



B O N U S

**ATTRACTION
MARKETING**



Attraction Marketing

ATTRACTING BUSINESS ONLINE

The simple eight-step strategy you can use to attract more business to you organically online

Step One | Be Active On Your Social Media Platform of choice.

- _____ is a great platform for engagement, friendship and community.
- _____ is great for everlasting exposure to the information you create to constantly reach new clients.
- _____ is great for engagement & to reach out to strangers.

Step Two | Be An Expert In Something

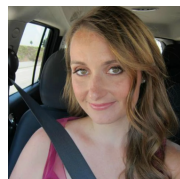
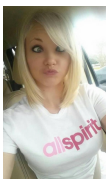
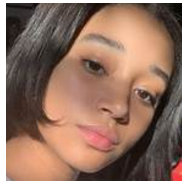
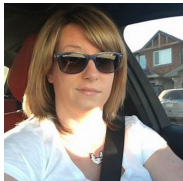
- What is your special _____ that you'd like to share with the world?
- What is your _____?
- What could you talk about for hours and hours happily?
- Does what you know help others or could it help others?
- Why can't you own your awesome and show up online?

Step Three | The Reason Someone Is An Expert Online And You Are Not Is This:

- They _____ to be.

Step Four | What Does Your Headshot Say About You?

- I care.
- I am _____.
- I have got it going on.
- I mean _____.
- I am someone you can trust.
- I can help you, serve you & change your life.

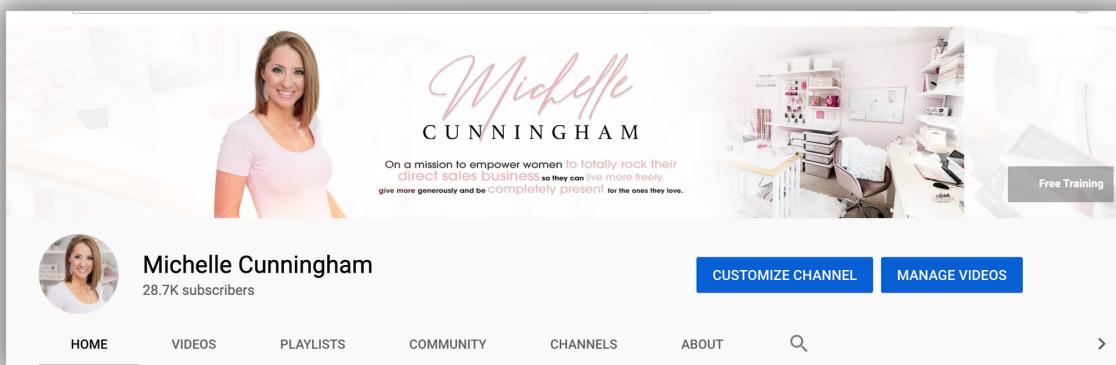


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Step Five | Use The _____ On Your Platform Wisely

- The _____ Matters | Your _____ Matter | Your Messaging Matters
- Great places to create an awesome _____ are Canva or Fiverr.
- I also have an amazing virtual assistant company I can connect you to that does work for \$10 an hour.





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Step Six | Provide Valuable Information That Helps Others or Brightens Their Day

- _____ Rule Of Thumb: Two Posts Per Day | Ten Stories Per Day
- _____ Rule Of Thumb: One Video Per Week
- _____ Rule Of Thumb: Post To Stories Daily, Post To Profile Once A Week

Go Live Or Post Images Or Share Information That's Helpful To Others

- Post An Image With Helpful Information
- Post A Positive Quote
- Introduce Yourself
- Post Fun Things About You
- Post Awesome Things About Your Family
- Post Cute Stories You Re-share
- Post Nice Things That Bring Joy
- And then...once a week: 1 Business Curiosity Post & One Opportunity Post

Step Seven | A _____ To Bring Them Back To You

- Email Opt-In
- Invite To Your Facebook Live
- A Google Form
- Send You A Message

Step Eight | Show Up _____ & _____ & Lead With _____

- Ray Higdon has gone live every single day for 11 years.
 - I go live 3-4 times per week.
 - I try to post one Youtube Video per week.
 - I try to post on Facebook daily.
 - Perfection isn't the goal. Action is. If you take time off, so what. Get back on when you can.
 - The more value you provide & the more you serve, the more blessings will come your way.
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