



Chamber University

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# *Attraction Marketing*



WORKBOOK

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# K E Y P O I N T

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## **WHAT YOU ABSOLUTELY HAVE TO KNOW TO ATTRACT CLIENTS THAT PAY, STAY & REFER?**

### 1. BRAND YOU

- You must brand YOU, NOT your company
- People join people and buy from people, not companies
- YOU are the ONE!

### 2. DEFINE YOUR AUDIENCE

- Be clear on who you are speaking to.
- Who are you going to serve?
- What audience are you going to impact?

### 3. UNDERSTAND YOU AUDIENCE

- What are their biggest challenges, pains, problems, dreams?
- What questions do they have?
- Communicate in different ways so you are connecting with everyone

### 4. CREAT CONTENT THAT ADDRESS THEIR ISSUES

- Value and serve
- Create consistent content (videos, Facebook, blog, etc.)
- This content should address their challenges and problems.
- Add a link to the product(s) in emails to the audience

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## **WHAT YOU ABSOLUTELY HAVE TO KNOW TO ATTRACT CLIENTS THAT PAY, STAY & REFER?**

### **5. BUILD RELATIONSHIP WITH YOUR AUDIENCE**

- People do business with people they like and trust
- Continue to serve your client.
- Let them know there is a **FUTURE** value
- Treat them as you would want to be treated

### **6. ENGAGE YOUR AUDIENCE**

- Find their pain and provide a pain killer
- Point them to the perfect solution
- Do this by connecting and communicating
- List facts about your product(s)

### **7. SELL YOUR AUDIENCE**

- Embrace multiple income streams
- Basically, **DON'T** put all your eggs in one basket



Choose a prospective or current client and strategize how you are going to engage and build a long-lasting relationship with them by answering some of the following questions.

**Ideal Client Information:**

My Clients' Favorites Are:

Reason they want to purchase from me:

Words and Feelings my client used to describe their problem:

**Core Market Message:**

Use the action verbs and words used by your ideal client to describe your product or service and how it will resolve their issue.

# APPLIED LEARNING



The Strategy my prospect/client will respond best to for the kind of product/service I sell:

The different ways I can stay in touch with prospects/clients:

# LEARNING BY APPLICATION



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*ENRICHMENT ACTIVITIES*

**Recommended Reading:**

**The Art of Attraction Marketing.**