



# Free Agent Marketing Tips

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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)

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## The 16 Guerrilla Marketing Competencies

Continuing our series on guerrilla marketing techniques, this issue focuses on the 16 guerrilla marketing competencies. You can make your marketing plan more focused if you can figure out where you are weak and where you are strong. But, how do you do this? One way is to rate yourself on each of 16 guerrilla marketing competencies.

**Here's how to do it:** The list below is adapted from [The Guerrilla Marketing Toolkit](#). In the list, give yourself a score from 1 to 10 on each item. Score every statement not only from your own perspective but from the perspective of your client or customer. The areas where you regularly score below 5 represent obstacles to your success. The areas where you score high represent areas where you feel more confident. Every week, re-test yourself and work on improving the low scoring items.

### The 16 Guerrilla Marketing Competencies:

#### Competency

#### Your Score

- 1. Intentionality.** I see every contact with my customers and prospects as an extension of my marketing. My attitude, language, and actions are all intentional and based on my marketing goals.
- 2. Sensitivity.** 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 they really want.
- 3. Aggressiveness.** I aggressively pursue my marketing efforts.
- 4. Assortment.** I use a wide assortment of marketing strategies without relying on only a few.
- 5. Follow-up.** My customers would agree that I consistently follow-up in a timely manner.
- 6. Measurement.** I consistently use a marketing calendar to track and measure the effectiveness of my marketing methods.
- 7. Enthusiasm.** My family, friends, prospects, and customers would all say I am enthusiastic and consistently express a positive attitude.
- 8. Niche.** I have a clearly defined marketing niche.
- 9. Marketing Plan.** I have a clear and specific marketing plan that I act on weekly.

**10. Internet Marketing.** I engage in online marketing. I have a Web site. I use e-mail and the Internet to reach new prospects and communicate with customers.

**11. Relationships.** Knowing that people prefer to buy from someone familiar rather than strangers, I build strong one-to-one relationships with my prospects and customers.

**12. Giver Stance.** My business provides free consultations, tips, gifts, and information. I make generosity and value a part of my overall marketing plans.

**13. Outstanding Service.** I seek to amaze my customers with exceptional service.

**14. Imagination.** I regularly develop unconventional marketing strategies that will capture the attention of my target market.

**15. Fusion Marketing Partners.** I actively seek out and develop strategic marketing alliances with other businesses.

**16. Consistent Action.** I take consistent action on my marketing plan.

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

**By Doug Florzak**



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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 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.

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