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wisdom rather than budgets" (Lucas and Dorrian, 2007) R, and Larsen, M 2001 Guerrilla marketing for writers Cincinnati, OH: Writer's Digest Books

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by Jonathan Margolis and Patrick Garrigan Foreword by Jay Conrad Levinson The Father of Guerrilla Marketing Guerrilla Marketing FOR DUMmIES%o 01_289679-ffirsindd iii 8/27/08 7:42:15 PM

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Guerrilla Marketing For Real Estate Investors

Jay Conrad Levinson is the author of the best-selling marketing series in history, Guerrilla Marketing, plus 59 other business books His books have sold more than 21-million copies worldwide His guerrilla concepts have influenced marketing so much that his books appear in 62 languages and are required reading in MBA programs across the globe

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GUERRILLA MARKETING

guerrilla marketing This concept was introduced by American Jay Conrad Levinson in the 1980s, and what he intended with the concept was to help small companies make big effects but only using a small budget Later on, big companies started using the marketing concept but with huge budgets, resulting in massive eye-catching advertising campaigns

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From the The Guerrilla Marketing Attack by Jay Conrad Levinson (Click here to listen to Jay Conrad Levinson Audio on this topic) 1 Instead of investing money in the marketing process, you invest time, energy, and imagination 2 Instead of using guesswork in your marketing, you use the sci-

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