

Attraction Marketing and How to Get Prospects to Seek You Out

Attraction Marketing Techniques That Get Prospect Asking About Your Opportunity

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[The Renegade Network Marketer](#) by Ann Sieg has given Network Marketers a new perspective on using Web 2.0 strategies to market one's business to potential prospects and generating income.

In her book, Ann details strategies how to generate income not only on the back end but also on the front end that can help monetize your business while you are still actually building the business. However, many Network Marketers wonder how they can create interest in their products and opportunity without having to chase down or pitch their prospects since doing so is one of the primary reasons for actually driving potential leads away.

This is where the new techniques taught in [The Renegade Network Marketer](#) come into play. Simply providing a free report just to get someone to opt in is not enough. As Internet Network Marketers, we must go the extra step and provide real value and content that will provide information and solutions to our prospects. Think about the reasons that your target market is visiting your web site to begin with. Why are they checking out your content? They are obviously there hoping to find ideas, answers, and solutions to their difficulties so your mission must be to provide those answers and make them

readily available to make your prospects' search as easy and stress free as possible. If your primary focus is just to close the sale at every opportunity, your prospect will quickly catch on to this and, more than likely, be turned off by this. By providing value and content, you will fare much better and dramatically increase your chances of building trust, developing a relationship, and attracting your prospect to your product or opportunity.



A great way to build this trust and relationship is by placing a sign-up form on your web site or blog where your prospects provide their contact information in exchange for additional information that you will provide. This is done by placing html code on your website from an e-mail auto-responder system such as [iContact](#). By doing so, when a prospect does opt in and provides you with their contact information, your auto-responder will send e-mails to them automatically. By using one of these systems, you will be able to maintain contact with the prospect and send them additional educational info via e-mail, thus continuing to build the relationship and further establish trust. In addition to building trust, you will also pre-qualify the prospect which means that you will know that this person is serious about what you have to offer.

By presenting yourself as an expert that can provide answers and solutions, you will drastically reduce your chances of failure and appearing desperate to your prospects.

To learn more about how to attract prospects to you, you can download [this FREE REPORT](#) and gain a new perspective on what it is and what it takes to attract your prospects to you and have them calling you.