

Buzz

“Wow! If you’re the sort of person who tells someone how to build a watch when they ask you what time it is, this is the book for you. No baloney, essential, useful hands-on advice for anyone who’s serious about being a consultant.”

– **Seth Godin, author of *Free Prize Inside***

“Great consultants don’t just talk about marketing, they do it—every day. That’s why they win. Follow the marketing advice in this book, and you’ll outsell, outperform, and outlast your competitors.”

– **Jeffery Fox, marketing consultant and author of *How to Become a Marketing Super Star***

*“Mike McLaughlin and Jay Levinson are two of the smartest, street-savvy marketers around. **Guerrilla Marketing for Consultants** distils their collective wisdom into a practical field guide, chock-full of practical tips and tactics.”*

– **Harry Mills, author of *The Rainmaker’s Toolkit* and *Artful Persuasion***

“As a consultant, I’m familiar with the terrain that Levinson and McLaughlin describe so expertly. As an editor, I’ve read all the classics on marketing. This book needs to be on your reading list. It’s the new classic for consulting success.”

– **Nick Morgan, author of *Working the Room***

*“**Guerrilla Marketing for Consultants** is an up-to-date, thorough and practical guide to business development. It is likely to become a standard reference for consultants learning to sell.”*

– **Ford Harding, author of *Rain Making* and *Cross-Selling Success***

“This is a wonderful book! Why? Because it demonstrates, in no-nonsense fashion, how the time-“honored” methods of consultants’ “marketing” need to be discarded in a changing world where the people with the best brains and methodologies don’t win unless they understand how to demonstrate to the world the advantages of working with them.”

– **Mark Stevens, author of *Your marketing sucks***

“If there is anything about the marketing of consulting services that you should have considered, but haven’t, you are almost certain to find it in this book.”

– **Robert Schaffer, author of *High-Impact Consulting***

*“An engaging and utterly comprehensive guide to marketing professional services. **Guerrilla Marketing for Consultants** is packed with useful ideas and insights for practicing consultants.”*

– **Fiona Czerniawska, author of *Value Based Consulting* and *Management Consultancy in the 21st Century***

