

ATTRACTION MARKETING

As WE Practice it

Some call this **Consumer Direct Marketing** (CDM) - or (D2C) - but, this is **NOT** - **MLM** -or- **AFFILIATE Marketing** ... this is ('our own' version of) **ATTRACTION Marketing** (as follows):

With us, viewers are first, "attracted" to some **IMPORTANT INFO** - which (hopefully) will help them to proceed with (or not) - something (anything) - without them feeling "pressured" - in any way whatsoever - to do so.



Its fundamental principle is to show viewers the desirability of "whatever" it is that we might be sharing, or recommending. We do not try to S-E-L-L them anything - instead, we simply try to:



EDUCATE - Our way is to "attract" people, by **TEACHING** them first, on matters / issues / opportunities / info. that they are most likely "unaware" of ... and to do it with (low-key) respect / integrity / sincerity / honesty / truth ... with **NO** Rah-Rah.

Such a process attempts to "alert" them to useful information - **ONLINE** - to "inform" them about "critical details" ... and thus (hopefully), make them feel more "comfortable" - before making any decision to proceed - or otherwise. **THAT** is how **we** see, and practice, Attraction Marketing.

INFORMING Viewers Authentically, via **Personal Connections**.

This approach aims to "win over" viewers - and to "increase" their **CONFIDENCE** - so that they become "armed with the **knowledge**" necessary - for them to make careful, intelligent, informed decisions.



**EDUCATIONAL
Marketing**

So ... 'guess you could say ... our **Attraction Marketing** ... it is really **EDUCATIONAL Marketing** ... and we 'know' we **DO** have some **EXCEPTIONAL information** to share ... that is "seriously" **IMPORTANT** ... that viewers need to be aware of ... especially in these "uncertain" times! 😊

(Now, Keep Clicking on your - BACK Buttons - Upper Left)