



# **HOME BUSINESS SPONSORING SECRETS**

**THE DEFINITIVE GUIDE**

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## A LETTER FROM THE FOUNDER

My name is Brian Fanale, and I'm the CEO and Co-Founder of a company that has helped literally thousands of network marketers break free from all 4 corners of the globe... including some of the biggest MLM leaders you see online today!

I want to start by letting you know this 'Attraction Marketing' model to create financial freedom with YOUR network marketing business *is NOT what you've been taught by your company...*

The course you're about to consume IS controversial, it has already disrupted the profession and upset many 'old-school' network marketers, but you deserve to hear the TRUTH. This truth allowed me and my business partners to become top earners in our network marketing companies back in 2008. And if you want to build your network marketing company leveraging the power of the internet, this top earner 'truth' is the ONLY option.



We want to be clear here: **we absolutely LOVE the network marketing profession.** Our intention with this training is not to throw rocks at network marketing company owners specifically, but we are sick and tired of people struggling in network marketing. This is our attempt to flip the failure rate in network marketing on its head, and ensure that the profession helps YOU create your dream business (and life).

## FACT

Company owners want you to find anything with a pulse, and get it to watch your presentation. **In fact, some of our top students have told us horror stories of the 'marketing' they were being taught by their companies.**

For example, when our now top affiliates Todd & Leah first started their MLM careers, they were told to go approach their friends & family, which they did. And nobody signed up (this isn't the shocking part). The shocking part is that when Todd & Leah went back to

their upline for the next marketing step to get prospects, customers, and reps to grow their business, they were simply told to go re-visit (and keep re-visiting) their friends & family until they join.

**THIS IS NOT MARKETING!** And this is most likely why YOU are not at the level you want to be. And it's not your fault! With marketing and business building advice like this, it's no wonder why most home business owners stay broke.

Today, this All-Pro 'Ignite Your Business' Starter-Pack changes that. Today, your business changes forever.

Let's pull back the curtain and reveal what the top earners are really doing to build big downlines and residual checks from the comfort of their homes...

- **Top earners are branding themselves up-front... NOT the company nor its products.**
- **Top earners are NOT spamming their opportunity or product links on Facebook. (*this is amateur and will get you un-friended fast*)**

- **Top earners create VALUE and SERVE their target audience with quality content that solves their prospect's problems.**
- **Top earners have multiple income streams that include affiliate programs & products, their own products, courses, books, audios, events, systems, etc... Which is smart because if the company changes comp plans or ever goes out of business, their family is protected.**
- **Top earners ATTRACT customers and buyers who are already interested in their products, services, and opportunity.**
- **Top earners build their audiences daily with free social media strategies and paid advertising**
- **Top earners get fresh prospects to talk to every day, and they use funnels to capture names and e-mails of interested prospects while they get eyeballs on their opportunity presentations.**

And here's the cold hard fact about network marketing... If you are solely a distributor for an MLM company, that does NOT make you an entrepreneur - you are a REP. Said differently, you are a SALES REPRESENTATIVE of that company... it's the actual name of the position you take when you

join your MLM and sign your distributor contract! (*If you don't believe us, feel free to re-read the agreement you signed when you joined your company.*)

This 'Ignite Your Business' Starter-Pack was designed so that you progress from 'struggling sales rep of an MLM' to 'entrepreneur who builds a long-term, stable, cash-flow heavy business around adding value and solving problems.' And when you do the latter, which is what ALL the top earners do, you will win your freedom.

We are excited to have you on-board, and to reveal the top earner TRUTH your company doesn't want you to know. The good news is we're not on their side, we're on YOURS.

Get ready for some massive breakthroughs on our journey together my friend.

My team and I are committed to YOUR success.

In gratitude,

**- Brian Fanale**  
MLSP CEO & Co-Founder  
Home Business Success Coach



## INTRODUCTION

# HOME BUSINESS SPONSORING SECRETS DEFINITIVE GUIDE

If you are building an online business, you may have come across the term 'Attraction Marketing.' This guide explains exactly what Attraction Marketing is, why it is vital to your online success, and how you can implement these simple strategies and formulas into your business to **attract more buyers, customers, and clients FAST!**

'Attraction Marketing' is simply the most effective way to market any product, business opportunity, or service online.

We'll begin this guide by giving you a high-level overview of the MLSP Framework.

Once we cover the 3 activities, 6 pillars and 3 growth phases (this will make sense shortly), we're going to give you a 7 step Attraction Marketing Method to put these principles in to practice.

This guide also comes with companion videos you can access simply by clicking on them or visiting the links below them, companion PDFs and a host of extras and bonuses, not to mention some examples and case studies from 20 Attraction Marketing Experts to get you on your way!

Let's get started...

## PART 1

# THE ATTRACTION MARKETING FORMULA

99% of business owners stay broke because they don't know this 3-Step Attraction Marketing Formula... Welcome to the OFFICIAL 'Attraction Marketing Formula' to get more leads, prospects, customers, clients, sales and sign-ups for ANY business in ANY industry. (*YES, even yours - and you'll SEE PROOF HERE!*)

Every single successful business and brand you see online today uses this proven 3 step attraction marketing formula, period.

And if you are struggling with your business it's probably because you're missing one (or more) of these three steps.

This Attraction Marketing Formula is the foundation of MLSP's decade of success in an ultra competitive marketplace. It's what founders Brian Fanale, Norbert Orlewicz, and Todd Schlomer have been teaching home business owners since 2008...

And this formula is WHY so many six, seven, and even eight-figure success stories have been created over and over again... ***THIS GUIDE REVEALS EXACTLY WHAT THE TOP EARNERS ARE DOING to build their empires!***

**Here is a Quick LOOK At Some of the Faces That Have Created Massive Success Because Of Our Proprietary 3-Step Attraction Marketing Formula...**





We wanted to lay out our secret formula so that you could see what the top earners have been doing online for years... and now you have access to the same marketing formula to grow YOUR business today.

## **WHY DO PEOPLE STRUGGLE TO GROW A SUCCESSFUL 6-FIGURE+ HOME BUSINESS?**

It's simple... **INFORMATION OVERLOAD!**

It's so easy to get overwhelmed because there's an overwhelming amount of info being thrown at us everyday about how we should be building our businesses. Like a boxer walking into a flurry of punches, it can disorientate and confuse you every time you sit down at your computer.

Where do you start? What do you do next?

- **Start a blog?**
- **Facebook LIVE?**

- **Facebook Ads?**
- **Email?**
- **Twitter?**
- **Instagram?**
- **SnapChat?**

So many options! They're all good. And they've all been proven to work for our students. Leads and fortunes have been made with all different marketing strategies.

But it's like drinking water through a fire hose... It's too much all at once especially if you're just getting started online!

When you stop, breathe, and **look at the simple context** of every successful business... then the confusion disappears.

So that's what we're going to do now as we walk you through the Official Attraction Marketing Formula to help you get clear, and get results.

**Let's dive in together...**

# 3 ACTIONS TO FOCUS ON EVERY SINGLE DAY FOR SUCCESS WITH THE ATTRACTION MARKETING FORMULA!

Whew! Just 3 actions is all you need to think about, and everything starts to fall into place. In fact EVERY successful online business focuses on these 3 activities.

Feel better? A little bit more in control?

*Focus on 3 Activities Daily to Grow Your Business - Build, Engage, Sell (B-E-S)*

***Focus on 3 Activities Daily  
to Grow Your Business:***

**B-E-S**  
*Build      Engage      Sell*

## ACTION #1:

### BUILD YOUR AUDIENCE

Your audience is the key to making everything else in your online business move forward. Inside the audience you are building is where you will find your soon-to-be leads, prospects, sales and sign-ups. And they're waiting for YOU!

You must constantly be building your audience every single day.

What does an audience look like? Here are some examples:

- Facebook Fan Page Likes & Followers
- YouTube Subscribers
- Twitter Followers
- Instagram Followers
- Facebook Messenger Subscribers
- Your e-mail list of subscribers

#### IMPORTANT NOTE

*We recommend picking ONE audience above to build in addition to your e-mail list of subscribers... and focus only on building that ONE audience. Don't try to build more than one audience at first because you'll overwhelm yourself, spread yourself way too thin, and get mediocre results at best.*

Focus your actions on building ONE solid audience every single day until you're up to 10+ leads per day from that platform, and you feel you have mastered that particular platform & strategy.

**(Your e-mail list is so vital that you should pick one audience, PLUS an e-mail list, and start moving forward!)**

If your audience isn't growing, your business isn't growing, Period! This is what we've been teaching our students and now industry top earners since we opened our doors back in 2008.

*MLSP has trainings in the back office for building your audience on ALL the marketing platforms available today! (Including your email list!)*

## COMPANION VIDEO

This video gives a quick overview of the MLSP '3 Activities' to focus on EVERY SINGLE DAY for success. It will also touch on the first action, which is to **BUILD YOUR AUDIENCE**



### ACTION #2:

## ENGAGE WITH YOUR AUDIENCE

When you engage with your audience you begin building relationships. When you begin to build relationships with your tribe you start to build what we call the *Know, Like, and Trust* factor...

And it is CRITICAL if you want people to want to do business with you.

**You engage by creating valuable content that serves your target audience, which makes your tribe want to engage with YOU (and your content)!**

**You engage by interacting with the people who engage with any & all of your content...**

**You engage by following, interacting with, and connecting with people in your target audience (and engaging with THEIR content) on the platforms you want to build...**



That's a lot of engaging! Ok, so what does that really mean?

It depends on the audience you're building. If you're building an audience on Facebook, then you'll want to post valuable content there such as text posts, quote images, Facebook LIVES, etc...

And you'll want to create valuable content that is share-worthy, comment-worthy, and creates engagement because **it's valuable to the one consuming your content.**

And YOU must do the things you want your audience to do... are YOU engaging with people on Facebook? Are YOU sharing, commenting, and liking stuff from the leaders in your industry?

Those are a few quick questions to answer. If not, then they are actions you can start taking if you feel like nobody's engaging with YOUR content on Facebook... Another quick thought is are you asking people to comment, like, and share the content you want commented on, liked, and shared?!

## **GIVE THEM A SIMPLE CALL TO ACTION**

**TO ENAGE** and you will be surprised at what happens.

If you're on YouTube you'll obviously create videos and ENGAGE with YouTube influencers in your niche.

Using Instagram? Create content that engages your Instagram followers. Post Instagram content that your audience would want to like and share. Find your Instagram influencers and leaders in your industry, and engage with THEM and THEIR followers and commenters.

You get the point.

PROMOTE your content... ENGAGE with people who interact with your content... Find relevant content & leaders in your industry that others are engaging with, and ENGAGE WITH YOUR TARGET AUDIENCE!

You build relationships and serve your audience only by creating quality content. Do this, and you will get the engagement you are seeking.

**ALL THINGS BEING EQUAL, PEOPLE DO BUSINESS WITH, AND REFER BUSINESS TO, PEOPLE THEY KNOW, LIKE AND TRUST.**

- Bob Burg, *Endless Referrals*

## ACTION #3:

# SELL TO YOUR AUDIENCE

This is the fun part. This is where you start making some money and building your empire. You've built an audience, you've created engagement, you've built relationships and the know, like, and trust factor...

## Now it's time to ask for the sell.

Unfortunately too many people start at this activity. They don't build the foundational framework with activities one and two, and they start asking for the sale right away.

This is what we refer to as 'pitching' instead of 'leading with value.' *Doing this is what gets good people labeled as 'spammers.'*

## BUILD-ENGAGE-SELL

### This is What Makes Up the Context of an Effective Attraction Marketing Formula!

These are the 3 daily activities that every successful online business embraces.

The great thing is that you can refer to these activities anytime you need to get back on track. If you ever feel lost, or don't know what you should be doing daily, simply refer back to this 3-Step Formula of Build - Engage - Sell.

## COMPANION VIDEO

MLSP Founders Brian Fanale & Norbert Orlewicz go over what actions #2 and #3 look like in detail in the video below!



## COMPANION PDF

Print out the '3 Activities to Grow Your Business' cheat sheet. Keep it in front of you at all times to remind you of what you should be doing on a daily basis to GET RESULTS! (you got this!) - *Available in the resources section*



If things aren't going well, you're likely missing one of the above.

Let's break this all down even more to guarantee your business is being built on a rock-solid foundation!

# THE 6 PILLARS - THE FOUNDATION OF YOUR ONLINE MARKETING BUSINESS

Every successful business has these 6 Pillars in place that help SUSTAIN success. Below are the pillars for online success that you can start using today to move your business forward. **These 6 pillars are the cornerstone of the attraction marketing formula!**

## PILLAR #1:

### VISION & PERSONAL DEVELOPMENT STRATEGY

This is the key to EVERYTHING else working.

This is where you dig deep, and truly figure out what you want your business to look like. What is the business you want to build?

You must get this so clear in your mind that you can taste it. So that this vision seeps into your bones and lights every cell in your body on FIRE! It's essential that you have such a clear vision that you can create the feeling of being there NOW.

Next you must be honest with yourself about what's holding you back. We all have those things and they usually start with FEAR. Fear of putting yourself out there

(video or webinars, for example), fear of failure, maybe even fear of success.

Your limiting beliefs about who you truly are will kill your chances of success before you ever step foot onto your journey. What is the limiting story that you're running in your head day in, day out. You must rewrite this story so that it serves your forward motion!

If you're struggling to get where you want to be, and you find yourself procrastinating constantly, we need to work on your VISION. You need to craft a VISION as soon as possible of who you want to be... A VISION of your ideal self who is no longer restricted by limiting beliefs and fear... It has nothing to do with the resources (time, skill-sets, money, etc), and has EVERYTHING to do with you becoming the person whose emotions make you resourceful (tenacious, passionate, committed). As you become the version of your best self, you will find yourself taking ACTION because that's what the ideal YOU would do!

When you've got this part right, everything else begins to fall into place, doors start to open, and obstacles melt away like butter on a scorching hot summer day!

## PILLAR #2:

# PERSONAL BRANDING STRATEGY

Why should someone do business with YOU? It's vital that you get clear on this.

You must understand that not everyone is a prospect for your product or business. If you're marketing to everybody, you're marketing to nobody.

Think about your personal brand...

**Who are you? What do you stand for?  
Who do you serve? And what are THEIR  
biggest problems & challenges?**

If you're selling steaks to vegetarians, you're fighting an uphill battle. But if your audi-

## COMPANION VIDEO

MLSP CEO Brian Fanale Explains Pillar #1 Better Than Anybody Else. Watch the Video Below...



ence and target market wants a medium rare steak, and you've got the best steak in town (and you know how to market it), then you're in business.

You must know and understand what your audience wants, and simply give it to them.

**IT'S IMPORTANT TO BUILD A PERSONAL BRAND BECAUSE IT'S THE ONLY THING YOU'RE GOING TO HAVE... YOU CAN'T HIDE ANYTHING, AND MORE IMPORTANTLY, YOU'VE GOT TO BE OUT THERE AT SOME LEVEL.**

- Gary Vaynerchuk, Vayner Media



### **PILLAR #3:**

## **MONETIZATION STRATEGY**

We all start a business to make more money. But you'd be surprised how many people don't have a monetization strategy in place.

How much money do you want to earn? Most people have that magic number of \$10K/ month in the beginning. What's your plan to get there? How many sign-ups, sales, customers, and clients do you need to hit that point?

You must know exactly what that number is so that you can create the strategy to go after it... Or you'll likely fall short!

The great part is that when you're creating your brand online like we talked about in Pillar #2, then it opens up various avenues of multiple streams of income. The leaders that you look up to now are building passive income from many different streams...

They refer valuable affiliate products and services like MLSP, they offer coaching services, they create their own products, and they run a real business (they aren't just a sales rep for a particular organization... they have built a brand by creating VALUE and solving problems).

### **COMPANION VIDEO**

This Video Reveals What Pillars #2 and #3 Look Like In Action...



Once you build your personal brand, you can earn money even when 95% say no to your primary opportunity, product, or service. The bigger YOUR brand, the more you have to offer, and the more money you can make!

### **PILLAR #4:**

## **CONTENT CREATION & CONTENT MARKETING STRATEGY**

This is where you serve your audience. They say content is king, and that's halfway true... QUALITY content is KING! The truth is you don't get to become the \$10K per month business owner, without first doing the work that gets you there. Online, that work is content.

Creating quality content is the part that puts you in the leadership & authority role

in the eyes of your prospects, which makes them want to follow you and buy your stuff.

***Your content is the core of Attraction Marketing, because it's exactly what attracts the right prospects to you.***

Again, the type of content that you'll create depends on where you're building your audience. Blogging, videos, Twitter, Instagram, YouTube, FB LIVE, free reports, etc. Like we discussed earlier, you don't have to create all types of content on all the different platforms (NOT recommended), but you MUST pick at least ONE platform & marketing strategy and do it CONSISTENTLY until you get the result!

## PILLAR #5:

# FOLLOW UP & ENGAGEMENT STRATEGY

Once you start pulling people in with your content, you'll begin to get leads. These are your most targeted prospects who are giving you permission to stay in contact with them.

The follow-up process is usually done through email, phone, text, and more recently can also be done through the powerful Facebook Messenger and tools like ManyChat! And it really comes down to you following up with your prospects and consistently creating more value for your people than anybody else in the marketplace.

## COMPANION VIDEO

Want More Details on Pillars 4 Thru 6?  
Watch Below...



## COMPANION PDF

Access and print the MLSP Framework 6 Pillars | The Foundation of Your Online Business cheat sheet in the resources section.



The fortune is most certainly in the follow-up! Things move very fast online. There's always some new shiny object trying to get your prospect's attention. If you're not following up, connecting with, and engaging with your leads to see how you can serve them... somebody else is, and *THEY* are making the money.

## PILLAR #6:

# TRAFFIC STRATEGY

Now you've got to get people to your content, your websites, your capture pages and offers, etc. This means you must build your traffic strategy.

There are different kinds of traffic, but they mainly fall into either FREE or PAID strategies.

Paid is more immediate, and the sooner you can get there the better... but it's perfectly fine to start with FREE strategies such as social media, blogging, video marketing, etc.

The important thing is to get eyeballs to your content!

## THE 3 GROWTH PHASES OF YOUR ATTRACTION MARKETING FORMULA!

We've established the context of all successful online businesses. Build - Engage - Sell! If you're focused on doing these 3 activities every single day, then you're on the right track.

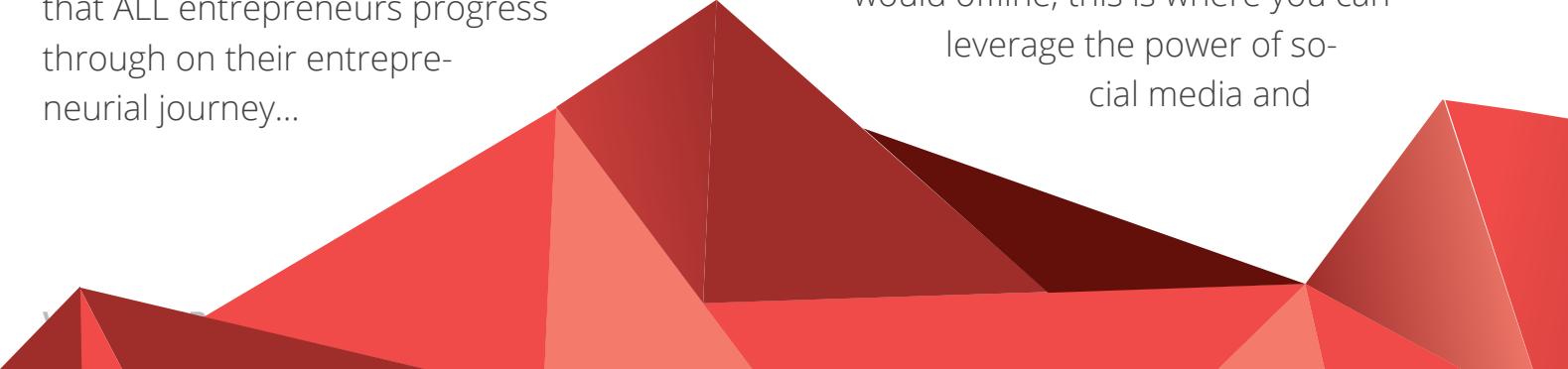
Let's simplify this even more so you can start getting results RIGHT NOW!

The framework & foundation of every successful online business starts with these 3 Activities, the 6 Pillars, and one final piece of the puzzle. The 3 Phases of Growth that ALL entrepreneurs progress through on their entrepreneurial journey...

### GROWTH PHASE #1: **SOCIAL MEDIA NET- WORKING & PROSPECT- ING**

This is simple. Just take what you know about prospecting and networking, and bring it online to social media. This is what you'll focus on to initially grow your audience and network.

Instead of networking one-on-one like you would offline, this is where you can leverage the power of social media and



network with 10, 20, 50, even 100 people at once. Even while you are at home in your pj's.

If you're not using social media right now, you're leaving money on the table. Plain and simple.

However, 99% of network marketing companies (yes even yours) are teaching you the wrong ways to use social media. And what they don't realize is that what they are teaching you gives the profession a very bad rap... and keeps YOU broke.

You should not be selling your product or your business opportunity on your personal profile. This turns you into a spammer!

Here's the cool part...

Some people build their business so well in this 1st growth phase by prospecting on Facebook, that they really don't ever need to run paid ads. They start recruiting and making sales so well that they can earn a full-time living from the 1st phase of growth.

## GROWTH PHASE #2:

# PERSONAL BRANDING & CONTENT MARKETING

Once you're comfortable building your audience on social media, then it's time to move forward and start creating your own content and building your own brand!

This is where you create your own content that brands YOU as a leader. And it's through this valuable content you create that people become ATTRACTED to you, want to work with you, and buy your products & services.

We like to get people to Growth Phase #2 as quickly as possible. The sooner you jump here, the sooner you start creating real, lasting results.

You position yourself as an authority, you build your brand, and your business takes off.



**68%**

[SOURCE - iMedia Connection]

**OF CONSUMERS FEEL MORE  
POSITIVE ABOUT A BRAND AFTER  
CONSUMING CONTENT FROM IT.**

### GROWTH PHASE #3:

## PAID ADVERTISING FOR RAPID GROWTH & SCALING (OPTIONAL)

Once you're building your brand, and you're ready to really scale things up, this is where you do it. Paid advertising to grow and scale your business.

Paid marketing is 'optional'... but we here at MLSP recommend getting into paid advertising as quickly as possible. And with our paid advertising blueprint, you can start running targeted traffic to your offers with as little as \$5 per day.

How big do you want to grow your empire? How fast do you want to build it? Paid ads can definitely help get you there faster than any other form of marketing IF you know what you're doing! (and if you're in MLSP, we teach you.)

### COMPANION VIDEO

Here's What the 3 Phases of Growth Look Like When You Put Them to Work In Your Business Starting TODAY!



## YOU'VE NOW GOT MLSP'S ATTRACTION MARKETING FORMULA THAT EVERY SUCCESSFUL ONLINE BUSINESS USES.

In the next part of this guide, we'll be diving in to the Simple 7 Step Method to DOMINATE Your Industry so you can start taking ACTION and put this framework in to place in YOUR business!



## PART 2

# THE ATTRACTION MARKETING METHOD

In the previous section we showed you MLSP's proprietary Attraction Marketing formula. We dove in to the 3 activities, 6 pillars and 3 stages of growth. You now have a good understanding of what Attraction Marketing entails.

Now, we're going to show you a simple 7 step method to DOMINATE your industry using the principles you have learned.

What can happen if you apply this formula to your business...

**Imagine having people reaching out to YOU every day asking YOU about YOUR business, products, and services?!**

Imagine having your Facebook inbox flooded with hungry prospects who initiate conversation with you, and are excited to learn more about YOUR opportunity?!

One of the biggest benefits you will experience when you apply 'Attraction Marketing' to your business is you will be able to say good-bye to convincing, chasing, or begging... No more cold calling, buying leads, or getting rejected...

*The 2 biggest reasons why 90% of business fail within their first year: the business has run out of leads... money... or both.*

This guide contains the cure, and is the antidote for what crushes most entrepreneurial dreams (lack of leads, and lack of cashflow).

YES, this guide is going to make some people very angry, and it's going to ruffle some feathers...

But we don't care – we didn't make this guide for them – we made it for YOU (we're on YOUR side).

We're sick and tired of entrepreneurs being told to do things that simply do not work.

We are going to explain exactly how you can easily embrace 'Attraction Marketing' in YOUR business TODAY to finally get the results you desire.

If the above benefits sound good to you, and you want to learn how every single top earner is marketing their business online and making a fortune, let's dive into this 7-Step Attraction Marketing Method together...

## COMPANION VIDEO

Watch the Attraction Marketing Method instruction by MLSP CEO Brian Fanale



## THOUGHTS FROM A LEGEND

Attraction Marketing with an Industry Legend (and his #1 favorite question that has made him a fortune)!



### IMPORTANT NOTE

*We chose the network marketing industry to use as an example for illustration purposes in this guide. However, these timeless Attraction Marketing principles work for ANY business in ANY niche. Whether you want to get more coaching clients, get more speaking gigs, or get more customers & buyers for ANY business, the following 7-Step Attraction Marketing Method is the best way to build a stable, successful, long term business in ANY industry.*



# 7 Step Attraction Marketing *Method*

## Attraction Marketing Defined:

'Attraction Marketing' is a marketing strategy that ATTRACTS customers and clients to you who already want to buy what you have to offer.

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Follow these 7-steps to create a powerful marketing strategy for YOUR business, and unlock the greatest online marketing secret in the world!



### 1. BRAND YOU

You must Brand YOU, NOT your company. People join people, NOT companies... and they are looking for leadership. Therefore, you must Brand YOU! Step up, become the Leader, Like Neo in the Matrix, YOU are the ONE!

## 2. DEFINE YOUR AUDIENCE

Before you can grow any business, you need to first get crystal clear on who you are even speaking to. Who is the audience you are going to impact? What are you going to serve?



## 3. UNDERSTAND YOUR AUDIENCE'S CHALLENGES

Once you know your audience, take some time to research, brainstorm, discover and write down their biggest challenges, problems, pains, dreams, desires, and questions...

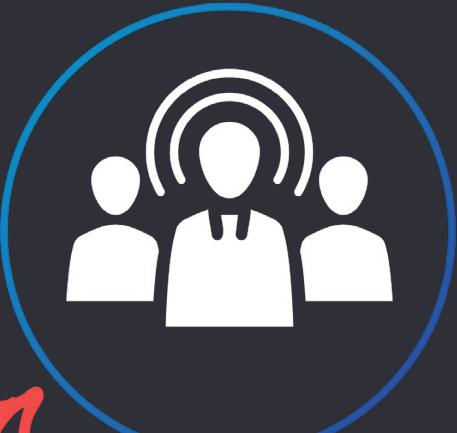


## 4. CREATE CONTENT THAT ADDRESSES YOUR AUDIENCE'S CHALLENGES

Your job is to create consistent daily content (videos, fb posts, blog posts, etc.) for your audience that address their top challenges, problems, pains, dreams, desires, and questions...



# BUILD YOUR AUDIENCE



## 5. BUILD A RELATIONSHIP WITH YOUR AUDIENCE

People do business with people they like and trust. Treat your prospects like human beings because you actually want to help. Follow-up, build a relationship, and continue to serve your audience daily.

### ENGAGE YOUR AUDIENCE

## 6. UNCOVER THEIR PAIN & PROVIDE PAIN KILLER

The best way to uncover each individual prospect's pain is to connect and actually talk with them. Find their biggest problem, and provide the perfect solution (point them to your product or service).



### SELL YOUR AUDIENCE

## 7. EMBRACE MULTIPLE INCOME STREAMS

If you only have one revenue stream, it's going to be difficult to create financial freedom online. ALL top earners online embrace multiple income streams that serve their audience... It's just smart business.



# FOCUS ON THE 3 ACTIVITIES DAILY



## STEP #1:

### **BRAND YOU... YOU ARE THE ONE!**

The fundamental first step to Attraction Marketing is you must BRAND YOU!

You must Brand YOU, NOT your company. People join people, NOT companies... and they are looking for leadership. Therefore, you must Brand YOU! Step up, become the Leader, YOU are the ONE!

The only unique thing about you, is YOU! It's NOT your product, service, or offer (chances are there are thousands of marketers trying to sell the same product as you!)... branding YOU is how you stand out from the crowd

The only way to become 'recession-proof' and create ultimate financial security in your business is to BRAND YOU.

Regardless of what anybody or any company tells you, YOU must Brand YOU... NOT your network marketing company.

There are 3 big reasons why you want to BRAND YOU, and NOT your MLM company...

#### **1. People buy products from (and join) PEOPLE, NOT companies.**

People buy from and do business with people they know, like, and trust. They join PEOPLE. If you can become the leader in your prospect's eyes, and they feel you can get them where they want to go... they will join you. Now that you know people join people and NOT companies, stop marketing your company up front.

**A BRAND IS THE SET OF EXPECTATIONS, MEMORIES, STORIES & RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A CONSUMER'S DECISION TO CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER**

-Seth Godin



## **2. Companies come and go, but YOU are here to stay.**

ALL businesses, especially network marketing companies, come and go all the time. 90% of businesses don't survive the first year in ANY industry. And we've seen all too many horror stories of MLM companies changing their compensation plans overnight, which leaves entrepreneurs like you and me with zero income for our families. Build your business on concrete, not quicksand... Brand YOU.

## **3. Branding the company will guarantee you LOSE customers.**

If you are branding your network marketing company all over Facebook, Instagram, and social media, there will

be a percentage of your prospects that 'google' the company before you connect with them... And chances are they will find another leader to work with or some silly article telling them to NOT join your company. It is guaranteed that you will lose customers and business if you brand your network marketing company up front.

And 'Branding YOU' has NOTHING to do with how much money you are making, or have made. In fact, ironically, branding YOU has nothing to do with you at all really... it's about THEM... it's about the people you're going to serve...

Don't stress about having to put together an impressive resume to attract buyers for your business... nobody cares about that.

Your prospect cares about ONE thing:  
***what's in it for them.***

As you will see in Step 4 below your audience wants answers to their questions, solutions to their problems, and pain-killers for their pain... so don't worry if you're brand new or haven't made any money before.

***Attraction Marketing  
is NOT 'fake it til you  
make it,' or pretending  
you're something  
you're not, or lying  
about how much mon-  
ey you've made.***

Attraction Marketing is about getting good at something your target audience wants, and then it's about SERVING & IMPACTING your audience with consistent VALUE.

And check this out... this is why VALUE is so important as you Build & Brand YOU...

**MONEY IS JUST A REPRESENTATION OF HOW MUCH VALUE YOU BRING THE WORLD. THE MORE VALUE YOU INJECT INTO YOUR AUDIENCE, THE MORE MONEY YOU MAKE... IT'S THE LAW!**

Once you grasp the concept of Attraction Marketing and why you need to BRAND YOU, you understand why most marketers & business owners fail and stay broke!

It's not even your fault if you're struggling to grow your business right now! You have been mis-lead by somebody who knows nothing about marketing, sales, and building a business...

Let's stick with the network marketing example...

Chances are, if you are in a network marketing company... you are trying to build your business the way THEY, (the mlm company owners), want you to build it...

## COMPANION VIDEO

Why most marketers and business owners stay broke, with MLSP Co-founder Norbert Orlewicz



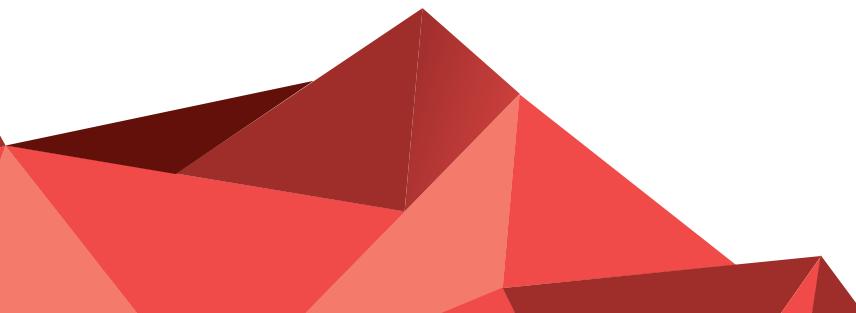
Cold calling, home parties, hotel meetings, friends and family, bandit signs, approaching strangers at the mall, etc etc...

And for 99% of people... THESE STRATEGIES DO NOT WORK... AND WILL NEVER WORK! And NOBODY likes doing them!

If you like inviting strangers over to your house at night to present a business opportunity... and you are good with starting up conversations with strangers in the grocery line... and you like doing that kind of thing... great. Keep doing that if it's making you money.

But we know from decades of experience that many people would rather jump off a cliff than do any of these activities.

So even if YOU are good at these things, and you personally recruit a few people into your organization... the people you



bring into your business will NOT succeed with this blueprint...

And if you can't get your team to succeed because you are forcing them to do things they don't want to do... you will never create your dream lifestyle.

Now you may be thinking, "Ok Great! This Attraction Marketing / Brand YOU approach makes sense... I now understand why I should brand ME... But HOW do I brand myself and attract customers and buyers to me especially if I'm brand new or haven't made any money yet?"

We address this (and more) in step 2 below...

#### **STEP #2:**

## **DEFINE YOUR AUDIENCE**

The next step is VITAL: you need to get crystal clear on who your audience is.

Before you can grow any business, you need to first get crystal clear on who you are even speaking to.

## **THIS IS IMPORTANT**

**Who do you serve? Who do you want to be, and for what target audience?**

A BIG piece of the Brand YOU 'Attraction Marketing Method' is your ability to answer these questions... Who are YOU? What is YOUR Passion? What is YOUR Vision? What group of people do you want to impact?

For example, if you're in a health and wellness company that you love, you're going to have to decide who your core audience is going to be...

Are you most passionate about healthy organic foods, clean eating, diets, gut health, exercise & workout regimens, recipes, body hacks, etc?

***OR...***

Are you most passionate about teaching and training generic home business owners how to get traffic, leads, and sales?

**YES, there is a way to combine both brands creatively, and we will teach you how to create content for BOTH of the examples above in a way that gets you customers AND reps...**

But what is going to be your Brand, and what is the CORE Audience you will be speaking to? (health nuts, or generic entrepreneurs, in this example)

You are going to have to dig deep and find your true PASSION to extract the most profit out of this 7-Step Attraction Marketing Method...

A great question to ask yourself is this...  
What do you LOVE talking about?

Because you are going to have to get excited about creating content around this subject matter for your audience every single day... (which is super easy to do IF the subject matter sets your soul on fire!)...

### STEP #3:

## UNDERSTAND YOUR AUDIENCE'S BIGGEST CHALLENGES

Once you define your target audience, take some time to research, brainstorm, discover and write down their biggest challenges, problems, pains, dreams, desires, and questions...

Because you will be creating content that addresses ALL of these (more on that in just a second)...

This is the process you want to follow to apply Attraction Marketing into your business today...

- You will need to get clarity on who your target audience is FIRST
- Then you must uncover your audience's top challenges, problems, and pains.

## COMPANION PDF

To get you started with defining your target market, you can use this Customer Avatar Worksheet that should get the mind working on figuring out exactly who your content should be targeting. These are just a few of the questions you should be asking, but once you get these down, you are well on your way!

*Available in the resources section*



## FACT

WHATEVER TARGET MARKET IS, THERE ARE MILLIONS OF PEOPLE IN THAT TARGET MARKET ON FACEBOOK RIGHT NOW COMPLAINING ABOUT THE PROBLEMS YOUR PRODUCT SOLVES... and they are looking for YOUR solution AS YOU READ THIS SENTENCE... and that is EXCITING... there truly is opportunity EVERYWHERE!

- Then you must consistently create content that addresses their challenges, problems, and pains every single day.

This now leads us to Step 4 in the process (you're doing great... keep going!)...

#### **STEP #4:**

## **CREATE CONTENT THAT ADDRESSES YOUR AUDIENCE'S CHALLENGES – CREATE VALUE & SERVE!**

The best way to Brand YOU and become the Leader in your industry is to consistently create VALUABLE content for your audience...

So what the heck does that actually mean to you and your business in practical terms?

If you are going to succeed online, you are going to have to create a steady flow of valuable content for your target market...

**Let me repeat this: Your job is to create consistent daily content for your audience that address their top challenges, problems, pains, dreams, desires, and questions...**

This content can be in the form of videos, facebook posts, blog posts, instagram pics

& stories... this content can be FREE PDF downloads, how-to infographics, cheat-sheets, audios, interviews... ANYTHING.

This content ideally EDUCATES and ENTERTAINS your audience simultaneously, and provides them solutions to problems they have. It identifies an 'itch' your audience has, and then it 'scratches' that itch!

#### **VALUABLE CONTENT:**

*Any piece of content that addresses YOUR target audience's top challenges, problems, and pains... content that provides solutions and answers that your audience would see VALUE in.*

ENTREPRENEURS ARE A PROFESSIONAL PROBLEM SOLVERS... YOU are a Professional Problem Solver.

To Get Rich as an Entrepreneur, You Must Get Good at Solving Your Audience's Biggest Problems.

Bottom line: your content must give your audience what THEY want.

99% of marketers just spam their links everywhere, provide no value to their prospect, and then wonder why nobody is buying.

**For example, our #1 target audience is 'home business owners'...**

**And we know from decades of experience that their top 2 biggest challenges are leads and money...**

**So what do we do? SIMPLE! We follow this exact 7-Step Attraction Marketing Method and crank out content like a machine every single day that educates, teaches, and trains our audience on how to get more leads and make more money in their businesses...**

And yes, we have a paid product & solution so when our audience wants to master the area of lead generation and monetization for their business, WE GET PAID...

And YES, YOU need to work with the end in mind and have an offer congruent with your content that you can sell to your audience when they are ready to master your particular subject... Your content should pre-sell your audience on the benefits of what you have to offer without having to do any 'selling,' yet... (more on that in Step 6 below)...

The bottom line is this:

**People will want to buy from you when you follow this 7 Step Attraction Marketing Method.**

**As you can see, questions are VITALLY important: Who do you serve? Who do you want to be, and for what target audience?**



*These are some examples of free lead magnets, free giveaways, free downloads, value and content we've created for our target audience that solves THEIR biggest challenges (leads & money)...*

Do you want to impact and serve people who are interested in health and wellness? Or people who are interested in personal growth? Maybe people who are interested in traveling the world? Or maybe people who are interested in learning how to build a successful online business?

You must decide who your audience is ASAP because if you don't know who you're speaking to... it's going to be next to impossible to grow a profitable business!

It's also time to decide what platform(s) you want to build your audience on... Facebook, Instagram, YouTube, Twitter, LinkedIn, Pinterest, Blogging & WordPress, your e-mail list, etc.

We recommend focusing on maximum 2 at first, and we recommend you building your e-mail subscriber audience (sometimes called your e-mail list), and your Facebook audience if you are just getting started.

Depending on the platform you choose, the content you create to build & engage your audience could be Facebook profile & fan page updates, Facebook LIVES, manychat and Facebook messenger... if you go with Twitter, you would build & engage your audience with Tweets... if you choose Instagram, you would build & engage your audience with pictures, images and Instagram stories, etc. etc.

As we discussed in part 1 above, after creating thousands of success stories and profitable students, we've come up with a very simple formula to help you create laser focus in your business on a daily basis to all but guarantee results...

**B-E-S**  
**BUILD YOUR AUDIENCE**  
**ENGAGE YOUR AUDIENCE**  
**SELL TO YOUR AUDIENCE**

***Focus on 3 Activities Daily  
to Grow Your Business:***

**B-E-S**  
***Build      Engage      Sell***

If you focus on these 3 activities every single day to BUILD your audience on Facebook for example...

And you spend some time each day to ENGAGE with that audience, and create valuable content that speaks to their biggest challenges...

You will see that the SELLING part of the equation becomes almost effortless...

And BINGO! You are now reaping the benefits of Attraction Marketing!

If you ever feel lost in your business, simply come back to our 'B-E-S' foundation... this quite possibly could be the most valuable acronym ever created for home business owners.

If you focus your attention on and execute these 3 activities every single day (B-E-S), you will succeed just like thousands of our members who have come before you!

#### STEP #5:

## BUILD A RELATIONSHIP WITH YOUR AUDIENCE

We've already covered that people join and buy from PEOPLE, NOT companies.

But we must fully understand that it is PEOPLE who give you money in exchange for stuff they believe will make their lives better...

## NEWSFLASH

**THE FASTEST WAY TO MAKE MORE MONEY IS TO TALK TO MORE (targeted) PEOPLE, period.**

It's actually quite simple...

- **CONNECT WITH YOUR PROSPECT**  
(yes, actually have a conversation with them like they are another human being via messenger, slack, skype, or on the phone... what a concept!)
- **UNCOVER THEIR PAIN**
- **PROVIDE THE PAIN KILLER**

For a majority of your prospects, in order for you to 'close the sale,' you are going to have to build trust... and build a RELATIONSHIP.

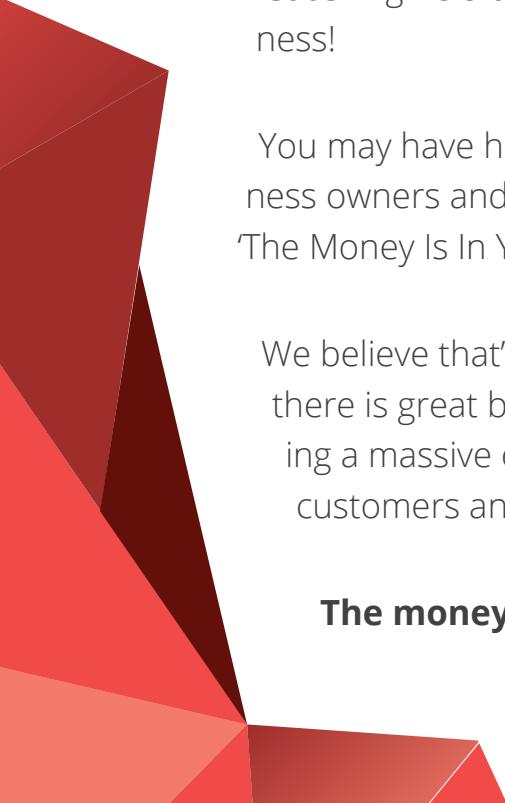
And you build that relationship by dripping on them a steady flow of content THEY would want to consume, that addresses THEIR challenges.



**82%**

**OF BUYERS VIEWED AT LEAST 5 PIECES OF CONTENT FROM THE WINNING VENDOR.**

[SOURCE - Hubspot]



When you do this regularly, you create a chemical bond with your prospect... and they begin to see YOU as the leader.

And because you consistently send them content that makes their lives better, you will start to gain trust.

Over time, you will start to induce one of the greatest influence triggers known to man-kind: **Reciprocity**. (*when you get really good at over-delivering value, your audience will actually feel bad if they don't buy from you!*)

Marketing in this fashion also gives you the permission from time to time to recommend solutions and services to your audience because you have now built trust.

And many times when you apply this 'Attraction Marketing Method' to your business, you will get people reaching out first asking YOU about YOUR business!

You may have heard online business owners and marketers say, 'The Money Is In Your List.'

We believe that's half true... YES, there is great benefit to building a massive e-mail list of customers and prospects.

**The money may be in the list... but**

**the REAL money is in the RELATIONSHIP you have with that list.**

- Follow-up with your prospects
- Build a relationship with your audience
- Continue to serve your audience daily...

This is how you build relationships with people that eventually turn into customers for your business.

Whatever business you're in, it's PEOPLE that are going to buy your products and services. You are in the 'people' business.

Which leads us beautifully into Step 6...

#### **STEP #6:**

## **UNCOVER THEIR PAIN & PROVIDE THE PAIN-KILLER**

**YOU CAN'T PROVIDE THE PROPER PAIN KILLER UNTIL YOU CONNECT WITH YOUR PROSPECT, AND DISCOVER THEIR SPECIFIC NEED!**

The best way to uncover each individual prospect's pain is to connect and actually talk with them.

It's so simple: Find their biggest problem, and provide the perfect solution (point them to your product or service).

The VAST MAJORITY of marketers never call their leads, and then complain that they aren't making any money.

If you simply take the time to reach out and connect with your prospect who opted in to your website, or connected with you on Facebook messenger or anywhere else... you will stand out above your competitors, you will be unique in your marketplace, and you will eventually win.

And you are losing money if you are not connecting with and taking the time to discover what each individual prospect TRULY wants and needs.

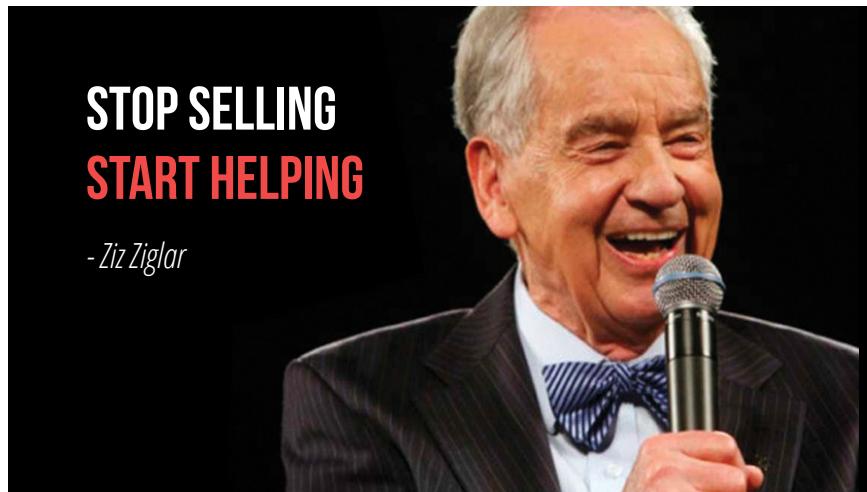
Here's the reality when it comes to taking the time to CONNECT with your TARGET AUDIENCE... (we'll stick with our network marketing example to stay congruent, but this goes for ANY business in ANY industry)...

Your MLM company wants you to talk about only ONE thing – their products & services... that's ALL they care about. YOU promoting THEIR solutions to every thing in sight with a pulse.

And they need YOU to get their products out to the world... because they don't know a thing about real marketing...

And your MLM company wants every conversation with every prospect to lead to

ONE solution: their MLM products (*even if the prospect isn't a good match, they want you to send them to the 'presentation'!*)



## STOP SELLING START HELPING

- Zig Ziglar

Think about this... if you had a restaurant and you filled it with complete strangers... and all you had on the menu was steak...

What would happen when you try to serve your steak to a vegan!?

**YOU NEED TO ONLY SPEAK WITH PEOPLE IN YOUR TARGET AUDIENCE... and it's your job to FIND OUT WHAT THEIR SPECIFIC NEED AND PAIN IS!**

And when you take the time to BUILD A RELATIONSHIP and CONNECT with your prospects...

You find out EXACTLY what their problems & challenges are...

And you can give them the EXACT SOLUTION that would benefit them most based

on where they are at, and where they want to go...

- You give them what they want...
- You provide VALUE & SERVE your audience...
- You give them solutions to their problems...
- You Build relationships, gain trust, build rapport...

And then you will open the flood-gates to a never-ending flow of customers. You will maximize your profit potential, and you will grow your business!

Part of the 7-Step Attraction Marketing Method is stop chasing unqualified friends and family, and stop trying to convince every stranger in sight about how amazing your opportunity is!

It's the 21st century – there's a better way... it's called attraction marketing, and the internet! (and you're learning about it right now!)

Which leads us to the final step...

## COMPANION VIDEO

"Stop trying to sell steak to a vegan!"



### STEP #7:

## EMBRACE MULTIPLE IN-COME STREAMS & MAKE MONEY FROM THE 90% WHO SAY NO

(As told by MLSP co-founder Brian Fanale)

This was HUGE for me, and is a key component of what took me from 3 years and \$30,000 in debt to my first 5-Figure Month.

If you only have one revenue stream, it's going to be difficult to create financial freedom online.

ALL top earners online embrace multiple income streams that serve their audience... It's just smart business.

If you are with a company where you are only allowed to market ONE solution, you are going to be in trouble.

That's like putting all of your eggs in ONE basket and hoping for the best.

Zero diversification. Massive risk. It isn't smart business. And YOU are the one who has to provide for your family (not your MLM company).

Can you imagine if McDonald's was only allowed to sell hamburgers?! They would go broke! (*and so will you if you continue to try and build your business with handcuffs on!*)

McDonald's makes their profits from all the other stuff you buy once you are in the restaurant: the upsell on the fries, soda, ice cream etc. In fact, the most profitable upsell in the history of the world is...

### ***Would you like fries with that?***

Here's why multiple income streams are a big part of the proven 'Attraction Marketing Method,' and why you need them if you want any chance of success...

I used to market my business opportunity up front because that's what the company told me to do (*this was before I found the information you're reading right now*).

And here's what happened: If my prospect wasn't interested in my business opportunity, which was 90% of everyone I exposed to the presentation, that was the end of the road!

The relationship was over because all I had to offer was my business opportunity.

I started wrapping my head around creating VALUE for my audience, and started focusing on what THEY want... Versus just pitching my business opportunity to everyone I met...



### **NEVER RELY ON A SINGLE INCOME**

- Warren Buffet

If someone was NOT interested in my specific business opportunity, but they already had a business, or were looking to start one... I knew that they would need to learn traffic, and how to make money with their business via the internet.

So my partners and I built an education platform & solution that would do just that! (*don't worry, you won't have to!*)

Imagine if all day you are connecting with your audience of entrepreneurs, and 90% of them are not interested in your specific business opportunity...

But instead of just saying bye-bye to 90% of your prospects...

What if you could still connect with, serve, build a relationship with, and offer the 90% a SOLUTION that solves the problems they already encounter (or will inevitably encounter) as a home business owner?

ALL BUSINESS OWNERS REQUIRE LEADS AND MONEY – so what if you could ask the people who say NO to your opportunity a very simple question...

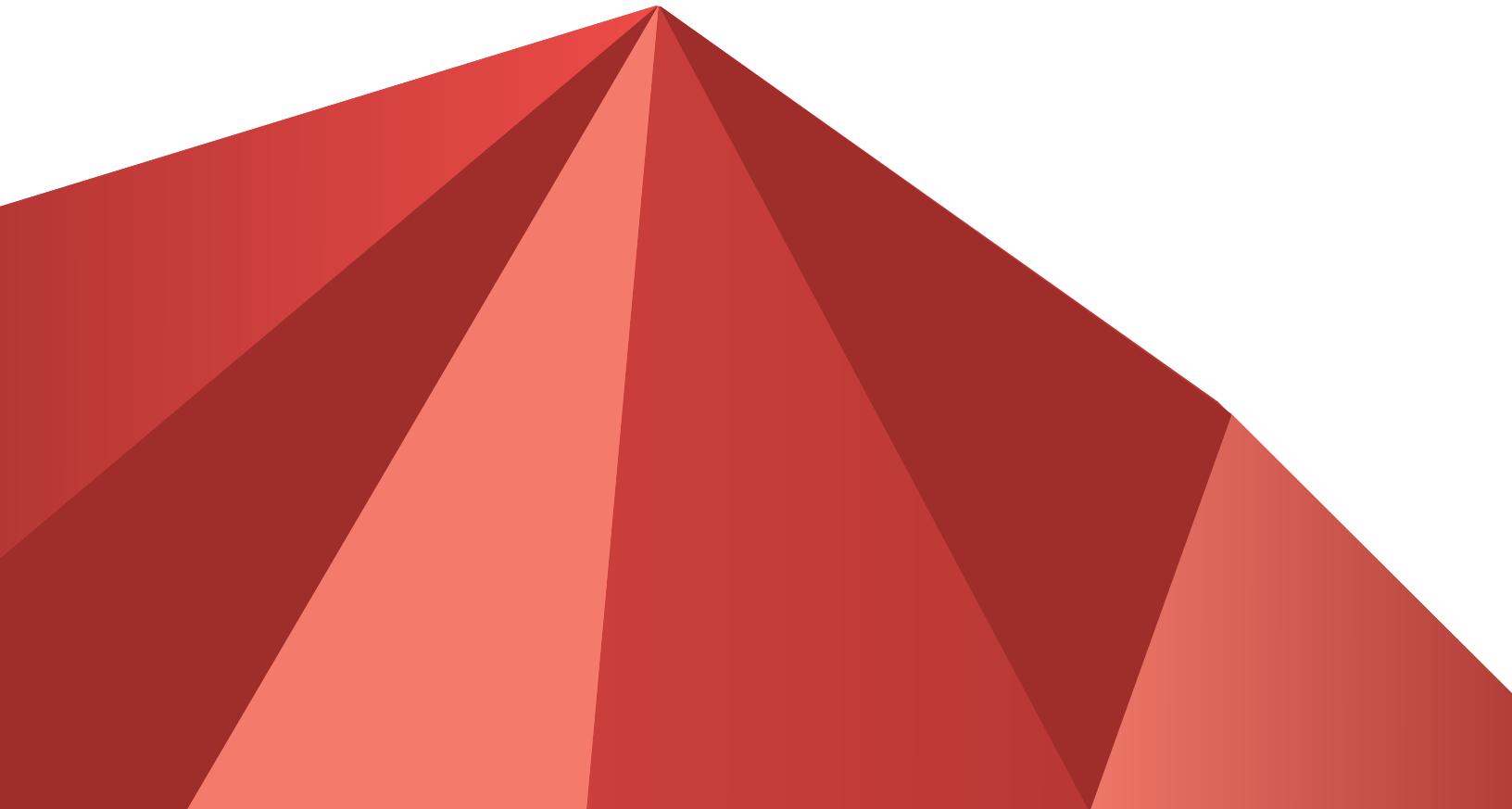
*"How are you doing with generating leads for your business?"*

Or...

*"Ok, no problem... would you by chance be interested in learning how to get an extra 12+ fresh, interested, quality prospects each day for YOUR business?"*

This question has made our community a LOT of money because, since 2008, we've been perfecting a solution that trains entrepreneurs how to get more leads and make more money... (*because that's what our audience wants!*)

So in theory, every single conversation you have with every prospect COULD make you money... and that my friend, is a complete game-changer... and this is how you finally turn a profit and create financial freedom!



# DOES ATTRACTION MARKETING REALLY WORK?

The business owners below are now household names, and today they have created businesses and lifestyles of absolute freedom...

But each of the leaders below struggled for years until they found 'Attraction Marketing.'

Once they started branding themselves, creating value for their audience, and following this exact '7-Step Attraction Marketing Method,' they started attracting customers and buyers, they started making sales, and they started living the life of their dreams...

---



"Before Attraction Marketing, I struggled my first 18 years and made \$20. Over the past 2 years, thanks to Attraction Marketing, I was able to buy a brand new Mercedes, and I'm standing in front of my brand new home we built from the ground up. I'm able to live in my dream home with my family, and it's just a beautiful beautiful thing. Your lifestyle can literally change overnight because of Attraction Marketing."

- *Lisa Torres*



"Before Attraction Marketing we spent thousands of dollars on purchasing leads and cold-calling realtors, and wound up \$10,000 -20,000 into debt. After Attraction Marketing within a few months I was able to retire from my 6-figure job. We now generate leads 24x7, these leads are delighted to hear from us, and our kids will never have to have their parents outside of the home. Attraction Marketing changed our lives, and the lives of our children forever."

- *Todd & Leah Rae Getts*

# DOES ATTRACTION MARKETING REALLY WORK?



“Before Attraction Marketing we never generated many leads or made much money... we used to bug family, chase friends, and put flyers on cars. We were always going after people trying to convince them, and it never worked. After Attraction Marketing we now have built a brand, people flock to us, and we have become the hunted instead of the hunter.”

– *Steven & Lanacia Rachel*



“My first 4 months in business I made a total of \$300. And then I found Attraction Marketing, and my business absolutely exploded. I now have the life I want to live, I travel wherever I want to go, and I continue to build my business.”

– *Erin Birch*



“Before Attraction Marketing it was very difficult for me to get people to look at my presentation, connect with people to get sign-ups. I was tired of not using leveraged activities, and tired of having to chase people... And fast forward to today I've built a multiple 6-figure per year business, I've got a coaching business, I create my own products, and I've recruited over 1,200 people personally all because of Attraction Marketing. Do whatever you need to do to put Attraction Marketing to work in your business!”

– *Mark Harbert*



“After 12 years of struggle I finally found Attraction Marketing... And I learned how to bring people towards me, get them to know like and trust me, and get them to buy from me! I don't know where my business would be today without Attraction Marketing.”

– *Jen Johnson*

# LET'S WRAP UP THIS ATTRACTION MARKETING METHOD!

If you can follow the 7 steps above, you will begin to reap the benefits that all top earners enjoy thanks to our '7-Step Attraction Marketing Method!'

The faster you can implement the above for your specific business, the faster you will be making money.

This isn't rocket science... you can do this!

Our students, members, clients, and company follow this exact 'Attraction Marketing Method' that you now possess... and it works.

Since 2008, one of our company core values have been to 'become so valuable that our customers can't leave.' And we show up every single day to deliver more value to our audience than any of our competitors – we will never be out-worked. We encourage you to adopt these core values because they will change your world.

*In the next part of this guide, we are calling in the big guns. We asked 20 leading industry experts what 'Attraction Marketing' means to them, and how they are using these principles in THEIR businesses. What followed was pure gold.*





## PART 3

# THE INDUSTRY EXPERTS SPEAK OUT - WHAT IS ATTRACTION MARKETING?

**'Attraction Marketing'** is simply the most effective way to market any product, business opportunity, or service online.

**And in part 3 we're going to prove it to you as we dissect 20 Top Producers' businesses... ALL of whom embrace 'Attraction Marketing' to attract prospects, customers, clients, and reps to build their global empires.**

And more importantly, how YOU can execute 'Attraction Marketing' in YOUR business today to build the business (and life) of your dreams.

## FACT

If there is somebody you love, adore and follow online who's creating massive success with their business... they are unequivocally 100% most definitely using Attraction Marketing to grow their audience, influence, and income.

Let's first quickly give a definition to "Attraction Marketing."

The term itself is pretty much straight forward and gives it away.

**Attraction:** the action or power of evoking interest, pleasure, or liking for someone or something.

**Marketing:** the action or business of promoting and selling products or services, including market research and advertising.

See, most people online are promoting and selling the heck out of their products. Which usually does the exact opposite of attracting. And as you'll see it's the wrong place to start when it comes to effective online marketing.

However when you make a simple shift, and begin to EVOKE interest, and give prospects a good reason to LIKE you FIRST, that's when the magic happens!

The promoting and selling then becomes extremely easy. Almost effortless in fact!

- **You Create a BRAND around YOU! (not your opportunity or products)**
- **You ATTRACT Your BEST Prospects! You stop chasing... and find people chasing YOU instead!**
- **You build the Know, Like, and Trust factor with those prospects (*which is required to get them to buy*)**
- **You get the opportunity to earn multiple streams of income because of all of the above!**

Does that formula sound familiar? As we've already mentioned, those that you envy are likely using this method. They attracted YOUR attention didn't they?

The essence of it is simple and vital!

1. **Give value first through content**
2. **Attract those people most interested in the value you're giving (*depending on your niche*)**
3. **Engage with those people and earn their trust through credibility**
4. **Sell them what you have!**
5. **Build a list of happy customers who trust you and will buy from you over and over again!**

The best part about attraction marketing is when it comes to the part where you sell them what you have... it's often because they're ASKING YOU about your product, or about your opportunity. Asking for the sell becomes extremely easy!

Here at MLSP, we recently hosted the biggest online virtual event of its kind!

'The Attraction Marketing Virtual Summit' - where 40 of the Best Attraction Marketers In the World Joined Together to Give YOU Their Secrets!

Every day for 10 magical days, we released 4 online interview sessions with the best attraction marketing minds in the world. These top producers & world-class business owners came together and gave up the goods.

These are people who have made their fortunes online with Attraction Marketing!

These are marketers (most of whom are our personal students and clients, which is so cool!) who are in the trenches today using our 3 Step 'Build-Engage-Sell' model, and following our 6 Pillars of Attraction Marketing.

Every single one of these leaders gave MASSIVE VALUE!

These were the secrets that you'd pay thousands of dollars for anywhere else, and for 10 incredible days it was FREE for anybody who wanted to learn!

We're going to give you a sneak peek at some of the highlights and significant moments from these sessions right here in this guide!

If you want to learn how to attract prospects to YOU, build your audience, create rapport so that these prospects know, love, and trust you, and create happy customers who want to buy from you over and over... this Summit showed exactly how it all works.

### **IMPORTANT NOTE**

*This guide contains just a handful of MLSP's recent Attraction Marketing Virtual Summit speakers. And just very small bits of all the amazing gold-nuggets they dropped in their Summit sessions. (There was no way to include everything that was shown during the summit in this guide!)*

*There were 40 powerful Summit sessions with 40 of the biggest names in the profession. We recorded each video interview so you can get all 40 Top Producer Playbooks to take your business to the next level!*

*If you are interested in diving in to the full interviews, PDFs, audios and bonuses from the summit, you can add this amazing and first EVER 'Attraction Marketing Virtual Summit' to your digital training library today!*



 **Attraction Marketing**  
Virtual Summit

**ATTRACT PROSPECTS, CUSTOMERS & READY-TO-BUY  
REPS FOR YOUR BUSINESS!**

40+ Expert 'Attraction Marketing' online dvd's, mp3's and pdf's, plus \$3,447 in bonuses!

**GET INSTANT LIFETIME ACCESS**

## VINCE REED

I think attraction marketing is very important. It's the reason I think I'm still here today. If you're consistently seeing something over and over and over again, and whatever it is that you're seeing is projecting itself as the go-to authority in that space or in that niche, then eventually you're going to be attracted to that. Especially if that thing that you're attracted to can collapse time, meaning make you feel like it can get you to your end goal faster than you could alone.



### ***Attraction marketing is something that anyone can do even if you have nothing.***

with people that are where you want to be. Get to the live events, take pictures, make videos, you can still attract people to you. Hands down, I 100% believe in attraction marketing. It's definitely something that's conscious in my mind whenever I'm doing marketing or advertising or anything on the internet. I love it, it's a must. You must be conscious and aware of it at all times.

Attraction marketing is definitely real and the good thing about it is that it is something that anyone can do even if you have nothing. Let's say you have no results. You have no money, never made a sale. You can still leverage attraction marketing by just simply associating yourself

## DIANE HOCHMAN

Network marketing is based upon prospecting people and showing them your product or showing them your opportunity, depending on how you're being taught to approach, and it's more and more difficult today to locate enough people to present to just by walking around.



One: because we just don't have the time. Two: because people are a little bit skeptical, now, you know, they've been approached before. So what we do with attraction mar-

keting is we lead with information, or what we call on the internet "content"—it could be a report, it could be a video series, we lead with something that people are already showing interest in. And we attract them through the thing that they want and then through our marketing we build a relationship with them so that they become very open and receptive to hearing about what we want to show them.

So in the end, you're really building a huge warm market because that's what network marketing is based upon—is warm market and talking to people you know. So what we've done is, we've just created a way to make lots of friends, and share lots of information and help people out, and when we do, they let us talk to them over and over and over again, vs if you pitch someone one time, it's very hard to talk to them again. If you lead with something they love, it's very easy to send them information over and over and over. And the next thing you know, you have people knocking on your door—figuratively—saying, "Hey, what are you doing? I want to hear about this. Can you show me this?" And now you're able to make presentations on demand. It's cool.

**IF YOU LEAD WITH SOMETHING THEY LOVE, IT'S VERY EASY TO SEND THEM INFORMATION OVER AND OVER. THE NEXT THING YOU KNOW, YOU HAVE PEOPLE KNOCKING ON YOUR DOOR, SAYING, "HEY, WHAT ARE YOU DOING? I WANT TO HEAR ABOUT THIS. CAN YOU SHOW ME THIS?**

- Diane Hochman



## MIKE DILLARD

I struggled with Network Marketing mightily for five or six years. I'm very much an introvert, and so sticking an introvert in the network marketing industry, Web 1.0 which is basically passing out cassette tapes, DVDs, and home meetings was a nightmare.



I had a really hard time until I figured out direct response marketing and specifically attraction marketing. I essentially gave myself an ultimatum, which is either I figure out a way to attract prospects to me that contact me, or I leave the industry and go do something else, because having to cold call, and prospect, and call leads was just miserable. It's not something I enjoyed doing. That problem essentially sent me down a path of direct response marketing, and it's where I learned the concept of attraction marketing, started to work really, really well. I wrote Magnetic Sponsoring as an instruction manual to teach my team how to do the same, and it just kind of took off, and like you mentioned earlier was a bit of fresh air in a stagnant industry, and started something pretty big.

***Building a company around attraction marketing principles, especially as an individual, works incredibly well. It's a fantastic way to start especially your first business, or to build a business that's between \$1 and \$10 million a year in revenue.***

## RAY HIGDON

Watch a clip of the exclusive interview with Ray Higdon from MLSP's Attraction Marketing Virtual Summit.

A promotional graphic for the Attraction Marketing Virtual Summit. It features a dark background with a green mountain icon and the text "Attraction Marketing VIRTUAL SUMMIT". Below this is a photo of Ray Higdon smiling. To the right of the photo is a play button icon. The text "WHAT IS ATTRACTION MARKETING? - Ray Higdon" is displayed at the bottom right.

## **ANN SIEG**

Well, attraction marketing is basically positioning yourself and really knowing the marketing dynamics of putting together an offer for this target audience. The message to market match and it's like, "Oh, this lady is talking to me." It is intelligently designed, it's not a wing and a prayer. You need to know who are you marketing to. The more you can better define that target audience, especially with paid advertising, the better your conversions, the better the attraction. Let me be clear on this too, attraction marketing is universal. It's not as though it's only unique to network marketers.

**In that context for network marketers, instead of your company being the billboard, I mean, the X, Y, Z company, no one gives a crap. There's another 10,000 of you.**

They want to know, "What are you giving me?" I would do my health awareness seminar. I was already by default "doing attraction marketing" even though I didn't have the online elements to put it in place because I wasn't online yet. What I would have done, I would have had a website and YouTube videos but we didn't have any of that then. I positioned myself by giving value first with something that was relatable to them...

Attraction marketing is positioning yourself to an audience with an offer that fits their needs. Again, I'm going to say this too because it's so important. Never ever, ever, ever, ever build your business solely around a network marketing company. You're asking for nothing but trouble and that's the beauty of attraction marketing. Yes, it is playing at a bigger game. If you play at the smaller game, you are just the rep, the glorified rep. If you step up your game, yes, it's more work but the pay offs are so much bigger.

**NEVER, EVER, EVER BUILD YOUR BUSINESS SOLELY AROUND  
A NETWORK MARKETING COMPANY. YOU'RE ASKING FOR  
NOTHING BUT TROUBLE. THAT'S THE BEAUTY OF ATTRACTION  
MARKETING. YES, IT IS PLAYING AT A BIGGER GAME. YES,  
IT'S MORE WORK. BUT THE PAYOFFS ARE SO MUCH BIGGER.**

-Ann Sieg



## BOB HEILIG

I teach a concept for network marketers specifically because they are notoriously bad about this, that I like to call 'don't be an infomercial.'

Here's what most network marketers do. **The vast majority of their content is specifically just promoting their product, services, and opportunity.** They're posting all day long about how great their stuff is, and I want to challenge people to think about their Facebook profile like it is their personal TV channel, because that's really what it is.

You are the star of your own reality TV show on Facebook and social media and guess what, if you're not creating content, you do not exist as far as other people are concerned, but if you're creating content that's too promotional... I want you to think of the analogy of an infomercial, and I want you to imagine if flipping through the TV, every time you turn to a specific channel, it was the same infomercial running 24 hours a day, seven days a week. You might watch for a little bit, because you might be intrigued, but once you realized you're not interested in that content, you're never even going to tune into that channel anymore.

The sad reality is for most network marketers, that's what's happening in their busi-



ness. People are not even tuning into their channel because they have nothing to offer other than 'let me see what I can get.'

I teach a different kind of mentality of give before you get. What it means is if you approach social media just trying to see how much you can get out of it - 'I need to recruit, I need a customer, everyone of my posts is going to be because I'm trying to get you to join or buy' - you're going to not be successful.

If you approach from not a get first, but a give first mentality, now how that translates is start creating content on the platform that has inherent value more than just trying to sell. I always talk about three things, when you're creating content, if you can educate, entertain, or empower people that's a really good start.

**YOU ARE THE STAR OF YOUR OWN REALITY TV SHOW ON FACEBOOK AND SOCIAL MEDIA, AND GUESS WHAT, IF YOU'RE NOT CREATING CONTENT, YOU DO NOT EXIST AS FAR AS OTHER PEOPLE ARE CONCERNED**

- Bob Heilig



## TODD FALCONE

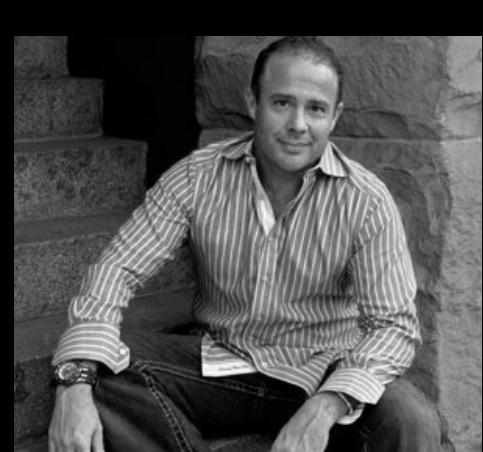
It doesn't matter whether you've made a dime or not. People say all the time, "I haven't made any money yet. Why would a professional listen to me?"

Why wouldn't they? They don't know whether you live in a garage or a 10,000 square foot house. I made my first 10 grand working, literally, out of garage. But I didn't pick up the phone going, "Hey. I'm working out of the garage. Can you maybe help me out?"

I don't really like the term "Fake it till you make it." There's a phrase that's "Perception is projection." What you project out in the marketplace becomes that person. This is big-time when it comes to attraction marketing too, by the way. What you project out into the marketplace becomes that person's reality of who you are.

If you're projecting this whiny, needy, beggy, pleady ... They're going to see you as whiny, needy, beggy, pleady. But if you represent yourself as a confident, successful, postured person, they don't know any better. You might be falling apart on the inside, and living in a two-by-two room, but they're not going to know it because you're not projecting that.

What you project upon that person becomes their reality of who they feel that you are. What I've found is that, if you project success, you get success.



**PERCEPTION IS PROJECTION. WHAT YOU PROJECT OUT IN THE MARKETPLACE BECOMES THAT PERSON. THIS IS BIG-TIME WHEN IT COMES TO ATTRACTION MARKETING TOO. WHAT YOU PROJECT OUT INTO THE MARKETPLACE BECOMES THAT PERSON'S REALITY OF WHO YOU ARE**

- Todd Falcone

## AMBER VOIGHT

It's bringing value. And if you don't have anything that you... Ray Higdon says it best. Invest, Learn, Teach. The ILT method, right?

That's really it. If you don't have anything that you feel you can teach, go invest your time. Invest a little bit of money at a class, it doesn't have to be money. Invest your time, learn a skill, go on Facebook Live and teach it. Human beings, we're kind of selfish. We don't want to watch videos unless it's going to benefit us in some way, so that's what I do. I do a lot of DIY stuff, I do a lot of reviews. It had nothing to do with what I sell in my company, but I get a lot of people who tune in and watch for those things. And then they fall in love with your personality and eventually they want to work you. ***So that's really the number one thing to focus on, is bringing value to whatever market you are trying to reach.***



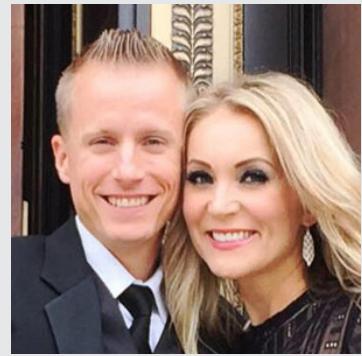
## CEDRICK HARRIS

Attraction marketing to me is literally being who you really are. Here's what I mean by that. There's so many people that want to be someone else online versus being who they really are, so taking the things that you've learned, applying the things that you've learned but being exactly who you are, imperfectly, because people are attracted to you. ***Nobody ever joined a business, it doesn't matter how great your comp plan, doesn't matter how great your products are, doesn't matter if the company just launched yesterday, it's really about them locking arms with you and they're joining you...***



## **JOHN & NADYA MELTON**

I love talking about this, because here was a huge mistake that John and I made for many years when we were first dabbling in this attraction marketing exciting space and that was, we showed up to social media as an informational channel. It was so commission-brought. They were, "Hey, this is what I got, and here's the company, and here's the products, and I'm excited about this." Until it really, for me connected that the social media profile that you have, it's your online living room. How do people feel when they walk into your house? You're not going to be screaming, "Look at me, and here's what I got." No. You would be building relationships and you would let them have an opportunity to get to know you. The more that you can show up and be yourself and project like you cannot have a channel, that projects nothing.



And here's the thing. In attraction marketing, or in marketing, or in business, people do business with people they know, love and trust.

Money follows eyeballs and so, the question is, how many eyeballs are now benefiting from you? And, if the answer is not too many, Well, that is why your bank account is a little bit stingy, because you've been a little bit stingy with showing up and providing answers and entertaining or empowering or whatever that looks like for you, right? So, what can we say? That once a day, minimum, I would say show up to social media and bring value, like serve those people. You got to be consistent for sure spice it up...

And, the more that people get to know you, seriously, John and I have people that tell us all the time, "Oh my gosh I finally like just got your course." So, they just got started in our business and they've been watching us for, six months, 12 months, a couple of years. It's a process to develop that trust, so I think we need to show up, have a long term vision and let people really get to know us online, minimum once a day with a post.

**ALL THINGS BEING EQUAL, PEOPLE DO BUSINESS WITH, AND REFER BUSINESS TO, PEOPLE THEY KNOW, LIKE AND TRUST.**

*- Bob Burg, Endless Referrals*

## TYSON ZAHNER

So what I teach to people, and what I do, I even add an extra prefix before attraction marketing and I say that what I do is value-based attraction marketing. So for me, it's instead of "hey, I want to attract someone to me," I ask myself "what value can I put out there that would attract someone to me?" I thought for a long time about what are the things that actually makes someone attractive? And not just in business, but in regular life: what is it that makes one guy attractive to women and then, another guy that girls are like "I don't want anything to do with him." And I found that so many of those parallels can transfer over to business. Things like: are you needy?

Nobody is attracted to a person who is needy. They need you, they need the sale more than you need them. Or for me, attractiveness can be things like: not having a hidden agenda. To me, an attractive person will do something nice for you simply because they want to build a relationship. They're not expecting anything in return.

So it's not so much about how good-looking are you, or can you be on video. That's not what it's about at all. To me it's about how can I be an attractive person in terms of someone that other people would say, "I want to hear more about what that guy has to offer. He's really been helpful to me, and I'm drawn to him because of the value



he puts out and because he's not needy, he doesn't need me to give him my money. And that actually makes people want to give me their money more. I think it was Mike Dillard who I first heard say something along the lines of "Once I stopped thinking about the money, that's when the money started to come." And that was true for me, as well. Once I quit trying so hard, I said, "Who are the people I genuinely want to serve, and that I genuinely want to help? And I can put value out there to attract them to me?"

So I guess the short answer to your question would be, my definition of attraction marketing is: how can I be an attractive person that others would want to associate with without the thought of 'what am I going to buy from him?' And that encompasses a whole wide variety of things from not being needy to helping them. Being either entertaining, or educating them. Just a whole variety of things that, to me, go into that bucket of being attractive.

**TO ME IT'S ABOUT HOW CAN I BE AN ATTRACTIVE PERSON IN TERMS OF SOMEONE THAT OTHER PEOPLE WOULD SAY, "I WANT TO HEAR MORE ABOUT WHAT THAT GUY HAS TO OFFER. HE'S REALLY BEEN HELPFUL TO ME, AND I'M DRAWN TO HIM BECAUSE OF THE VALUE HE PUTS OUT..."**

- Tyson Zahner



## DAVID SHARPE

What is attraction marketing? Education, value based marketing, that by the time you're done providing value (that either you came up with or you borrowed and repurposed from somebody else) they just viewed you as an authority and just wanted to buy anything that you've had to sell.

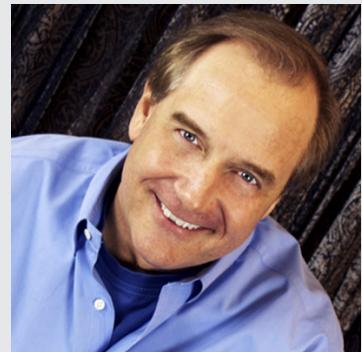


I've had people who have joined any team, bought any product, been on my list for ever since the very first year that I've been doing this, simply because I've been practicing this attraction marketing. This education, value based marketing and selling.

I realized that people didn't care about what you had to sell, about what you were doing, until they knew how much that you could provide them value. ***Until they could see the vision of what was going on, until you actually tapped into what their wants, and needs, and desires were, and I discovered a formula for recruiting, for selling anything to anyone, anytime***

## DOUG FIREBAUGH

In the social media network marketing space, whether it's a company owner or whether it's a top earner or whatever, **you've got to take the me out of social media and replace with social YOUDia.**



The real professionals in this business, and you know who they are because many of them are within MLSP, is social YOUDia. **It's not about me. What can I do to serve you? What can I do to help elevate you, increase you, expand you, enlarge what you want to do?**

This is one of the reasons why I think that it hasn't gone well for a lot of the top earners because when they approach social media, they made it all about themselves and they didn't understand it's about social youdia and not media, and because people were turned off by it, the top earners said, "It doesn't work." Oh, yes, it does. It's huge.

## SPECIAL BONUS CLIP WITH RACHEL JACKSON

Attraction Marketing Virtual Summit co-host Norbert Orlewicz had an incredible interview with Rachel Jackson and this clip was just too important to leave out. In it, Norbert asks Rachel 'What's your advice to a new network marketer that's trying to get their business off the ground?' - Her advice and her story led to an extremely powerful moment in the summit.



## **JUSTICE EAGAN**

I really think that attraction marketing is positioning yourself in a marketplace in a way to create trust and credibility, by positioning yourself in a prospect first kind of way.

We hear the word value get thrown out there all the time, and I think people have lost sight of what people really mean by that. Some people think it's just giving something away for free. It really starts with what your intentions are. If you position yourself in a marketplace for the long haul, in a way that's driven by impact and being prospect first, and solving problems first, rather than seeing the internet as just a vehicle for you to ring the cash register.

Then the people that come your way, the people that find you, the people that start to gravitate around your campfire... they come to know, like and trust you because they truly believe that you're functioning from a place of integrity.

**You have their best interests in mind. You have the solution to their problems.**



Listening to you, being around you in some way, shape or form, is going to help them get where they want to go, independent of getting out the credit card.

When you're positioned that way, the credit card comes out ten times more often and easily. And it's a mutually beneficial relationship. That's what it means to me. We can say attract people to you, we can say all that stuff, but it's being prospect first... and positioning yourself in a way where you're serving, and you're creating a mutually beneficial relationship with the marketplace.

## JEN JOHNSON

Attraction marketing to me, is basically just putting yourself out there in a way that delivers value, that really helps people understand who you are. And go out there and not be someone that's projectile vomiting all of your products and services all over everybody in the process.

It's a concept that marketers take time to learn and apply so they start to build a business that attracts loyal lifelong customers, and you deliver products and services to them.

So, learning to lead with benefits. Attraction marketing is really something that's just chemical.

If you break down the two words, attraction is just your chemically drawn to certain things, you love certain movies, your taste buds love certain foods, you think certain people are pretty, you just have this chemical thing inside of you that you're drawn to certain things, you're compelled to seek out certain things.

When you put yourself out there in a lot of different ways, you'll attract people to you in a lot of different ways. I attract



people to me because I sing. I attract people because I'm a mom. I attract people because I teach marketing tips and all that stuff, right? There's going to be different ways you attract people, and then you just embed the marketing.

**Marketing is just all about preparing people to buy what they're already planning to buy anyways.** So, when you're attracting the right people who resonate with you, they're more prone to listen... and you're more prone to make sales.

## RYAN CODY MCMORRIS

At the core it really means you're just becoming the person or the business that your ideal client, teammate, whatever, that they're looking for. I think that's the definition of attraction marketing. **Because at the end of the day, with social media and how things are set up the way they are nowadays, you're marketing whether or not you know you're marketing.**



We're all marketing now. You're either unattractive or you're attractive. You're either staying the same person, or you're becoming the person that your ideal client is seeking out and actually finding. You're attracting that person to you. I think that's what attraction marketing is really about, because we're all marketing in some sense. We all have a Facebook. We all have a Twitter. We all have things where everyone can kind of peek into our lives, without even leaving the house.

Basically in a nutshell, your mission statement is what's wrong with the world and how you're going to change it.

## TODD & LEAH RAE GETTS

Attraction marketing is simply attracting targeted, quality prospects or customers to you instead of chasing. The traditional way to go about it is to chase, chase, chase. So you reverse the roles, and you learn how to actually attract the type of people that you want to work with in your business. That's beautiful, and that's attraction marketing. And for us, it's what changed everything.



Rather than you chasing after those people, it's attracting people who are going to be the most interested, who are going to be the highest-quality prospects. That are the most targeted market for your product, service or opportunity. And that way, not only are you dealing with the most highly-qualified people, but also you're doing it in a very leveraged way.

## **STEVEN & LANACIA RACHEL**

Attraction Marketing is doing certain methods and strategies that allow people to come to you for information versus you contacting people. It's basically doing methods, using tools, and resources, where people come to you for more information and insight. And sometimes even with their credit card already in hand ready to join you in your business.

It's more about the person just being authentic and just putting themselves online... just talking about what they're going through, failures that they've had, successes that they've had. And just being real. By being real people will automatically just flock to you. And so they want to know about what business you're doing... or just even want to know more about what you're doing, just in general.

I know with us we've always done video marketing because video is the perfect platform for people to be able to see you and know you. And then people would just always just call us because they would see our videos online. The first thing that they would always say is, "I feel like I've already known you. Because I've watched all your videos. I know your mannerisms. I know your personality. And I just want to partner with you because just by watching your videos I feel like you're my friend. And I just want to connect with you."



## TRACEY WALKER

For me Attraction Marketing is literally finding the element within yourself that allows you to be present in the marketplace. Share who you are in the marketplace... and that dynamic right there actually attracts people that are like you.



So you like Ritz crackers, and you make a post about Ritz crackers. Anybody who also thinks Ritz crackers are yummy will probably respond, comment, like or something like that. And so that interest that I put out in the marketplace about that will attract other people.

Really by sharing mindset, sharing ideals and purposes about business. Sharing concepts that other people align with, and that allows us to connect with one another. And a lot of them, eventually... we do business together.

## SHERRI BROWN

I think in the simplest terms, it comes down to what you want to be known for. So when somebody says your name, what do you want them to think of? You know, what fires you up? What are you passionate about? ***And understanding too, that the more that you dive into it, and the more you start sharing, the more you're gonna realize what you like, what you don't like.***



So I was way more generic with my brand. I was just like, hey I'm gonna give business tips and teach people how to grow their business. And then as I dove into it over the past couple of years, I've been able to really niche down, to figure out what specific things that I want to be known for. So instead of just being more generic, now I'm big into marketing and branding. I'm huge into productivity and outsourcing and teaching people how to work smarter and not harder.

And so don't overthink it. Just sit down. What fires you up? What do you want to be known for? And just start teaching.

# THESE EXPERTS UNDERSTAND ATTRACTION MARKETING TO IT'S CORE!

That tends to happen when your results are \$6-Figure, \$7-Figure, and even \$8-Figure Earnings. Of course that's not by accident.

You can see very clearly above that there's an overall theme that seems to cut through each of these experts' definition of attraction marketing...

**It's serving your audience by providing value FIRST. And NOT jumping straight to the sell when your prospects have no idea who you are, and have no reason to trust you... yet.**

The VALUE you create and bring to the marketplace is what attracts your best prospects. The more problems you solve and challenges you address, the more you will build the know, LOVE, and trust factor.

The more your prospects know, love, and trust you... the more they will buy from you.

The more they buy from you... the more you get paid.

Therefore, if you want to make more money... PROVIDE MORE VALUE by following the proprietary MLSP Attraction Marketing Framework!

Again, the above was just a handful of MLSP's recent Attraction Marketing Virtual Summit speakers. And just very small bits of all the amazing gold-nuggets they dropped in their Summit sessions.

There were 40 powerful Summit sessions with 40 of the biggest names in the profession. We recorded each video interview so you can get all 40 Top Producer Playbooks to take your business to the next level!

Interested? Add this amazing and first EVER 'Attraction Marketing Virtual Summit' to your digital training library today!



 **ATTRACTION MARKETING**  
V I R T U A L   S U M M I T

**ATTRACT PROSPECTS, CUSTOMERS & READY-TO-BUY REPS FOR YOUR BUSINESS!**

40+ Expert 'Attraction Marketing' online dvd's, mp3's and pdf's, plus \$3,447 in bonuses!

**GET INSTANT LIFETIME ACCESS**

## **CONCLUSION**

# **THE ATTRACTION MARKETING DEFINITIVE GUIDE**

Congratulations, you made it! You now understand how the wealthiest home business owners are building their empires by leveraging the power of the internet!

So we've got one question for you...

Would you like our help in executing this 'Top Earner Framework' in YOUR business for more leads, prospects, sales and sign-ups?

If you are ready to become a top earner in your company, you can take advantage of the proven 'system' that has helped create some of the biggest top earners in the home business profession today.

Come take a 100% risk-free \$10 test drive, and if we don't help you get more leads, make more sales, recruit more reps, and

earn more money in YOUR business in your first 10 days, we'll give you your money back!

We've created literally thousands of success stories and network marketing top earners... and YOU can be next. Why not YOU?!

To join the community, and to access the top earner tools, software, training and websites you need to break free, visit [www.mlsp.com/start](http://www.mlsp.com/start) to create your account.

We look forward to creating YOUR success story, and helping your family break free.

You can do this - and we can help. The business they promised you when you first got started is one simple decision away.

Visit [www.mlsp.com/start](http://www.mlsp.com/start) to get started today!



# **RESOURCES & DOWNLOADS**



# THE &MLSP® FRAMEWORK

## THE 3 ACTIVITIES (B-E-S)

3 Actions to Focus on Every Single Day for Success

1

*Build Your Audience*

2

*Engage Your Audience*

3

*Sell Your Audience*

# THE &MLSP® FRAMEWORK

## THE 6 PILLARS

The Foundation of Your Online Marketing Business

1 Vision & Personal Development Strategy

4 Content Creation & Content Marketing Strategy

2 Personal Branding & Target Market Strategy

5 Follow-Up & Engagement Strategy

3 Monetization Strategy

6 Traffic Strategy

# THE 3 PHASES OF GROWTH

Progress Through the 3 Phases to Grow Your Business

1

SOCIAL MEDIA NETWORKING & PROSPECTING

2

PERSONAL BRANDING & CONTENT MARKETING

3

PAID ADVERTISING TO SCALE YOUR BUSINESS

Who is your target market/perfect customer avatar?

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What do THEY really want?

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What are THEIR biggest objections?

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What are THEIR biggest problems & challenges

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What are THEIR greatest dreams?

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What are THEIR most pressing questions?

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What are THEIR greatest fears?

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What are the top 3 BENEFITS your client will get from YOU \* YOUR BRAND?

**NOTE: These 3 Benefits should address the top 3 problems/challenges/questions of your target market**

# COMPANION VIDEO LINKS

## PART 1 - THE ATTRACTION MARKETING FORMULA



<https://mlsp.co/l6rg7>



<https://mlsp.co/l6rge>



<https://mlsp.co/l6rgl>



<https://mlsp.co/l6rgs>



<https://mlsp.co/l6rgz>



<https://mlsp.co/l6rh6>

## PART 2 - THE ATTRACTION MARKETING METHOD



<https://mlsp.co/l6rhy>



<https://mlsp.co/l6ri5>



<https://mlsp.co/l6ric>



<https://mlsp.co/l6rij>

## PART 2 - THE INDUSTRY EXPERTS SPEAK OUT



<https://mlsp.co/l6rix>



<https://mlsp.co/l6riq>

# **DISCLAIMER**

This guide includes recommendations to several products and services that are offered by MLSP. We make these recommendations based upon personal experience, and knowing that you are relying on our honest opinion. We pay a small referral fee for affiliates sending business our way, but you can still trust our descriptions.

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