

Included in this outline: A special report for easy success:

# Guerrilla Meets Karate Master II: The Advanced Program

Go deeper, further, longer and with more impact-- with the **advanced program of Guerrilla Marketing Meets Karate Master**.

**Guerrilla Marketing Meets Karate Master I** was a hallmark accomplishment for any business owner savvy enough to attend. You can get a home study version that will give you constant access to the best business growth information in the world today. And there's outstanding free guidance right here in this report.

“It blew my expectations out of the water.”

Brian Latta, entrepreneur and attendee

“It got my entire team on the same page and pulling in the same direction with more power and impact than maybe any other learning experience of my life.”

Bob Berry, Seminar Attendee

“I have to admit that both Jay and Chet one-upped themselves with this event. I've spent over \$200,000 on seminars and personal coaching from Chet, so you'd think I've learned everything I should've already known. But I have to say, they went further, gave more and set me on the path to even greater growth. – And my business has grown 500% since I discovered Chet's approach just two and half years ago.”

David Dean, CEO of two companies and seminar attendee

“When I first discovered Jay and Chet, I had reps selling only \$25,000 worth of product per month. Using the approaches and insights I gained, my lowest performing rep consistently tops \$50,000 per month and I have some reps

doing over \$100,000 per month, consistently. I really learned how to systematize my success and that's changed everything for my business."

Paul Iskyan, CEO and seminar attendee

The real secret to business success is not just getting ideas, but in getting the methods and step-by-step procedures in how to implement them.

## **How to set up your business for guaranteed success, the exact formula:**

### **Success Step one: Develop a significant competitive advantage**

This program was set up just like your business should be set up. Before you spend even one dime marketing your company, you should have clearly defined a strategic position that gives you an automatic advantage over your competitors.

For example, all carpet-cleaning companies sell mostly based upon price. Do you? If so, that's the worst strategic position you can occupy. Why? Because it's not defendable against any competitor who wants to under-price you to take market share.

We helped a carpet cleaning company create a strategic competitive advantage that worked like a steel trap to keep almost every caller that called, even at a price that was significantly higher than any of their competitors. In fact, they used the lower price competitors to their advantage.

So what positioning can YOU apply that suddenly gives you a significant advantage over all your competitors? There are excellent formulas available and they work for anyone wise enough to learn and apply them.

Even without our help, you need to spend some time really thinking through a strategic position that gives you every advantage over your competitors. But with our help, there are amazing secrets that can give you huge advantage that bullet-proof you against the onslaught of competition today.

### **Success Step two: Your business model.**

What's your business model? Many companies find that they've set up their company the wrong way. We found an accounting firm who offered free training on software as a way of getting new clients, instead of just developing a powerful way of getting new clients. Most companies think it's hard to get clients, but it's easy, when you know how.

You have to constantly examine your business model to be certain that it is designed in a way to maximize your opportunity. Another company we worked with sold products every month with sales going up and down monthly without too much predictability.

We helped them think-through their model and develop some services to compliment their products. Within six months they developed steady cash flow from the same customers they were already talking to about their products.

So what's your business model? Is it the best model it could and should be? If you had a heart problem who do you go to? A dentist? No. A cardiologist? Absolutely. You go to an expert. When you want to grow your company, who do you go to? Proven business growth experts, who've dedicated their lives to growing companies.

We know what it takes and it's just not that hard. Better, smarter and more effective marketing is so easy once you know how. Easy. At Guerrilla Marketing Meets Karate Master, everything was spelled out in simple detail. Is your business set up in a way that maximizes your opportunity or inhibits it?

### **Success Step Three: Play the long game, memes and slogans**

Most companies never set out to breed brand loyalty on purpose. It only happens by accident. Yet, when you look at how much brand loyalty can mean to you and your business in the long term, it can make the difference between an easy life or a constant struggle.

The concept of memes (pronounced meems) was taught by Jay Conrad Levinson at Guerrilla Marketing Meets Karate Master I (the first event). . Memes are a powerful way to play the long game. Since the eyes are the most powerful communication device in the game of marketing, you need a

visual representation of your company that means something and is easily associated with your company. The Pillsbury Dough Boy. The Jolly Green Giant. These virtual icons are examples of creating a visual image to go with your marketing.

Everyone has heard of the importance of a slogan, touting your strategic position, but few have really learned how to develop them or properly use them. But your slogan, touting your strategic position -- and a visual meme to represent you in the market you serve, are both important examples of thinking and acting for the long term.

So what's your slogan and do you know the four rules for creating them? And does that slogan actually and effectively position you in such a way that makes everyone only want to buy from you over your competitors?

Think of this slogan: "pizza, delivered in 30 minutes or less or it's free." When that slogan first appeared in the commercial airways, no one delivered pizza except a handful of pizza places (in the entire country) and even they didn't guarantee a time period.

Today, we accept that pizza will be delivered, but that simple slogan is solely responsible for this occurrence. And in the process of changing how we buy pizza, that slogan built a company that grosses over \$ 9 billion per year.

Domino's slogan did something we try to teach you to do on purpose: It "*shifted the buying criteria*" (a concept taught at the event) of the buyer so effectively, that the choice of where to buy pizza was shifted off of pizza itself! (let that sit in for a moment). It shifted the buying criteria off of pizza and onto what instead? Speed of delivery. Think about how powerful that is.

So what's your strategic position and have you created a position so strong that your buyers use the criteria YOU set up as the criteria by which THEY are going to buy? This single powerful concept can operate like a flood gate of new buyers surging in your direction if you're wise enough to THINK through the process. And of course, you can get a lot of help With Guerrilla Marketing Meets Karate Master I & II. (GMK)

**Success Step 4: Your super strategies versus your sub strategies**

The first three steps all have to do with what we call your *super strategies*. Before you even think about getting clients, set up your super strategies so that you are maximizing each tactical opportunity. Let's make that very clear. Most companies have never defined the difference between a *tactic* and a *strategy*. A *tactic* is a trade show, a brochure, a sales call, a website, etc... Those are all tactics. *Strategy* asks three questions:

1. What's the ultimate accomplishment with each tactic?
2. Are your tactics working together for a common goal and position in the mind of your buyers?
3. And if you look at each tactic, how many things can each tactic accomplish?

These three questions can mean the difference between working a lot harder or working a lot smarter with less money. If we forced you to think through those questions, in further detail, you'd suddenly see that every time you deploy a tactic, you can be getting A LOT more for the same exact dollar you're spending now. Naturally, this is what we did at Guerrilla Marketing Meets Karate Master (GMK), but we're giving you the overview here for free.

Your super strategies are all the things we talked about in the first three success steps above. Your tactics are the nuts and bolts of "getting clients," like ads, sales calls, etc... But there are seven sub strategies you want to develop before you even think about deploying even a single tactic. Why? Because they will make your tactics work harder.

We hope you are beginning to see that success can be very systematic. Very scientific. Literally guaranteed as long as you take the time to THINK and PLAN before you deploy.

### **Sub Strategies:**

Let us give you an example of a sub strategy. "Targeting" is a sub strategy. Between your super strategies and your tactics, are the sub strategies that help you design HOW you're going to deploy those tactics. Targeting is a sub strategy that can make a huge difference in your results.

So many companies target willy nilly, with no thought or strategic objective about the types of buyers they'd like to attract. At GMK, we taught a concept called: The "Dream 100 Sell," aka, "Targeting best buyers."

There are always a smaller number of best buyers versus all buyers. For example, Chet doubled the sales of a magazine three years in a row by focusing intently on only 167 advertisers while his competitors spread themselves over 2200 advertisers.

Even if you sell retail, you should be building special programs that attract that 20% of buyers who will spend the 80% of dollars. If you own a restaurant, for example, have you developed a special effort to target and build relationships with "frequent diners" versus all diners?

The point is that there are always a smaller number of buyers who buy a LOT more than if you target ALL buyers. And since the best buyers are always a much smaller number than all buyers, you can get much more profound impact on them without spending that much more.

So that's a sub strategy and it was covered with a fine-tooth comb at GMK (Guerrilla Meets Karate) and work-shopped intently by each attendee to ensure implementation.

### **Success Step 5: Seven musts of marketing**

One of the other sub strategies is that every smart marketer must utilize *the seven musts of marketing*. A significant study showed that the top companies in the world and the top companies in each market niche and the top companies in each geographic region all use these seven fundamental marketing weapons.

We're going to give you two for free, but there is another critical sub strategy you need to know to make these marketing weapons work a LOT harder for you.

The critical factor to maximizing your marketing weapons is to see how many ways you can cross-pollinate these marketing weapons. For example, one of the weapons is advertising. Another is personal contact (salespeople, customer service, etc...)

Many companies have run advertising but don't coordinate at all with the sales team to maximize the advertising they are running. Fact: there are five ways to get these two weapons to work better together where each time you use them, they make each other stronger.

But most companies do NOT get their seven musts of marketing working together to maximize their opportunity. When you do, it makes every single marketing expenditure work so much harder, you can't fathom the difference.

Following these success steps makes you a scientist of success. And naturally, GMK teaches them with such force and power that another attendee said: "Hands down the best business growth experience of my career."

### **Success Step 6: Tactical execution**

If you want to assure your success, here's what you've done so far (as outlined in this report).

- You've spent the time, with expert help, to THINK through your strategic position in a way that maximizes your tactics when you deploy.
- You've thought through how to get each one of those tactics to accomplish at least nine things (Chet teaches 13), so that when you deploy those tactics, you are accomplishing all kinds of objectives.
- You've worked at making sure that all the tactics are adding up to something as a collective effort.
- You've develop a powerful slogan and meme to lay the long term foundation of a company that builds buyers for life and a solid reputation that keeps you rich in clients forever.
- And now all you have to do is maximize the effectiveness of each tactic with the insights that make them work better.

For example, in one study we found, ads that pulled 200 responses as compared to ads that pulled 20 responses (to the same audience) all followed at least four basic rules. So if you advertise, these rules change everything.

If you have salespeople, they can work harder, or they can work smarter. Also, how you hire them, manage them, train them, each one of those elements can increase your results five-fold, and there are many, many examples.

But those are just two of 100 different marketing weapons that we walked you through at GMK. 66 of them are free. No charge. So you have no excuse if you're only deploying a handful of marketing weapons. There are dozens of ways to get more clients without spending one penny more.

## **Guerrilla Meets Karate Master II, The Advanced Program**

We are very proud of GMK I, and the graduates concur that it was a hallmark business growth experience of the greatest magnitude. So why would we do an Advanced program? More perfected execution.

We feel that GMK I, as outlined above, is structured just like you should structure your company. Almost everything you need to be a scientist of success is in that program.

But we found that to really get results and exponential growth, you need to workshop these concepts with more guidance, and you need to go deeper. Some examples:

### **Going Deeper Lesson one: Getting clients**

Jay Levinson laid out 100 Guerrilla Marketing weapons, but you still need to work through three things: 1. Which ones are perfect for you? 2. In what order of priority and roll-out should each be deployed? and 3. Did you get the concept customized for YOUR company?

Come and spend four days outlining your success map. Drill down deeper with The Magnificent Seven Speakers, the seven outstanding experts we've brought together for GMK II

### **Going Deeper Lesson two: Increasing profits**

Scott Hallman helped everyone in GMK I find more profits. He was a highlight of the program and a scientist in his own right at helping you find at least eleven ways to get more profits out of your company, all without spending a penny more.

But Scott can take you deeper and ingrain these strategies in a way that you'll never forget. He can get you more and more profit at every turn. The way Scott teaches you how to slice and dice your company; you begin to look at every single activity as an opportunity to gain more profits. That's a significant mind-shift and when it happens, you start seeing profits at every level.

You need the foundation of GMK I, but once you have it, the next several layers of understanding show you a mindset for running a company that maximizes profit at every turn. Our companies are supposed to make us profits. Isn't it therefore logical that you should be a profit-producing master? Let's take you to the next level.

### **Going Deeper Lesson three: Presenting that core story: the ultimate weapon of mass destruction for your competitors**

Yes, you learned the awesome power of a core story. How to build a presentation of such extraordinary power that it does all the following:

- 1) Attracts buyers at a faster rate
- 2) Casts a wider net that attracts buyers who might not be ready to buy yet, but you get them before anyone else
- 3) Takes someone who might not even think they are interested and moves them right into the "buying now" mode
- 4) Increases your ability to get appointments
- 5) Establishes you as an expert in the eyes of your prospects
- 6) Helps you accomplish at least nine strategic objectives with every single client interaction, whereas most sales interactions are lucky if they accomplish even two strategic objectives
- 7) Increases closing ratio
- 8) Reduces sales training time
- 9) Improves your credibility with your clients in just the first few minutes of any meeting
- 10) And so much more

You probably can't imagine (unless you went to GMK I) how one tool could help you accomplish all these things, but trust us, it will and you will never go back to any other sales model once you've discovered the power of this masterpiece approach.

You will learn about all this in GMK I. But in GMK II we get you ready for the practical application of this powerful tool in your business. You will role-play your core story with experts. You will get the masters to get into specific dialogue and detail about your business to help you maximize utilization of that core story in ways you'd never discover on your own.

GMK II will take you through every mistake you'll ever make before you make it. GMK II will help you polish every inch of those eight strategic objectives mentioned above and eliminate the enormous learning curve you might spend in trial and error.

As Chet Holmes will tell you, every client makes fifty mistakes implementing the core story. And he wants to make sure YOU don't make those and that YOU are highly trained when you deploy this significant weapon of mass destruction (of your competitors).

### **Going Deeper Lesson four: The high art of the masterful close**

We introduce you to the concept of integrity-based selling, the most powerful concept for getting buyers to buy faster, more often and with a greater urgency. The basic idea: People will buy way faster because of who they are than because of what you have to sell. So if you want to close more sales, develop approaches that tie their identity to buying your product.

For example. Are you the kind of person who wants to always get more results with less investment? Are you the type of person who wants to find the breakthroughs that propel your business forward? If you are, if you really are, and if that's not just a line, but a core element of who you really are, then you must come to GMK II.

That's an example of integrity based selling. Tying your identity of who you are to what we have to offer. This science is brilliant and highly effective, especially, if ultimately, you DO serve your buyers as we will serve you.

If your product or service enhances your buyer's lives at all, then come to GMK II and let us help you work through these concepts and help you develop the exact phrases, approaches and dialogue that gets your client to associate their identity with your product.

In GMK I, you get the foundation and a very solid explanation of this concept. In GMK II, we walk you through the exact exercises to help you develop the full dialogue that closes sales faster, better and smarter.

### **Going Deeper Lesson five: Superstar profile to the tenth power**

A watershed moment for most companies is when they hear this powerful concept for causing serious growth in their companies. Here it is in a nutshell. If you have an opportunity, you can always find someone who will make you money... In many cases without you ever spending a dime to get them.

Chet Holmes teaches you how to attract high powered sales talent for straight commission, even if you're a one-person army. At GMK I, for example, Chet outlined how even a one-person graphic designer can get sales talent working for them for nothing, driving more business than you can handle.

No matter how small your company is, there are people who are born to grow companies and there are techniques that attract them and get them working for you on straight commission.

This concept was taught thoroughly in GMK I, but in GMK II, we'll really help you understand and apply it with example after example. And then we take you through the next steps for every well structured business: how to create pipeline reports, call reports and a systematic follow-up process that helps you manage your business much more effectively.

### **Going Deeper Lesson six: Breaking through the clutter; standing out in the crowd.**

The single hardest thing today for ANY business is to get noticed in the first place, -- by that buyer --for the first time. Studies show it cost you **six times**

**more** to get the attention of a new client than to sell to one who already knows your name.

But that study does NOT have to apply to you if you know the science of breaking through the clutter, as taught by several of the GMK I experts, including but not limited to Dave Lakhani, Alex Mandossian and Chet Holmes.

Dave Lakhani taught a fabulous formula that utilizes two different sciences to help YOU SMASH through the clutter and really GRAB the attention of the client. Dave gives you a superb understanding of *cognitive neuroscience and social psychology*.

But now he wants to take you further into this fascinating new world of breakthrough communication. Dave will give you dozens of examples of companies that capitalize on the unconscious and reactive nature of buyers. He will then walk you through a powerful process to formulate ads that will pull 10 times better than anything you have done before.

Alex Mandossian, the world's foremost expert on web traffic conversion taught proven formulas and strategies to dramatically enhance the profitability of your internet efforts.

Alex will also be digging deeper with your internet strategy. He will take you through a transformational workshop that will improve your website content and copy while increasing your conversion of new customers immediately.

Basically, it's time to dramatically soup up your tactics. To get everything working harder, smarter and more effectively and all of it without spending a penny more.

Let's get your direct mail working better for not one dime more. Let's get your website working better. Let's get your salespeople selling more effectively; let's get YOU managing more effectively.

**Going Deeper Lesson seven: Better mgmt, leadership and stress reduction in any business.**

The next level for any company is to understand that it is always the eldership that makes the ultimate difference in any organization. Learn how to be a more dynamic leader, even if it's only yourself you're leading right now. Learn how to make more happen in your business with very simple formulas of mgmt that will guide you to a better business the rest of your career.

Learn how to squeeze more profit from your business at every turn.

### **Our Amazing Offer**

We so want you to come to GMK II, that we're going to give you GMK I as a sign-on bonus for all those who come to GMK II. In this regard, you will come to us with a foundation upon which we can help you build a bullet-proof profit machine for propelling yourself to a better more fulfilling life.

In the beginning, most entrepreneurs have to spend a lot of time working because they have no money. But if you're wise enough to continue to take your skills to the next level, you get to the point where your money gives you more time.

That's the trade off. We spend the time to make more money and than more money gives you time and money to enjoy the life you want to live.

Too many people struggle without every making it to the position of having plenty of money and lots of free time to pursue the things they want to pursue. This program teaches you how to accomplish both.

GMK is indeed the single finest growth experience for any person serious about having a better life, a better income, an easier life and far better business.

So now you need to decide what kind of person you want to be. For most of us, we learned a trade first that put us into a business and never got the BUSINESS training that showed us how to run a truly great business.

Meaning, maybe you're an engineer who now offers engineering services, but do you have the mgmt expertise to maximize the company you've now built? Do you have the marketing depth to position yourself in a way that

gives you significant advantages in your quest for freedom? Have you mastered the high art of out-selling and out-marketing your competitors.

**Guerrilla Marketing Meets Karate Master** is your chance to leap to a much higher place on the skills ladder. To give you every advantage because you KNOW how to grow companies, not just offer your product or service.

Do you want to be an expert at growing your company, like you now are about offering your products or services? Don't you see that without the insights of growing companies, you're always going to undermine your own ability to succeed?

So take it further. Work with us at GMK II, and we'll gift to you GMK I to get you started.

### **Our Guarantee**

You register for GMK II. We send you GMK I, along with a personal coach to make sure that you maximize your opportunity before coming to our next event.

If by the end of the second day, you do not feel that we have given you a significant advantage in running a much more effective and profitable business, you can return your program and receive a complete refund on your registration fee. Your learning curve on GMK I will have been absolutely free and your first two days at GMK II will be on us. No charge to you.

So who are you? Are you a trade specialist who wants to run a business, or do you want to be a business person who has already mastered your trade? Maybe you own a store, a restaurant, a software company, etc... You have expertise in some area that enabled you to begin a business and offer your products or services to the public.

But now it's time to go further. How come one person opens a shoe store, struggles to keep that shoe store making them a living and maybe one day gets put out of business by the large chains that open in their area and slaughter them. While across town, another person opens a shoe store and becomes the chain that puts the struggling shoe stores out of business.

The difference is not the shoes, folks. The difference is the skills, learning curve and insights of the entrepreneur. Don't be the one put out of business by a competitor who one-upped you. Be the one who gets the skills to constantly one-up your competitors.

Our GMK Graduates are the people who know their business, but want to come and learn how to BUILD their business. Take your skills to the next level.

Call us to speak to a GMK Educational Expert. Our team of finely trained business builders can get deep with you to show you how YOU can go to the next level and where we might be able to help.

Don't make your decision based upon price; make your decision based upon opportunity. As Chet says, the cost is nothing if it works. And if it doesn't work, it doesn't cost you anything -- because we refund your investment in the program.

Your opportunity to become an expert at building your company or any company you may ever own, operate or assist is unparalleled.

Please join us at:

# Guerrilla Meets Karate Master II: The Advanced Program

**Call 888-880-2694 inside the U.S.A. or  
706-854-4496 outside the U.S.A.**