

The “Golden Rule” of Marketing

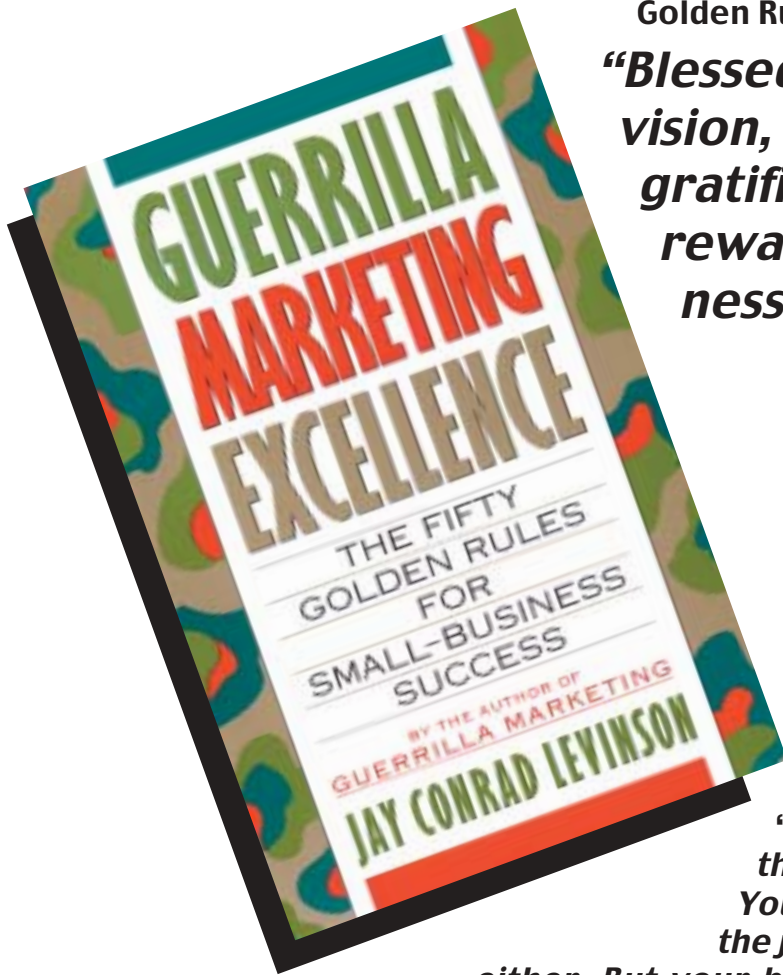
Excerpted from Guerilla Marketing Excellence

Golden Rule #1

“Blessed with the guerilla’s vision, do not seek instant gratification, but find your rewards with farsightedness”

This translates to:

Repetition
Repetition
Repetition



“The real truth about marketing is that it is very much like stonecutting. Your trade-show booth may not do the job. Your direct-mailer won’t do it either. But your booth plus your mailer plus your telemarketing plus your advertising presence plus your publicity plus your time and your patience finally combine to get the job done”