

How to Gain Marketing Traction as a Green/Regenerative Guerrilla: Seven Tips



By Shel Horowitz, primary author
(with Jay Conrad Levinson) of
*Guerrilla Marketing to Heal the World:
Combining Principles and Profit to
Create the World We Want*

1. Start on the Green Path—Now!

If you haven't already, look for the “low-hanging fruit”: places where you can lower your carbon footprint, your waste, your use of troublesome materials or processes—AND cut costs at the same time! Example: an inexpensive “duplexing” printer, designed to print both sides of the sheet, can cut your paper bill by about 40 percent and pay for itself with paper savings in just a few months. While they used to be super-expensive, these days, they can be found for well under \$200.

2. Recognize the Marketing Power of Green and Social Transformation Initiatives

Customers love supporting businesses that they see as making the world better. By going green and creating profitable products and services to address bigger issues like hunger, poverty, war, and climate change—you tap into this potential love-fest. You're saving money, saving the Earth, helping its people, and building more customer loyalty, all at the same time. How cool is that?

3. Be Smart Enough to Tell the World!

Don't be like the paper company that started using recycled paper in 1950, but waited decades to actually tell anybody. When they changed their packaging to reflect this green commitment, they went from bankruptcy to the top-seller in their category. As a Green/Regenerative Guerrilla Marketer with products and services that make the world better, be sure people can easily learn about what you're doing for the world—on your website, in your newsletters, in your press releases, in your live events and media interviews, and on your packaging. Be the go-to person for your local media when they need a business perspective on saving the planet and helping its citizens.

4. Look For Ways To Tell Your Real Green Story Sympathetically

If, for instance, you sell local products, show how dollars spent with you stay in the community and help youth sports, the fire department, or other local institutions—and show how your processes and materials reduce or sequester carbon and create jobs. But if you run a global company, tell the story of how you're not only improving working conditions compared to indigenous firms but helping your far-away workers with schools or water development projects—but make sure the story is not only true, but verifiable.

5. Stay True to Yourself, Your Vision, and Your Commitment—And Stay Out of Court

Some people are scared of marketing green because they see what happens to companies that get caught “greenwashing” (including some very big companies that ought to have known better). But avoiding that trap is a no-brainer. Speak

the truth, demonstrate the real improvement it makes to the environment and social goals, and stick to your ethics by following “the magic triangle” (explained in detail in the book).

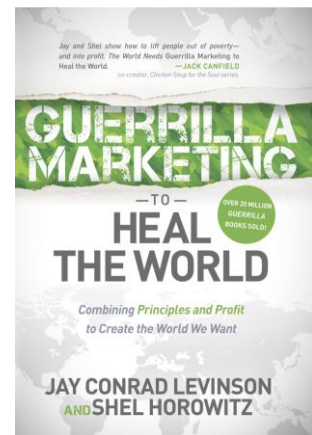
6. Build Win-Win Partnerships

Ask yourself this magic question: who would benefit from my success? And then figure out a way to partner. That could be anything from a simple sales commission program on up to selling complex items under different brands (as GM and Toyota did with the Toyota Corolla/Chevy Nova), or even co-developing products (as Apple, IBM, and Motorola did when they co-designed the Power PC chip). Here’s the best of many partnerships I’ve done in my own business: I became a Guerrilla Marketing author. To launch *Guerrilla Marketing Goes Green* in 2010, my co-author Jay Conrad Levinson and I not only partnered with each other, we also formed several partnerships: with the charity organization Green America, which received a portion of the proceeds from the launch (and in exchange, highlighted the book on its website and in its newsletter); with a bunch of bloggers, e-zine publishers, and marketers who told their lists about the book but also contributed bonuses to sweeten the purchase. Jay got my credibility in environmental and ethics activism, and I “hitched a ride” on his famous and popular brand, and gained repeated access to his list of 84,000 Guerrilla Marketing Association members (and lifelong credibility). Our publisher also formed a partnership with Amazon that helped the book achieve a #1 ranking in its category. Of course, I partnered again with Jay’s estate and our current publisher to launch our newest book, *Guerrilla Marketing to Heal the World*.

7. Pick up a copy of *Guerrilla Marketing to Heal the World*

The book offers detailed implementation strategies, tactics, and examples of the six tips above, and much more. Released by Morgan James in 2016, it’s already gotten more than 20 endorsements including Chicken Soup co-creator Jack Canfield and business guru Seth Godin—so you know this is a book worth reading. Cynthia Kersey, author of *Unstoppable*, and Frances Moore Lappé, author of *Diet for a Small Planet*, are two of the four guest essayists. Bulk purchases/custom covers are available.

Get your copy from your favorite vendor: <http://goingbeyondsustainability.com/guerrilla-marketing-to-heal-the-world/> Becoming a Green Guerrilla is an exciting journey and I invite you to travel it together.



Green/social transformation business profitability consultant, copywriter, award-winning 10-book author, and speaker Shel Horowitz helps you reach green and non-green markets effectively, ethically, and affordably. Visit him on the Web at <https://GoingBeyondSustainability.com> Contact: 413-586-2388 (8 a.m. to 10 p.m. US Eastern), shel@greenandprofitable.com Follow him on Twitter @ShelHorowitz or connect on LinkedIn at <http://linkedin.com/in/shelhorowitzethicalmarketer>