

Mitch Meyerson's
Online Marketing Superstars

Inside Secrets From The Most Successful eMarketers Of Our Time



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Jay Conrad Levinson, the Father of Guerrilla Marketing

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Jimmy D. Brown



Marlon Sanders

Armand Morin

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About The Author



Mitch Meyerson is a consultant, author, coach and the CEO of Guerrilla Marketing Coach. Over the last 20 years has been helping clients break through barriers in their personal and professional lives.

He is the author of six personal development books and audios including *Six Keys to Creating the Life You Desire*, *When Is Enough Enough?* *When Parents Love Too Much* and *Designing The Life Of Your Dreams*. His books appear in over 21 languages and he has been featured on the Oprah Winfrey show.

He is also the Founder and Creator of The Guerrilla Marketing Coach Certification Program and has personally trained over 100 marketing coaches.

<http://www.MitchMeyerson.com/>

He can be reached for telephone coaching or consulting at:

mitch@gmarketingcoach.com or telephone (480) 718-5939

(The following is an excerpt from Chapter 8)

Yanik Silver: Writing Web Copy That Sells



Just 29-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites and he's only been online full time since February 2000. Yanik is a highly sought after speaker and attendees regularly pay up to \$4,995.00 per person to hear his secrets. He is the author, co-author or publisher of several best-selling online marketing books and tools including: InstantSalesLetters.com, InstantInternetProfits.com, 33DaysToOnlineProfits.com Mind-Motivators.com and InstantMarketingToolbox.com. For More Information on Yanik's Products Click Here:

www.InstantSalesLetters.com

To Hear Yanik Silver's Million Dollar Marketing Secret

(This is 1 of 9 audios in The Online Marketing Superstars Course)



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(make sure the sound is up on your computer)

Yanik, many of my clients wonder if long website copy is good or bad. Do you find long copy turns off some people?

Absolutely. But let me explain. There are 2 types of readers. One will read everything and the other will skim and scroll looking for key points.

The Editing Process

For this reason, I have an editing process. I edit our sales letter at least a half dozen times. In each of the edits, I am editing for a different thing.

One of the edits is an edit for all the sub heads. One of our best sites makes a quarter million a year and that is Instantsalesletters.com. If you scroll through that site, you will see the subheads. If you scroll through that, you'll notice that you get a complete sales message, even if you're just a skimmer. So that's one of the key secrets for writing for the web—you appeal to both types of readers.

So layout is very important?

You bet. You want to write and design your site in such a way that it helps the eye of the reader. Reading web pages on a computer monitor is harder than reading a letter you hold in your hands.

Layout

We bring in our margin. There is a bit of blue space around the sales letter so that you won't have to read all the way across the screen.

We also use a light background with dark type on it. We use color very sparingly. I don't put out 10 different colors, purple, and blue, red, green, all over the place.

I stick to a main color scheme. For points I want to highlight, testimonials for example, we put these in a yellow shaded box, black on yellow. That's the highest contrast colors. This increases readability a 1000%.

What comes next?

Getting Testimonials

Testimonials. This is my 2nd step; I bring testimonials way out front. I think people are a lot more skeptical on the web than they are anywhere else. The media often tries to make the web out as a wild and wooly place. So you need to be believable and build trust.

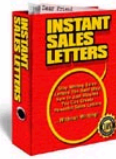
So on most of my sites, I put a testimonial right out front. That helps with credibility--the better known the person who is providing the testimonials, the more credible your offer becomes. This way I get people immediately believing what I say before they read my sales letter.

How do I get these testimonials if I'm just starting out?

Actually, it's quite easy. You can list everyone who are the experts in their chosen field and simply send them a polite note and a copy of your product, or even give them your service so they can give you some feedback. Most people are happy to do that.

Make sure you have a system for collecting testimonials from your customers, too. I will talk about this a little bit later, when we talk about autoresponders. Autoresponders are like little automatic e-mail robots. They send out messages automatically at predetermine intervals with every sale.

We have a message that goes out that is triggered by when somebody buys our products. I believe it's about 21 days out; they get a little message with a survey. It's a simple survey that asks them how they liked the product, what they want to see to improve it. We ask for additional comments and success stories. We get tons of testimonials back. You simply need to ask.



**"Amazing! Just point and click and you can be on the way to having kick-butt sales letters!
A brilliant idea!"
Joe Vitale, author,
There's A Customer Born Every Minute**

"If you want to write a killer sales letter in record speed - but don't want to struggle with finding the right words, get Yanik's Instant Sales Letters kit. Instead of having to nervously face a blank screen, you'll be met with templates for sales letters galore.

I've already started using the Testimonial Request Letter & Fax Form. And guess what?... 5 new endorsements in less than a week. I've always been hit-and-miss in this department - (not knowing what or how to ask) - so I'm very pleased with the results. This kit is a godsend for small business owners like me!"

Monique Harris
Author, *Make Your Knowledge Sell*
<http://www.SellYourBrainFood.com>

What is step number six?

Step #6 Apples to Oranges

Build value. Comparing apples to oranges.

In order to prove that your product or service is a great value you need to show it. I do this by comparing my letter templates to having to pay me or another copywriter to write them for you. This way I can prove it's a great value.

Price becomes a non-issue because you establish the value of your offer as much, much greater.

Okay, So What's The Cost For This Incredible Resource?

Well, realize that this collection of sales letter templates could easily sell for thousands of dollars. In fact if you asked a top copywriter, like myself, to produce 39 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties.

(I currently charge a minimum of \$1,500.00 per copywriting project -- and that's for the really small jobs). So at bare bones minimum you're getting thousands and thousands of dollars worth of powerful sales letters at your disposal.

But I'm not going to charge you anywhere near that amount or even my minimum project price. **In fact, your total investment for all 39 money-making, fill-in-the-blank sales letter templates is just \$39.97.** The money you'll earn as a result of these proven letters can very easily pay you back hundreds (probably thousands) times your meager investment.

People think of price and value on a scale. On one side is value and on the other is price. Load up the value side of the scale.

You want the side holding “the value” to be down so far that the price is really no issue. The way you build that up is comparing what I call apples to oranges or return on investment.

The best way I can show you that is the copy for sales letters. The sub head says, “Ok, what’s the cost for this incredible resource?” It says, “The cost of sales letter templates can easily sell for thousands of dollars. In fact if you have a top copywriter like me, produce 39 sales letters for your business, you can charge in the neighborhood of ten thousand to fifty thousand dollars, not including royalties.” And then it says, “I currently charge a minimum of fifteen hundred dollars for copywriting project and that’s for the really small jobs”.

So, the reader sees himself getting thousands and thousands of dollars worth of powerful sales letters at for a very low price. I’m not going to charge you anywhere near that amount or even my minimum project price for these letters.

And then all of a sudden we tell the reader it’s not going to cost him fifty thousand dollars or ten thousand dollars...would all these letters be worth it if I bring the price down to fifteen hundred dollars?

Then I shock them with the price, everything is just thirty-nine ninety-seven.

This is an irresistible offer and the value is so incredible. But notice I didn’t compare my product to other books or CDs that are out there. I didn’t compare it to any of them. That’s why I say it’s an apple to oranges comparison; because you’re comparing instant sales letters with custom sales letters done by a professional copywriter.

For More Information on Yanik’s Products and Services click here:

www.InstantSalesLetters.com

(The following is an excerpt from Chapter 17)

Jimmy D. Brown: Mastering E-mail Marketing



About Jimmy D. Brown...

Jimmy D. Brown is the web's leading authority of email marketing. His 8-Hour home study course available is considered by many to be the most complete course available on the subject. He is a prolific writer, highly respected marketer and is frequently a featured expert at the top Internet conferences in the nation.

www.getemailresults.com

Listen To Jimmy D Brown

(this is 1 of 9 audios in The Online Marketing Superstars Course)



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(make sure the sound is up on your computer)

Q: Now can you tell us specifically about sublists? What are they and how can we use them to make money online?

**The Power of
Sublists**

As we focus on sublists we're going to talk about one important aspect of the DEEP foundation and that's DIVERSITY. Building multiple lists and sublists -- all with a specific purpose and function.

It's important that you understand this concept from the beginning. Email marketing isn't just an ezine; it's not just about publishing a newsletter. That's a good beginning, but that's really all it is, a beginning.

Email marketing is about starting, growing, nurturing and profiting from a wide variety of lists and sublists that all work toward building your DEEP foundation and your business online.

As you build your lists, there are five rules that you should always go by.

Rule #1 -- "Work Towards Multiple, Tightly Targeted Lists." Like I've already mentioned, you want more than a newsletter list, you want LOTS of lists and sublists. So, that's the key here -- work towards multiple, tightly targeted lists.

**Multiple Tightly
Targeted Lists**

That simply means, develop an entire family of lists, each one of them focusing on a tightly targeted niche.

Let me give you an example. Let's suppose I wanted to promote a handful of reprint rights licenses to a new product that I just developed. I'm preparing to place an ad in a newsletter. Which do you think will sell more licenses for me...?

- A. A daily joke list with 500,000 subscribers.
- B. An internet marketing list with 25,000 subscribers.
- C. A reprint rights announcement list with 325 subscribers.

I use these examples because it's a REAL scenario that I faced. At first glance, you might think, "well the list of 500,000 subscribers would pull more results just because of the sheer number of subscribers."

Wrong answer. Extremely large list -- wrong target audience. Try again.

"Ok, then it must be the internet marketing list with 25,000 subscribers. After all, internet marketing folks are interested in selling products, so a large majority of them would be interested in a reprint rights license. And 25,000 must out-pull the 325 subscribers, right?"

Wrong again.

The smallest list -- by far --, with only 325 subscribers, out-sold a 500,000 non-targeted subscriber list and even a 25,000 slightly-targeted subscriber list.

Why? Because it is a TIGHTLY targeted list. Every single member - - few though they are -- specifically asked to receive information on new products available with reprint rights. They WANT new products to sell and WANT to know when there is something available for them to buy.

Now, that's a list!

It's a small list. But, it's a loyal list. And it is TIGHTLY targeted. Any mailing to that list produces immediate results, because it's EXACTLY what they are looking for. The more targeted your lists are to a very specific niche, the greater response rate you'll have when you send out an offer. I've had offers on some of my lists that had a staggering 76% conversion.

Permission Only Please

So, look beyond the standard ezine and focus on tightly targeted lists, also known as sublists. In just a few minutes I'll be explaining about different kinds of lists to create and how to profit from them.

Rule #2 -- "Build ONLY 100% Opt-In Lists." Translated, that simply means, only put folks on your list who requested that you do so. That phrase "opt-in" means just that -- the folks opted (optioned) to be included in your list.

Never, never, never -- trust me, you'll thank me later --- never put folks onto a list without their permission or send out any kind of mailing to them without their permission. That is considered SPAM and will get you into hot water faster than you can say "oops, I messed up."

SPAM is also known as "unsolicited commercial email." It's a "no-no." Don't do it. I promise you, there are much, much, much better ways to use email marketing and build lists.

Your purpose is to make money with your sublists. You'll always make more money with your lists by sending your offers to those who are interested enough to have requested joining your list than those who have never expressed any interest at all.

A Loyal List

Rule #3 -- "Remember Quality is More Important Than Quantity." I've sent advertisements to lists of 500,000 subscribers that didn't pull nearly as good responses as the ads I sent to lists that only had 500 subscribers.

Quantity isn't nearly as important as quality. A large list isn't nearly as important as a loyal list. I'd rather have 500 "eager beavers" who can't wait to read my mailing than 5,000 folks the majority of which submitted a Hotmail email address and won't ever lay eyes on my email messages.

Many folks -- especially in the web marketing / business market -- sign up to every new list they come into contact with. They use an email address they rarely check and get dozens, even hundreds, of newsletters each month.

Do you really think they are going to read them all? Or, even any of them? Not likely.

And yet, they are included in a list, probably a large list. Is that list useful? Not nearly as useful as a list of folks who REALLY do read the emails they receive.

That's what you want to go after. A list of folks who REALLY do read the emails you send them. A list of folks with whom you can build relationships. A list of folks who will come to trust you and rely upon your recommendations.

A quality list.

Don't get caught up in the numbers. The numbers will take care of themselves in time. Your list WILL grow if you use the techniques I'm going to share with you. Don't worry about getting a huge list, that'll work itself out in the long run.

Folks Who Come to Trust You

Work on building a loyal list who actually read your messages -- in fact, who actually LOOK FORWARD with anticipation towards reading your messages.

Even if the list is small, that list is going to make you some money. A loyal list = a profitable list. Let me say that again, because it's important. A loyal list is a profitable list.

I make more money from my small lists than I do my large lists in a lot of cases, and that's because they were built to focus on very specific niches where folks anticipate the information when it is sent to them.

Patience

Quality is more important than quantity. Don't ever forget that.

Rule #4 -- "Take Your Time And Do It Right." You're building a foundation, remember? Do you think foundations are built overnight? Nope. They take time. And the bigger the foundation, the more time it takes.

One of the problems that most list-builders face is their own impatience. For some reason, we have this belief that we can build a huge list overnight.

Sorry, but it just doesn't work that way.

List-building is an often slow process. At least, if you're going to do it right. Remember, you're looking for QUALITY subscribers to build a loyal readership of folks who look forward to hearing from you. The point I want to make here -- and please pay careful attention -- is to simply take your time. Don't get so impatient. Impatience usually is the forerunner to quitting.

Your Marketing Virus

Did you catch that? Impatience is usually the forerunner to quitting. Most folks that get impatient get discouraged. And they quit. Don't do that. Take your doggone time and do it right. Build a high-quality list and I promise you it will earn you a nice profit.

For more information on Jimmy's products and services, click here:

www.getemailresults.com

Marlon Sanders: Online Branding



Marlon Sanders is an Internet pioneer and a brilliant and dynamic e-marketer. Marlon's specialty is in developing marketing strategies and writing killer copy. He is the brains behind a dozen successful Internet ventures including the Amazing Formula, Push Button Sales Letters, Associate Program Marketing Handbook, Gimme My Money Now, Amazing Ad Copy Secrets Revealed, Create Your Own Products In A Flash, How to Automate Your Web Business to mention a few.

www.amazingformula.com

How do you create a brand?

I think that there are several things that are important. Number one, you look at the models for good branding.

One of the good models, for example, is the whole series of books 'for Dummies.' You have Computers for Dummies, this for dummies, that for dummies, and they all have the same character logo used on the covers and on their website. It maintains a consistent color theme, which is black and yellow. Everything has the same graphic design, and so what that means is whether you're looking at the website, whether you're looking at the book, you know the company, you know the look.

Visual Consistency

If you think of Starbucks, what colors do you think of Starbucks? Starbucks is associated with that green color they have, and so this is subconscious association. Psychologists call it contiguous association, and that's really what you're trying to build in branding. Here's what we do to bring this down to something concrete:

Number one, look at the model. I mentioned Dummies. Another good model is the richdad.com and the Rich Dad, Poor Dad series of books that have the purple/gold, which is their consistent theme of colors. They use a consistent graphic design. When you see a new Rich Dad book come out, you instantly recognize it at the book store. When you go to their website, you instantly recognize it.

Number two, look at your Internet properties. Chances are, you have multiple websites, and you want to maintain a consistent look and theme among your websites, so if you go to our websites, whether you go to pushbuttonletters.com, amazingformula.com, prcash.com, it all has something that lets you know where you are. Our theme is "marketing that roars," and we have a lion that appears on every website. We maintain the same colors, the same theme.

Four Steps to Branding

A really great place to learn some of the basics of branding is the book, Emyth, by Michael Gerber. It's kind of odd that he would be talking about branding in a book that really talks about the entrepreneurial urge. But I think that Michael talks about

branding in a more practical application than some of the books that are written about branding.

Part of branding is the logo that you incorporate, and so they have this little four-quadrant logo that they have incorporated. When Michael speaks, it's really interesting. He has this whole stage set, and part of that stage set is that quadrant made up into a big image, a graphical representation that actually sits there on the stage when he speaks. And so, the books, the website, the seminar speaking, the colors, the theme, the graphic design, it all blends together.

So, look at models, then look at your own properties and look at them with a dispassionate eye and say, do I get the same feeling? Do I see the same colors? Do I see the same graphics? Do I instantly know and recognize this company? And, if you don't, then you know you're not doing a consistent job of getting your message across.

Number three, go to your customers and ask them who your company is, what is your company about, and see if your customers all say you're about the same thing, or if they all have conflicting messages. If your customers all have conflicting messages of who you are and what you're about, then you have a problem, because you haven't portrayed or gotten your branding and your message, and your theme, across to your target market.

Number four, go to your own staff and you ask, "Who are we, what do we stand for, what do we represent, and what are we about?" Does your staff know who you are, what you are, your identity, your theme and your branding? Is your own staff clear about it? These are, I think, the core issues. It's about your identity. Who are you? What do you stand for? What are you about? That theme and that message and that persona have to go through every part of your company with consistent theme, consistent message, consistent slogan, consistent logo and so forth.

www.AmazingFormula.com

Armand Morin: Product Generation Expert



Armand Morin has been marketing on the Internet since 1996. He is the developer behind many of the top selling internet marketing software tools today.

Armand's products include 21 Mind-Motivators: Psychological Tactics to Capture More Profits, eCover Generator, Header Generator, Sales Letter Generator, eBook Generator, Instant PDF Generator and most recently Audio Generator. His sales are currently close to \$50,000 a month in volume and he has sold as much as \$120,000 a day and 4 million in as little as twelve weeks.

Listen To Armand Morin

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(make sure the sound is up on your computer)

What do you think makes for a successful internet product?

One that solves the problem, I think if you look at any great product, it solves a problem. I tell people to go out and look for the biggest problem you can find, because if a lot of people are having the same problems then there is a need for a solution to that. Whether it is a software product, or an information product. But someone needs to know how to correct this problem and if you can show them how to make their life easier or simpler, then they are going to be more apt to purchase your product.

Can you run us through the process? What's a product that you created that solved the problem and how did you create this?

I created a product called "EBook Generator" and what that product does is it creates eBooks. I think many people have heard of eBooks.

eBook Generator

Most use a PDF file to view or create eBooks. Well there is another version of what they call eBook compiler which takes each page like it would be a web page and puts them into a single file where a person can download to their computer. They can then click on the eBook icon and it opens up just like you would a web page and see it.

I was in the process of creating an information product and I had found the eBook compiler and I bought it. But it didn't do what I needed it to do. I then went out and found another one and it did a little bit more, but it still didn't do what I needed it to do. I ended up buying every eBook compiler that there was out there on the market. So I start thinking to myself, you know, none of this can do what I need it to do. There is going to be a market, there are going to be other people in the same situation that I'm in. So I went to work and I start finding people that could create this type of software with the features in it that I like, that I would want, that I needed. I found a company, actually a company in Czechoslovakia and told them what I

needed. They gave me a price of how much it was going to cost to develop and about 6 weeks later I had finished product that I could resell to the market place. So, I took an existing product that I know people were buying already and I made it better.

It seems from looking at your product on the internet that you are a masterful programmer but that's not the case, is it?

**Let Other
People Help**

Absolutely not, in fact if I had to sit down and write my own product or create my own software, I would be there an awfully long time. I do not know how to write a single line of software code at all. But I do know where to go to find people who can do it for you and it's plentiful on the internet.

In closing, tell us about your newest products?

Our newest and possibly most exciting product that is sweeping the Internet is called Audio Generator.

Imagine if your Website could talk. Sound crazy?

I thought so too until I was introduced to a brand new voice technology developed by my good friend, Rick Raddatz.

Rick used to work for Bill Gates. After leaving Microsoft, he applied his technological genius to help online marketers - like you and me - capture more sales and profits with the power of audio.

And that's why Rick and I teamed-up to bring you AudioGenerator™ - the fastest, easiest, most economical way to increase your online sales and profits without spending a nickel more on advertising costs.

We have learned that the human voice has the power to influence, motivate, and persuade prospects to click "Order Now" buttons faster and with less resistance, Test after

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www.onlinemarketingsuperstars.com

test has shown that audio dramatically increases Website pulling-power and sucks more cash out of targeted traffic!

We have found that it is the best way to build solid rapport with even your most skeptical prospects by expressing trust, credibility and authority of the human voice.

And it works hard day-and-night on your behalf to inspire and persuade your prospects to buy ... even while you sleep!

Just imagine the look your prospect's faces as they listen to your captivating audio testimonials - from customers and colleagues - with one click of the mouse button!

To find out more click here:

www.audiogenerator.com

Mitch Meyerson: Coaching Skills for Your Business



Mitch Meyerson is a consultant, author, coach and the CEO of Guerrilla Marketing Coach. Over the last 20 years has been helping clients break through barriers in their personal and professional lives.

He is the author of six personal development books and audios including *Six Keys to Creating the Life You Desire*, *When Is Enough Enough?* *When Parents Love Too Much* and *Designing The Life Of Your Dreams*. His books appear in over 21 languages and he has been featured on the Oprah Winfrey show.

He is also the Founder and Creator of The Guerrilla Marketing Coach Certification Program and has personally trained over 100 marketing coaches.

<http://www.MitchMeyerson.com/>

He can be reached for telephone coaching or consulting at:

mitch@gmarketingcoach.com or telephone (480) 718-5939

In your books and programs you have lots of assessment tools and exercises. Can you tell us how you came up with those?

I have always enjoyed developing personal growth tools and I encourage my clients to create models, theories and products of their own. In fact, I think one of the strengths of coaching is the ability to set up systems of accountability with your clients.

I am an advocate of the self-test assessment because anything we can measure, we can improve and raise their proficiency in that area.

An example of this is the 16 Guerrilla Marketing Competencies Assessment Tool I created for the GM Coach Certification Program. To create this inventory I asked myself "What are the most important concepts of Guerrilla Marketing and how can I create a self assessment questionnaire to help business owners score and track their skills in each area?"

The following assessment tool is excerpted from the Guerrilla Marketing Toolkit (<http://www.gmtoolkit.com>) and used extensively in the 12 week Guerrilla Marketing Coach Certification Program

Test yourself on the 16 Guerrilla Marketing Competencies

Read each statement and score each competency on a scale of 1-10. (1 = poor, 10 = excellent) Answer every question *not only* from your own perspective *but as a client or customer* would answer for you.

1. I see every contact with my customers and prospects as marketing. My words, attitudes and actions are all intentional and based on my marketing goals.
2. I look at all of my marketing from the customer's point of view. I consistently make time to ask my customers and prospects what is it they really want.
3. I am aggressive in my marketing efforts.
4. My marketing attack includes an assortment of strategies. I make use of many of the 100 marketing weapons (described in the next section).
5. If I surveyed my customers today they would agree that I follow-up in a consistent and timely manner.

6. I consistently use a marketing calendar to track and measure the effectiveness of my marketing weapons.
7. My friends, prospects and customers would all say I am enthusiastic and consistently positive in all my interactions.
8. I focus on having a clearly defined marketing niche.
9. I have a clear and specific marketing plan that guides my weekly action steps.
10. I use online marketing as one of my major marketing weapons. I utilize email, a web site and the vast power of the Internet to reach new prospects and communicate with customers.
11. I build strong one-to-one relationships with my prospects and customers knowing that people buy from friends rather than strangers.
12. My business is oriented to giving. We often provide free consultations, tips, gifts and information. We make generosity a part of our overall marketing plan.
13. I look for ways to amaze my customers with exceptional service.
14. I consistently use my imagination to develop marketing strategies that are unconventional and will capture the attention of my target market.
15. I actively work on developing strategic alliances with other businesses.
16. I take consistent action on my marketing plan.

The Sixteen Guerrilla Marketing Competencies Worksheet

This worksheet permits you to track your growing Guerrilla Marketing Competency. Remember to score each competency on a scale of 1-10. (1 = poor, 10 = excellent)

Copy the scores from the previous worksheet. Next week, fill out the Guerrilla Marketing Competency worksheet once again, and enter the new scores below. Repeat each week for the next four weeks.

The areas where you consistently score low represent obstacles, or roadblocks,

to your success. Until you address them, they will continue to hold back your progress.

Competencies	Week 1	Week 2	Week 3	Week 4
<i>Intentionality</i>				
<i>Sensitivity</i>				
<i>Aggressiveness</i>				
<i>Assortment</i>				
<i>Follow-up</i>				
<i>Measurement</i>				
<i>Enthusiasm</i>				
<i>Niche</i>				
<i>Marketing Plan</i>				
<i>Internet Marketing</i>				
<i>Relationships</i>				
<i>Giver Stance</i>				
<i>Outstanding Service</i>				
<i>Imagination</i>				
<i>Marketing Partners</i>				
<i>Consistent Action</i>				

I have my clients and coaches track these scores once a week for a three month period. It is a powerful tool and I have consistently noticed that when people raise these scores they attract new clients and build their business.

**For more information on Mitch Meyerson's products and services,
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