On a warm August morning in 1974, 15-year-old Kamron Karington was startled from a sound sleep. Seven minutes later, he found himself marching barefoot across hot pavement, straight into oncoming freeway traffic... covered in blood...

Today, Kamron is a respected marketing consultant who has changed the lives of regular everyday business owners across America. His stories are fascinating. His message inspiring. His methods ... unconventional.

**Warning:** *This is NOT Your Typical Marketing Book*
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Prelude

Saturday Morning. August 16, 1974

Kamron... wake up... get up... we’re going for a ride. The voice was familiar... then I noticed the revolver. A squat 38 snub-nose. I’d fired that gun many times myself. It was waving back and forth... not threatening... more like a person would wave a finger to motion you to action.

The right hand of my step-father, Donald Eugene Stewart, held the gun... his left hand had a firm grip on my mother.

Using the gun as an extension of his hand Don kept jabbing it at my mother to menace and gain compliance...

Today... we were “going for a ride.” This was unusual... previously the violence had always happened right here in the house. There was still a bullet hole in the floor of the master bedroom... and the sewing machine had never looked the same since it had been hurled down the basement stairs.

I put on my pants. No shirt, no shoes... just pants.

After rounding up my mother, my younger sister Shannon, and me, we piled into my mom’s white 65 Mustang and began a short drive down 45th South. Don directed the scene from the passenger seat... my mother at the wheel. As we neared a small office building near our house, Don barked out: “Pull in here!” My mom, thinking he meant the
7-Eleven right next door… flew right past the office building, and into the crowded parking lot.

Don jabbed the gun at her side screaming: “Get out of here… get out of here – now!”

The Mustang swerved in a screeching gravel-spewing circle through the 7-Eleven parking lot… there was quite a buzz of people and activity at the entry of the store. Necks craned and bodies tensed when our Mustang came barreling through the lot.

I sat, sequestered in the passenger-side backseat… taking it all in as though watching a tornado… suddenly, a pair of eyes in this blur locked onto mine as though drawn by powerful gravity.

They were familiar. But unexpected. My older sister Pam was standing outside the store’s entry.

I was puzzled. Why wasn’t she still in bed? Then I became more puzzled… why wasn’t she with us? In an instant, I understood. She’d heard the commotion upstairs and fled to call the police… an auto-pilot response instilled by Don’s habit of ripping the phone out of the wall prior to a rampage.

Her eyes carried simultaneous but conflicting emotions. Emotions that can’t even exist side-by-side. Emotions that can’t emulsify – even for a short time like oil and vinegar.

Not the helpless look one might feel as a bystander to an unfolding tragedy… but something entirely different.

A combined look of doom, and dread and terror… coupled with an oddly reassuring comfort… a haunting gaze that I’d never seen before, and I’ve never seen since...

Funny, how adrenaline can sharpen your senses and turn time into still-frames that move one at a time… each one being analyzed for critical clues that may hold a secret to survival.

From that fraction of a second, frozen like a photograph in my mind… I pondered mortality. The doom, the dread, the terror in her eyes… transferred to me.
Attract More Customers

If your life absolutely depended on getting someone to purchase from you at full price within the next 24 hours, what would you do? How would you get them to almost uncontrollably demand that you hand over your product, and take their money?

Strategy: Rather than see customers as a resource to be plundered, you’ll view them as friends to be looked after, protected, appreciated, and respected. You’ll build your business and marketing so as to attract them instead of constantly chasing after them.

Therein lays the magic. Once someone has decided to purchase from you, and they’ve come to that conclusion on their own... it is all but impossible to stop them.

In this section:

• See how a well-crafted message brings clarity to you, while creating doubt about your competitors.

• Discover a simple, easy to remember four-step formula that forces you to create powerful ads.

• Learn how to gain the attention of your prospects, capture their interest, and gain their trust.

• Find out how to combine proven techniques into winning ads that outperform the dribble your competitors crank out.
• Gain the confidence to stare down any competitor, confront any threat, and fight any battle.

It boils down to this: Value is a perception. People trade what they value less… for what they value more.

The task to which we now turn to is how to take control of attracting and acquiring new customers by controlling perceptions.

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**Message Control**

Picture yourself at the Super Bowl. The stadium’s packed. Your team is winning. And, life is good. Halftime hits and you’re just about ready to head to the snack bar for a beer when – out of the corner of your eye – you notice some dude making a beeline – straight for you.

As it turns out – you’ve been secretly chosen for the opportunity of a lifetime. With Super Bowl ads selling at $2.4 million each – YOU will have the chance to “pitch” your pizzeria to a nationwide audience for free – right now.

Your mind is whirling as you’re led to the 50-yard line. A microphone is stuffed in your hand and the announcer says; “For the first time in Super Bowl history – we’ve picked an average Joe from our audience to deliver a live 60-second commercial… so here’s Bob from Bob’s Pizza – take it away Bob!”

The crowd grows quiet. All eyes are on you. The camera swings around, and the director counts down… 3, 2, 1, GO! You stare into the camera, a bead of sweat trickles down your forehead, and the director is silently mouthing “your on, we’re live.” You’re frozen in terror – your mind erupting in a jumbled torrent of unconnected mish-mash.

And finally, a pasty-faced you mumbles… “I own Bob’s Pizza. We have the best pizza in town. Oh yah – we also make dough fresh daily – and we use real cheese.”
Enjoy More Customer Visits

“Half of my advertising money is wasted; the trouble is I don’t know which half.” – John Wannamaker

As it turns out, this often repeated phrase is wildly optimistic. Many small business owners find themselves chewed up and destroyed before they grasp the elusive secret... Mass advertising regularly squanders 99% of a precious ad budget without batting an eye. A steady diet of “spray and pray” marketing eats rookie business owners, alive.

The advertising and offers needed to gain new customers are not the same as those needed to keep them. Most struggling business owners keep pounding out the same cutthroat offers month after month, year after year.

They’re disconnected from reality when it comes to equating spurts of junk traffic, with operating a successful enterprise. They have no method for targeting current customers, and in most cases – couldn’t produce a customer list if they had to. They blunder and keep blasting shotgun marketing in every direction, hoping to hit something. Snipers don’t use shotguns.

If your life depended on customers choosing you automatically without even considering competitors, what would you do? How would you build a fortress around them, making them feel appreciated, safe and comfortable with each purchase?
Strategy: Humanize your business so that customers are doing business with “you,” and not a faceless corporation. Build a relationship of trust, friendship and respect.

In this section:

• Things are moving too quickly now. Don’t kid yourself. If you already have the skills, great. If not find someone who does.

• The fall of mass-marketing is a gift. What once favored large companies, has become a millstone around their necks.

• Social media has leveled the field. The inside track belongs to the small business owner who moves quickly and decisively.

• Warning: Bad news travels at light-speed now, and can haunt you for years.

• Make the switch from desperation advertising to appreciation marketing.

• Would you give me a nickel if I gave you a dollar? Of course you would. Find out how you can build and lock in an amazing river of cash – for pennies.

• Take personal responsibility. Our minds can only develop solutions when we take ownership of what went wrong. Leaders don’t pass the buck.

Do you have great service, low prices, the best “whatever” in town? Customers should just keep returning as though glued to a conveyor belt... right?

Being inebriated by the winds of over confidence will prove as dangerous as Magellan’s misguided adventure on Mactan Island. You better start finding ways to show your appreciation to customers, and keep them loyal. And you’ll want to get started on this right away... as though your life depended on it.
Attract more customers, drive more visits, and enjoy higher ticket averages…

It’s there, inside you, right now. The electrifying clarity, razor-sharp focus and precise instincts that propel the very few, past the limitations of the very many. Gun to the Head Marketing opens a door that most keep closed, unleashes an unstoppable force that most never experience, and accelerates you on to a journey most can’t even fathom.

OMG! Lightning Strikes Twice. Kamron’s newest nitty gritty read is a must for all marketers. Gun To The Head Marketing is a riveting read, guaranteed to get your marketing juices flowing again. His true story of surviving and thriving will inspire and stir you, guiding your company to the winners circle.

– Big Dave Ostrander

“Kamron, you’ve done it again. First you helped me grow my business by over 1,000 percent, now I’ve got the ‘thinking’ behind the tremendous turn-around. Great book with a refreshing perspective.”

– Michael Fuller, Chairman, Fuller Family of Financial Services Companies

“I started out thumbing through Kamron’s latest book, and soon found myself studying it intently. His step-by-step approach makes it easy for anyone to grasp the subtleties of great marketing, and put them to use right away. And they really DO work! Take it from me, Kamron’s marketing techniques helped me grow my business, and they will help you.”

– Des Lynch, President, Aircraft Tool Supply Company

“Karington has been a marketing shepherd over the past decade, guiding business owners from marketing confusion to marketing control. Now all his tried & true principles are herded together in one book written in laymen’s terms. A ‘must have.’”

– Scott Anthony, Fox’s Pizza Den

“Unshakably honest. Gutsy, risky and raw. Karington’s gifted storytelling, along with an uncanny understanding of both human psychology as well as sociology are what separates this work from all else. Gun to the Head is to marketing…what Google is to information. Hard hitting, fast paced and extremely engaging. If only I could have gotten my hands on this book 2 or 3 businesses ago.”

– Sean J. Carolan, President, Fabusend.com

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