ATTRACTION MARKETING

Why F.O.C.U.S on This?

First, ATTRACTION Marketing => "Enhances" ANY eBiz



ATTRACTION Marketing: Just What IS it? - It's really, exposing your prospects, and/or ideal clients to … a mix of Story Telling / Information / Integrity, by - bringing an AWARENESS to them - EDUCATING them - providing VALUE for them - creating RELATIONSHIPS - gaining their TRUST - building YOUR CREDIBILITY ... so that ... IF, or WHEN ... they are ready to do business - it is YOUR business / product / recommendation that they see as the "natural" (the obvious) choice!

Now, see what a nice FIT "this" is for ANY eBiz:

ATTRACTION MARKETING FORMULA

STEP #1 - Brand YOU, Not Your Business - People trust people, and people follow people - not businesses. It's in our nature to look for leadership, so becoming a leader in your audience's eyes will make them "want" to join you. By seeing how much your business / product has changed your own life for the better – and has provided "you" with a sense of relief - they will want the same things for themselves. Yes.

STEP #2 - Define Your Target Audience - This is vital to your overall marketing plan, because knowing exactly "who you serve" can help you target the right audience "who will convert". Also, think about the topic you're most interested in, and you'll be able to talk about it with a passion!

STEP #3 - Find Out / Understand, the Biggest Challenges of Your Audience - No matter what the industry - there are millions of people on Social Media right now "complaining" about the very problems your products / services / eBiz solve.

So, it's your job to find the "specific" (biggest) challenges / problems / pains your ideal customer has - that can be solved with your products / services / eBiz. And, consider doing research, to find the top authorities in "your" niche (research their books / websites / blogs / articles … and discover the challenges "they" focus on … find out the questions / concerns that "their" visitors have … and the Blog Posts that are most shared, commented on, and liked.

STEP #4 - Create Consistent Valuable Content - This means creating content that not only addresses the "problems" your audience has, but also about the ways to "solve" them (show on Blog Posts / Facebook / YouTube / Instagram / PDFs / Cheat Sheets / Twitter / WhatsApp / etc).

STEP #5 - Build Relationships with Your Audience - Treat your audience like they're people that you truly want to help. Closely follow-up, and serve them, on a daily basis. That is how they will gradually start trusting you - and TRUST – it is fundamental when it comes to business. NO one wants to make a purchase, or take a recommendation, from someone they do not trust.

STEP #6 - Engage with Your Audience - Once you've drawn the right visitors with your story / information / integrity - focus on "keeping them around". You can do this by engaging with them on a daily basis. This involves replying to comments on Facebook or Instagram - participating in relevant LinkedIn Forums - replying to those who seek more information.

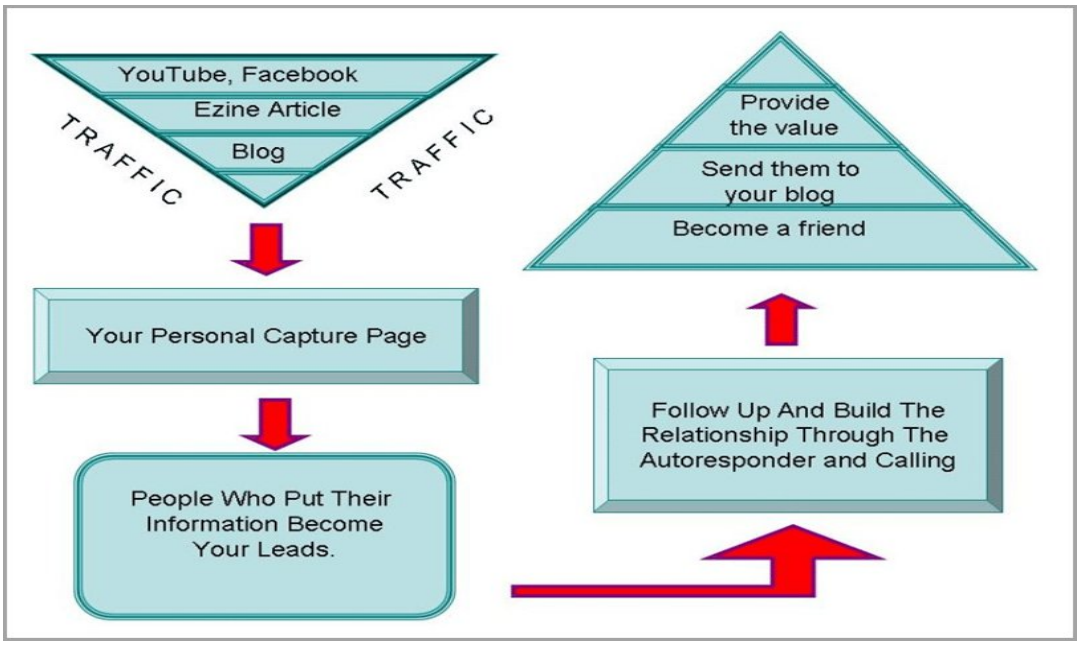
Chat Marketing is a good way to build closer ties with your prospects. Invite your new followers to a Messaging Platform, like WhatsApp / Messenger / SMS - sending them tips and tricks, and offering them quizzes, check-ins, etc.

STEP #7 - Embrace Multiple Income Streams - Successful Online / eBiz Marketers (including most Affiliate & Network Marketers) have more than one revenue stream that serves their audience. In today's world - having just 1 income stream is no longer the best idea.



Click for >> **My BIO**. All in all, this IS a "perfect partner" for **ANY** eBiz.

Flow of ATTRACTION Marketing:



Also, see how it fits – especially with 'Affiliate Mktg' >>> HERE