



Going Guerilla

With Tommy Joe Moore

OBJECTIVES

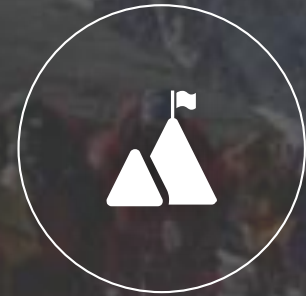
Our goal is to help...



Get you to 100%
Creative Health



Equip you to lead while
still doing your job well



Help you make money and
live the dream

Definition:

- The concept of guerrilla marketing was invented as an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget.

- Jay Levinson (1984)
 - “*Guerrilla Marketing*”







BORING



me and my coworkers logging into all of our meetings remotely for the next couple of weeks





OWN IT



High energy



Survival zone

Feels: a struggle

- | | |
|------------|-----------|
| Anxious | Defiant |
| Annoyed | Irritable |
| Frustrated | Worried |
| Fearful | Impatient |
| Defensive | Incensed |
| Angry | Envious |

High Performance zone

Feels: in flow

- | | |
|------------|--------------|
| Challenged | Excited |
| Optimistic | Enthusiastic |
| Confident | Proud |
| Engaged | Happy |
| Receptive | Stimulated |
| Eager | Astonished |

Negative emotions

Positive emotions



Burnout zone

Feels: relentless, high pressure

- | | |
|-----------|-----------|
| Tired | Empty |
| Sad | Hopeless |
| Depressed | Exhausted |

Recharge zone

Feels: a pleasure

- | | |
|----------|----------|
| Calm | At ease |
| Carefree | Relieved |
| Peaceful | Passive |
| Mellow | Serene |



Low energy



Adapted from Averill (1997), Larsen & Diener (1992),
Loehr & Schwartz (2003), Ryan (2008).







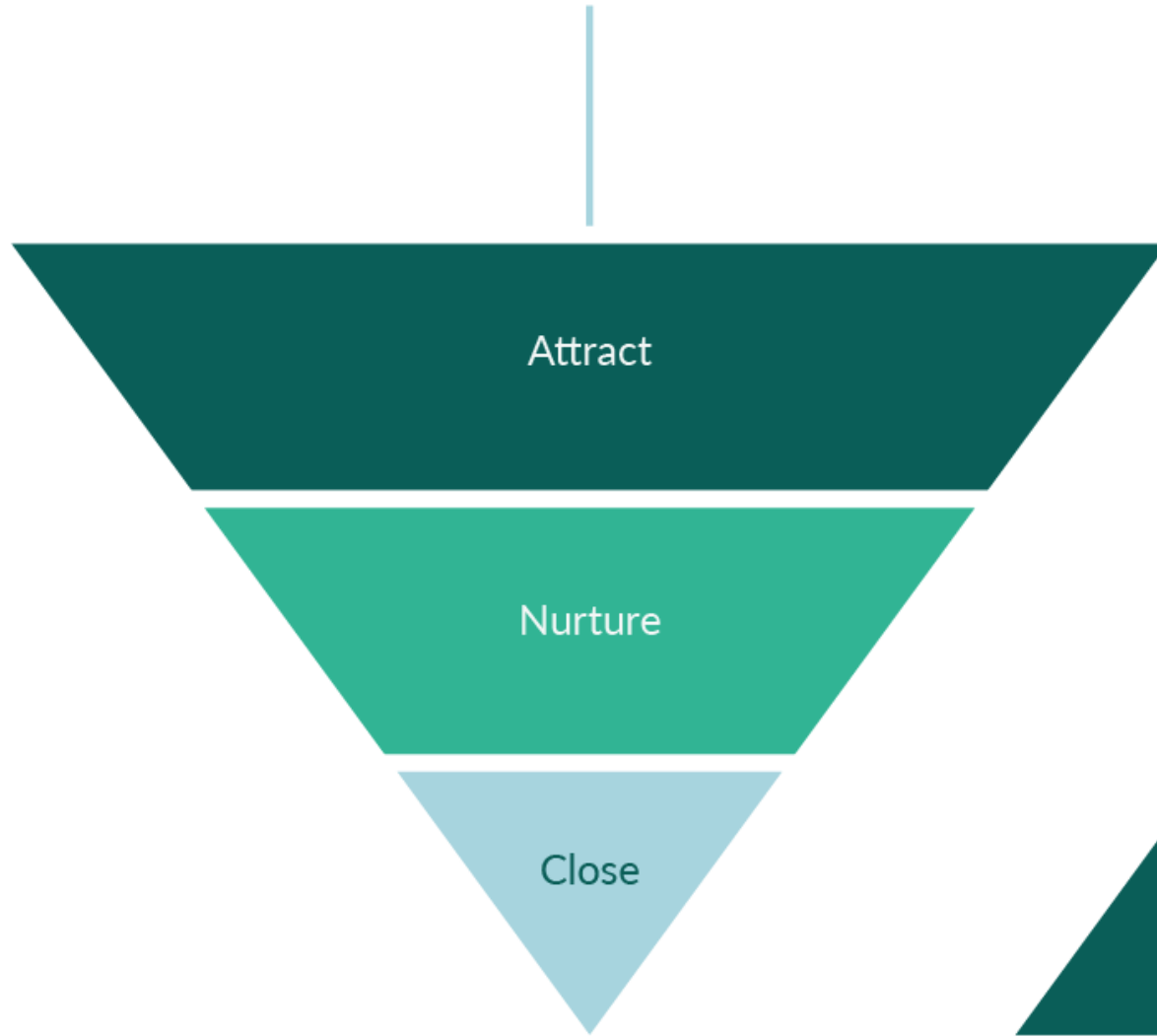
**When was the last time a
pull up banner changed
your mind?**

**No one cares about your
webinar**

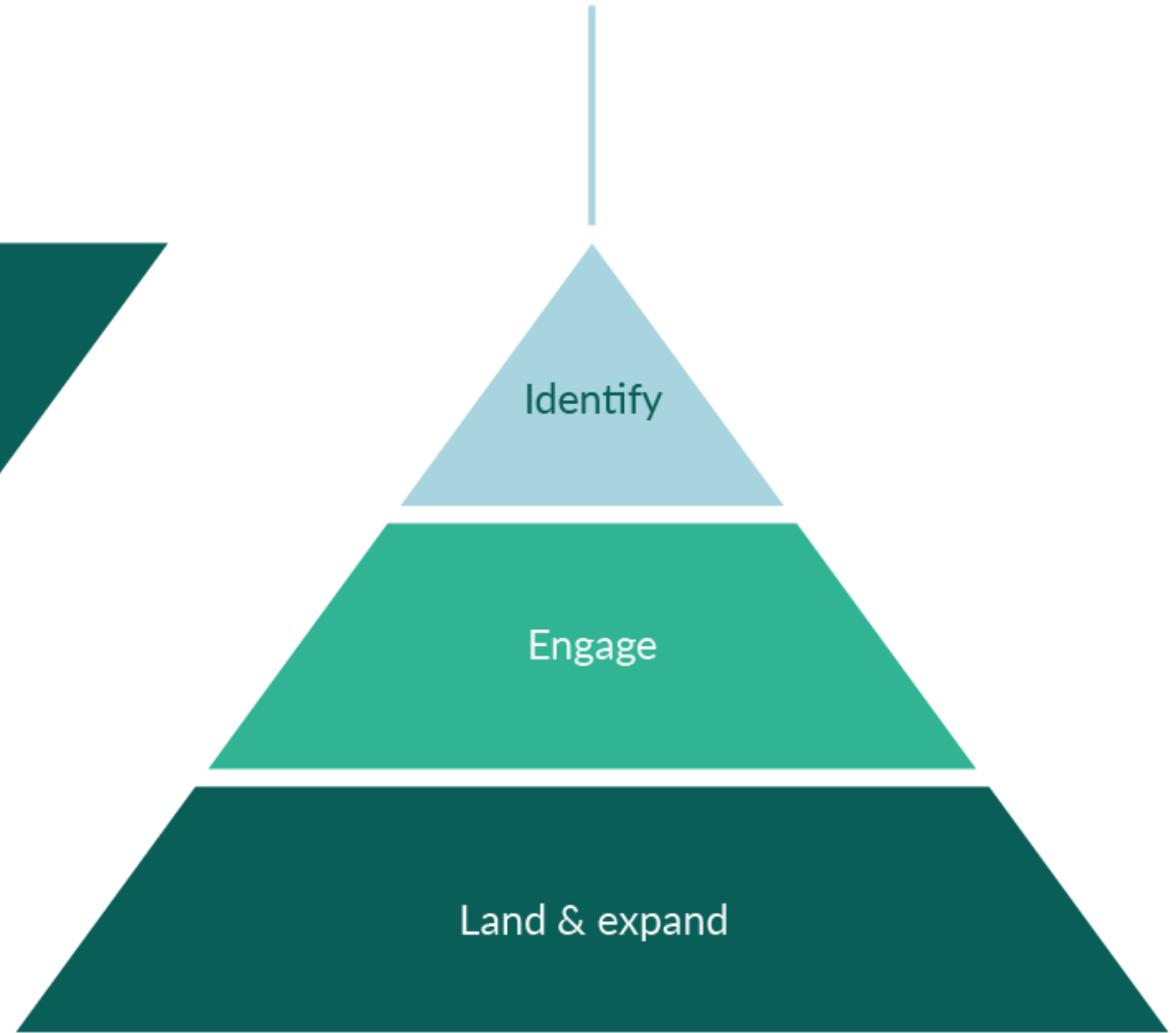
**No one cares about your
whitepaper**

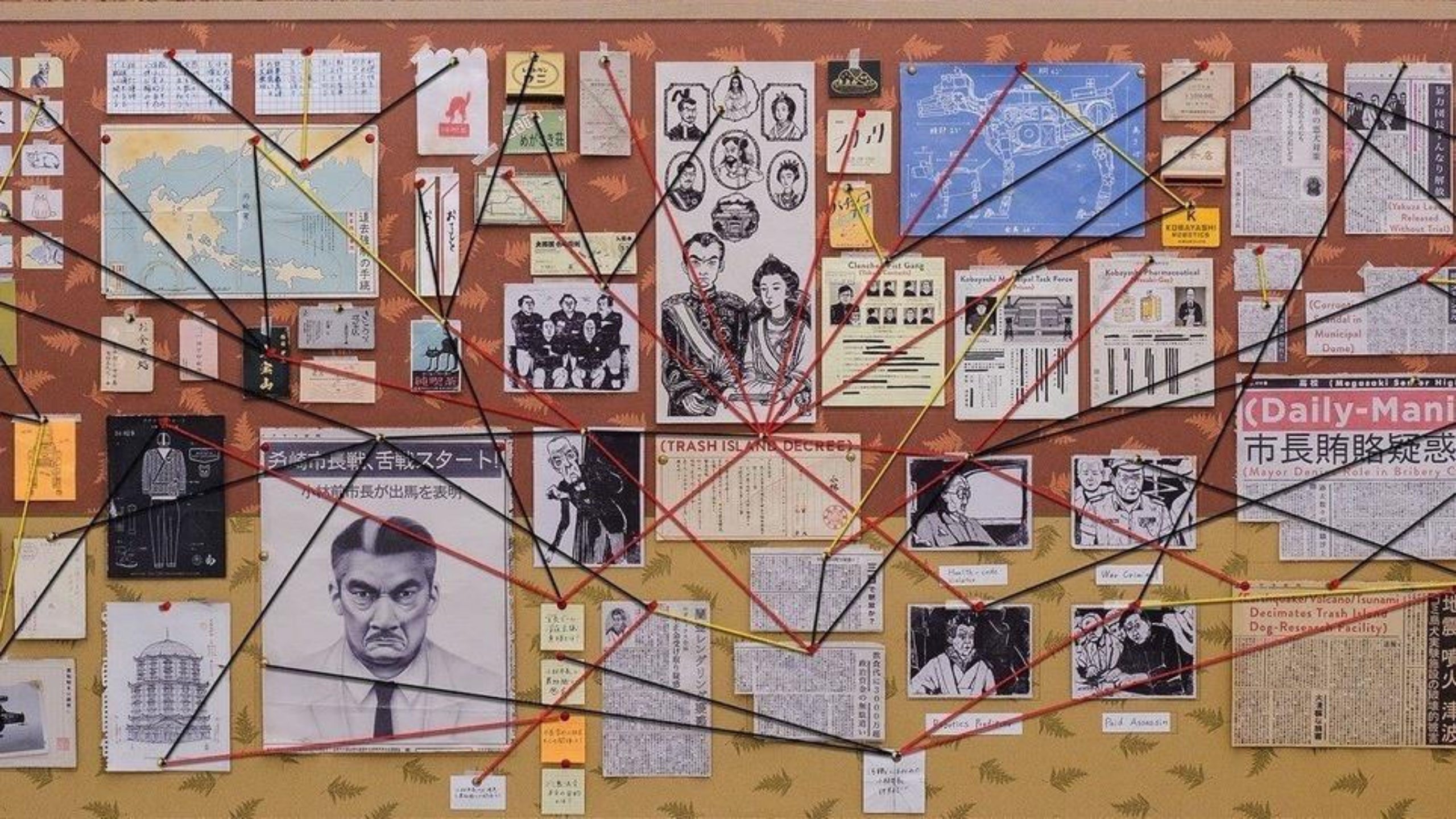
**No one cares about your
corporate brochure**

TRADITIONAL MARKETING



ACCOUNT-BASED MARKETING





(TRASH ISLAND DECREE)

(Daily-Man) 市長賄賂疑惑 (Mayor Denies Role in Bribery Case)

Quaker Volcano/Isunami Decimates Trash Island Dog-Research Facility

Clan-like Gang

Kobayashi Municipal Task Force

Kobayashi Pharmaceutical (Kobayashi-Gun)



Health-Care Balance

War Crime

Biotech Patent

Paid Assassin



トレンダリン

1980年 3月 17日

1980年 3月 17日

1980年 3月 17日

1980年 3月 17日

1980年 3月 17日

1980年 3月 17日

1980年 3月 17日

1980年 3月 17日

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1980年 3月 17日

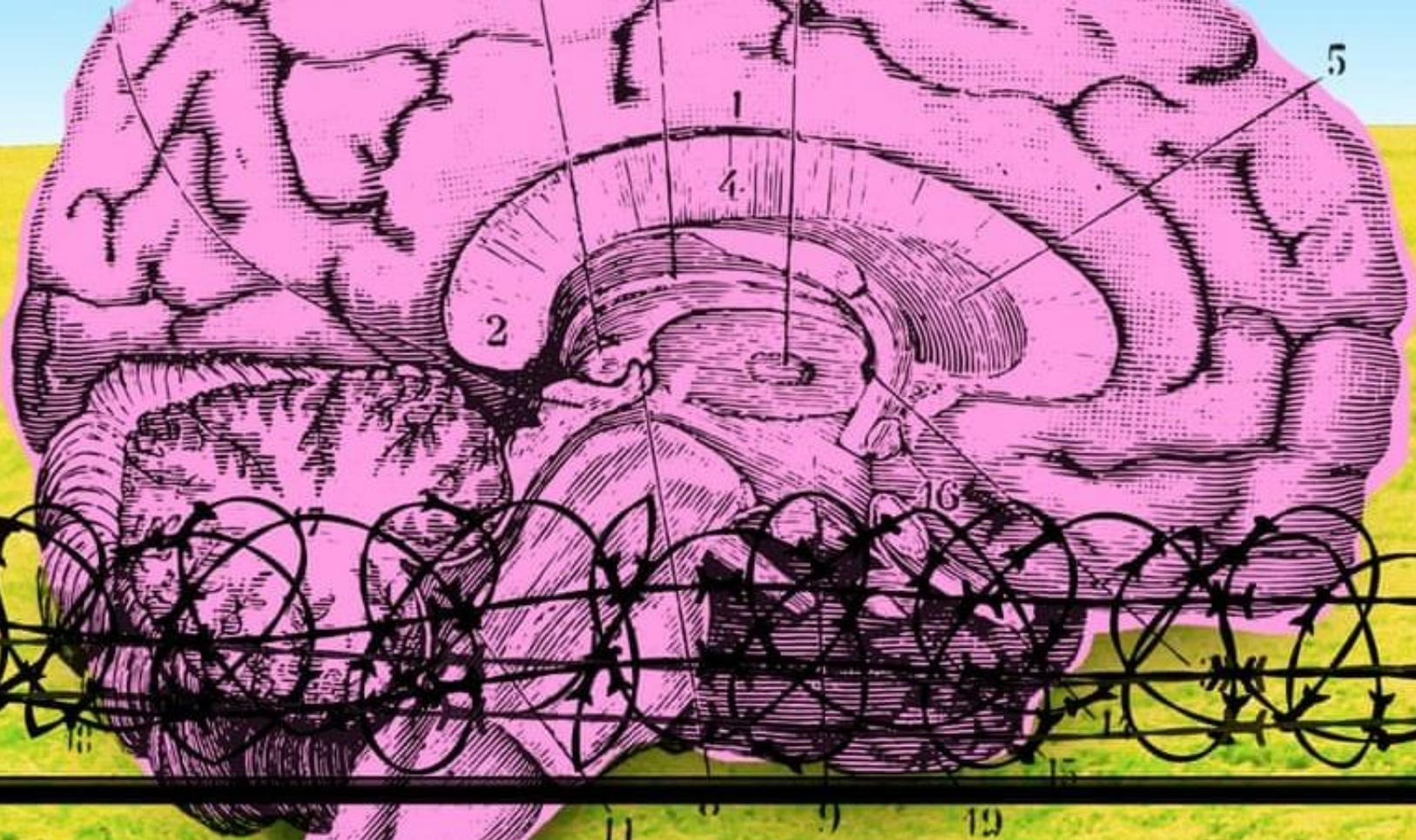


Brandwatch

A NEW KIND OF INTELLIGENCE



Going Guerilla



**NO
TRESPASSING**

**PRIVATE
PROPERTY
KEEP OUT**

**DO NOT
ENTER**



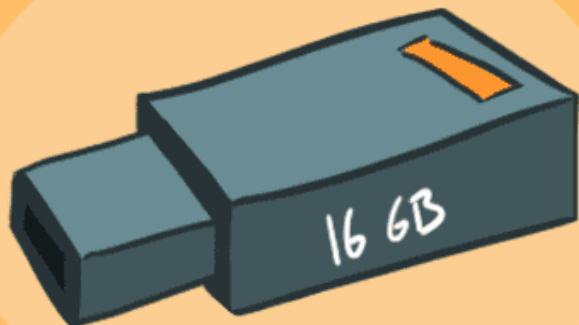
Attention



Language



Learning



Memory



Perception



Thought

OUR BRAINS CONSIST OF THREE PARTS:



The Old Brain (Brain Stem) is the oldest part of the brain and is responsible for basic attention and wakefulness.



Breaking through the Old Brain is the first step for any successful presentation as it's when we decide whether we should



INVESTIGATE

OR



IGNORE

The Dino Brain is our **"emotional"** brain and does not involve a lot of conscious thought. It's this part of the brain that will make or break any presentation as it's responsible for controlling all our responses related to sensory information.



If you're reading something you don't enjoy, the Dino Brain tells the rest of the brain that it's time to stop reading and do something else.





HOW CAN YOU GET THROUGH THE DINO BRAIN?

**VALUE
DRIVEN**

Demonstrate the value the audience will receive if they pay attention.

**EXPERT
DRIVEN**

Demonstrate your own expertise or knowledge to give yourself early credibility.

**INTRIGUE
DRIVEN**

Instead of boring your audience in the first few slides, hook them with an intriguing



**CORPORATE
SLAVE**



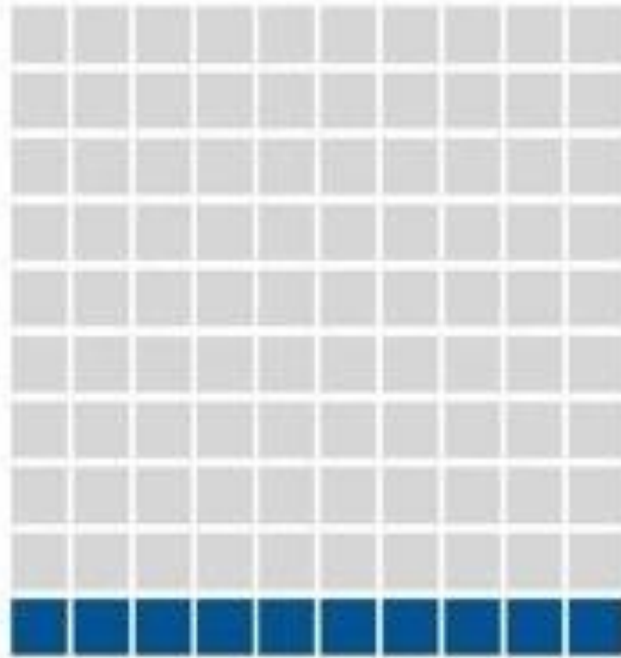


Disruption

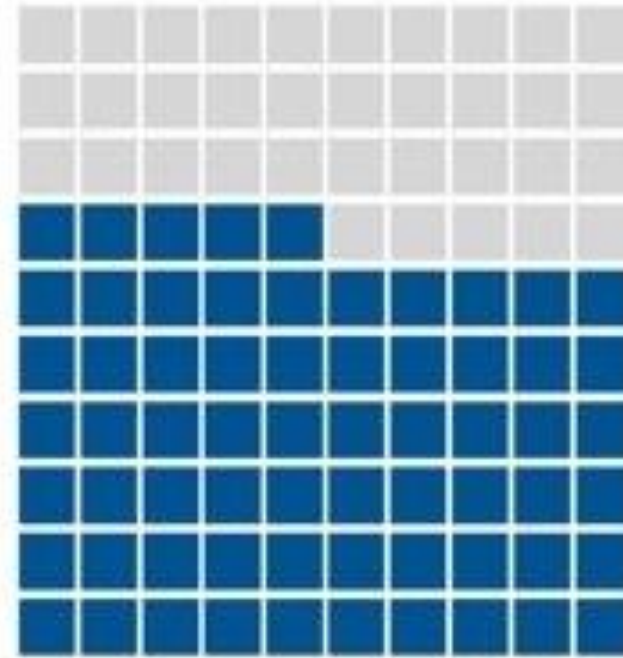
Picture Superiority Effect

Memory retention after 3 days

10%
Text Only



65%
Text + Picture



16 InfoNewt, LLC

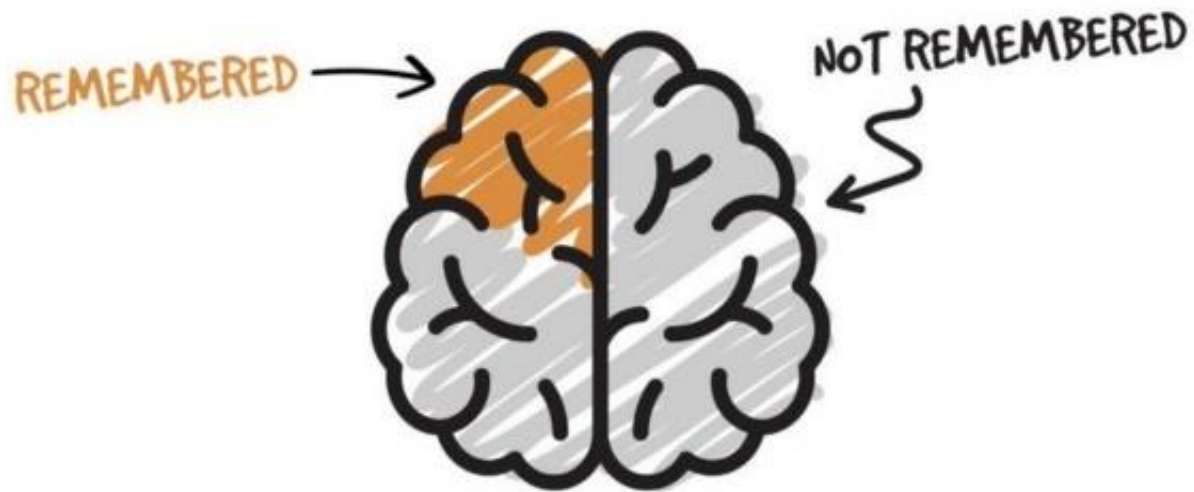
Coolinfographics



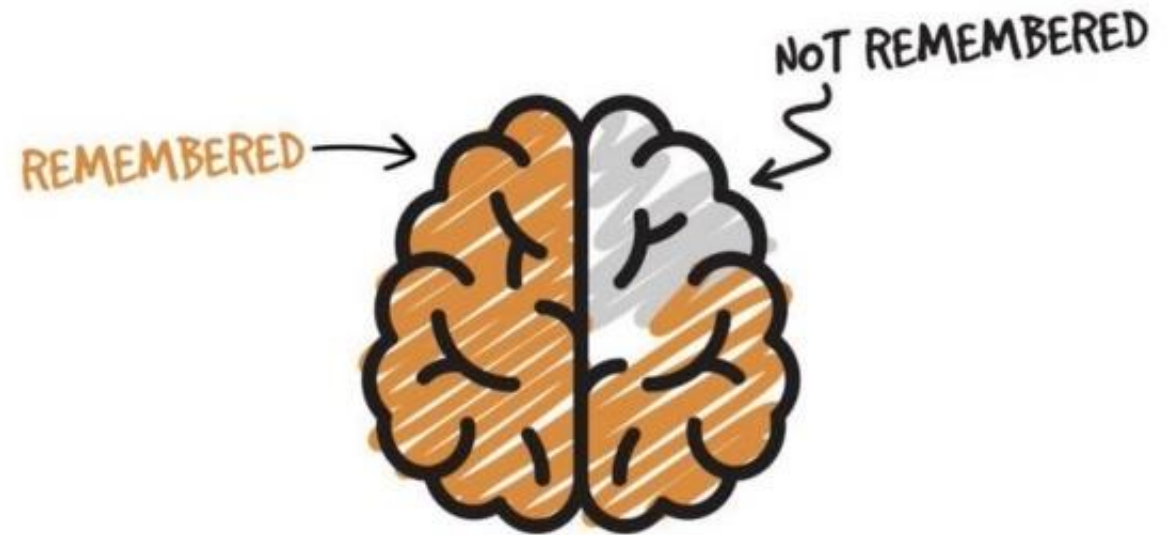
"dog"

ZEIGARNIK EFFECT

MEMORY RETENTION FOR FINISHED TASK



MEMORY RETENTION FOR INCOMPLETE TASK*



*WHEN MOTIVATED TO COMPLETE IT

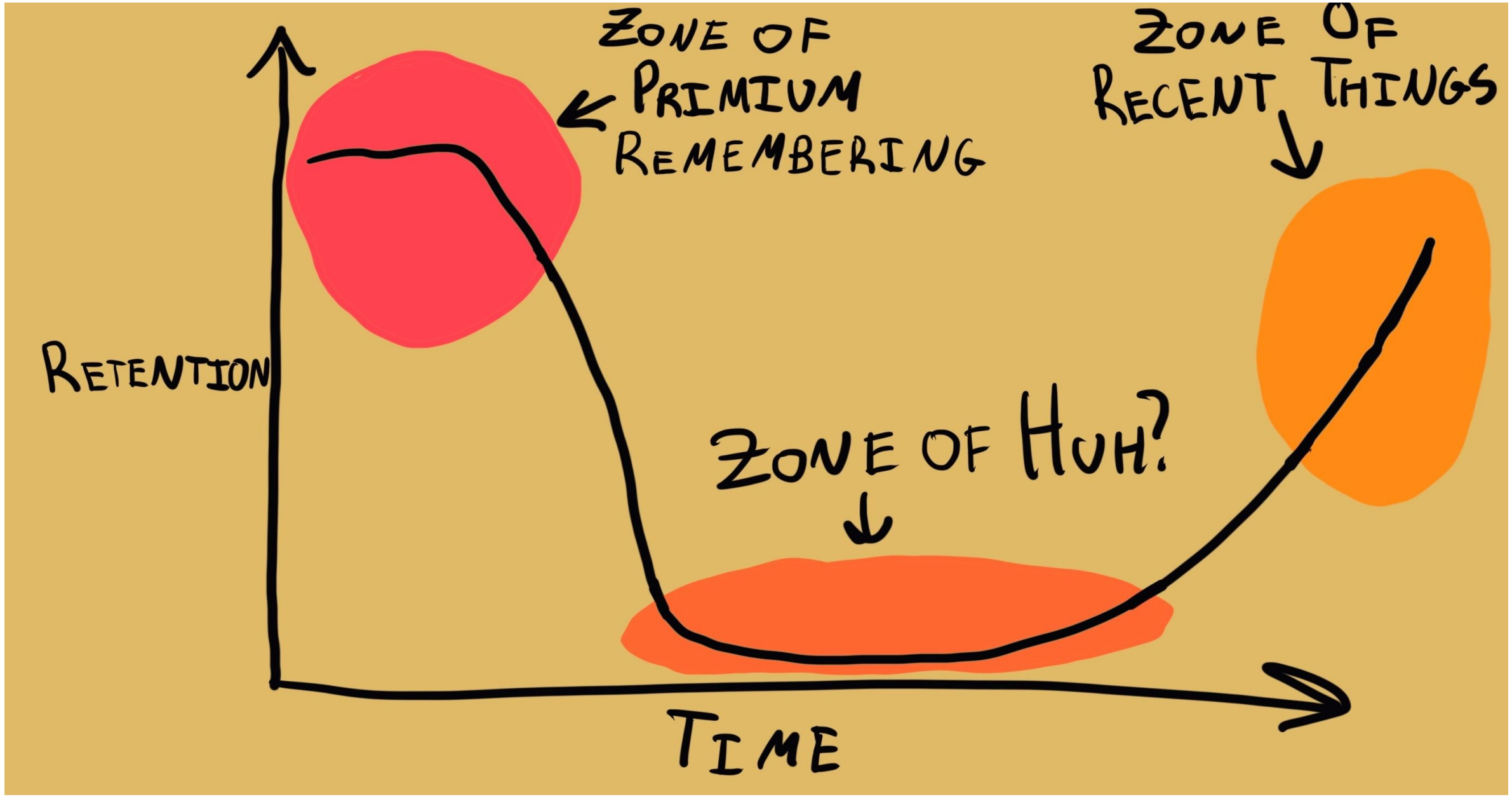
IMPROVE YOUR
content. Stop
THE THUMB



WHAT IS PRIMACY EFFECT



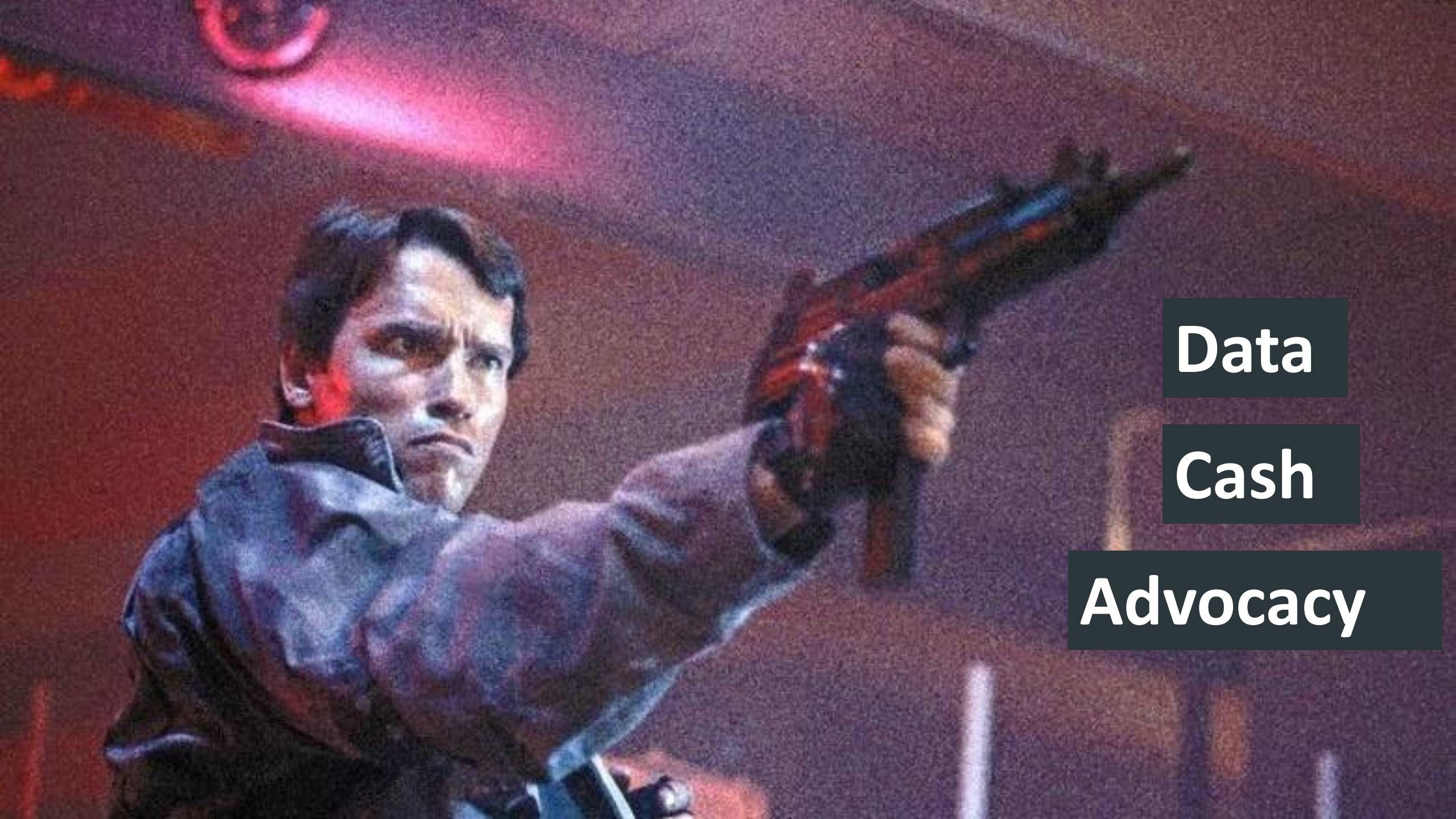
1. ✓
2. ???
3. ???
4. ???
5. ???







ROI



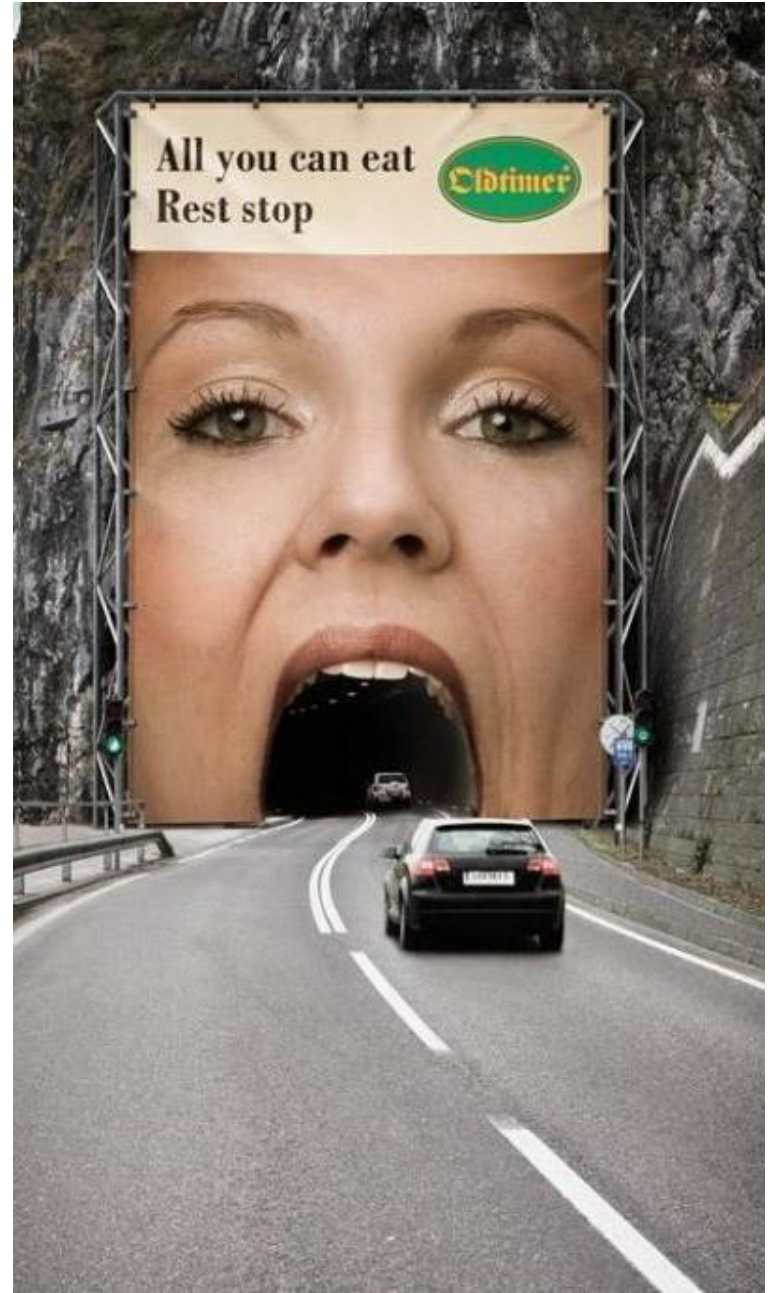
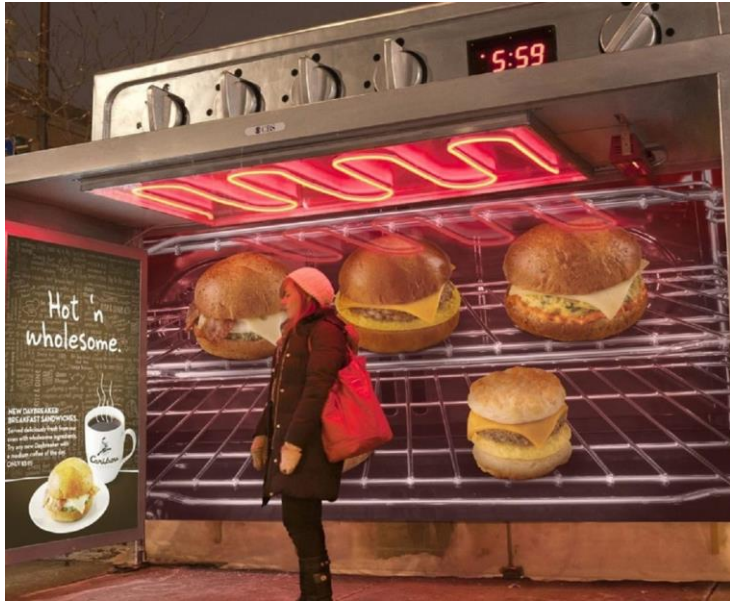
Data

Cash

Advocacy









It can take two or more days from time of lethal consumption for house mice to die based on laboratory testing under no-choice conditions.



REAL



FAKE





Reach

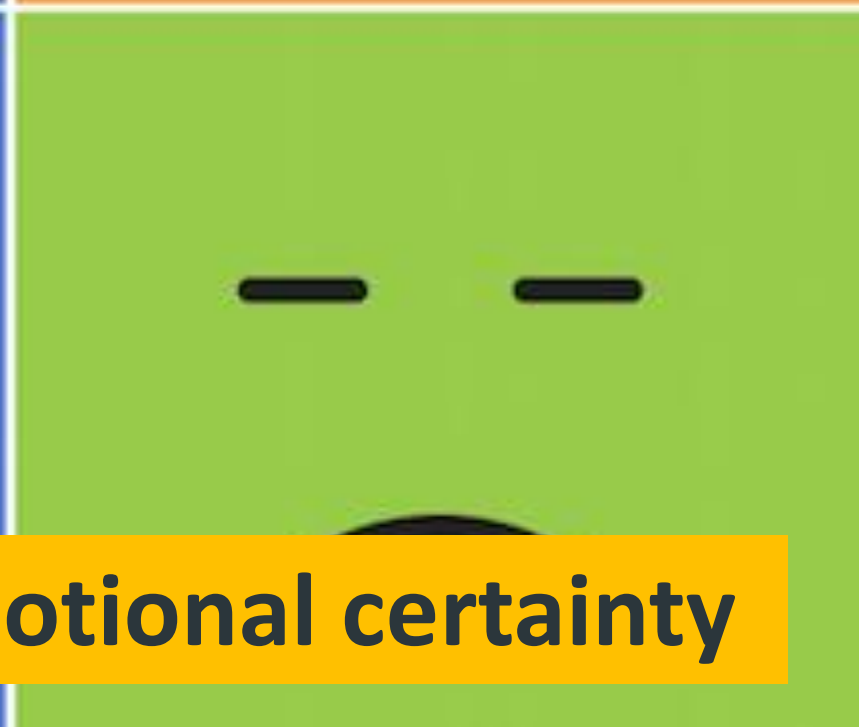
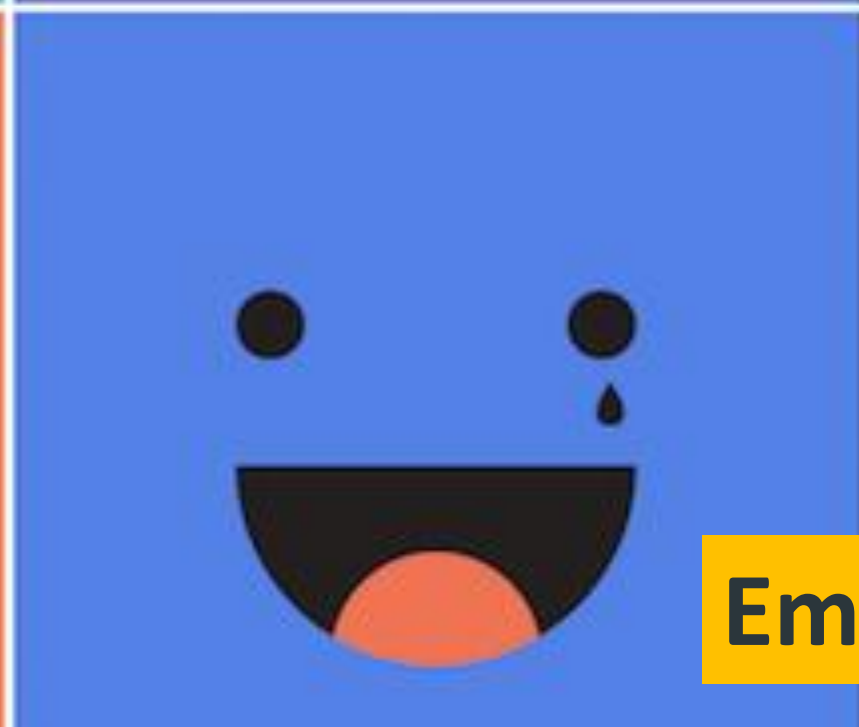
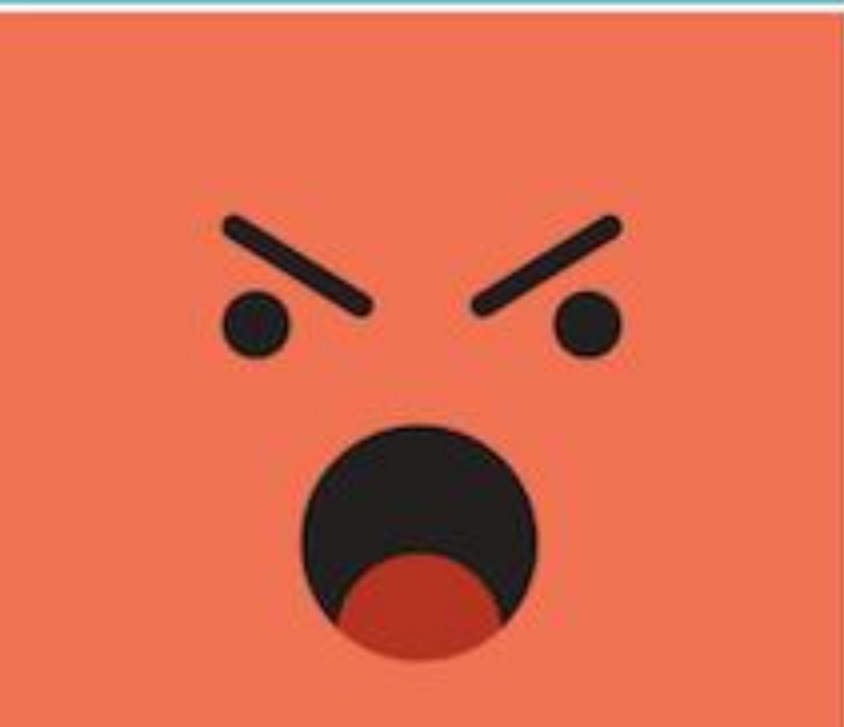
Appeal





Value





Emotional certainty



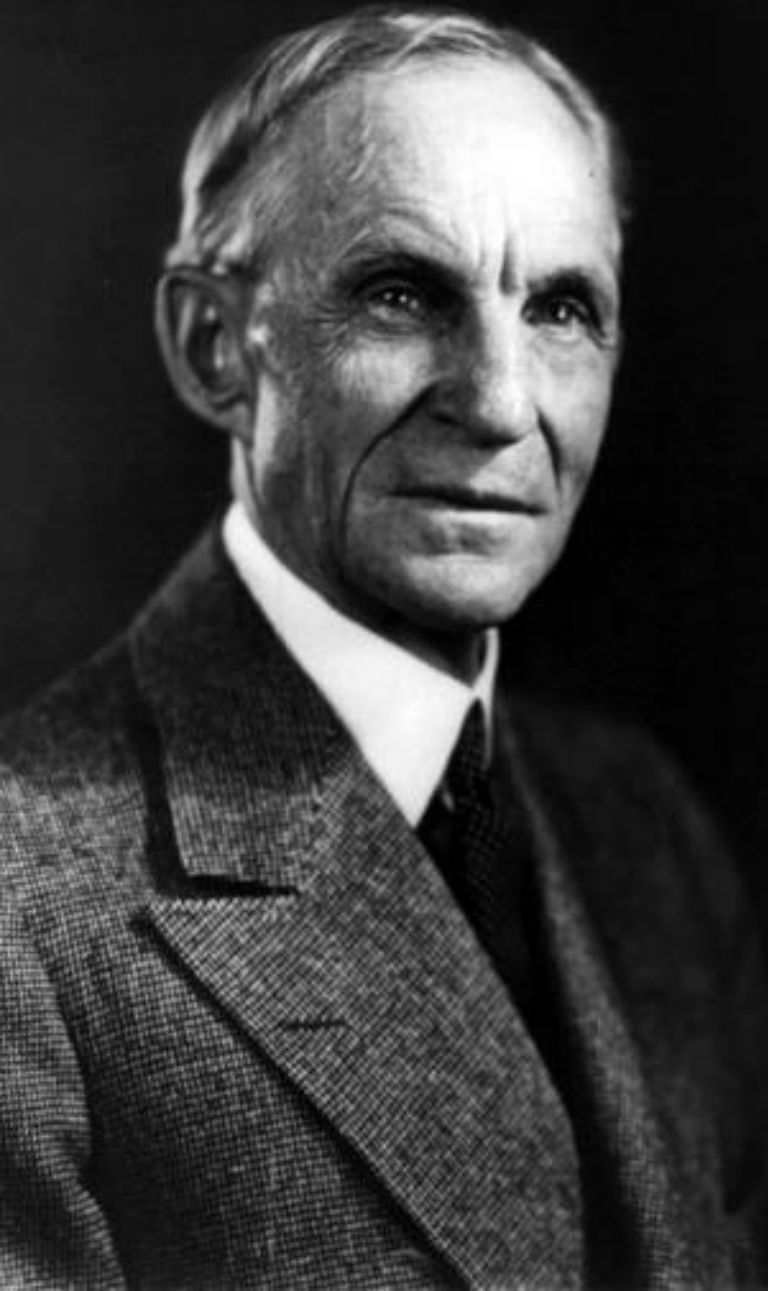
Logical certainty



WHAT
WE
ARE

LEAP OF FAITH

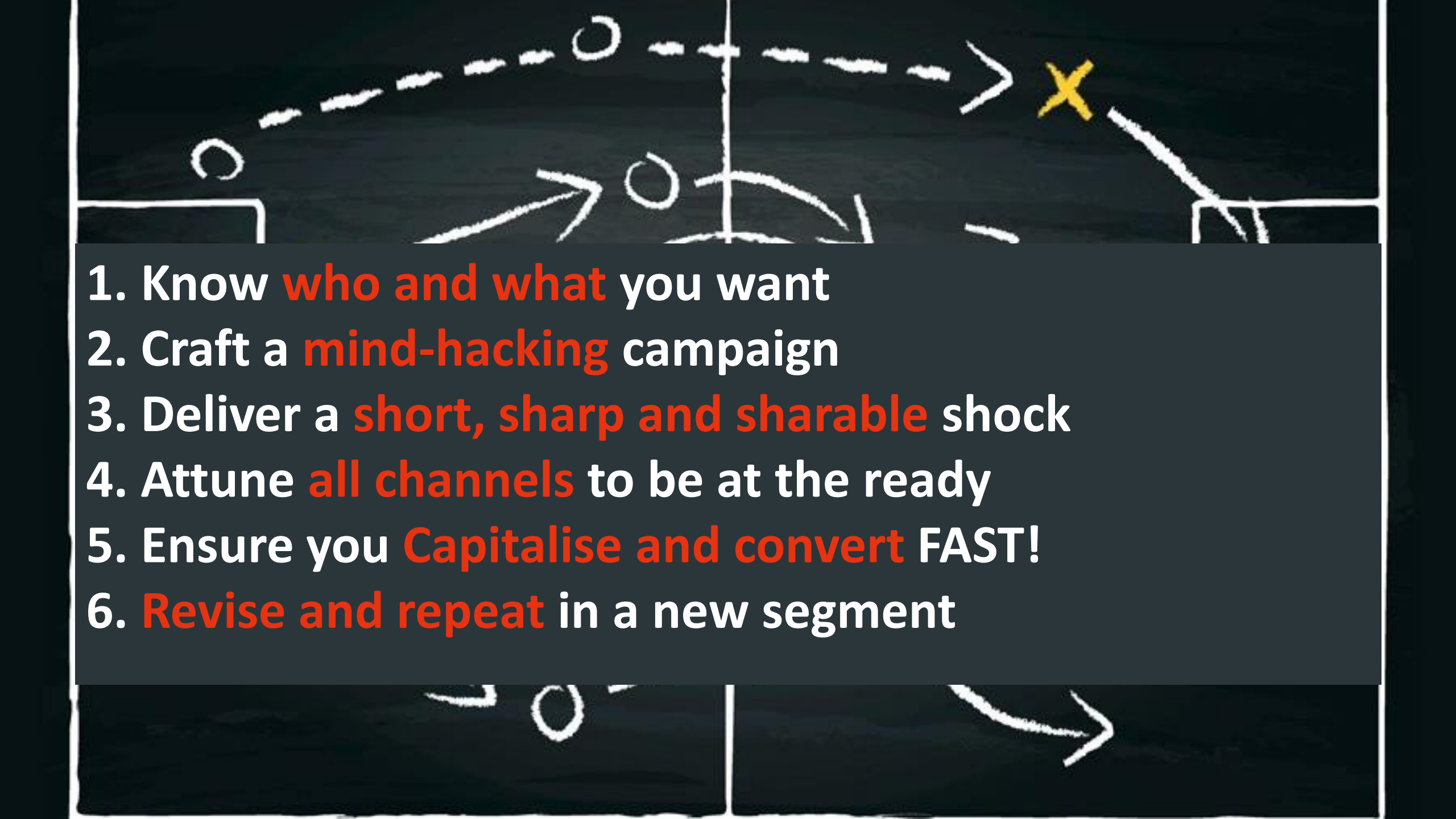
WHAT
WE WANT
TO BE



“ IF I HAD ASKED PEOPLE
WHAT THEY WANTED,
THEY WOULD HAVE SAID:
FASTER HORSES...”

Henry Ford



- 
- A hand-drawn diagram on a chalkboard. It features a central vertical line. To the left, a dashed arrow points right towards the center. Below it, a solid arrow points right towards the center. To the right of the center, a dashed arrow points right towards a yellow 'X' mark. Below that, a solid arrow points right towards the 'X'. There are also some circles and other faint lines drawn around the main paths.
1. Know **who and what** you want
 2. Craft a **mind-hacking** campaign
 3. Deliver a **short, sharp and sharable** shock
 4. Attune **all channels** to be at the ready
 5. Ensure you **Capitalise and convert** FAST!
 6. **Revise and repeat** in a new segment

Stay Cool



**Thank you
for your time.
Any questions?**

