

## Proven Guerrilla Marketing tactics specifically designed for consultants

Jay Conrad Levinson's *Guerrilla Marketing* revolutionized the way marketers do business by defying the conventional wisdom that effective marketing means spending big bucks. He devised highly successful marketing strategies that rely on creativity, imagination and energy—instead of money—to get the job done. Now, *Guerrilla Marketing for Consultants* applies the power of guerrilla marketing to the hyper-competitive business of consulting.



From management consultants, accountants, and lawyers to professional speakers, technology consultants, and Web designers, all professional service providers need new and powerful marketing programs to attract and retain clients. *Guerrilla Marketing for Consultants* will show you how. Whether you're a seasoned veteran of consulting or new to the profession, you'll find hundreds of ideas to jump-start your practice. Packed with information on everything from A(dvertising) to Z(ines), this step-by-step guide covers it all, including:

- How to create a guerrilla marketing plan for your practice
- When publishing, speaking, and advertising make sense as marketing tools
- Strategies to optimize the market power of your Web site
- When to pursue a client project and when to walk away
- How to develop consulting proposals that win
- How to establish the relationships that you really need.

**JAY CONRAD LEVINSON** is the chairman of Guerrilla Marketing International, a consulting firm serving large and small businesses worldwide. He is the creator of the *Guerrilla* series, which is the best-selling marketing series ever published. Levinson is a former vice president and creative director at J. Walter Thompson and Leo Burnett Advertising.

**MICHAEL W. MCLAUGHLIN** is a principal with Deloitte Consulting LLP, and he has over twenty years of consulting experience. He has worked with clients in businesses of every size, from small start-ups to some of the world's highest-profile companies. McLaughlin has sold and delivered hundreds of projects in his career, and he knows what works in the market and what doesn't.