Guerrilla marketing (not to be confused with gorilla marketing — which is prominent in “Planet of the Apes”) is an excellent way to garner more attention without bugging your budget. It can set you apart from your competition while simultaneously earning you a fun and forward-facing reputation. However, it’s not for everyone. Guerrilla marketing requires you and your company to think outside the box and do something unexpected (and perhaps a little unconventional) — and it only works if you’re willing to take a risk. Guerrilla campaigns, by definition, are intended to cause a stir, to ruffle some feathers, and to push people outside of their comfort zones. A good guerrilla tactic is “so crazy, it just might work!” Are you ready to take the risk? Here are a few tips to help you pull it off:

First of all, discover your core message and whittle it down to something that can be portrayed in five seconds or less. Set clear objectives that keep your marketing scheme needs to be bigger and better than a simple street stunt. It needs to be memorable and emotional, and it needs to make an impact. When I was voicing all of my own radio ads, I would literally scream, at the top of my lungs, “BE A MAN!” at the intro of the tagline alone. Now, I’m not saying you need to go out and start yelling in your radio spots, but you do need to be different to be memorable for something that is unique only to you — just make sure it’s legal.

My oldest daughter, Danielle, drives a 2012 Volkswagen Jetta. She leased it new about three years ago, and has been very happy with it ever since. Her lease isn’t up until October this year, but she started getting phone calls from the car salesperson sometime in April — nearly six months prior. Despite my daughter’s reluctance to speak with her, the salesperson was diligent and persistent — and it eventually paid off. After about the 10th phone call, I finally agreed to hear what she had to say.

“I’m only calling because I really think I can save you money,” she said earnestly. Needless to say, she had my attention.

She went on to offer us a deal that sounded too good to be true: A new lease on a brand-new 2015 Jetta — no money down, no change in the monthly payment, we wouldn’t have to make the remaining 4 payments on the old car, no penalty for the extra miles (Danielle was 10,000 miles over the allotted amount), and we didn’t have to fix the big ‘ol dent in the front fender. At first, we were skeptical. How could that be? But she explained that because the buyback (residual) cost was so low, the dealership would actually make more money selling the used 2012 model and giving Danielle a brand-new car for the same price.

The salesperson felt compelled to tell us about how she could help us. In her mind, she would be committing a disservice if she didn’t at least inform us about how she could help.

In the end, Danielle decided to end her lease four months early. She is currently the proud owner of a 2015 Jetta with a bigger engine, back-up camera and more, and lower mileage — all for the same monthly cost as her old car.

Weren’t we glad that salesperson was persistent!

And the same can be said for you and your tax resolution practice: The money is in the follow-up. No, really, it is. In fact, 67 percent of revenues in the tax resolution niche come from having a formal follow-up system in place.

So Crazy, It Just Might Work

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First of all, discover your core message and whittle it down to something that can be portrayed in five seconds or less. Set clear objectives that keep your core message and your customers in mind. When you’re done with that, think backward. Imagine the response you want to get from this campaign — what will the headline read? What will the tweets say? Think outside the box, find something that hasn’t been done before, and make it happen. Keep in mind that your guerrilla marketing scheme needs to be bigger and better than a simple street stunt. It needs to be memorable and emotional, and it needs to make an impact. When I was voicing all of my own radio ads, I would literally scream, at the top of my lungs, “BE A MAN!” at the intro of the tagline alone. Now, I’m not saying you need to go out and start yelling in your radio spots, but you do need to be different to be memorable for something that is unique only to you — just make sure it’s legal.
FOOD FOR THOUGHT

Approximately three years ago, I got into the tax resolution business. It happened innocently enough. A tax client came to me with an IRS debt of $197,000. I submitted an OIC for $100, and it was accepted! That’s when the light bulb went on, and I said to myself that this work is a big challenge and a lot of fun. I love the battle with the IRS and being able to win doing it within the rules. Well, there was one little glitch with that first OIC. Even though I had worked for this IRS for two years as a Revenue Agent, I forgot I needed to make a dollar amount offer. Four months after I filed it, I received a call from a lady at the Memphis OIC Center. I could visualize her wagging her finger at me while she said, “Mr. Jacobson, don’t you know you can’t do an offer for nothing? So please, offer me something! I want to get this case out of here.” I responded and said, “How about $100?” She said, “That will work.” Two months later, we received the acceptance letter.

Of course, not all of my OICs are that easy. Even though the IRS and being able to win doing it within the rules is a big comeback. While her days up an installment plan to fully pay off my debt. Melissa Gilbert is most well known for her portrayal of Laura Ingalls Wilder on the popular television series “Little House on the Prairie.” She captured our hearts with her pigtail braids, Quaker bonnets, and button nose covered in freckles. Now, she’s captured our attention once again, but this time as a grown woman accused of owing more than $360,000 in federal income taxes to the IRS. If only her “Pa” could see her now. In February, earlier this year, the IRS filed a lien against Gilbert, claiming that she owed federal income taxes from 2011 to 2013. On top of that, the state of California filed against her in 2013 — claiming that she owed them more than $112,000. Gilbert and her husband, Timothy Busfield (whom you may recognize from “The West Wing”), were in the midst of purchasing their own little house in the big woods (a log cabin in Livingston County, Michigan) when they were hit by this “perfect storm of financial difficulty.” They attribute the difficulties to Gilbert’s 2011 divorce, the housing crash, and, finally, the lack of acting opportunities in Gilbert’s cache. Busfield commented, “It’s a product of what happened with the economy.” Fortunately, if Gilbert is anything like the character she played on TV, she’s suffered through hard times before. She plans to make good on her debt and said, “I’ve set up an installment plan to fully pay off my debt.” While her days of playing Laura Ingalls are over, she’s currently hunting for work which she hopes will erase her debt and allow her to dig herself “out of this hole.” Who knows? Maybe “Little House on the Prairie” is due for a big comeback.