



SMALL BUSINESS

DESERVES

A BIG DAY!

## *Guerrilla Marketing in 30 Days*

Workshop Leader:

**Al Lautenslager**

Author, Consultant, Speaker, Business Owner

Guerrilla Marketing / Market for Profits

Distilled from the bestselling "marketing" book series in history (with more than 14 million copies sold worldwide in 39 languages), **Guerrilla Marketing In 30 Days** encourages busy business professionals and CEO's to hurdle the excuses of time, money, or motivation, and take dynamic strides toward new client acquisition and increased sales by following a 30-day marketing blueprint. Al will cover ...

What To Do If Your Answers To These Questions Are No

- Do you have MORE customers than you can handle?
- Can't decide where to begin marketing?
- Aren't sure how to put the pieces together or can't stay motivated and focused?

What To Do If Your Advertising Budget is Virtually Non-existent, and How To Get Massive PR Without an Agency.

Starting at ground zero, this presentation cuts a swath through the jungle of marketing madness, and outlines an effective plan of attack focused on the day-by-day implementation of key marketing fundamentals.

### **Meet Al Lautenslager**

Al Lautenslager is an award winning marketing/PR consultant, direct mail promotion specialist, author, speaker and entrepreneur. His businesses have helped hundreds succeed in their own businesses. He is the principal of a Market for Profits, a Chicago based marketing consulting firm and also the president and owner of a small business, The Ink Well, a commercial printing and mailing company in Wheaton, IL. Al recently appeared on radio, as a marketing expert to review Super Bowl commercials. He has also appeared on TV.

Al has started up businesses and closed them down. He has walked the walk of a guerrilla

marketer. He is a multi-winner of business of the year awards from various organizations. His articles can be seen on over 20 online sites in addition to being a featured business coach for the online site of Entrepreneur Magazine, [www.entrepreneur.com](http://www.entrepreneur.com).

Al is also a member of *USA Today's* small business panel, and a certified Guerrilla Marketing coach. Lautenslager is a much-in-demand speaker on the subject of marketing. Recently, *Fast Company Magazine* announced Lautenslager is a finalist for its annual Fast 50, "ordinary people doing extraordinary things" as "leaders, innovators and technology pioneers".

He can be contacted through his [website, www.market-for-profits.com](http://www.market-for-profits.com) or email - [al@market-for-profits.com](mailto:al@market-for-profits.com).