



# Guerilla Marketing For Youth Fitness & Athletic Development

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## It's all who you know:

- ◉ Leaders of local youth sports organizations
- ◉ Area coaches
- ◉ Chamber of Commerce members
- ◉ Local service and professional clubs
- ◉ Local school officials
- ◉ Leaders of local youth groups
- ◉ Parents, Business People, etc...

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Free Clinics, Camps and Talks

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Low Barrier to Entry Clinics & Fundraisers



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Piggyback Other Businesses & Events...Go Where They Are:

- ◉ Sports Training Facilities
- ◉ Schools
- ◉ League Sign Ups
- ◉ Any 'Kid Business'

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## Paid Stuff:

- ◉ League Sponsorships
- ◉ Yard Signs
- ◉ Door Hangers
- ◉ Lead Boxes
- ◉ Direct Mail

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## The Basics:

- ◉ Card or Brochure
- ◉ Trial Offer
- ◉ Website or Blog
- ◉ A Willingness to Hustle & Talk