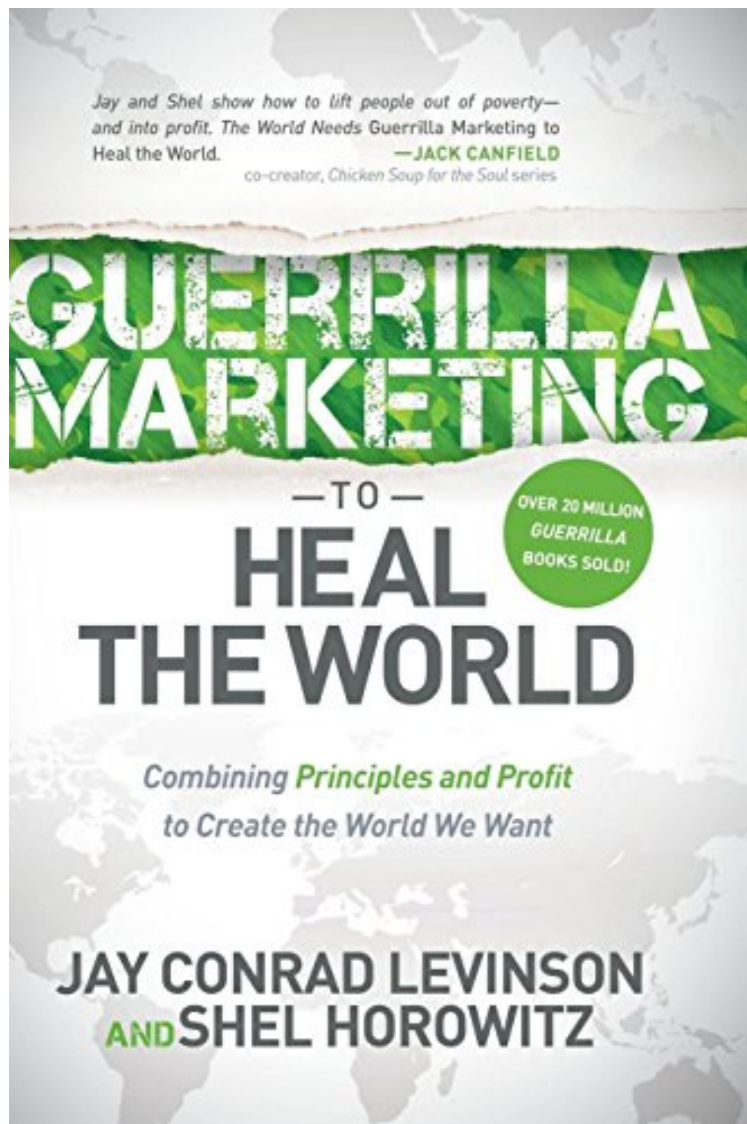


[Mobile ebook] Guerrilla Marketing to Heal the World: Combining Principles and Profit to Create the World We Want

Guerrilla Marketing to Heal the World: Combining Principles and Profit to Create the World We Want

Jay Conrad Levinson, Shel Horowitz
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BUSINESSES.By Fashion BlawgerNot only is this eBook extremely well written (which has sadly been shockingly rare with eBooks I've read in the last couple of years) but the book is also motivational and covers beyond what the title suggests. The authors are amazing and you could run a search engine query on them to find more reviews and writing by them. You will learn that at the very least, 1/3 of people make purchasing decisions based on social responsibility. I've also read studies that millennials are a big reason why this number continues to increase. Customers are expecting more from companies and this book will show you how you can benefit from this while helping the world be a better place. This book shows you that EVERY BUSINESS can adapt principles that help the world. My favorite general takeaway from this eBook is that marketing is just like a courtship. Go as fast as possible but as slow as necessary. You do not want to come off too strong or self-involved, etc. This book uses trustworthy sources to back up statements and rather than just providing good ideas and examples of their implementation, it arms you with call to actions. So not only do you get great concepts and ideas, you are given the tools to adapt them to your own marketing arsenal. Being in the fashion law field I realized that I am not at all far removed from taking steps to heal the world. I see that social consciousness in fashion law can range from avoiding sweatshops and proudly paying living wages to sourcing materials that are eco-friendly or cause related marketing: teaming up with organizations on campaigns that not only promote the brands but allow the user to engage in a high quality giving experience along with your product or services. If you find yourself unable to realize your own helpful marketing strategy after reading the book or want to iron out ideas, this book entitles you to a consultation with a no-charge fifteen-minute consultation with Shel Horowitz. If I could change something it would be to add something about relevant rules or regulations concerning transparency and advertising law. Perhaps I can add such a section on a later update ;-DI received this #GM2HealTheWorld eBook at a discount in return for my honest and unbiased review. My reviews are done in compliance with FTC regulations and 's TOS. I never guarantee a favorable review. I depend heavily on reviews so I aim to help others by providing my experiences and responding to questions. 1 of 1 people found the following review helpful. This is THE Book For Our Times!By Terri LevineThis book is necessary for our times! It is filled with practical advice and powerful vision and the recipe to develop powerful, profitable products and services that actually make a difference on hunger, poverty, war, catastrophic climate change, and similar issues. No matter what business you are in this is a much-needed book to help you move forward in business in a more heart-centered and enlightened way. I found this book to turn business right-side up, which we really need!Turbo Charge: How to Transform Your Business as a Heart-Repneur0 of 0 people found the following review helpful. Great optimistic book that should be required readingBy Claudia BlantonHigh ethical standards, while creating abundance for yourself and your family is a dance that marketers, bloggers, companies and other entrepreneurs often dance ndash; hoping that both will flow in harmony, through every move, and every connection. Guerilla Marketing To Heal The World attempts to teach us that this is possible ndash; that we can be responsible, green, and make an abundant living. I love that idea. But how practical is that in the real world?Well, after reading this book, I think it is very practical and applicable, even profitable. If you are a marketer, or work as an affiliate, you should really check this book out. I received this book for free in return for an honest review.

Create a Better World Through the Power of Profit! Imagine your business making a big impact solving problems like hunger, poverty, war, violence, and catastrophic climate change while making a healthy profit. Guess what: you don't have to just imagine; you can make it real. "Guerrilla Marketing to Heal the World" shows dozens of practical examples of successful companies doing well by doing good---from solopreneurs to Fortune 100 global corporations. You'll discover dozens of ways business can heal the world---and gain the practical marketing savvy to turn your values into business success. Learn how to: Create projects (and products) that accomplish social change, profitability, and cost reduction all at once Green your company in ways that save money and make money Gain enormous positive reputation as a visionary company worth supporting Expand successfully into totally new markets through strategic thinking, powerful partnerships, and commitment to core principles Turn marketing from a cost to a revenue stream Embrace abundance and transformation---and stop worrying about market share

About the AuthorJay Conrad Levinson created the Guerrilla Marketing brand in 1984, after an advertising career including such iconic campaigns as the Energizer Bunny, United's Friendly Skies, and even the Marlboro Man. His 60+ books have sold more than 20 million copies. Award-winning author of nine previous books including the long-running category bestseller "Guerrilla Marketing Goes Green", Shel Horowitz helps green and socially conscious businesses profit by going greener and by addressing hunger, poverty, war, and catastrophic climate change. His consulting, writing, and speaking practice has spread to six continents so far. Shel has braided together careers as both an activist and a marketer since the 1970s; he's especially proud of starting a successful movement to save the Mount Holyoke Range in Massachusetts. Excerpt. copy; Reprinted by permission. All rights reserved. They love your niche. They read all the trade magazines, follow the websites, attend the conferences. . . They can cite comparative statistics on product performance, name the key people in your industry, and go head-to-head about which configuration is better, and why. Get them on your side, and they'll be not just fans but champions, ambassadors,

even evangelists for you. But anger or even disappoint them, and they'll quickly become your sworn enemies. They may or may not know your company, but they certainly know your top competitors. Shel deliberately targeted this group when he wrote an article called "Cognoscenti vs. Hoi Polloi": Yeah, the big words in the headline are on purpose. . .and very relevant. Cognoscenti are those in the know, the experts, connoisseurs (same route word, I believe---but French origin, rather than Italian). The secret society, if you will. Hoi polloi are the rest of us, the masses. What Edward Bulwer-Lytton called "the great unwashed." Sometimes you want to market to one, sometimes the other. There's actually a lot to be said for marketing to an in-group, especially if you don't have to pay to reach those not in your target audience. When you make your prospects feel special, they're more likely not only to do business with you, but to maintain an ongoing business relationship. You make them feel appreciated, you talk to them on their own level. Just as with my headline, I'm identifying you, my reader, as someone sophisticated enough to be curious about the headline and to read the article. After all, I could have said "snobs vs. the masses" or "the elite vs. the common people." But those are so. . . ordinary! You get no satisfaction from conquering those molehills. When you write for the masses, make your language as accessible as possible. But when you're seeking a much more select audience, jargon and "secrets" have their place, if not done to excess. Not only does your audience feel like you're talking directly to them, they feel like you're one of them. I was inspired to write this after reading copywriter Ivan Levison's critique of an ad with the headline, "Can a grid leave a mark but not a footprint?" Levison wrote, "It seems to me that this is less a headline than a secret message that needs decoding, and make no mistake. Writing an ambiguous headline like this can destroy readership of an ad, email, Web page, brochure, you name it." Now, I've been involved at least a bit with energy and environmental issues all the way back to the 1970s, and to me, this headline made perfect sense. The grid is the infrastructure that transmits the nation's electricity. The footprint, of course, is a carbon footprint: the impact on our environment, and specifically on climate change. Levison is right that the headline needs decoding---but he's wrong in seeing it as ineffective. Those who grapple daily with issues of climate change and CO2 in electricity transmission will be immediately clued in that this ad is for them. The Interested: They like the idea of what you do, but they're fuzzy on the details. They have no strong commitment, but if you can show that you're the best alternative, they'll come on over to your side. The Indifferent Or Hostile: They either don't care about you, your product, or your company, or even your niche---or worse, they actively oppose your agenda. They do care about releasing a pain point or achieving a goal. Even if they hate you at the beginning, you can win them over, slowly, if you solve their problems and ease their way. In the green world, let's call these types of buyers: Obsessed: Committed Deep Greens (focused on improving the planet) Interested: Lazy, or Light Greens (will do the right thing if it's not too much trouble) Indifferent or Hostile: Non-Greens/Anti-Greens (this includes everything from people who've never paid attention to the environment on up to full-blown climate-change deniers) How Do You Market To Each?