you would make on an alternative.

Example of Opportunity Cost:

Why I Do Teleconferences for "Free"

My time is \$450 an hour at the time of this writing. It will probably be more in the next few months because I'm not doing one-on-one consultations anymore. As a result, it is costing me about \$450 or \$500 to do a teleconference for free.

You have to know what you are gaining by giving away your time to decide if it is worth it

Why do I do it? Well, I know what my marketing budget is. I know what the cost of acquisition of a new client is.

I know that within 30 to 60 days of doing a call, two new clients will be mine. I know that after 3 1/2 years of doing this.

I know that over the course of a year, each client is worth \$550, on average. Does that make sense?

If it's costing me about \$500 in opportunity costs — that could be paid consulting, for example, I have something I can measure against, don't I?

If I knew on average that I would be gaining two new clients as a result of that free teleconference, wouldn't that be a good use of my time?

Sometimes I get more and sometimes I get none for each one of the calls that I do. If I know that my cost of acquisition is \$500 for a one-hour teleconference and I am generating about \$1000 from clients per year, isn't that a good return on investment for an hour's worth of time?

If you paid me \$500 and I told you, "I promise to give you, with a written contract, \$1000 at the end of the year," would you make that deal? You would do it all day. That's why I do it. I'm doing it for benevolence. I am doing it for cash.

I know how to do that only because I know my cost of acquisition and the average value per client. That's how you get a marketing budget.

*Take these
tools to win
the war
against
your
competitors*

Where to Go From Here

Congratulations! You are now well on your way to becoming a “Guerrilla Marketer.”

You have the tools to win the “war” against your competitors. You alone will decide how quickly you will take action to put these powerful strategies in place for your business.

I want you to read this 7-Step Plan several times to really let the material sink in.

Listen to the audio recording and take note of important points and ideas that you have for your own business while you are listening.

Use the tool recommendations and resources that I have provided for you. Take advantage of my many years of experience, and get started with them today.

Be diligent about completing the checklist found in your Action Plan and please take the time to fill in the worksheets that are provided for you to use.

I want you to have an accurate picture of your business — where you are now, and where you are going. To get there, that requires discipline and commitment on your part.

I have full confidence in you! I wish you the best of sales. Good luck and I hope our paths cross again.

Resource Guide

*Use these
resources
that are
tried
and true*

www.MarketingWithPostcards.com — discover this amazing marketing weapon

www.eFiltrate.com — get through the spam filters

www.AudioGenerator.com — simple way to add audio to your website

www.InstantVideoGenerator.com — simple way to add video to your website

www.WealthDiva.com — financial literacy for women

www.MarketingBrainDump.com

www.MindMotivators.com — psychological tactics to persuade buying

www.InstantSalesLetters.com — create sales letters that work

www.AskDatabase.com — how to get into your suspect/prospect/customer's head

www.AskMyList.com/testimonial — give Alex a testimonial

www.eBookGenerator.com — create your e-book in 12 easy steps

www.GoodKeywords.com — free software tool that allows you to do powerful research

<http://Inventory.Overture.com> — online tool of GoodKeywords-Overture

www.Overture.com — pay per click search engine and great “spy” tactic

www.1ShoppingCart.com — autoresponders, shopping cart solution and more

AlexM@AskMyList.com — to email Alex

Action Plan — Checklist

Action Step	Target Date	Completed
1. Online Opt-In		
2. Offline Opt-in (24 Hr. Phone)		
3. Ethical Bribe		
4. Privacy Policy		
5. "No Cost, No Obligation"		
6. Keyword Research		
7. ASK® Campaign		
8. First Teleseminar		
9. Autoresponder Series		
10. My Guarantee		
11. Direct Mail Piece for Customers that Refund		
12. Spend Time "Spying" on my Competitors		
13. My FAQ's		
14. Word of Mouth - Clarity About Who I Am		
15. Define Marketing Niche & Identity		
16. Determine Cost of Acquisition		
17. Determine My Value Per Customer		
18. Determine My Marketing Budget		

Action Plan — Worksheets

1. Who are my “Evangelists”?

2. What are three ways I can give back to my “Evangelists” in time or money?

1.

2.

3.

3. My list of 10 possibilities for ethical bribes that would be relevant and specific to my product or service.

1.

2.

3.

4.

5. My list of 10 new product possibilities I could create based on keyword research.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

6. Top seven questions/results from my ASK[®] Campaign:

1. _____
2. _____
3. _____
4. _____

5. _____

6. _____

7. _____

7. Based on my research at www.Overture.com, who is paying the most for my targeted keywords?

8. Three ways that I could propose a joint venture opportunity to these top competitors:

1. _____

2. _____

3. _____

9. My list of 10 ideas for a free teleseminar that I could offer at my website.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

10. Who are my top seven competitors? What can I do to “spy” on them? (ex. Join their opt-in)

1. _____

2. _____

3. _____

4. _____

5. _____

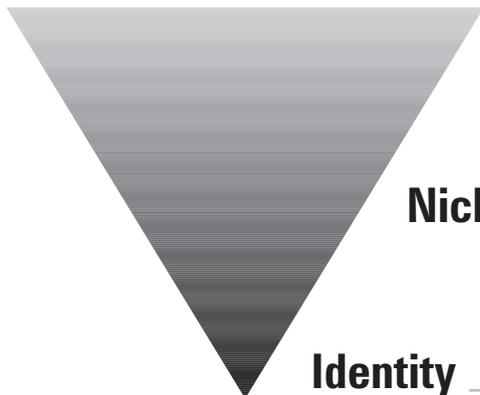
6. _____

7. _____

11. What are the top 10 questions people ask me that I can use to create my FAQ's?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

12. What is my marketing industry? Niche? Identity?



Industry _____

Niche _____

Identity _____

