



ELITE

Rhonda Swan

**Attraction Marketing
Workbook**

Do you want to discover how you can become the most powerful type of marketer? Vim marketers know that what they have to offer comes in abundance, and they dole it out to the world. Couple that with the inherent integrity of marketing who you really are, and before you know it you'll have more customers and a bigger calling than you've ever imagined. You need to know the secrets of attraction marketing, so right now you can create the business and life you dream of. If that sounds interesting to you, then let's get going!

There are a few simple questions that will make you a master of attraction marketing, and when you can answer and deliver them, anything is possible. You'll be able to understand how to share your gift with the world, and delivery will be easy if you follow these simple instructions.

Attraction Marketing can be broken down into three simple aspects.

Who are you?

This may sound like a small question, yet there's much more to it than meets the eye. When you're trying to market a product, you must make a massive marketing effort at all times to get the results you desire. Think about that. If you're not clear as to the value of you and what you're offering, how is anyone else going to be? If it's not easy and clear to the customer, then it's going to take a lot of work from you to get the result you want, right?

If the work you desire to do involves communicating with a lot of people, then individually explaining what your product is and convincing them of the value of the product, means you're wasting a lot of your time. Get in touch with who

you are and what you want. Then when you meet with a potential customer, ask them who they are and what they want. I promise you their answer is more powerful than any sales pitch you can concoct, and it's much more fun and easy to converse with them. People love to talk about themselves, and this way you don't have to try and guess what they want and maybe get it wrong most of the time. They won't feel so much like you're talking at them but instead are interested in them and their needs. You can get straight to the point and offer exactly what they want. It's easier all the way around.

Have you ever met someone who is living their dream and loving it? You need to know who you are and define your dreams, so you can achieve them. Someone who's getting what they want is happy and confident, and that's the person others want to follow and listen to.

Equally as important is to know what you're not. If you don't, you wind up sending a message that completely contradicts itself. When you're not congruent and not in alignment, you don't give off confidence or authenticity, and people will respond to that. You want to have a message and set of principles that are easy and natural, not to merely tell others what you think they want to hear. The attraction is in that certainty. Your answers will let you know what products and services you want to be associated with and makes you certain they can serve the lives of others.

This is an ongoing process. There will always be new epiphanies. In addition, your surroundings can influence and disconnect you. They say what you think about you bring about. This doesn't mean only the thoughts you

have in your focused moments but all of your thoughts that flit through your mind at all hours of the day. Staying connected to your true self will keep you connected to your customer and the service you want to give. It will bring the results you desire. The part where you connect with people makes you feel good inside. When you feel good inside, the human factor comes out, and people will notice. They also want to feel good inside. They care that you're solving their problem, and it makes them want to find out more about you by clicking on the link and watching your sales video or reading your story on your blog.

Although it's your business, it's not only about you. Knowing your authentic self allows for an inner peace that makes it easy to let go with confidence and understand your client in order to deliver them the excellence they deserve. That is the essence of attraction marketing. Use this information right now to contemplate who you are.

Who is your customer?

Who are you providing your service to, and how are you offering it? This is such an important question, because if you don't know the answer, you may wind up offering everything to everyone. This is not only an ineffective marketing plan, but you might get tired and burned out trying to do it. So often in marketing, you try to be everything to everyone, and that's fine, but knowing how to offer your service will allow you to keep your message congruent and your head level. When you know yourself, you will know how it applies to the customer through and through. It may seem like a daunting task, but building an outline can be quite conducive to the process.

Here is an example, so you can get an idea of how to approach the subject.

Who is your customer?

What do they believe?

What do they want?

What moves them?

How do they think?

What offends them or might they be sensitive to?

Compassion is key.

What do they understand naturally, and what might they take as ambiguous and impossible?

Do they know how to apply your services and products?

Do they understand the benefit and the duration of the benefit?

What is the length of time they will they need to subscribe to or purchase your product?

Do they know why they want it and how they want it?

Have you played through the process of them being attracted, as well as using what you're offering?

This is all part of knowing the inherent value of what you're offering and being able to do it with confidence. When you can answer these questions, you will come from a place of giving. You will care that they get the message and the result. Then it's time to block the doors, because you'll have clients rushing through them in numbers, be it virtual or literal, to buy what you're selling.

How am I giving?

Living is giving. You have all you need in this amazing life

you dream of. Subsequently, that amazingness you offer is what other people need to see to understand they can also live their dreams. Giving should be an innate part of your business and the main marketing plan. Once you put all of the pieces together, you will know how to give in a concise and clear way. People will flock to you, because the confidence you hold will be magnetic. Whether you believe in the law of attraction or not, the giving aspect makes sense.

Here is an example.

A woman purchased a ticket for her flight with JetBlue Airlines, they requested donations for the Sandy hurricane victims. After she donated, she wrote a letter to JetBlue explaining why she felt compelled to donate. Upon receiving the letter, JetBlue had her come to New York City and read it to some of the victims of the storm. Then they gave her two tickets to any U.S. city. She posted about this on Facebook with the caption, Loyal customer for life. They gave her a chance to give, and in return, they gave her something. That post was more valuable than anything JetBlue could have posted or paid to have advertised. Now here you are reading about what JetBlue did. This is attraction marketing and an accurate implementation of Living is Giving.

When you know who you are and how your value applies to others, you will be able to give effortlessly. With the use of the internet, you can deliver messages that will move people and give them information that will shift perspectives. You can give to people freely through your brand and messaging. You'll know there's still enough value left to go around and bring in the income you desire to live your dreams. It's the true essence of a win-win.

Giving what you're selling will keep you in the spirit of creation and connected to what you're doing and why. That's the juice of attraction marketing.

To further expand on this topic, you need to make giving to those who are not your customers an integral part of your business plan. The world and this country are filled with those less fortunate than you are, and it's a good practice to give as a part of your receiving for a few reasons

1. You practice being in the flow of giving and receiving
2. You stay grounded when you're aware of what others are going through. This increases your relatability and empathy. That creates results.
3. You consistently learn about others. This opens your perspective and gives way to more creation, which means...more **ATTRACTION**. Easier than you thought, right?

There are so many ways that you can give, especially via the web. You can find ways to give every single day. It's a great way to achieve your dreams. This is not only because of the age-old belief that you get back what you put out. It's from knowing you have an abundance to give, so you don't have to worry about running out.

Giving first sends a strong message to your audience. They will see you're living in abundance and that you're here to serve and give. It can be felt even if it's just a website. When people see what you're doing involves charity, and you deliver useful information, they start to understand. Your message and mode will be evident. Giving comes from knowing there will be enough.

Answer these questions honestly:

How will your product give to people?

Do you have a message or meaning for individuals and/or society?

How can you give in a way that makes you a more effective attraction marketer?

How can you deliver your message without having to make a sale, like Nike or Starbucks do?

What is the innate giving that is a part of what you do?

Can you build giving into your business?

Once you do, how will you present it in a way people will understand?

How can you practice giving daily in your life?

Where do you give currently?

Are there situations where you're still looking to gain?
Are you in any relationships where you're looking to get something from that other person?

Do you care that others around you are happy and getting their needs met?

When you think of your business, think of at least five ways you can give and provide a service.

When you design your business and life, think about who you are and who your client is, so you can identify their need. The need will always go beyond those who can pay you for it, so find a way to give to those people as a part of what you do. In the case of Tom's shoes, when he sells a shoe, he gives a shoe. When we sell a shirt, we give a shirt. When we sell education, we give money to education. In the near future, we will be giving an educational product to communities around the world. Giving is natural, and we all enjoy it. Meeting the needs of another is an amazing feeling, only second to giving to those who don't believe they deserve what you're giving. When you see what you have to offer to those who have so little, you automatically understand what you have to give to perspective customers.

Attraction Marketing is the best way to get results and genuinely love and enjoy what you're doing. Would you rather work at something you don't love for years and get so burnt out, you cross your fingers that you get to spend those retirement years somewhere new, sunny, and exciting? Or would you rather live your dreams right

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now with a continued inspiration to learn, live, and give every day? Branding and Core Messaging are the keys. Implementation is as simple or complex as you want it to be. You can begin to identify in what direction you want your life and business to go. In today's changing world, having your own special gift and knowing who you can offer it to is powerful, and unstoppable.



Rhonda Swan, Unstoppable Family