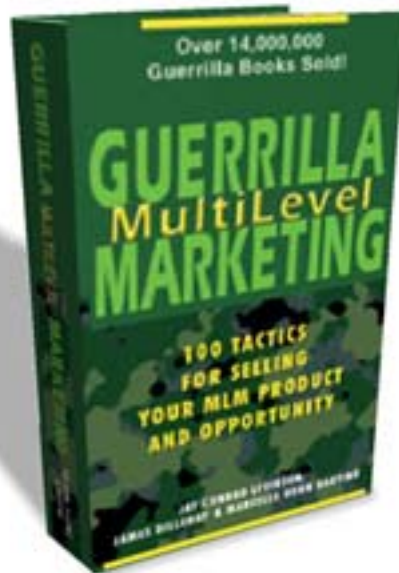


GUERRILLA MULTILEVEL MARKETING

by Jay Conrad Levinson, James Dillehay
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*This PDF contains your sample chapter from
the book. Send it to everyone on your team.*

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FOREWORD

I still remember that cold, November evening that changed my life. Just imagine-someone had generously taken time out of his busy schedule just to teach me how I could succeed in Multilevel Marketing. I was excited about the knowledge I had just acquired. I needed to put that knowledge into action NOW.

Yet despite all that I learned that night, I knew there was still so much more to know. I had passion! I was bursting with enthusiasm! But I was also ignorance on fire. I desperately needed to acquire greater knowledge if I was to be successful in this new venture.

I went to bed that evening, dizzy from all the plans running through my head. I could barely keep up with my next thought. Sleep! How could I sleep that night when I was on the threshold of my new life?

One thing I did not need the next morning was an alarm clock. I raced out of bed, barely gulping down a coffee and quick breakfast, and rushed to the nearest bookstore. Anxiously, I waited outside the door for the store to finally open.

Rushing to the business section, I searched in vain for that one MLM manual that would provide me with all the information I needed to know to get started. Finding books on MLM was not a problem. But all of these books were too specialized on a single topic. My mind continued to race - How many of these books would I need to buy? How much will they cost? Where will I find the time to read them all?

WHY CAN'T I FIND ONE BOOK THAT COVERS EVERYTHING I NEED TO KNOW TO GET STARTED?

This is the one dilemma that has dogged all new entrants to MLM. That is, until now.

Guerilla Multilevel Marketing is just THE operations manual you need to get started. In this one book, you'll find over 100 tactics offered by some of the most renowned leaders in the industry who have over three centuries of accumulated knowledge to share. It is like having the best in the industry there to mentor you whenever you need them.

Even seasoned networkers will find this book a valuable resource. With all its wisdom gathered in an indexed format, you can quickly find solutions to many problems instantly at your fingertips. Nothing is better than learning from those who have conquered many of the same issues you may be facing now!

I congratulate *Guerilla Multilevel Marketing* for harnessing the knowledge of so many industry leaders to put together the first all-inclusive MLM business-training manual. And I applaud the industry leaders who volunteered their time to help others succeed. I am proud to be associated with each of you!

Kosta Gara
www.kostagara.com

At age thirty-one, Kosta Gara, became the youngest million-dollar annual earner in his company. He is the co-author of More Build It Big and has been featured in Networking Times magazine.

CHAPTER 1

WHY GUERRILLA MULTILEVEL MARKETING

"It is impossible to win the race unless you venture to run, impossible to win the victory unless you dare to battle."

~ Rich DeVos, co-founder Amway ~

Your network marketing business is crying out for help. You've exhausted your warm list. Prospects won't come to your opportunity meetings. Conference calls aren't inspiring your team to act. Ads are costing you money, but not paying for themselves. You would quit except there's nothing much to give up.

Despite the lack of life signs in your business, you feel network marketing still holds a promise. It's just that some missing piece of the network marketing puzzle continually eludes you; prevents you from entering network marketing heaven.

That missing piece is the problem. It can be neatly summed up in the words: *you don't know what you don't know.*

What would it be like if you could discover what it is you don't know that successful network marketers do and put that knowledge to work for you today?

No Experience Required

Here's something almost everyone in the network marketing industry does know: the majority of newly enrolling distributors don't have a business background or a clear understanding of marketing. Nevertheless, recruits are still being urged to treat network marketing as a business.

Is it any wonder that new signups have a fear in the back of their mind, because they really don't know what a business is or how to run one? How long will they linger before the fear tells them to *run*? Hint: 90 percent of new distributors quit their first year.

How many more distributors would stay with network marketing if they were confident in the beginning that they didn't have to know how to run a business to succeed at network marketing? What if you could present them with a system that was easy for anyone, even someone without business experience, to learn and teach?

Leaving Money on the Table

An obstacle for many distributors is the MLM culture of conformity—an expectation that everyone must follow the herd or be abandoned. A *one-way-for-everybody* attitude leaves a lot of money on the table.

The reality is that most people in network marketing do the business a little differently from each other anyway. Evidence shows that you will earn more money by teaching a system that supports variety and is suitable to different personality types. *Guerrilla Multilevel Marketing* offers a way to support and enable distributors to thrive using tactics they can apply their personal strengths to.

In his bestselling book, *The Wave 4 Way to Building Your Downline*, author Richard Poe cites a

50 percent boost in sales and 15 to 20 percent increase in retention of people when offering downline members multiple ways of prospecting.

Guerrilla Multilevel Marketing provides you with a menu of 100 marketing tactics, many of which are free and low cost. It reveals the mysterious missing piece of the network marketing puzzle. It provides a system to make marketing a clearly understood, step-by-step process.

Guerrillas map out the coming months and years which eliminates anxiety about what's ahead. How much more could you achieve if you can replace fear of the unknown with certainty about your network marketing future?

Marketing is Every Communication

The fastest way to clear up any confusion about what network marketing is as a business is for you to recognize that **marketing is every communication you make** about your product or opportunity.

As you begin to apply the guerrilla approach, you may be surprised to discover just how many communications you make every day which are, in fact, marketing opportunities.

Marketing is all about communicating and it's all about every communication, including the way you answer your phone, the color and type of shoes you wear, and your readiness to smile and greet a stranger you just met.

Marketing includes the design of your business card and the fact that you even have a business card on hand to give someone at a moment's notice. Marketing also includes how quickly you answer e-mails and return phone calls. It's also about communicating consistently and frequently.

Using the guerrilla tactics in this book, you'll discover how to breathe marketing power into all your communications. You'll learn how to utilize the power of always-on marketing.

Growing Your Warm List

Your upline and your company wisely begin your entry into networking by encouraging you to make a warm list of everyone you know. They know from experience that by getting you started contacting people who know you, your first efforts at network marketing will be aimed at the people who like and trust you.

Regardless of how many people you know, your initial warm list runs out. From then on, growth depends on consistently finding and bringing more people into your network. Your business requires an incoming flow of people—people with whom to communicate and to grow relationships.

Guerrilla Multilevel Marketing tactics will generate streams of prospects. As a guerrilla, you'll learn ways to transform those prospects into new friends and then into life-long customers and some into successful business builders.

Ways Guerrilla Marketing Differs

Following are twelve ways in which guerrilla marketing differs from conventional marketing:

1. Instead of investing money in the marketing of your product or opportunity, you are investing your **time, energy, and imagination**. This makes *Guerrilla Multilevel Marketing* perfect for network marketers with small budgets and big dreams.

2. Instead of using guesswork in network marketing, you are using the science of **psychology**—actual laws of human behavior.

3. Instead of concentrating on leads, responses, or sales volume, **the size of your compensation check** is the yardstick by which you measure your marketing's effectiveness.

4. Instead of being oriented to large businesses with big bank accounts for advertising, guerrilla marketing is geared to **individuals** with limited resources.

5. Instead of counting sales, guerrilla networkers count the number of new **relationships**, because they know that people buy from people they like.

6. Instead of believing that single marketing tactics such as buying leads, renting lists, or mailing CDs are enough, guerrilla networkers know that **marketing combinations** get customers to buy and distributors to act.

7. Instead of encouraging you in only a few ways of prospecting, guerrilla marketing provides you with **100 different marketing weapons**, allowing you to build the business in a way that suits your personality.

8. Instead of being unintentional by using mass marketing methods, guerrilla marketing is **always intentional**, embracing all the details, even how you answer your phone.

9. Instead of growing linearly by adding new customers one by one, guerrilla network marketers **grow geometrically** by using the powerful leveraging tactics explained in the guerrilla marketing system.

10. Instead of thinking about how much money you can make off of others, guerrilla marketing is thinking of **what you can give** in the way of free support to help customers, team members, and prospects.

11. Instead of disregarding technology, guerrilla marketing encourages you to be **techno-friendly**,

because ignoring technology will lead to extinction these days.

12. Instead of being “me marketing” and talking about your issues and goals, guerrilla multilevel marketing is “**you marketing**” and talks about your prospect’s needs.

Think Leverage

Network marketing lets you leverage your time and efforts by getting paid on the time and efforts of others. Guerrilla marketing magnifies the power of leveraging by teaching how to automate your lead gathering, reach hundreds more prospects, and even how to get prospects to pay you for your marketing.

Guerrilla marketing will work as a powerful leveraging tool for you when:

1. You are using your company’s products and are completely sold on their benefits.
2. You are committed to network marketing as a business lifestyle.
3. You are willing and eager to learn.
4. You won’t give up until you’re dead.

Think Fun

Everyone desires fun, whether they acknowledge it or not. Play is *worked* out of us as we pass through school into the job market, but the desire for play never leaves. It just gets buried by fear that we won’t be taken care of.

It’s often difficult for new distributors to believe they can actually play for a living, but thousands of veteran network marketers are living the proof every day. Guerrillas enjoy their business activities, because they follow the system outlined in this book

which takes away the confusion and uncertainty of what to do to grow.

The power of *Guerrilla Multilevel Marketing* reveals itself by creating a circle which gathers prospects, who become leads, and then loyal customers and distributors returning to you again and again.

Guerrilla Multilevel Marketing helps you replace confusion with clarity. Guerrilla marketing is results-based. It puts you in control of how you grow your business, starting with learning how to work *on* your business, not just *in* it.

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