



# Free Agent Marketing Tips

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March/April 2004

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Editor: Doug Florzak  
Logical Directions, Inc.  
P.O. Box 19  
Westmont, IL 60559

E-mail:  
[dflorzak@LDIPub.com](mailto:dflorzak@LDIPub.com)

## Changes to the newsletter

We've got a new look and feel for *The Free Agent Marketing Tips* newsletter! We're also going to attempt to convert from a quarterly to a bi-monthly publication. This issue serves as the March/April issue. With this issue we're kicking off a series on guerrilla marketing. Even if you're new to the guerrilla marketing concept, this issue will give you a primer on what guerrilla marketing is all about. Future issues will focus on the seven-step marketing plan, fusion marketing, and Internet marketing. So, stay tuned...

## What is Guerrilla Marketing?

By Doug Florzak, Certified Guerrilla Marketing Coach

Perhaps you've heard the term "guerrilla marketing" or maybe you haven't. Some people think it means aggressive sales tactics while others think it means staging publicity stunts to get attention for a business. However, guerrilla marketing is actually a systematic approach to marketing that is geared to small business.

The term "guerrilla marketing" was first introduced in the early 1980's by Jay Conrad Levinson through his *Guerrilla Marketing* series of books. His guerrilla concepts became so popular that today his books appear in 37 languages. They are the best-selling marketing books ever published and are required reading in many MBA programs worldwide.

Since it is difficult to sum up guerrilla marketing in a single sentence or paragraph, here are some key factors that make you a guerrilla marketer:

1. Invest *time, energy, and imagination* rather than huge amounts of money.
2. Focus on *profits* as your yardstick rather than *sales*.
3. Avoid guesswork by using the *laws of human behavior* regarding purchase patterns.
4. Follow-up and stay in contact with customers who have purchased from you.
5. Focus on *relationships* with customers rather than making sales.
6. Encourage cooperation and fusion marketing relationships with other businesses.
7. Use *combinations* of multiple marketing weapons.
8. Aim messages at small, select groups rather than getting lost in large competitive groups.

9. Be *intentional*, paying attention to even small details such as how your business answers the telephone.
10. Rather than focusing on growing linearly only by adding additional customers, grow geometrically by *increasing the size and frequency* of each transaction, generating repeat sales and leveraging the referral power of your customers.
11. Make your business a *giver* rather than a *taker* by providing free information to help your customers.
12. Embrace technology (i.e. e-mail, e-newsletters, website, etc.)
13. Emphasize permission marketing where you gain consent and use that consent to market only to interested parties.
14. Shift focus of your business from *me* marketing (your company) to *you* marketing (the prospect).

Next issue, we'll focus on the 16 guerrilla marketing competencies and how you can score yourself to find which competencies you already do well and which require more work.

## Panera Bread: your new office

By Doug Florzak

In his book [Free Agent Nation](#), Dan Pink identifies Starbucks as an example of a convenient place for free agents to set up a temporary office away from home because it includes access to beverages and munchies, comfortable chairs, and Wi-Fi access to the Internet. But another contender for the ad-hoc office and meeting space is coming forward—Panera Bread.

Personally, if you're going to set up shop on the road or conduct a small business meeting, I think Panera Bread restaurants offer more choices than Starbucks. For one thing, they are bigger with a choice of cushy couches, booths, or tables. Second, they offer a wider array of food and beverage choices for maintaining your strength while you're cranking out a business plan on your laptop. Finally, Panera Bread has embarked on a program of equipping many of their restaurants with 802.11 wireless access—and it's free!

To find a Panera Bread restaurant with Wi-Fi access near you, visit their website at <http://www.panera.com>.

By the way, a look at the Panera Bread brochure for those considering employment at one of their restaurants reveals an interesting insight into their employee-empowering management style. Under "Values" includes the following: "Rule #1—Any rule can be broken if we are trying to satisfy our customers."

## New Book: *The Free Agent Marketing Guide*

By Doug Florzak

Looking to increase your profits 10-50% without busting your marketing budget? If you're a free agent, independent consultant, contractor, or freelancer, this book will help you master many overlooked marketing techniques and increase your profits. Even if



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you have a shoestring budget, this essential resource provides plenty of ideas for marketing your brand and getting your value proposition in front of your customers.

Armed with this book, your time, and some elbow grease, you'll learn effective, low-cost techniques to increase your profits without busting your budget. Doug Florzak, author of *Successful Independent Consulting: Turn Your Career Experience into a Consulting Business*, provides over 100 profit-driving marketing ideas and 180 resources for the time-pressed and budget challenged.

**[Order Your Copy Now!](#)**

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