

## June Teleseminar – Marketing

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Deborah has worked with hundreds of small entrepreneurial businesses around the globe to help them increase profits using low cost Guerrilla Marketing tactics. She is passionate about creating results through targeted marketing. Deborah co-authored the best selling “Guerrilla Marketing on the Front Lines” in 2008. Deborah is also a highly experienced Coach and Mentor

### Five Easy – and Free – Ways to Guerrilla Market Your Business

By Deborah E. Bifulco  
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The mark of a good “guerrilla” is someone who understands that great marketing doesn’t have to cost big bucks; what it *does* require is time, energy and imagination. Here are five of my all-time quick and easy guerrilla marketing weapons!

- 1) **W.I.I.F.M (What’s In It For Me)** – in other words, what are the *benefits* of your product or service? If someone were to ask you, right now, what your business does, could you answer them in terms of values or benefits to them? If you are not sure, take out a piece of paper – right now – and make a list of all the things (features) your company does. Now, next to each feature, write at least two benefits. (Hint: a benefit is **not** “it will save you time;” but it might be “you will have more time to spend with your family.” Cost: free!

- 2) **Hello, Thank You For Calling** – pick up the phone and call your business. How is the phone answered? Is the voice on the other end bright and welcoming? If there is no one there, is the voice message easy to understand, and is it inviting. Does your voice message include a small promotional message (something Benefit-oriented, of course!)? Make sure that anyone who is answering your business phones is doing so in a way that is consistent with your company image and invites callers to leave a message. Cost: Free!
- 3) **Sincerely** – Most of us use email for routine communications. When someone receives an email from you, does it represent your business well? Is your web address in your email signature box? How about your company slogan or benefit statement? If you have specials or sales, is there a line in your signature block about them, with a live link? And, of course, you do include your company name, phone number and email address, right? Cost: Free!
- 4) **What Are People Saying About You?** – most businesses have some, or many, happy customers. These are people who would gladly tell others how great you and your business are; in other words, raving fans. The question is, are you leveraging all those happy customers? Have you asked all of your clients if they would be willing to give you a testimonial? The testimonial could be in writing, or it could even be a video recording on YouTube! What are you waiting for? Get out another piece of paper and make a list of all current and past customers. Then, pick up the phone and ask if they'd be willing to say something nice about your company (make sure to get their permission to use their name and web address). Cost: Free!
- 5) **Speak up** – Each and every one of us has unique knowledge and insight; and there are many people out there who would be interested in what we have to say. Are you willing to talk about what you know; what you are great at? If so, look for opportunities to speak to small (or large) groups. An easy place to start is with civic organizations such as Rotary or the Chamber of Commerce. Volunteer to give your time to talk to their group about a topic of interest. Not only do you get exposure for yourself and your business, but you also establish yourself as an expert. How great is that? Cost: Free!

These are just a few of the hundreds of creative ways to market your business and get more customers. So, what are you waiting for?

Deborah Bifulco is the co-founder of [www.TheCoachAcademy.com](http://www.TheCoachAcademy.com) and the founder of [www.bifulco.com](http://www.bifulco.com). She has been working with businesses globally for over 30 years to help them get more clients, make more money, and have some

fun along the way. Deborah is a Certified Guerrilla Marketing Coach, and is co-author of the best-selling “Guerrilla Marketing on the Front Lines” book.