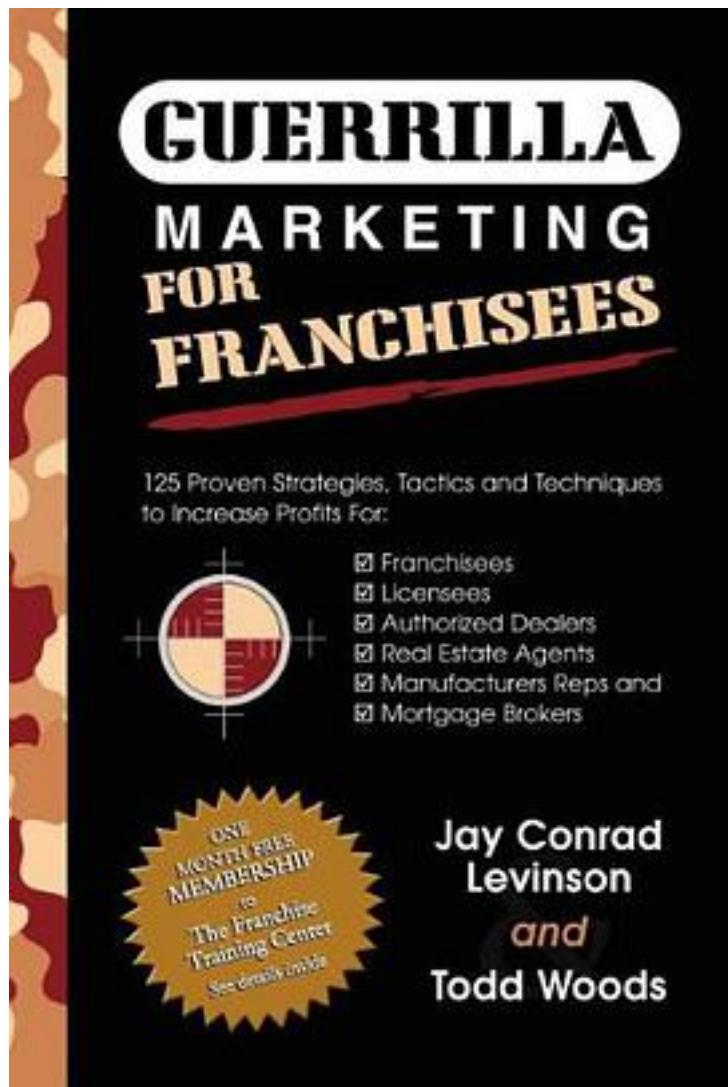


# Guerrilla Marketing for Franchisees



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With over 14 million Guerrilla Books sold worldwide, Guerrilla Marketing is one of the best known marketing brands in history; because it works. Guerrilla Marketing for Franchisees teaches franchisees; How to write a powerful,7-step marketing plan and prepare a successful marketing attack. How to successfully launch and maintain an ongoing marketing attack using up to 100 marketing weapons; 62 of which are low cost or cost next to nothing. How to understand their role as a franchisee when it comes to their own local store marketing. How to reach and even exceed their sales and profit goals and much more. Guerrilla Marketing for Franchisees teaches franchisees how to take action and provides them with the tools and know-how to do so.

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