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The Guerrilla Marketing Mindset

A sensible marketing mindset starts with you—not the company, not the marketplace, and not the customers. Your goal is to be market-ready. Tell yourself that. Convey it to the world!

Tough times are actually opportunities to reach out to your customers. That is a tough thing to consider but it really is the only thing to consider related to your marketing. That takes a disciplined mindset. Start this day with discipline and your 30-day journey will be quite fruitful.

Your competitors are probably cutting their marketing as an “expense”—you can be a step ahead of them by continuing with consistent marketing. Your competitors don’t have the proper mindset. You do.

Are tough market conditions and an economic downturn the right time to be cutting your marketing budget? Not if you want your business to get through the current economic downturn and be in the right position for when the economy does improve!
Mark Landiak of Corporate Dynamics Inc. of Naperville, Illinois, conveys it to the world. He says (and has written a book by the same title) that customer service is not a department. The same applies to marketing. It is not a department. Marketing is a verb in this case, not a noun. Marketing is action and action leads to profits.

“Just doing it” is more than casual activity or just winging it. Energy, enthusiasm, and passion have to be present. Energy, enthusiasm, and passion come from a mindset.

In the spirit of guerrilla marketing, marketing is everything you do or say that your prospects and customers see and hear from you. This includes everyone you meet, every vendor you contact, every sign you post, every point of contact, and every communication. A guerrilla marketing mindset involves thinking about this all the time.

The marketing mindset is dedicated to the idea that each person and every activity in a company or organization should be focused on the following question: How am I building my prospects’ and clients’ awareness through my marketing? Every day that you start working—whether you are in an office, out in the field, traveling on business, or visiting customers and prospects—you should focus on this question. If you have employees in your business, you should develop systems, checkpoints, and accountability so that they also think about this question.

While all employees, including entrepreneurial owners, know what their job is, they might not be able to focus on or even answer this question about their mindset and, in particular, their marketing mindset. If you would like to make several trips to the bank to make daily deposits, then everyone in your organization must think like a marketer in everything they do. The mindset starts with you. Running a business is more than manufacturing products or delivering cost-effective services. We’ve all heard it before: “Nothing happens until something gets sold.” But, you can’t sell a product or service no one knows about. Thinking like a marketer, all the time, ensures that never happens.

This should be your mindset from the first of these 30 days to the last—and beyond. This mindset must carry through in all that you do, in all that you aspire to achieve, in all your guerrilla successes, all the way to the bank.

A marketing mindset isn’t just thinking about your brochures, signs, messages, or packaging. It is the way you think about how all of these activities and other things work together to achieve your marketing goals. It is about tying all your activity to the mission statement of your company or organization. It is understanding your target
market, who will buy from you, and why. It is the measurement of your plan, and it is about relationships with customers and prospects.

Your marketing mindset is your marketing habit for the next 30 days. You will need to think about marketing all the time.

Entrepreneurs, business owners, managers, directors are all typically good at their technical expertise, whatever that is. The plumber that started his own plumbing company is good at plumbing. The chef that started his own restaurant is good at cooking and food preparation. While technically they are experts in their craft, they are really marketers; marketers of the business they own or started. That is a mindset that most entrepreneurs continue to be challenged with. Thinking about creating awareness for their technical expertise is the marketing mindset that goes along with entrepreneurship and ownership.

Whether it’s guerrilla marketing, business, or life in general, everyone is basically guided by a certain set of beliefs. One of those beliefs is that you can find a way to achieve something, get something you want or need, or move from point A to point B, according to your desire or plan. Without that belief, you’re bobbing on an inner tube in the ocean of life, just waiting for whatever happens to happen, going wherever the tide takes you.

Your beliefs are closely related to your attitudes, with what you say and with what you do. Your attitude shapes where you want to go. In order for beliefs and attitudes to guide you, you must first start with your mindset.

Think about your marketing in the same way you think about paying your bills. You pay them routinely every month without giving them much thought. Your marketing can be compared to your breathing. You can’t live very long on just a single breath. It takes many breaths, one right after another. Marketing works the same way. You won’t attract new customers or new business with one marketing initiative. You keep breathing to stay alive. You continue marketing to make more trips to the bank.

If you are making a list of the top three things that would make your business a success today, marketing should be at the top of the list. Pure and simple, if people don’t know about you, your products, or your services, they can’t buy from you.
Are you born with a mindset? The answer is no. A mindset is a reflection of your beliefs and attitudes, a conditioning. The good news is that a mindset can be learned and developed.

Marketing skills can be learned. The first step in acquiring the skills is to develop a sensible attitude toward marketing—an attitude based on your beliefs, because what we believe determines how we behave.

A positive attitude helps to build enthusiasm and motivates you to create the time to develop new skills and set realistic marketing expectations.

Your guerrilla marketing attitude combines optimism with energy so that marketing tasks are handled with enthusiasm and passion. In the next 30 days, you will be bubbling over with both.

One way to develop more of a marketing mindset is to look around you. Which signs or billboards catch your eye as you’re driving around town? Which radio commercials stick in your mind? Which mail pieces do you throw away and which do you keep?

Pay attention to features, headlines, benefits, and calls to action. Which ones work and which ones don’t? Doing so will not only become a habit for you after a while, but it will also be a continual contributor to your ongoing marketing mindset.

Keeping both your eyes and mind open is the first step in creating the marketing mindset. The next step is learning how these no-nonsense techniques and methods can be used in your business. It will become habit, and habit becomes mindset.

**More Ways to Develop a Marketing Mindset**

You have many options to help you develop your marketing mindset:

- Seek the help of experts and learn from them.
- Expand your mind by researching books, websites, e-zines, tele-seminars, etc.
- Keep a record of your marketing journey—your activities, successes, and failures.
• Write and help others as you learn.

Your marketing mindset is supported by your focus on customers, their needs, and satisfying those needs. This means getting the right products and services to the right customer in the right way at the right value, all while making a profit. Thinking about these issues all the time keeps your marketing mindset fresh and active.

So many brochures, websites, and salespeople talk about “what we offer,” “our features,” “what we do,” etc. A true marketing mindset puts you in the customer’s shoes. Ask yourself what’s in it for them? How will they benefit?

### Four Things that Contribute to a Poor Marketing Mindset

1. Thinking in terms of “I make a good living” or “I’m comfortable and my numbers are fine.” Complacency is your number-one enemy once competition steps in or a market turns. Not having the right marketing mindset will leave the company in a vulnerable state and a catch-up situation. Many times action comes too late and there is too much to recover from.

2. Thinking in terms of “I already lead in my market.” Sooner or later the competition will get stronger. There will be a new competitor in the market and/or there could be technology changes. Some industry factors are beyond your control. Lack of a marketing mindset will put you at risk from those factors beyond your control.

3. Thinking in terms of “I concentrate on the financials; marketing belongs to the marketing department.” Marketing starts with the CEO, owner, or director. Taking on this responsibility requires the right marketing mindset. Growth and survival cannot happen without marketing, and marketing can’t happen without the proper mindset.

4. Lacking a competitive spirit, not having a killer instinct, and not playing to win. Vince Lombardi said that winning is not everything—it is the only thing. The same goes for marketing. Marketing is not a hobby. It is put in place to win customers and business, and winning customers requires a winning marketing mindset.
The mindset must be developed or shifted to be driven by value, a customer focus, and a strategic approach.

So far we have discussed ways to develop the right mindset. Preventing a poor marketing mindset is just as important.

The following three actionable solutions will help you develop your marketing mindset:

1. Continuous learning and improvement, especially with all the new changes in marketing.
2. Competitive marketing analysis. Who is doing what marketing and what seems to be working in your marketplace?
3. Defining what business you are really in. Are you selling eyeglasses or are you selling vision? Are you selling drill bits or are you selling the holes? Are you selling circus tickets or are you selling thrills?

Another marketing mindset is the attitude that says each and every customer’s visit is important to both them and you.

Delighting customers is your goal. Put them first. Every day think of several things you can do to amaze at least one customer. This is in addition to any other planned marketing initiatives and the 30 days of guerrilla marketing activities being mapped out here.

**Guerrilla Marketing Mindset Tips**

You can take two guerrilla marketing mindset tips to the bank:

1. Know where you’re going to do business. You can’t be everything to everyone. In marketing, knowing where not to play is as important as knowing where to play.
2. View marketing as an investment, not an expense. Talk with accountants, and they will show you the line item on an income statement listing marketing as an expense. But what is the marketing mindset of this accountant? Spending $2,000 on a postcard campaign that generates $3,000 in business doesn’t cost you anything. Marketing that is done wrong and doesn’t work is an expense.

Marketing that works is an investment; and when it works well, the return on your investment is high. The mindset is that the right investment provides the best returns possible.
Commitment to What Works

Marketing does not consist of mini-events that happen between orders. It’s about always communicating, sharing information, and solving problems, all in the spirit of giving. Developing this mindset will ensure a constant marketing attack and a consistent approach to your markets and customers.

A marketing mindset combines motivation and passion to drive your business or organization’s vision.

A marketing mindset means thinking, living, and breathing marketing. Many people know what to do, but they spend too much time getting into position to get into position or too much time getting started getting started. Starting and maintaining the right mindset ensures your success.

“Guerilla Marketing Mindset” is the first day on this 30-day journey because in order to start anything, your head has to be in the right place. Your mind has to be set in the right ways, in the right direction. What we found since we published the first edition of Guerrilla Marketing in 30 Days was that adapting the proper marketing mindset it is easier said than done by many.

Some try to put forth the right mindset but mistakes are made along the way creating a great big barrier to maintaining it. Let’s take mindset to a new level by reviewing some of the mistakes we have observed that contribute to this barrier.

Marketing Mindset Mistake #1

Business owners and entrepreneurs think marketing is something that is huge and involved and may require a separate marketing manager or department. That is a
mindset mistake. Marketing is a series of steps, planned activity, and implementation tactics, and can be simple and deliberate, one step at a time. Seeking outside experts to assist can move this from mistake to common practice. Think planned activities, not involved strategies.

**Marketing Mindset Mistake #2**

“I tried that once and it didn’t work.” I actually heard a business owner say, “I went to a chamber of commerce luncheon and didn’t get any business so I’m striking that from my marketing.” That thinking is a mindset mistake. Marketing is a process, not an event. Marketing is made up of many, many, many, many things all working together. Frequency is a core marketing consideration. As much as 95 percent of purchase decisions are made with the subconscious mind. The way to get to that subconscious mind is repetition. Trying something once and saying it didn’t work is non-guerrilla thinking.

**Marketing Mindset Mistake #3**

“I’m not very good at marketing and don’t know very much about it.” Lack of knowledge can be a detriment, but there are many, many easy ways around that. Letting lack of knowledge stop your marketing is a marketing mindset mistake. Sure, marketing is dynamic and is always changing. There are new tools, methods, tips, and techniques being discovered, learned, and practiced every day. Put yourself in the marketing continuous learning category and you will overcome this mistake.

**Marketing Mindset Mistake #4**

Thinking that you are a business owner, proprietor, or entrepreneur and not a marketer is a mistake. You are really the marketer of the business you are a part of. That title isn’t on your business card but it should be set in your mind. You are in the marketing business. Any other thinking is a mistake.

Your beliefs and values will define you and your business. That, along with the proper motivation, drive, habits, and attitudes, will form the guerrilla marketing mindset to take you to your new marketing level.

Make marketing a habit. Successful entrepreneurs are successful marketers. Successful entrepreneurs have good habits.

Throughout the next 29 days you will learn ways to get your business noticed by the right people. The effectiveness of this program is based on the attitude toward
marketing and the mindset of the learner—you. Congratulations on the beginning of your first day and good luck!

**DAY 1 SUMMARY**

- Marketing is everything you do or say that your prospects and customers see and hear.
- The marketing mindset is dedicated to the idea that each person and every activity in a company or organization should be focused daily on the following question: How am I building awareness with my prospects and clients through our marketing?
- If you want to succeed, you will need to think about your marketing all the time.
- Think about your marketing in the same way you think about paying your bills. You pay them routinely every month without giving them much thought.
- The first step in learning marketing skills is to develop a sensible attitude toward marketing—an attitude based on your beliefs because what we believe determines how we behave.
- Your guerrilla marketing attitude combines optimism with energy so that marketing tasks are handled positively with enthusiasm and passion.
- Your marketing mindset is supported by your focus on the customer, their needs, and satisfying those needs.

**Action Steps**

**Part I**

What do you really believe about your marketing? How would you describe your current mindset, attitude, and beliefs as they relate to marketing?

Complete these seven sentences:

1. I believe that the importance of marketing is ____________________________.
2. This is what I think marketing will do for my business/organization: ____________
3. How much time, effort, and thinking do I believe marketing requires?

4. How much time am I willing to devote to my marketing overall? Per week? Per day? Per project?

5. What will I do differently to make my marketing effective?

6. What will I do to make room for No. 5 above?

7. What personal roadblocks might affect my marketing attitude, mindset, or effectiveness? Examples: money, time, knowledge, manpower, creativity.

After you complete these assessments, you will have a complete feel about your marketing beliefs, attitudes, and mindsets. You will know what to do more of, what to leave alone, and what to stop doing.

**Part II**

Start a marketing journal. Write down and keep track of your marketing journey. Label it something like “The first 30 days.”

Write down your commitment to marketing. Example: “I know I get busy, but I need to raise my expectations about working on the marketing component of the business. I will read, write, send, call, or say something related to marketing every day.”

Read the Guerrilla Marketing Creed below every day, every other day, or as frequently as you feel comfortable.

**Guerrilla Marketing Creed**

- I am committed to marketing. I will think continually of my customers’ needs and desires first and shape my business, products, and services around them.

- I will approach my thinking creatively, using my talents and the resources of others to develop the best solutions for clients and customers.

- I will always strive to improve my marketing knowledge, seeking new and innovative ways to develop products and services and ways to communicate with customers and prospects.
I will give all my customers and prospects the proper attention all the time. This will be done in a proactive manner, not just reactive.

I will continue to seek out new business opportunities. This includes strategic alliances, fusion marketing, joint ventures, cooperation, and other partnerships.

I will think marketing all the time.