

4-Hour Guerrilla Marketing Coaching Program

“High-Impact Marketing on a Shoestring Budget”



with

Christophe Poizat

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What

4-Hour Guerrilla Marketing Coaching Program

Blending the most powerful **Guerrilla Marketing** Insights, Weapons & Strategies with the timeless wisdom of **Kaizen** (see appendix A and B)

Who Should Sign Up

If you are a business owner, an entrepreneur who wants to learn how to save time, remove frustration, recession-proof your business and dramatically increase your profits even during these challenging times, then this program is for you!

Benefits

After having attended my **4-Hour Guerrilla Marketing Coaching Program**:

- You will have a complete understanding about what marketing really is and what you need to do in order to improve the effectiveness of your marketing
- You will get absolute clarity on how to dramatically increase your profits
- You will be able to attain a better work/life balance by knowing exactly where to invest your time and energy.

Watch Your Profits Soar!

Details of my 4-Hour Guerrilla Marketing Coaching Program

Each coaching session will last approximately 60 minutes.

Session 1

- Kick off & Presentation of Objectives
- Mentee gives a presentation of themselves and their business
- What Marketing really is (and what it is not)
- Guerrilla Marketing vs Traditional Marketing
- 5 Step Marketing Improvement Process, when Guerrilla Marketing meets Kaizen
- Homework Assignment for Week 1: Assessing Your Business – 12 Key Questions

Session 2

- Review of Homework Assignment - Session 1
- 16 Competencies of Guerrilla Marketing
- 7 Step Marketing Plan
- Homework Assignment for Week 2: Prepare Your 7 Step Marketing Plan

Session 3

- Review of Homework Assignment - Session 2
- 200 Guerrilla Marketing Weapons
- Marketing Calendar; Selecting Your Weapons from the Guerrilla Marketing Arsenal
- Defining Your Key Performance Indicators (KPIs)
- Homework Assignment for Week 3: Select 3 to 5 New Guerrilla Marketing Weapons, Define Your Marketing Calendar, Define Your Key Performance Indicators (KPIs)

Session 4

- Review of Homework Assignment - Session 3
- The 8 Golden Principles of a Successful Website
- Fusion Marketing
- Launching your Guerrilla Marketing Attack
- Homework Assignment for Week 4: Review Your Website against the 8 Golden Principles, Launch Your Guerrilla Marketing Attack
- Next Actions & Final Wrap Up

Where

Online; using Skype, if you don't have Skype, I will call you on your land line or cell phone (US only).

Investment

Only **\$495.00** -- I can guarantee one thing: **it will be worth every penny!**

Iron-clad Money-Back Guarantee

This offer is backed by an iron-clad, full money-back guarantee. Do what I suggest and if it doesn't dramatically improve your business, I will refund your money. You have 90 days to prove my strategies do not work. You read that right: if you are unhappy, for any reason, after having attended my **4 Hour Guerrilla Marketing Coaching Program** within 90 days of purchase, just let me know and I will gladly refund 100% of your money, no justifications asked.



How to Register

1. Visit: <http://tinyurl.com/inse-4gmc> to make your payment; if you want to pay by check, wire transfer or Western Union, please contact me:

by email at gmarketingcoach@gmail.com

on Skype, my id is **cpoizat**

or call me on: **+33 620 286 299**

We will schedule 4 one-hour slots (one week apart from each other) at a time that suits you best (it can be a different time from one week to another)

3. I will confirm the schedule of our sessions by email; it can be changed with a minimum 48 hour notice.

Payment must be received at least 24 hours ahead of your first coaching session otherwise your session may be postponed or cancelled; in case of any questions, please contact me:

by email: gmarketingcoach@gmail.com

by phone: **+33 620 286 299**

on Skype: **cpoizat**

Testimonials

“Christophe Poizat is a true guerrilla in every way. That means he combines creativity, resourcefulness and a winning attitude. We are delighted that he is a member of our team and we are confident that anyone who has any dealings with him will emerge enlightened and wealthier.”

-- Jay Conrad Levinson, the Father of Guerrilla Marketing and Chairman of Guerrilla Marketing International

“Thank you for putting together such an amazing course! Every session had multiple insights, any one of which is worth more to us than the cost of the course. Your ability to explain the secrets of guerrilla marketing and connect them to my company is fantastic. A great course, even if you don't like marketing when you start. Everyone in business needs to do your

course!"

-- Iain MacKenzie, Founder & Chairman of Results InSight, Gold Coast – Australia

"Christophe's dedication to Guerrilla Marketing™ is impressive. From my recent experience, the coaching course he has designed is powerful, delivers excellent value, and is offered with great generosity. I had been doing a lot of work on our marketing and was juggling many different ideas; with the help of this 4 week course, I emerged with a clear, concise and practical plan to move forward and create action and results. It has helped me to articulate my proposition more precisely and deliver it powerfully and effectively. I recommend you take advantage of Christophe's services now if you want to gain insights into your business, and find low cost marketing strategies to promote it better."

-- Christine Miller, Founder Editor of ReSource Magazine, London - UK

"Anytime is a good time to get someone on your side who's experienced, articulate, passionate and is all for your success as a business owner (or someone who wants to be a business owner). However, the timing of my 4-Hour Guerrilla Marketing Coaching Program with Christophe Poizat, Certified Guerrilla Marketing Coach, could not have been more perfect. I was in the process of re-thinking and re-branding my 12+ year-old business and Christophe's insightful advice, thoughtful questionings and well-ordered program was offered with humor, patience and an extraordinary dose of kindness and generosity of Spirit. I could not have asked for a more perfect combination of skill, compassion and focused progression. Merci, Christophe - you and your GM Coaching Program rock!"

-- Jessan Dunn Otis, Independent Writer, Providence, Rhode Island - USA

"The 4-Hour Guerrilla Marketing Coaching Program is a must attend program. A well structured one with a master coach Christophe. He puts you on track. The program develops clarity, the desire to organize and achieve. Living in another part of the world, being coached online is a great opportunity. I greatly recommend that you start looking at your business with a Guerrilla Marketing approach and sign up for Christophe's program!"

-- Madeleine Cosson-Flanagan, PhD, Communication & Expert Trainer, Antibes – France & Delray Beach FL - USA

"Christophe is above-all genuinely interested and dedicated to helping you to achieve success. He goes beyond the call of duty to achieve this and helped to catapult my business to new levels. Joining forces with Christophe is an investment that will be richly rewarded!"

-- Dr Janey Little, "The Queen of Healthy Chocolate", Perth – Australia

"I would highly recommend Christophe Poizat to anyone looking to effectively and affordably market their business. Christophe was able to hone in on a few areas of my business that needed a bit of refinement and showed me how to implement no cost strategies that immediately increased my conversion rate by 4% within the first week. Christophe quickly identifies strategies that you can use immediately, enabling you to attract more clients and increase sales in a very short period of time."

-- Heather Jumah, Founder & CEO of WealthSuccessandWomen.com", CA - USA

Appendix A: What is Guerrilla Marketing?

Guerrilla Marketing, as described by **Jay Conrad Levinson** the **Father of Guerrilla Marketing**, is an unconventional way of performing marketing activities on a very low budget.

Guerrilla Marketing is the world's biggest brand of small business marketing information, advice and coaching as the books have sold over **20** million copies in **54** different languages all over the world.

What makes Guerrilla Marketing different and so special is that it has been designed for small businesses so it places the emphasis on imagination rather than money.

In Jay Conrad Levinson's own words: "*Guerrilla Marketing is for people with big dreams but small budgets*".

It is argued that if you use guerrilla tactics, you will find your small size an advantage. You will be able to obtain publicity more easily than a large company. You will be more agile and closer to your customers.

Appendix B: Kaizen

Kaizen (改善, Japanese for “improvement”) is a Japanese philosophy that focuses on continuous improvement throughout all aspects of life. When applied to the workplace, Kaizen activities continually improve all functions of a business, from manufacturing to management and from the CEO to the assembly line workers. By improving standardized activities and processes, Kaizen aims to eliminate waste.

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