

by Jay Conrad Levinson

I'm giving you a memory crutch so that you'll never forget these words. All 12 words end in the letters "ENT." Run your business by the guerrilla concepts they represent and you'll be in marketing heaven.

**1. COMMITMENT:** You should know that a mediocre marketing program with commitment will always prove more profitable than a brilliant marketing program without commitment. Commitment makes it happen.

**2. INVESTMENT:** Marketing is not an expense, but an investment -- the best investment available in America today -- if you do it right. With guerrilla marketing to guide you, you'll be doing it right.

**3. CONSISTENT:** It takes a while for prospects to trust you and if you change your marketing, media, and identity, you're hard to trust. Restraint is a great ally of the guerrilla. Repetition is another.

**4. CONFIDENT:** In a nationwide test to determine why people buy, price came in fifth, selection fourth, service third, quality second, and, in first place -- people said they patronize businesses in which they are confident.

**5. PATIENT:** Unless the person running your marketing is patient, it will be difficult to practice commitment, view marketing as an investment, be consistent, and make prospects confident. Patience is a guerrilla virtue.

**6. ASSORTMENT:** Guerrillas know that individual marketing weapons rarely work on their own. But marketing combinations do work. A wide assortment of marketing tools are required to woo and win customers.

**7. CONVENIENT:** People now know that time is not money, but is far more valuable. Respect this by being easy to do business with and running your company for the convenience of your customers, not yourself.

**8. SUBSEQUENT:** The real profits come after you've made the sale, in the form of repeat and referral business. Non-guerrillas think marketing ends when they've made the sale. Guerrillas know that's when marketing begins.

**9. AMAZEMENT:** There are elements of your business that you take for granted, but prospects would be amazed if they knew the details. Be sure all of your marketing always reflects that amazement. It's always there.

**10. MEASUREMENT:** You can actually double your profits by measuring the results of your marketing. Some weapons hit bulls-eyes. Others miss the target. Unless you measure, you won't know which is which.

**11. INVOLVEMENT:** This describes the relationship between you and your customers -- and it is a relationship. You prove your involvement by following up; they prove theirs by patronizing and recommending you.

**12. DEPENDENT:** The guerrilla's job is not to compete but to cooperate with other businesses. Market them in return for them marketing you. Set up tie-ins with others. Become dependent to market more, spend less.