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# GUERRILLA MARKETING™

UNCONVENTIONAL  
WEAPONS & TACTICS  
FOR THE ADVANCED  
PROFESSIONAL  
SPEAKER

Presented by:

Orvel Ray Wilson, CSP

**THE GUERRILLA GROUP** inc.

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## Orvel Ray Wilson, CSP

*Standing-ovation keynoter and best-selling author of the legendary "Guerrilla Selling" series.*



Is a tough economy damaging your sales? Is competition playing hardball? Orvel Ray speaks worldwide to sales meetings, conventions and small-business groups about unconventional sales and marketing tactics that build business. From a general-session keynote to a full-day workshop, he will arm your people with **hundreds of simple, low-cost or no-cost sales and marketing tips, tactics and tricks that return big profits.**

*"[Our firm] has increased revenues by \$30,000 already this year by using just six of the techniques you presented."* --Gary Paplauskas, President, Inflatable Advertising Dealers Association

A rarity in the field, he's a **provocative, highly motivating speaker with heaps of content.** Unconventional, engaging and funny, he's a **28 year veteran of the platform**, and it shows!

*"You were great up there, and you by far exceeded our expectations!"* --Tasha Scales, AmeriSpec, Inc.

A well-established business guru, he's a **co-author of the legendary *Guerrilla Marketing series***, with more than 14 million books sold worldwide, including *Guerrilla Selling*, *Guerrilla Trade Show Selling*, *Guerrilla TeleSelling*, *Guerrilla Negotiating* and *Guerrilla Retailing*. His work has been quoted in **INC.**, **The Wall Street Journal**, **Fast Company**, and dozens of trade journals in a dozen languages.

He has been honored as **"Speaker of the Year"** by Meeting Professionals International, San Diego.

He will inspire and motivate any audience, but more importantly, he will arm them with **practical ideas that they can use right now** to win in today's hyper-competitive environment.

### What Your People Will Learn:

- How to fight back when you're outnumbered and out-spent by the competition
- How to leverage meager resources for maximum results
- How to deploy two unstoppable secret weapons
- 37 Magic Selling Questions that lead to the sale every time
- The Secret to building trust in a suspicious market
- The #1 reason customers buy from you (Surprise! It's not price)
- New research reveals 25 Reasons your customers will pay more
- How to pick up business that your competition leaves on the table
- How to answer common objections *before* they're raised
- How to increase your profitability through exceptional service
- How to get your competitor's customers to switch
- And much, much more!

*"Our deposits are up more than 12 MILLION dollars in the past 12 months, more than 24 percent growth since we completed your training."* --Elsa Montes, V.P. Business Development, Arrowhead Credit Union

He holds the highest level of certification recognized world-wide by the speaking industry, the **Certified Speaking Professional**. Fewer than 400 professional speakers worldwide have earned this distinction.

# It's a Jungle Out There!

## What is Marketing?

## What do we mean by “Guerrilla”?

# 10 Principles of Guerrilla Marketing

## 1. Investment

### **The Law of The Slight Edge:**

“The difference between a champion and an also-ran, more often than not, is a very slim margin.”

### **Invest in People**

- Hire first for Attitude
- Collect Competitive Literature
- Tag Team Training
- Resource Center
- Outside Seminars
- Outside Expertise

### **Invest in Technology**

- Good wireless microphones
- Digital audio tape
- Laptop
- Digital Camera
- Video

### **Invest in Yourself**

- Get active in NSA
- Master Mind
- Build Your Library
- Sunrise Semester

## 2. Consistent

“Poor marketing done consistently will be more effective than great marketing done sporadically.”

Consistency is interpreted as longevity, credibility, and trust.

### **Image vs. Identity**

Use your own stuff

It's better to be different than to be better

People will always pay more for an original.

## 3. Confident

“Guerrillas believe in their products and their people.”

Expect the Sale

Collect Testimonials

Don't play games with your fees

## 4. Patient

Getting good takes time

Think about quitting

### **Prospect Learning Curve**

## 5. Assortment

*“It's easier to find a new audience than it is to write a new speech.”* –Ira Hays

### **Move them Up the Curve**

### **Positioning:**

### **Publishing and Product**

## 6. Subsequent

“Guerrillas wage their marketing campaign simultaneously on three fronts.”

“It takes \_\_\_\_\_ positive impressions to overcome a single negative Impression.”

Repetition, Repetition, Repetition

You’re always on stage

You Oughta’ Be In Pictures

Show up

## 7. Convenient

“Guerrillas are user friendly. They are in touch, easy to reach, and they do everything immediately.”

Available 24/7

Send out a detailed contract and rider

Setup instructions:

Bring your own tools

## 8. Measurement

“What you measure is what you get. Inspect what you expect.” – Tom Peters

**Five Levels:**

Did they Like it?

Did they Remember it?

Did they Use it?

Did it Work?

How much was that Worth?

Track your evaluations

Track product and BOR sales

Customer Survey

Talk to Lost Clients

## 9. Excitement

*“People will pay happily more to be entertained than they will to be educated.”*

A Good Word for Everyone

Share Your Success Stories

Never Complain

**10. Commitment**

“If you're not 100% committed to your clients, your product and your organization, you'll never survive.”

Do your homework

Become an insider

Get there early

Take control to make your client look good

# GUERRILLA MARKETING WEAPONS FOR PROFESSIONAL SPEAKERS

## Ranking the Weapons

- A:** I'm using this weapon now, and I'm using it correctly.
- B:** I'm using this weapon now, but could be improved.
- C:** I'm not using this weapon now, and I should.
- D:** This weapon is not appropriate for my practice.

## Marketing Plan

Seven Sentences

Forces you to focus

1. The Purpose of your Marketing:
2. How this purpose will be achieved, focusing upon the benefits of your offering:
3. Your target audience:
4. Proposed Marketing Weapons:
5. Your niche in the market:
6. Your identity:
7. *Your marketing budget expressed as a percentage of your gross sales:*

## Marketing Calendar

Week Number

Thrust

Media

Cost

Results

## Theme

Grows from your identity

Doubles the memorability of your company

## Uniqueness

It's better to be different than to be better.

People will pay more for an original

Add 15 minutes of new material every time you speak

## **Credibility**

- Get the facts straight
- Always site your sources
- Avoid unspecified attribution
- Do your own original research
- Become an author

## **Public Relations**

- Write press releases for everything!
- PRWeb.com
- Put your Bio on Wikipedia

## **Write an Article**

- Photo in the by-line
- Toll-free number in the footnote
- Make 1,000 reprints
- Add it to you website
- Establish you as the authority

## **Write a White Paper**

- “How to Hire a Professional Speaker for Your Next Conference, Convention or Sales Meeting”
- “Why You Should Hire (Your Name Here)”

## **Write a Column**

- Editors are always looking for fresh ideas
- A big commitment, that pays big

## **Write a Blog**

- Keep it short and relevant
- LOTS of links back to your other stuff
- GREAT way to drive website traffic and SEO

## **Write a Book**

- “Author” = “Authority”
- Consider Collaborators or Ghosts
- Start with an outline
- Develop a Proposal
- New York vs. Self-Publishing?

## Competitive Advantages

- Exclusive benefits you offer
- Promise outcomes, not features
- What's your "WOW Factor"?

## Photos

- Glam shot
- Action shots
- Show the audience
- B&W and Color

## Stationery

- Carries a important message about your identity
- Invest in professional design and quality paper
- Include name, theme, address,  
phone numbers web site and email

## Toll-free Number

- People are eight times as likely to call
- Don't spell a word
- Can increase your response rate  
from 30% to 700%

## Business Cards

- Turn them into mini-brochures
- All contact information
- Include your picture
- Print on both sides
- Consider odd shape and size
- Don't leave home without them

## One-Sheet

- Single sheet, two sides
- Can convey all the details
- Make it about them!
- Turn it into a reference piece

## Testimonials

- Ask, "Would you be willing to summarize that comment on your letterhead and direct it to my boss' attention?"

Highlight the strongest sentence  
Staple 12 together in sequence

## **E-mail**

THE preferred vector of communication for bureaus and clients  
Include photo, contact info, and a link to your demo in the signature  
Create an e-mail “one sheet” with basic bio and multiple links to demos, etc.

## **Success Stories**

Confidence is the #1 buying motive  
“I was just in Dubai last month doing a program for IBM, and one of the things I learned was. . .”  
“Our customers tell us. . .”

## **Demo CD/DVD**

WYSIWYG version  
Charge fees for being recorded  
Ask for the Masters in lieu of the fee  
Get right into your best clip  
Include the full-length version  
NSA Research Report on “What Makes Meeting Planners Want To Hire You”

## **Put it on YouTube**

Post short videos 3-5 minutes  
Create your own “channel”  
Link everything back to your website

## **Develop Products:**

Tip-sheets  
Checklists  
Advertising Specialties  
Audio CD  
Video DVD  
Custom CD/DVD albums  
Workbooks and courseware  
Packages and Bundles  
Webinars and E-Courses

## **Fusion Marketing**

## **Contact Time**

## **Showcase Opportunities**

Service Clubs, Chambers, CVB, networking groups, university classes  
MPI, ASTD, SGMP, NSA  
Invite VIPs to be your guest  
Establishes you as an authority

## **Community Involvement**

Co-Op events with local Chambers, SBDCs, BBB, Trade Associations  
Gain-share programs  
Make it turn-key

## **Courses & Seminars**

Conduct free “How To” Courses  
Continuing Education  
Universities and community colleges

## **Follow-up**

48 hour Thank you card  
30 day note  
90 day letter offering new products  
6 months ask for names for mailing list  
9 months Customer Questionnaire  
1 year Anniversary card

## **Website**

**Bureaus**

Rapidly being displaced by Internet  
Still an important source of business for some speakers  
You can only manage a handful  
Make their job easy

**eSpeakers & eVentPro****Reputation**

Build it consciously  
Market consistently  
Eliminate unhappy clients, at any cost

**Competitiveness****Advertising**

Only 1% of marketing  
Always do it last

**Satisfied Clients**

*“Every person in every audience is potentially another weapon in your arsenal.”*

**Seminar Evaluation**

City \_\_\_\_\_ Date: \_\_\_\_\_

	<b>Strongly Disagree</b>	Disagree	Not Sure	Agree	<b>Strongly Agree</b>
This program met my expectations.	1	2	3	4	5
The speaker has a thorough knowledge of this subject.	1	2	3	4	5
I know more now than I did before hearing the speaker.	1	2	3	4	5
The training room was adequate.	1	2	3	4	5
This session was worth my time.	1	2	3	4	5
I would like to hear other topics from this speaker.	1	2	3	4	5

Name/Title \_\_\_\_\_ Company \_\_\_\_\_

Address/Mail Stop \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone/Extension \_\_\_\_\_

**What was the *best, most usable* idea you gained today?** \_\_\_\_\_

\_\_\_\_\_

**How do you plan to make this idea work?** \_\_\_\_\_

\_\_\_\_\_

**What do you wish there had been more time for?** \_\_\_\_\_

\_\_\_\_\_

**Your opinion of today's session?** \_\_\_\_\_

\_\_\_\_\_

*Feel free to quote me! No* \_\_\_\_\_

I may be interested in bringing The Guerrilla Selling Seminar on-site to my company for groups of 20 or more.

I may be interested in group rates for other people in my company.

*Please Continue on the Back of this Page. . . . .*

**In your company, Who is responsible for:**

**Training and Development:**

Name \_\_\_\_\_ Title \_\_\_\_\_ Phone \_\_\_\_\_

**Sales & Marketing:**

Name \_\_\_\_\_ Title \_\_\_\_\_ Phone \_\_\_\_\_

**Number of employees:** In your company \_\_\_\_\_ In your division \_\_\_\_\_

**Who else do you think might benefit from today’s session? Referrals are appreciated, and rewarded!**

Name \_\_\_\_\_ Company \_\_\_\_\_

Address/Mail Stop \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone/Extension \_\_\_\_\_

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**Thank you for your feedback. Please leave this form with the presenter.**



