

# Attraction Marketing



**How to Become a Customer Magnet**

by Dona Bonnett

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## How to Become a Customer Magnet!

So what exactly is Attraction Marketing?

Few actually understand attraction marketing and how it works with “finding” the elite leads to purchase your products and services. Most individuals expend their time and resources looking for new clients. Attraction marketing will produce qualified leads directly to you.

In its simplest form, the idea of attraction marketing is YOU; branding YOU, Inc. You're branding and promoting yourself, not your business or product. You are your brand. You are your company.



In this article, you will learn exactly what the attraction marketing process is and why it's the new and preferred way of generating prospects for your business today.

## Attraction Marketing Formula

Enter the attraction marketing blueprint and chasing prospects go out the window.

Instead of finding a prospect what if the prospect found you?

It's a strange concept but the truth is, it can be a reality – you can have prospects seeking you out and wanting to know more information.

Now the mistake most make when a prospect enters their lead funnel is to pitch them immediately for a sale.



Bad move. Why?

...Because people don't like being pitched to. It's as simple as that.

Put yourself in the same situation and watch your defense mechanisms kick into gear. People become resistant when someone begins trying to sell them on something or an idea.

Instead, what if you began to teach and educate the prospect?

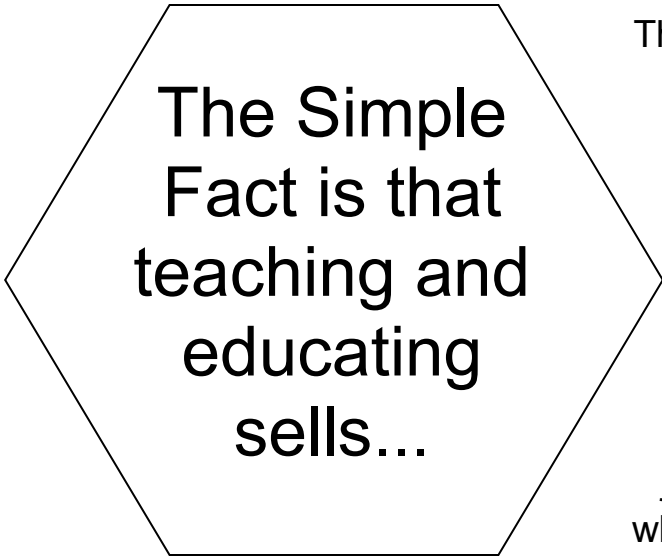
Think about you, your company, your product or service. What is it that you would like for your client to know about you? Think not about how great your product is, but what can your product accomplish for your client? How can your product make your client's life better?

...what if you  
began to  
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educate your  
prospect?



For example, showing them how to live healthier, how to lose weight, how to look better, how your product will change their life...you become an "Educator" instead of a "Salesman". You are there to educate them on how to solve their problem with your product or service rather than sell them something.

These are only examples but can you see the difference here. By not leading with the sales pitch and leading with the "how to" instead, don't you think a prospect who has never met you before is going to be a little more receptive to what you have to say?



**The Simple  
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The simple fact is that teaching and educating sells.

People are attracted to those who have the ability to teach them something; who are knowledgeable about a subject.

Think back to the companies that you have purchased from in the past. Think about the sales associates that you enjoyed doing business with. Were you drawn to them because of their good looks or was it their ability to teach and educate? Did they just wanted to make a sale or were they genuinely interested in what you were looking for, what you were needing, knowledgeable about their product and educated you about the product and how it could solve your need?

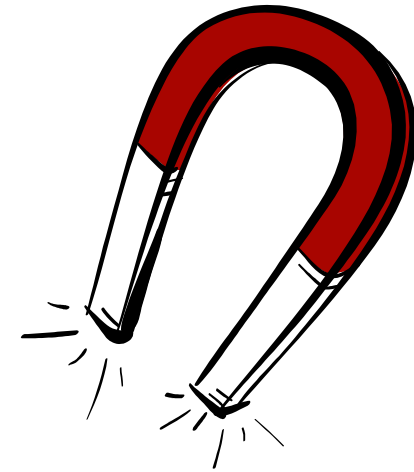
It's an attraction technique that goes unnoticed everyday but when you recognize how powerful it is, it has the ability to transform your business overnight.

Attraction marketing is quickly becoming a standard in the marketing industry.

Imagine yourself as the magnet and your prospects as the metal. The concept of having people drawn to you rather than chasing after them can be very powerful.

Attraction marketing involves the use of some specific marketing techniques that position you as a leader, expert and professional. Since people are drawn to leaders and experts, by using the concept of attraction marketing utilizing marketing tools and strategies, prospects will be drawn to you and your business will begin to grow.

There are many marketing tools and techniques so this article will touch on three specific and popular techniques that are being used today.



Your Blog is a  
great place to  
educate your  
prospects

## Blogging

Blogging is an important marketing tool. Just about everyone now has Internet access and they spend more and more time online. If your company sells a product, this is a great place to educate your prospects about your product, how it can make their life better and more importantly why someone should work with you.

This can be your central hub where you gather people through capture pages and other marketing means to learn who you are and what you are all about. If you are using a blog to attract people to you, make sure to be yourself when writing your posts. That way people get to know who you are, how you operate, what you do, how you do it and they learn to know you, love you and trust you.

**People do  
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People do business with people they like and trust.

Always position yourself as a leader and continually add quality content that is relevant to your audience and people will be drawn to come back for more blog posts as well as let others know that your content is worth viewing. This is just a start.

## **Articles and Videos**

Article marketing and video marketing are just 2 methods of branding yourself and educating your prospects. This will give you content to post on the blog and also share virally on the web. These are 2 free and easy ways to spread content. When putting content out there, make sure you are bringing value to your targeted readers or watchers so that they want to come back for more.

## Have a mix of articles and videos

E-zine article directory is a great source to write content for if you choose article marketing and YouTube is a great place to start posting videos.

Articles are a great way to express yourself in words.



If you don't feel that it is your cup of tea, then video is a great way to get your face out to the world. The suggestion is to have a nice mix of both. The goal is to keep people coming back for more, thus attraction marketing, so make sure to use creativity and keep the content valuable and relevant to your audience.

## Keep content valuable and relevant

## Social Media

Lastly, there is no better way to use attraction marketing than through the power of your online social networks like Facebook, Twitter, LinkedIn, MySpace and now Pinterest to name a few.

The thing with using these sites for marketing purposes is that you need to know who you are targeting, how to market yourself without pitching business upfront and attract a crowd.





A few rules of thumb are to max out the number of people you can add every day. Make sure that you are adding people from your target markets who may have an interest in what you have to offer, stay positive on these sites and post relevant content daily and for goodness sake; have a conversation with them.



In conclusion, if you use these 3 strategies for attraction marketing, in no time you will have a large following of people who are interested in you and are looking to follow a leader; YOU.

Since more and more people are choosing to research, shop and purchase online, changing with the times will only bring positive results to your marketing efforts and allow you to get your name and products out to the masses rather than to those you can just physically reach.

*For more information about Dona Bonnett and ADR Business & Marketing Strategies, please visit [www.adrBusinessMarketingStrategies.com](http://www.adrBusinessMarketingStrategies.com) or contact us at 256.345.3993 or [dona@adrBusinessMarketingStrategies.com](mailto:dona@adrBusinessMarketingStrategies.com) — providing business and marketing solutions including consulting and coaching services to help your business grow.*

