

# Attraction Marketing



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**The ECONOMY** - Because of the still ailing economy, many job losses are happening - many jobs / careers / professions and businesses are in jeopardy. The real estate market is in chaos - the auto industry is struggling - retail sales are sluggish - food prices are going out of sight (the \$US is tanking) – you name it.

**One 'BOOMING' Industry** - Yet despite all the 'gloom and doom' out there - there is an industry that is B-O-O-M-I-N-G right now [for some] => it's the **Home Business industry** - and particularly, Inter-Network Marketing // Affiliate Marketing // Direct Sales - because of the advent of – Internet Attraction Marketing - Social Networking - WEB-02 / 03, etc - where momentum and critical mass can occur very quickly, at virtually NO cost.

Let's take a look at some of the options and strategies, as they pertain to my favourite sector of the **HOME** Biz industry => **MLM // Inter-Network Marketing** - - -



Millions are looking for a "better way" to create their OWN positive economy - to build more security - and many are finding the best solution => right in their OWN HOMES.

The **INTERNET** is changing 'everything' about the Network Marketing, as well as the Affiliate Marketing & Direct Sales Home Business industries - and the beauty of using the **ATTRACTION Model** for building y/our opportunity cannot be overstated.

Here are some tips and some 'food for thought' - - -

**1)- People Looking for the Right Opportunity** - We should never 'pitch our stuff' - they'll be repelled. Instead, "attract" these people - first with a "general interest" SOCIAL

or NICHE site (Website or Blog) - before providing them with “specific” information or Tools & Systems that will help them with their “business”. They'll figure out on their own that if we are presenting such value, we might just be the right person to seek out and join at some point. If we call them, they'll know us and already trust us. Or, they'll likely call US first.

**2)- People Already In an Opportunity - But who are Struggling** - We never need to try to 'influence' people to leave their opportunity if they're happy. But many are not getting their needs met by their business (upline doesn't talk to them - the business isn't aligned with their values - the company keeps changing the comp plan, etc). If they see good value and integrity from us about 'attraction marketing' or 'how to choose the right business' - or 'related tips' - or anything related at all - they will naturally gravitate to us.

**3)- People who Will Never Leave their Company** - They will follow us to the end of time because WE introduce them to things that help them in their own business. This is great, because they will buy helpful Affiliate Products / Funded Proposals from us, for months and years to come. That's great support while were building OUR residuals.

When we link them "directly" to info about our company / products / services / comp plan - BEFORE any relationship is established - it looks like we're "selling" -- "pushing" our biz opp at them.

**Selling -vs- Buying** - People don't like "being sold" - with self-interest at play (they want to see that we think about their interests first). But people do "love" to buy. They like to buy from people who ideally, "gave" something to them first - who were selfless in their approach. We simply need to BE that person -- we will "pull" them towards us -- they will be attracted to us in large numbers. There IS a time and a place for introducing our products and opportunity[s] - for sure - but not on the first date! :-)

**Giving** - So when we share some information / Tools / Systems - even if it's just a tip, or an experience on a topic our prospect might be interested in - they start to like and trust us. They let their guard down long enough to get to see what we're really all about - and what we offer. They love to buy from people who they like. So when we "expose" them to a Tool or System - or we "give" them something that shows we're interested in sharing with them - they are attracted to it.

They want to see more from us - and this can lead to them contacting **US** - especially when we set up our follow-up e-mail campaigns.

**Marketing SYSTEM?** - Frankly, before even 'choosing' a Network Marketing **company**, you should be creating a Marketing SYSTEM (with the right Education, Training, Tools and resources behind it). Ok, but what about all those nice (ready-made) “cookie cutter” Marketing Systems? Well, some of these are indeed Ok “tools”, but the best way (in my strong opinion) is to acquire the right knowledge and resources to “create your OWN Marketing System” - one that fully “brands YOU” - one that “YOU have complete control over”. We help you accomplish this. I believe it's imperative that we all understand => SUCCESS comes from “within” us - and that all the “outside” tools in the world will never equal what we ourselves, can create (with the right guidance and support).

Also, your MLM business should NOT be your Home Business. Yes, it should be (an important) 'part' of your overall “Home Business structure” – but that's all. Because with

the correct Marketing System + the appropriate (learned) skills, you could join "any" MLM program and make a killing financially.



## **Building an ASSET**

Ok, let's talk about YOU - - -

With the Attraction Model - as you begin to use it - and set up your own presence on the Internet - what you're **really** doing is building a lifetime, global **ASSET** - one that will feed your financial needs and lifestyle forever.

**Ownership** - This is much bigger than just "generating leads". While that's a great asset in itself - you're getting much more - because no matter what happens - you'll always OWN your LIST - and your CASH FLOW - regardless of whether they join you in your business - or become a customer - and regardless of whatever takes place outside of you (with your Network Marketing company[s] - or in the economy).

And there is just no better way to protect yourself from this tailspin economy than by getting your MLM Biz Online via the Attraction Marketing method. None.

That's very powerful. So stick to building your Attraction Marketing List - to this whole process - even when life gets in the way. Ok, regarding Network Marketing - - -



## **More On 'OWNERSHIP'**

### **((The NEED for Attraction Marketing))**

Let's first back up a few steps - - -

There is a basic philosophy that has been taught in most Network Marketing companies that says => you promote the COMPANY - the MLM company - at the front end.

So if you looked at the flow, it would look like this => Prospect to Company => Company to You. It has always been this way, because to grow a large organization, the upline leaders needed people to focus on growing the TEAM. The Team aspect is what really creates the "leveraged wealth" in this industry.

There is another basic philosophy that has been taught in most Network Marketing companies that says => YOU WILL “OWN YOUR OWN BUSINESS” – yea!

**Now here comes the SCARY part of this MLM-Network Marketing myth...**

**Y-O-U do not OWN your downline (your list). You do not OWN your own business - the MLM "parent company" owns your business – they own your downline (your list).**

In fact, they own ALL of the assets (the products / services / comp plan / customers / buildings / downlines, etc). They make all the decisions – they have total control.

And this is not meant to "put down" the many fine MLM companies out there – no.

This is just a "reality check" - it's in their **Policies & Procedures** (P&Ps) => the Legal AGREEMENT you [we] sign when deciding to 'associate' with an MLM company!

OWNERSHIP of y/our OWN Network Marketing business by us does not exist - nada.

**Sales Reps** - In actual fact - the better definition to describe y/our role with a Network Marketing company is => a Sales Rep, with leverage, for the company Period.

Not that Sales Reps are bad either – they're not (in fact, some of the highest paid professionals on the planet are Sales Reps).

**Safety Net?** - But what happens the day the company goes bankrupt?

OR what happens when all H\*\*\* breaks loose - and the press / media begins to attack the company [because of false 'medical claims' or exaggerated 'income claims'? - OR the product is found to be defective or dangerous? – OR a lawsuit is launched against it? -- OR they get "shut down" by the FDA or FTC for other business practices that weren't above board? Hmmm...

**Risk** - I will tell you what happens - and it is sickening => **y/our entire business, and all y/our income, could be gone, almost overnight.** And these risks do happen - all the time.

I have seen it, over and over - and it is the scariest thing about this business, because the financial [and emotional] devastation can totally wreck a family.

**MLM** - Despite this – I still see the Network Marketing industry as the single “finest” business model on the planet - bar none - as long as we understand the risks - and we take the right steps to “position” ourselves intelligently.

**A Cushion** – So if you make the mistake of creating all of your systems to be company specific or product specific - you are on the losing end of the battle. If something goes terribly wrong (like mentioned above) - you've lost your Team - because you had them buying into the “company” or the “product” - over which YOU have no control.

**Credibility?** - You've also lost "credibility" - because, if your whole IDENTITY was wrapped up as - a "Mr. Amway" - or as a "Mrs. Avon" - it becomes very difficult to re-establish yourself, both with your Customers and with your Biz Partners.

**YOU** - On the other hand - if people are buying into **YOU** - and you've position yourself correctly - and you remain a loyal and unified group - they will follow you everywhere - no matter what the company is, or what the product is - because they identify with **YOU!**

**Control** - The philosophy I use in my MLM business plan is very simple => **I** want to "control" as much of the business as I can. ME.

HOW do I do this?

**The FLOW** - I simply 'rearrange' the flow so it looks like this => Prospect to ME first => **I** build the relationship with the prospect, through ATTRACTION MARKETING => **I** control where the prospect goes ((if that means they decide to join me in one of my businesses at some point - that's the best answer - because **I** have built the first relationship (not the company) - and we are then a "true" Team)). That is the smart flow.

It also enables me to form relationships and bonds with other human beings at a much deeper level than if I bring them - like everybody else is doing - "directly" to my Biz Opps [where the companies have all the control].

**Protection** - So when the worst happens - which is what we need to "plan" for - I am prepared to leverage those relationships and hit the ground running again, if needed.

And YOU need this protection too.

**Leverage** - The other aspect of this plan that is very powerful is that it allows me to have massive "leverage".

Leverage is one of those things that all the "heavy hitters" in y/our uplines like to talk about - but most have no idea what it can really mean to their businesses.

By attracting my OWN leads - who build a trusting relationship exclusively with ME (and not the companies) - I am able to create income "outside" of my primary business - even if these prospects never join my primary MLM // Affiliate // Direct Sales businesses.

**Attraction Marketing // SELF-Branding // Funded Proposals** - This is what I'm talking about here.

Now I don't know about you, but I call that tremendous leverage – and that comes from you being in control of the whole Attraction Marketing process - **POSITIONING** yourself.



## **LOW Cost LEADS // TRAFFIC**

So, how do you GET quality Leads & Traffic to fuel y/our Attraction Marketing efforts?

**OLD School** - Sadly, many [most] MLM // Affiliate leaders are still teaching the - "buy a bunch of [worthless] Biz Opp or CoOp leads" -- or "make a list of family and friends" -- then "cold call" them -- along with the uncomfortable [embarrassing] "3-foot rule" - etc.

Yet many of these (not all) are unprofessional methods - dinosaur tactics - in this age of more modern business building.

You "must" have some money to build your OWN business, yes. Please keep in mind that it's a business that potentially, could bankroll your entire financial future.

Most MLM // Affiliate companies don't pay out enough - in the beginning stages - to cash flow the Associate's business - and often, that new Associate either racks up too much credit card debt and/or ends up leaving the business entirely. There IS a better way.

**NEW School** - Here's a simple - low cost way to proceed -- (4) simple steps - - -

**(1)-** Start with the wisdom and tools of two of the 'pioneers' in Internet Attraction Marketing – Mike Dillard (*Magnetic Sponsoring*) and Ann Sieg (*Renegade System*). There, you'll find the 'excellent' lead sources + (passive) Affiliate cash flow sources.

**(2)-** First, enroll in McKay Earl's *The 30-Day* + *The 90-Day Marketer* Courses. Then go for Ann Sieg's & Mike Klingler's *Renegade University* + *Renegade Professional* program as well as *The Works Team* resources. These will provide you with the very "best" Business Marketing education for savvy MLM Network Marketers - where you'll be able to put together your OWN Attraction Marketing SYSTEM – one that will truly help you build your Home Business more successfully!

**(3)-** Now you can begin posting on Forums + writing articles and submitting them to the Article Directories (like EzineArticles.com) + starting some Squidoo Lens's + Hub Pages + setting up a Blog + many, many other Internet promotional strategies.

The **Resources** I mention above can kick out attractive "immediate cash flow" for you.

**Bottom Line** – You'll soon be in charge of your **OWN** destiny - "positioning" yourself in the right way - by using the brilliance of **Attraction Marketing / Self-Branding / Funded Proposals!** This will change your future - for more success / prosperity and happiness.

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