

**Guerrilla  
Marketing:  
Breakthrough  
Strategies: Triple**

**Jay Conrad Levinson; Terry  
Telford**



Jay Conrad Levinson

&

Terry Telford

# **My Success - Your Success**

# **GUERRILLA MARKETING BREAKTHROUGH STRATEGIES**

**Triple Your Sales and Quadruple Your Business In go  
Days  
With Joint Venture Partnerships**

## Special Thanks

I have a lifetime of people to thank for making this book a reality. You know who you are and I appreciate you. Specifically, I'd like to thank my Mom and Dad for inspiring me to accomplish anything in life that I put my mind to doing. I'd like to thank my brother, Trevor, for being a great friend and the best brother a guy could have. Thanks to my two beautiful children, Michelle and Kyle who inspire me to reach for the stars. A special thanks to Jay Conrad Levinson, who made my dream of writing a book with a wildly successful author, a reality. Thanks to my instructors at Loyalist College who helped me find my true calling in life. And thanks to all my joint venture partners. Without you, this book would never have been possible.



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# Forward

As the author of 58 books, many of them bestsellers, which collectively appear in 46 languages, I get a lot of speaking invitations from around the globe. The fees for some of them are higher than the advances paid for many of my books.

And then there are the columns, consultations, workshops and training sessions that go along with being the author of a hot selling business book in an era when small business is growing at an extremely healthy pace.

Yet, when I do my taxes, it blows me away when I discover that in spite of my generous book royalties, pricey speaking fees, and subsidiary sources of income, one of the most notable contributions to my annual income are joint ventures.

Equally astonishing is the fact that while I put in long, hard hours earning my other income, I do hardly anything to reap the financial benefits of my joint ventures.

That is why I leaped at the opportunity to collaborate with Terry Telford on this book, because it reveals invaluable information about an almost secret source of income.

Joint ventures are a relatively undiscovered mother load of business in the 21st century. Once you discover the secrets of joint ventures, your income will skyrocket without you breaking into a sweat or burning the midnight oil.

The fact is, the four keys to successful joint ventures are contained in the upcoming pages. Those keys are mindset, focus, education, and action. This book furnishes you with the first three. The only one you are responsible for is action. I can assure you the action is a lot easier than writing a book or making a presentation.

The time-honored advice for earning money has always been "find a need and fill it." Once you embark upon discovering the rewards of joint ventures, you will see quickly enough that you are filling an existing need.

How many companies need a cash injection without significant added expenses? The answer is obvious: all of them. Not only will you be finding a need, you will also be filling it over and over and over again. I have engaged in more than ten joint ventures with the same company, bringing in a six-figure revenue, and taking less than an hour of my time.

You have long heard of the goose that lays the golden egg. The goose lives in these pages, and the golden eggs are what you will take from these pages.

Is it easy? It is not. Does it require special information? It does. And that is exactly why Terry and I are so delighted you are holding this book in your hands.

There are many strategies you must know to succeed with joint ventures. They are all

presented in the upcoming pages. Without these strategies, you will never get off the ground. But with them, you are ready to fly.

So let's not wait: 5...4...3...2...1... Take off!

Jay Conrad Levinson

DeBary, Florida

# About The Authors

Jay Conrad Levinson

I will start at the very beginning. I worked as a Counter Intelligence Agent in the American Spy Corp. Part of my job was finding spies and writing reports about my investigations. Since all my investigations were about shady people, I got very juicy information about very exciting James Bond-type people.

But the part I liked best was writing the reports. I really got off on writing. I was in the army at that time, but I was going to get out and go back to law school, which was a bad idea.

I loved writing so much that I started picking up writing jobs. I knew I couldn't get a job as an author, because I "knew" you couldn't make money writing a book. At about that time, somebody told me I should look for a job in an advertising agency. I hadn't thought of that. I had never taken any courses in advertising or marketing, but that sounded like a good thing for me.

So I got a job in an agency, but not as a writer. They do not hire writers without training, so they hired me as a secretary. I was typing 80 words a minute and I was willing to go to shorthand school, so they liked that.

Eventually I became a copywriter in that agency and then another agency, and then I moved to Chicago, where Hugh Hefner hired me to be the promotional copywriter for Playboy. I ended up writing pieces for advertisers to advertise in Playboy. I wrote pieces for subscribers to subscribe to this new magazine and I wrote ads about Playboy itself. I wrote the series 'What sort of man reads Playboy?'

After doing that for a little over a year I was getting bored, because I had to write with the same voice all the time. It would have been perfectly insane to say to Hefner, "Hey let's change the voice I am writing in here, I am getting bored." I knew what he was doing was working. Hefner was a wonderful boss. Wow, talk about the ideal boss. But I couldn't stay there, because I am a creative type and writing in the same voice over and over wasn't really going to cut it. So I left and I got a job in an advertising agency, then another, and finally I ended up at Leo Burnett.

Leo Burnett sent me to London and that was a great three years. I got to travel everywhere in Europe. Then I came back to the United States. Leo Burnett had died while I was away and the agency had changed its personality. It changed in a lot of ways. It was still the best advertising agency in the world, it really was, but it was different.

In Leo's shadow, the agency had changed, so I went to work with J. Walter Thomson. At that time it was the largest advertising agency in the world and luckily they let me

work in Chicago, which was my home base. I was raised there, and it was a lot of fun. However, I remember one morning waiting for a bus and it was -13. I remember that February it never went above 0.

I thought I had achieved my lifetime ambition, a Vice Presidency, a corner office, working on wonderfully exciting accounts, but here I was standing on the street corner freezing my butt off waiting for a bus.

So I asked J. Walter if they would transfer me to a place with a better climate, like San Francisco. They said, "You know Jay, you have been doing a really good job and you have been getting very closely connected to Quaker Oats and Alberto V05 and they would resent it if we transferred you, we'll give you a big raise, but we can't transfer you."

Standing in 13 below 0, waiting for busses didn't appeal to me, although everything in the agency world did. I put out feelers for a job in San Francisco and I got an offer. At the time I gave my notice, Quaker Oats and Alberto Culver said, "We do not care where you live as long as you continue writing for us." So I accepted that. I told the advertising agency I was going to work with in San Francisco that I would be willing to take the job, but just on a once a week basis. They only had to pay me a third of what they were going to pay me, but I would do 100 % of all the assignments they were going to give me. They liked that idea.

Now I was living in San Francisco, I was doing work for Alberto V05, for Quaker Oats, for this advertising agency and I was beginning to pick up little clients in the new industries in San Francisco. The computer industry was pretty new and the solar energy industry was just making itself known. So here I was keeping really busy, working with my clients and it dawned on me that I was only working 3 days a week.

I was working from my home and the reason I worked 3 days a week was, I didn't have any memos to read, any committees to chair, and no meetings to attend. I didn't have those wonderful people coming into my office to shoot the breeze. I realized that being free from those interactions, I was able to work a 3-day week.

There's nothing special about me. I used to be the same as everyone else. Most people are trapped in the commuter lane of life. They are working 5 or 6 days a week. Somebody above them dictates to them. But here I am, I got rid of my alarm clock. It was one of the first things I did when I started working for myself. Plus, I only did the assignments that I wanted to do and wear what I wanted to wear, and work from my home office. So after I really faced up to the fact that anybody could do it, I thought I should write a book about it. So I wrote a book called, "Earning Money Without A Job."

People said, "You can earn money without working?" I said, "What do you mean without working, you have to work your tail off, but you do not need the standard 9-5 job where somebody else calls all the shots." That book, which was a pretty big seller, became the basis of a course I taught at Berkley, at the University of California, in

their extension division. They said "Jay, do not call it 'Earning Money Without a Job,' our professors will think it's a get rich quick scheme, and we know it's not." They said, "How about 'Alternatives to the 9 to 5 Job.'" It sounded good to me so I started teaching 'Alternatives to the 9 to 5 Job.' My students at Berkley were young kids with long hair, big ideas, and absolutely empty pockets.

I wrote a follow up book and people said, "Your concepts of earning money without a job are great, but can you give us some ideas of the ways people are doing it." So I subscribed to a clipping service. I asked people to send me articles on new and unusual ways that people are earning money around the world. My second book was called "555 Ways to Earn Extra Money," which lead to even more people attending my sold out class at Berkley.

One day, one of my students said, "Jay you know we have good ideas, but we do not know beans about marketing. Is there a book you can recommend for people with big dreams but empty bank accounts?" I said, "I would be happy to come up with a book recommendation for you." After class I went to the library at Berkley. I couldn't find any books on that topic, so I went across to Stanford's library - same thing. I went to the public libraries in all the big cities in California. There were no books in the early 80's on marketing for people with budgets of less than \$300,000 a month. And that certainly wasn't the level my students were at. They didn't have anything like \$300,000 a month. Still, I had promised them I would recommend a book. So I put together a list of all the things I did for my clients in the solar energy industry, water beds, and computers.

I knew they needed my help, so I made a list of all the ways that people could market without investing much money. That is a great and noble concept, but it's a heck of a bad title for a book. So I decided to call it "Guerilla Marketing," because Guerillas want conventional goals, but they have to attain them with unconventional means. So I wrote "Guerilla Marketing" for my students, just for my students. I never knew the book would take on a life of its own. I never knew it would be published in 44 languages. I do not understand 43 editions of my own book. The book has sold 15 million copies, but I only wrote it for the 100 kids in my class.

Those kids in my class, the ones with the long hair and Levis, went out to make huge inroads in the big Silicon Valley companies, from Hewlett Packard, Delphi, Alpha Graphics and so on. Many, if not most of the Fortune 500 firms from Silicon Valley have students from my class. Most of them are still running their billion dollar companies according to the same simple seven-sentence marketing-plan that I outlined for them. So that book, with no help from me and no planning, grew exponentially.

The real key to marketing is to start with a plan and then commit to that plan. It's only a two-step process. But here I am being hypocritical, because I didn't have a plan. I responded to needs. When I wrote the book "Earning Money Without a Job," I was responding to the need of a lot of unemployed people.

Today, I have written 57 books and they are all in response to a need. In the mid 80's,

my publisher, who published Mark Twain and Henry David Thoreau, said there's a lot going on online, is it possible for you to write a book about marketing online? And I said well sure, I will learn about it, because I was just getting my feet wet in that. They didn't like the word internet, I wanted to call it "Guerilla Marketing On The Internet," and my publisher said no, you can't use a new word in a title, people do not know what internet means. And I said that everybody WILL know what it means.

Fast forward to today and I still work three days a week. Most of my work is speaking and writing. The rest of my time I spend with my lovely wife Jeannie riding the rapids, skiing and exploring the many national parks in our beautiful country as well as all over the world in our luxurious motor home.

I can live the lifestyle I always wanted, because I have been able to expand my business exponentially using joint ventures. After you finish reading this book, you will be able to do the same.

I wish you much success in your ventures.

Jay Conrad Levinson



Terry Telford

I come from the marketing and advertising world. In 1991, I graduated from the Advertising Program at Loyalist College in Belleville, Ontario, Canada. Immediately after graduating I started an advertising agency with a partner. Six months later, I sold the agency to my partner and moved to the "big city" - Toronto, Ontario.

But things were a lot different than I expected. Landing a good job in a big advertising agency turned out to be like looking for a needle in a haystack. Competition was fierce and the job market was quickly drying up.

To pay the bills, I took whatever jobs I could find. I sold vacuum cleaners, shampoo and soap, drove a delivery truck, and eventually ended up managing a paint warehouse. Although they weren't glamorous jobs, they were full of enriching experiences. I learned the psychology of sales. I learned what to say and more importantly - what not to say to make a sale.

Along the way, I bought a small mail order company and started experimenting with direct mail campaigns. I worked through the typical learning curve and made all the typical mistakes. I paid too much for advertising, mailed to cheap junk mail lists and used a good deal of time and money learning the ropes. Luckily, I learned from my experiences. I was able to turn my learning curve into a positive learning experience and profited greatly from my trials and tribulations.

In 2001, I hopped onto the internet with the hopes of expanding my mail order

business. At first glance it seemed pretty simple. The upside of online marketing was, it cost next to nothing. The downside was, I was getting very little response. I spent a lot of time experimenting with ways to advertise effectively online. I tried everything and anything. Although I was experiencing minimal success online, I could see it was the future. The problem was, I still hadn't connected the dots. It took me three years before I had my epiphany.

My big "A-HA" moment happened when I suddenly realized my online business was actually a direct marketing company. It was exactly the same as what I had been running offline, but with a lot more advantages. As soon as I started running my online company the same way I ran my offline company, my business started growing.

When I discovered the power of joint ventures, it started growing exponentially. I have been very fortunate to meet hundreds of wonderful people like Jay and I have dozens of joint venture partnerships and strategic alliances with fantastic people all over the world.

I am just an average guy. If I can do it, so can you! I urge you to read this book cover to cover and put your new found knowledge into action. There is even a Fast Track Action Plan at the end of the book. It gives you the "kick in the butt" you need to get moving in the right direction.

I wish you all the success you deserve now and in the future.

Enjoy your day!

Terry Telford



# Introduction

Before we begin our time together, please visit [www.TheGuerrillaGuys.com/book](http://www.TheGuerrillaGuys.com/book) to claim your free bonuses for buying this book. You'll also get your free downloadable CDs in MP3 format. Enjoy!

Now let's get down to business. I wrote this book in a conversational style, so it feels like you and I are sitting in a sidewalk cafe enjoying a cup of coffee together. Every single strategy and tactic I'm about to share with you comes from my own personal experience. But it doesn't just work for me. Countless business owners all over the world have used these strategies to expand their businesses exponentially. Your business is the next one to profit from these strategies.

I'll start off by giving away the secret up front. How are you going to double, triple, or quadruple your sales in the next 90 days and expand your business exponentially? The secret is with joint venture partnerships. Whether it sounds daunting or oversimplified, the plain truth is, it works. You can take your business to the next level with the power of joint ventures.

If you have a new business, you may not feel you have anything to offer your joint venture prospects. After you have completed this book, you will see how much opportunity lies ahead for you.

Do not belittle yourself or feel like you're the little guy in the deal. What you are going to offer your prospective joint venture partners is as valuable to them as their services are to you. By the end of our time together, you will be setting up joint ventures that are highly profitable and highly successful.

To expand your business as quickly as humanly possible, you need to use the power and speed of the internet. Let's take a quick look at what we're going to be discussing:

- how to prepare yourself for a successful joint venture
- where to find the best joint venture partners
- what to say to clinch the deal
- where to spend the bulk of your time to ensure rapid success
- how to turn one-time joint venture deals into long term strategic alliances

Before we go further, let's define what a joint venture is. In its simplest terms, a joint venture is a partnership between two or more companies or individuals. A joint venture partnership can begin as a simple one time project and can turn into a strategic alliance that lasts for many years.

The key to successful joint venture partnerships and strategic alliances is that both partners feel they get the better end of the deal. You will see in a moment how this book is actually a joint venture between Jay Conrad Levinson and myself. You will also see how each of us gets the better end of the deal.

No two joint ventures are exactly the same. I'll give you examples of real life joint ventures I have done and templates to use as a basis for setting up your joint venture partnerships. You can use these examples as idea generators for your own partnerships, but you will tailor each partnership to suit the relationships you build. Each joint venture will differ from mine and differ from each other. That's the beautiful nature of joint venture partnerships. Each one is unique.

Why would you put time and effort into setting up joint ventures in the first place? The answer is simple! Exponential business expansion.

Let's put it into perspective. If you launch a product today, on your own, with no joint venture partners, your income will be directly related to the amount of time you invest in the project and the amount of money you invest in marketing. If you launch with a team of joint venture partners, your income is unlimited. In fact, one of the joint venture partnerships you will be reading about generated \$1.7 million in 7 days, selling a software product on the internet.

There is just no comparison. Joint venture partnerships are a necessity for your rapid business expansion. But it goes much deeper than that. The true value of a joint venture partnership is the relationship you build with your partners.

The book you are reading right now is the perfect example of a joint venture partnership that quickly turned into a personal friendship and strategic alliance. This book is the first in a series of projects Jay and I will be working on together.

I first heard about Jay Conrad Levinson while I was looking for people to interview for my entrepreneur training website - [TheBusinessProfessional.com](http://TheBusinessProfessional.com). Jay is the author of *Guerrilla Marketing*, a best selling book with over 15 million copies in 44 languages. He has also authored and co-authored 58 other books. I was impressed with the simplicity of Jay's 7-step *Guerrilla Marketing* plan as well as his experience from top advertising agencies like Leo Burnett and J. Walter Thompson.

In addition, Jay worked with Hugh Hefner during the early developmental years of *Playboy* magazine. Jay didn't work as a model because his legs were too hairy. He was the copy director for the *Playboy* advertising department. His copywriting helped put *Playboy* on the map and build its image in the marketplace.

When Jay agreed to an interview, I was ecstatic. We did a 2-hour intensive phone interview and he was fantastic. He filled the interview with quality content that people could put into action in their own businesses immediately.

After the interview, I felt like a helium balloon. You could not peel me off the ceiling!

I was so inspired I couldn't sleep. Suddenly I had an amazing idea.

But before I tell you my idea, I have to tell you the history behind it. Three years before the interview with Jay, I started working on a book about joint venture partnerships. The manuscript was finished and it was ready for its final editing. It was sitting on my hard drive with all my other "almost" finished projects. It had taken three years to write and was a true labor of love. And this is where my amazing idea sprang to life.

What if my book could become part of Jay's Guerrilla Marketing series. I was so excited! I ran down to my office and logged on to Amazon.com to see if Jay had a book on joint venture partnerships. He didn't! I was in heaven.

The next day I called Jay and asked if he would be interested in adding a book on joint venture partnerships to his Guerrilla Marketing series. He asked me to send over a chapter from the manuscript and we'd take it from there.

To make a long story short, Jay got back to me the next day with an email that said, "Looks good, call me." We worked out the details and the book you are holding in your hands is the result of a wonderful partnership and a fantastic friendship. And it all started with a simple phone call.

Can you do it too? You bet you can! You're holding the key to successful joint ventures in your hands. This book will teach you exactly how to set up joint venture partnerships that are "win-win-win" situations for you, your partners and your customers.

Although joint ventures can take on any shape and form, we're going to focus on using the power of the internet to increase your business. Specifically, we will focus the majority of our attention on the marketing side of joint ventures.



# Avoid The Pitfalls

Before we start our joint venture partnership discussion, let's review some business principles, so we're working from the same page. Even if you are familiar with some of the principles, it's a smart idea to review the basics. One simple strategy you may have forgotten or overlooked can sometimes be the difference between prosperity and poverty. So let's dig in.

## **Pitfall #1**

### **Money Paradigm**

A paradigm is a commonly held belief, or way of thinking. Sometimes it may be true, but quite often it is not. In the 1700's, for example, a common paradigm was, "the world is flat." Science proved the paradigm to be false.

Today, a common paradigm is, money is in limited supply. The truth is, there is no limit to the amount of money you can amass. The government simply prints more as it's needed. The only real commodity in limited supply is time. And that may even be a paradigm, as we discover new theories in quantum physics. But that's a topic for another book.

Today, most people's outlook on money is defined by their pay check. If they make \$3,000 a month, they try to squeeze their lifestyle into a \$3,000 box. They live in a house they can almost afford, they drive a vehicle they can almost afford and they travel only as much as their credit card allows. They think money is limited.

In the industrial age, that was somewhat true. People could get a second job to supplement their income, but they rarely got further ahead, because they were still limited by the amount of time they could work. Thank goodness we're not in the industrial age. At the turn of the century we entered a new millennium, a millennium of information. We are now in the information age, and the rules have changed. Today, information doubles every 7 years. From an intelligence standpoint, that's great. From an information standpoint, we are being buried. The information age brings information overload, but it also brings something new and exciting.

Today, you can sit in front of your computer for an hour or two and make tens, even hundreds of times more than you could make in the industrial age. Your income is no longer limited to the number of hours you can work. It's only limited by your imagination and your knowledge. Getting the knowledge is easy, the information is all around you. Let this book be your first step towards a paradigm shift. Money is infinite. You can have as much as you want and achieve the lifestyle of your dreams.

## **Pitfall #2**

## **No plan**

If you fail to plan, you plan to fail. Without a plan you have no idea where you are going or how to get there. You do not need a 50-page plan outlining every detail of your business. All you need is a 7 step guerrilla marketing plan. You will learn how to write it very shortly.

## **Pitfall #3**

### **Information overload**

Information overload has become a part of every day life. Each day, the average person is exposed to almost 4,000 marketing messages. That's in addition to the regular information that has to be processed to complete your work. The only way to cut through the noise is to focus. Ignore the amazing offer that ends at midnight and will never be repeated. Today's hot product is replaced by tomorrow's hot product. To focus, you need to choose a path and follow it. Start with this book.

While you are learning, continue taking action and generating an income.

It took me three years to overcome these hurdles and learn the proper way to be successful online. When I finally took the bull by the horns and started setting up joint venture partnerships, my sales increased, and so did my income - dramatically. So will yours.

Although it's very easy to look at this information and say, "I know that," or "I have seen that before," do not fall into the trap of misreading the simplicity. Knowing how to do something and actually doing it are two different things.

