

100 Tactics Checklist

from

GUERRILLA MULTILEVEL MARKETING

by

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100 Guerrilla Multilevel Marketing Tactics

Tactic	Using Well	Using, But Needs Work	Not Using But Should	Not Appropriate
1. 7-Sentence Marketing Plan	_____	_____	_____	_____
2. Marketing Calendar	_____	_____	_____	_____
3. Consistent Action	_____	_____	_____	_____
4. Identify Ideal Customers by Niche	_____	_____	_____	_____
5. Target Business Minded People	_____	_____	_____	_____
6. Your Passion	_____	_____	_____	_____
7. Your Personal Growth	_____	_____	_____	_____
8. Your Positive Attitude	_____	_____	_____	_____
9. Your Network	_____	_____	_____	_____
10. Your Product Knowledge	_____	_____	_____	_____
11. Your Market Knowledge	_____	_____	_____	_____
12. Smiles and Greetings	_____	_____	_____	_____
13. Body Language	_____	_____	_____	_____
14. Active Listening	_____	_____	_____	_____
15. Identifying Core Needs	_____	_____	_____	_____
16. Link Your Network to the World	_____	_____	_____	_____
17. Communicate With Stories	_____	_____	_____	_____
18. Sound Bites	_____	_____	_____	_____
19. Testimonials	_____	_____	_____	_____
20. Business Cards	_____	_____	_____	_____
21. Brochures	_____	_____	_____	_____
22. Catalogs	_____	_____	_____	_____
23. Article Reprints	_____	_____	_____	_____
24. Tip Sheets	_____	_____	_____	_____
25. Research Studies	_____	_____	_____	_____

	Using Well	Using, but needs work	Not using but should	Not Appropriate
26. CDs and DVDs	_____	_____	_____	_____
27. Bookmarks	_____	_____	_____	_____
28. Toll-Free Number	_____	_____	_____	_____
29. Voice Mail	_____	_____	_____	_____
30. Recorded Info by Phone	_____	_____	_____	_____
31. Bumper Stickers and Buttons	_____	_____	_____	_____
32. Product Samples	_____	_____	_____	_____
33. Contact Management System	_____	_____	_____	_____
34. Add Names By Referrals	_____	_____	_____	_____
35. Buying Leads	_____	_____	_____	_____
36. Rent Mailing Lists	_____	_____	_____	_____
37. Prospecting Leads Online	_____	_____	_____	_____
38. Meet Your Neighbors	_____	_____	_____	_____
39. Partner with Businesses	_____	_____	_____	_____
40. Join Associations / Lodges	_____	_____	_____	_____
41. Company Conventions	_____	_____	_____	_____
42. Opportunity Meetings	_____	_____	_____	_____
43. Home Parties	_____	_____	_____	_____
44. Networking Group Meetings	_____	_____	_____	_____
45. Sizzle Sessions	_____	_____	_____	_____
46. Fairs, Festivals, Flea Markets	_____	_____	_____	_____
47. Consumer Expos	_____	_____	_____	_____
48. Using Signs at Events	_____	_____	_____	_____
49. Contests	_____	_____	_____	_____
50. Email	_____	_____	_____	_____
51. Daily Tips	_____	_____	_____	_____

	Using Well	Using, But Needs Work	Not Using But Should	Not Appropriate
52. Website	_____	_____	_____	_____
53. Incoming Links	_____	_____	_____	_____
54. Online Articles	_____	_____	_____	_____
55. Pay-Per-Click	_____	_____	_____	_____
56. Pay-Per-Call	_____	_____	_____	_____
57. Audio/Video Clips	_____	_____	_____	_____
58. Blogging	_____	_____	_____	_____
59. Podcasting	_____	_____	_____	_____
60. Newsgroups and Forums	_____	_____	_____	_____
61. Social Network Sites	_____	_____	_____	_____
62. Online Classifieds	_____	_____	_____	_____
63. Spying	_____	_____	_____	_____
64. Write Articles for Magazines	_____	_____	_____	_____
65. Write a Book	_____	_____	_____	_____
66. Free Publicity	_____	_____	_____	_____
67. Teach Adult Education Courses	_____	_____	_____	_____
68. Public Speaking	_____	_____	_____	_____
69. Be an Expert Online	_____	_____	_____	_____
70. Calendar of Events Listings	_____	_____	_____	_____
71. Direct Mail	_____	_____	_____	_____
72. Card Decks	_____	_____	_____	_____
73. Inserts and Ride Alongs	_____	_____	_____	_____
74. Display Ads	_____	_____	_____	_____
75. Classified Ads in Print Media	_____	_____	_____	_____
76. Free Offer	_____	_____	_____	_____
77. Co-op Ads	_____	_____	_____	_____

	Using Well	Using, But Needs Work	Not Using But Should	Not Appropriate
78. Your Car As An Ad	_____	_____	_____	_____
79. Get an Immediate Result	_____	_____	_____	_____
80. Providing Social Proof	_____	_____	_____	_____
81. Radiating Confidence	_____	_____	_____	_____
82. Educating Instead of Selling	_____	_____	_____	_____
83. Involve the Customer's Senses	_____	_____	_____	_____
84. Using Three-Way Calls	_____	_____	_____	_____
85. Telling People What To Do	_____	_____	_____	_____
86. Giving with Generosity	_____	_____	_____	_____
87. Getting on Autoship	_____	_____	_____	_____
88. Removing Risk with Guarantees	_____	_____	_____	_____
89. Follow-Up Calendar	_____	_____	_____	_____
90. Customer Reactivation Letter	_____	_____	_____	_____
91. Newsletters	_____	_____	_____	_____
92. Conference Calls	_____	_____	_____	_____
93. Using Systems	_____	_____	_____	_____
94. Providing Great Service	_____	_____	_____	_____
95. Becoming Accountable	_____	_____	_____	_____
96. Time with Successful People	_____	_____	_____	_____
97. Joining a Mastermind Group	_____	_____	_____	_____
98. Continuing Education	_____	_____	_____	_____
99. Capitalizing on the Comp Plan	_____	_____	_____	_____
100. Tracking and Measuring Results	_____	_____	_____	_____

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