

HOW TO START ATTRACTING **RED HOT** PROSPECTS TO YOU

Get the Ultimate Recipe for Gaining More Qualified Leads and Sales

ATTRACTION MARKETING

More and more business
owners use this strategy.
Learn how to get started

GENERATE TRAFFIC

Get the very simple formula
that I use to attract prospects
every week on autopilot

YOU INC.

Get the skills to start building
your personal Brand
on social media



Erik Praecius

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MEET THE AUTHOR

Hi, my name is Erik and I help confused social media beginners to take their business online using modern and proven strategies.

I'm not an expert in the field who knows everything, but I use Attraction Marketing to build my business.

And I like to call myself a nerd (and my wife agrees).

Perceived in the sense that a nerd may be obsessed with spending unreasonable amounts of time on topics that to others may be perceived as abstract, technical, and perhaps even a waste of time.

The type that does not give up when faced with a problem or task.

I wonder if we can agree that nerds are necessary for this world.

Where would we be without personalities like Steve Jobs, Bill Gates, and Mark Zuckerberg...

I hope you will enjoy reading this e-book.

And maybe even consider to start attracting customers, clients, and business partners through your personal Brand.

Enjoy...

Erik Praecius



ATTRACTION MARKETING ABC

Do you dream of getting more customers and team members without having to invest a fortune in advertising?

Then maybe now is the time to spend your energy on Attraction Marketing.

Maybe you are not quite aware of what Attraction Marketing really is, but once you have read this e-book you are definitely much wiser on this topic.

So let's get started.

You might be able to relate to this...

If you work with Network Marketing, you have probably sat for an event where one after the other came up on stage and received praise and awards.

Maybe you were sitting down in the dark thinking,
"What do they have that I do not have?"

The truth is...

They probably all had a very wide network of people who knew them, trusted them and loved them.

So, what do you need to do to achieve this status?

What you cannot see when they are up on stage in the spotlight are all the defeats they have had along the way, all the time where they have gotten a no and all the times where their confidence has suffered a crack.

It's part of the process of becoming an expert in your field.

In other words...

Attraction Marketing can be your tool for success.

A. Understand the challenges of your audience

You may be thinking:

"I do not know much and who can I help?".

But right now, there are thousands of people on social media complaining about problems that you can solve for them

... and they are just waiting for you!

Once you have decided who you want to help, you are ready to explore the problems and challenges they face.

Take time to write down their problems, challenges, fears, pains, dreams, desires and needs on a list.

When you need to produce content for your Facebook page, e-mails, blog and other platforms, you can use these "emotional trigger points" to capture the attention of your target audience.

B. Build trust

Once you have identified the issues and challenges you can help with, it's time to build trust.

If you can help them solve their problems with genuine interest and offer quality content you can get a customer for life.

If you have gained trust, it will be much easier to sell your services and products without you having to push a sale through.

Once a consumer has gained the Brand trust, they will be more loyal because they trust this particular Brand more than others.

When you are down at the local grocery store, you probably choose exactly the same toothpaste as you usually do because you trust the product.

If you maintain trust on an ongoing basis, few people will want to change brand or supplier.

C. Brand YOURSELF

There is a pretty high probability that you will have to contend with thousands of other companies with the same products.

Brand yourself and stand out from the crowd!

There is only one like you and you have the opportunity to have your very own fans who will reach out to you without you having to push them.

The truth is that people love to buy products from people they know, like and trust.

If you can brand yourself as a leader who can solve their problems, they will join you.

If you use your energy to brand the company name or product names, you only get people searching on Google.

You can avoid this by building your business around your personality.

You are the Brand!

PRO TIP!



If you find a topic to talk about that you are passionate about, you will have a greater chance of success.

You can speak with real passion, and it shines through that you are excited about what you are talking or writing about.

If you have to talk about something that bores you every single day, you will quickly burn out.

HOW TO GET MORE CUSTOMERS

Attraction Marketing is basically about giving free value to your followers, building trust

This strategy will turn your followers / fans into customers if you are consistent. The whole idea is based on adding value to your future customer.

This means that you provide something for free in the form of a free course, an informative PDF or perhaps an e-book like this.

Your goal is to start with what is called a soft sale, develop a positive Brand around your own person and thus create the trust needed for your potential customers to buy your product.

You actually become a kind of influencer who recommends your own product.

Now that you know what Attraction Marketing is you can quickly jump on to the Free 10-day Prospect Attraction Bootcamp that I started my journey with. [Free Bootcamp](#)

Get the headstart now and start to attract prospects and customers to your business.

If you want more info, you should just read on...

HOW TO START ATTRACTING PEOPLE

Who is your perfect prospect, team member
or customer

Then you can take a piece of paper and write down what they have
of problems, challenges and dreams.

Remember that your task will be to help them solve these things.

Next, you need to figure out what you can offer to free services.

For example, it could be:

A free e-book

A simple PDF with tips or tricks

A free coaching consultation with you

A free webinar

A free course that you have recorded on video

Start a blog where you give tips and tricks to your followers

To attract prospects and customers to your business, you need to create consistent content that gives your audience some kind of VALUE.

All people think first of all: "What's in it for me?".

And that's the mindset you need.

If you do not add value to your followers, you might as well forget about Attraction Marketing.

Start small in one platform and when you get more followers, you can slowly spread across other platforms.

I only used Facebook when I started, but you can choose to start on Instagram, TikTok, YouTube, Clubhouse or other platforms depending on what you think is the most exciting.

It's all about getting the right followers, and fans so you have a base that you can promote to.

When you get further in your journey, you can start sending your fans to a decidedly landing page (squeeze page) where they can get your freebie.

Of course, they have to provide their email address and name to get your freebie.

Now you can use e-mail marketing to nurture your leads.

Let faces face it marketing email marketing is still super effective!

PRO TIP!



When you give away your freebie, you should "demand" an e-mail address in return to which you can send news emails.

This allows you to set up an autoflow later so you can influence your receiver for a longer period without spending extra time on it.

You can therefore provide value through tips and advice.

You can Brand yourself and offer your services automatically for a long period of time.

THE 4 STEPS TO MAKE SALES

Below you see a very simple formula for attraction marketing that I use to attract prospects every week on autopilot.

1. GENERATE TRAFFIC



2. LANDING PAGE



3. NURTURE LEADS



4. CONVERT TO SALE



1. GENERATE TRAFFIC

When you start, it can all seem a little overwhelming, but as I mentioned earlier in this article, you should consider choosing one platform to start with.

"Clean" your personal profile on your social media platforms. People coming in need to see a positive person.

I recommend that you remove posts with politic, religion and provocative posts.

Then it's time for creating content.

Provide tips, video, advice, and quotes with positive posts.

If you want to achieve fast results, the trick is to interact with your audience to build trust much faster.

Have a genuine interest in other people and behave like a human being on social media. Nobody likes a SPAMMER!

When another person comments on your material, you should always take the time to create a conversation.

Be interested in their content and drop a comment or a like when they post a picture. It's an easy and fun way to build your Brand.

2. LANDING PAGE

You do not have to have a fancy landing page when you start with attraction marketing.

The important thing is that you get an e-mail address when you give your freebie away.

For the first many months, I entered my leads manually.

Your landing page may just consist of you mentioning that they need to write a message to you with their e-mail address so you can submit your material.

Later, of course, it is much easier once you have automated the process.

A so-called squeeze page you can easily set up quite cheaply when you feel ready.

3. NURTURE YOUR LEADS

This point is crucial to your success.

Your job is to create consistent content that provides value to your followers.

Think about this:

The vast majority of people do NOTHING!

Once you make the decision and get started, you are already miles ahead of your competitors.

The more valuable content that solves your followers' problems and challenges the faster you will get a wide fan base.

Find the problems that worry them most and help them solve the problem.

If you deliver good content, it will automatically be seen and shared.

Make video, Live video, blog posts, interviews and posts on social media.

4. CONVERT TO SALE

If you start with this step before you have built up a solid credibility, you will be perceived as a "Spammy Tammy" or a "Spammy Sammy".

Remember that you are doing Attraction Marketing!

Always start by offering a freebie!

You might think it's a waste of time and money, but it actually works.

There is a reason why several physical stores offer small samples.

With a freebie the customer can get to know you better without feeling the pressure to invest.

They can get a little insight into the value that your particular Brand offers.

Remember to follow up on your leads and customers on a regular basis.

You can ask for reviews of your services or products.

REMEMBER!

Most people love when you give them positive attention after buying your product or your service.

PRO TIP!



If you want to gain a following and generating traffic faster, I would recommend that you start by making live video.

Live video is seen by many more than a regular post with image and text.

Your visibility will be much greater with video.

I doubt I had reached my first 4-figure month without making live video.

If you are unsure how to start with live video, you can grab my free course:

How to Make Live Video

NEED A SHORTCUT?

The best feeling you can get as a business owner is when people themselves ask to buy a product or service.

Attraction marketing gives you the opportunity to get rid of embarrassing sales methods...

Is it easy? No definitely not...

Do you have to work hard? Absolutely...

But when you constantly add value to your leads and help them with their problems, challenges, needs and wants, you can hardly fail to succeed with Attraction Marketing.

I hope you can see that Attraction Marketing is really powerful, so you make the decision to get started today.

If you are looking for an effective strategy that is also cost effective, this is the solution.

If you would like an unfair advantage, you should read my blog post about Attraction Marketing.

I started in 2019 with no social proof to recently hit my first 4-figure month with this strategy.

You might be able to do it much faster!

So, stop wasting money or time on smart lead purchases, paid traffic and expensive ads that only give you an empty coffers.

Instead, start building a relationship of trust with your followers and future customers.

This e-book is actually an example of how you can do Attraction Marketing.

By giving people good relevant information for free, they are more likely to grab one of your free offers and get to know you better.

When people eventually start to trust your skills, it will be much easier for you to promote your products.

Feel free to reach out to me if you have any questions about this article or need help getting started on attracting your perfect prospects.

Thanks for your time!

Kind Regard

A handwritten signature in white ink that reads "Erik Praecius". The script is fluid and cursive, with a long horizontal flourish extending from the end of the name.

Erik Praecius

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