

LAW OF ATTRACTION MARKETING FOR THE INTERNET



21 SIMPLE THINGS YOU CAN DO
TO GROW YOUR INTERNET
MARKETING BUSINESS FAST

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Grow Your Internet Marketing Business
Fast!**

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1

INTRODUCTION

“*Nothing splendid has ever been achieved except by those who dared believe that something inside of them was superior to circumstance.*”

-Bruce Barton

It's a world of buzzwords, isn't it? There are so many that someone even wrote a satire on the pretense of modern society and its hype that has been funneled down into terms like "the big picture" and "game plan" and even "client focused". There are dozens of these terms and they show up in marketing programs all the time. You can get immune to all the buzzwords after a while and stop paying attention.

The internet seems to have particularly attracted hype and promises. "Make Your First Million in Your First Year!" How many times have you read that message or some form of it? "Get Rich Right Now!" And what is your reaction? If you're like most people your reaction is to click off the website or turn down the volume on your television or turn the page in a magazine to get it out of your sight. People today are so much more educated and informed and they know better than to believe wild promises.

Why this response? It's because you don't believe it. People today are so much more educated and informed and they know better than to believe wild promises of quick riches. You don't really believe that you can make your first million dollars within a year so the marketing message comes across as a lie. And who wants to listen to or read lies? Your thoughts and your focus do not remain on the message because your common sense tells you that it's not *really* possible...at least not for you.

Think about this scenario for a minute. You see an advertisement and then abandon it right away. No attraction there...right? But how can you *not* be interested in making a million dollars in one short year? How can you not want to get rich quick? That question leads us right to the Law of Attraction. You attract to your life what you believe in, give focus to and find authentic. The ad might be hype...it might not be...but you won't find out because your focus and attention is not truly on success.

The concept of the Law of Attraction, though not always called this name, has been around for decades. First popularized in the 1910 book *The Science of Getting Rich* written by Wallace D. Wattles, it was solidified as a school of thought in Napoleon Hill's famous book *Think and Grow Rich* published in 1937. Then a movie called *The Secret* was produced and released by Rhonda Byrne in 2006 and the Law of Attraction entered modern times. The movie popularized the Law of Attraction and suddenly millions were enthralled by the idea.

But here is the interesting fact about *The Secret*. The movie is a documentary about optimistic thinking, but it was distributed using a brilliant marketing campaign that included offering online streaming video movie versions. The movie's huge success was directly attributed to the marketing program that attracted millions of viewers. In other words, the Law of Attraction was the topic of a movie that used Law of Attraction marketing to achieve success!

The Law of Attraction makes sense. If you concentrate on and believe in what you want to achieve in life, you can succeed. So what if you apply these intense deeply personal beliefs to real world marketing to attract customers...which is what you really want and need to grow your business? Using the tools that the Law of Attraction principles provide can help you succeed in business by helping you connect with people.

One of the reasons so many people get bogged down in careers that bring them little satisfaction is fear. There's plenty to fear too *if* you want to live your life afraid all the time. For example, you can fear not being able to pay the bills. You can fear what other people will think if you start an internet business. You can fear your family's reaction to your entrepreneurial spirit. You can fear how much time an internet business will require.

Of course, millions of people right now wish they had not been afraid of starting something new because they lost their full-time jobs! One of the advantages of internet marketing is that you can start part-time if you want. The business will be there to take it full-time when you are ready.

After you read the material in this e-book, you are going to feel ready to take your internet business to the next level. Most internet marketing activities are actually pretty simple to use.

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If you are ready to transform your business, then read on! But there is a warning attached to this material. You are not going to read hype and half-truths and a lot of technical how-to information that is typical of books on internet marketing. You are instead going to read an explanation of the Law of Attraction in easy to understand terms, and then you will about 21 things you can do to apply the principles to your business.

In the following sections we will cover a lot of material. You will learn about having a passion for your business, how to brand yourself and how to issue calls to action. You will learn about analytics, leveraging and website design. There is a section on the Long Tail and about humanizing yourself on the web.

There are examples of how the theory can be practically applied with actual internet marketing tools but we won't get bogged down like some books do. The reason is simple: master the concepts of the Law of Attraction and its application to your business will become clear. It begins with focus.

2

LAW OF ATTRACTION

“*Me, in love with a pig? Wait ‘till I tell the guys in marketing!*”

-Kermit The Frog (1984)

There’s a pair...Miss Piggy and Kermit the Frog! Attraction can create strange bedfellows to paraphrase an old expression. You just never know who is going to love who when it comes right down to it. In the case of Miss Piggy and Kermit it was love that was rooted in a brilliant marketing campaign designed to attract both children and adults.

It worked too! Both characters became celebrities and to this day both frequently appear on television shows, at award ceremonies and for charity fundraisers. If you could name a perfect marketing campaign, the joining of these two characters should be at the top of the list.

We can learn a lot from the pig and the frog. Listen to them talk and they believe in themselves. Miss Piggy may come across a bit arrogant, but she is focused at all times. Kermit may waver in the face of such a strong personality, but in the end he is always on track and true to himself. As a result, this team of make-believe animals can sell or promote just about anything to anyone.



Now consider Billy Mays the television salesman. He passed away not long ago but not without establishing a remarkable reputation for being able to sell anything to anyone. He was a carnival barker in Atlantic City before earning millions as a simple honest and enthusiastic salesman. When you watched him promote products, you just knew he really believed in what he was selling and what he was saying.

This middle aged huckster could convince millions of people to buy kitchen tools, car cleaners or work tools. He could sell men or women's products. He could convince anyone that they needed exactly what he was selling. Even if you didn't need what he was selling, it was almost impossible to not watch him because he was always so darn enthusiastic and upbeat that he made you *happy and hopeful*.

If there was a way to personify the Law of Attraction it would be Miss Piggy and Kermit or Billy Mays. These non-human and human characters are focused, energetic, and able to attract people and money and attention and many other things.

That is what the Law of Attraction is all about. A formal definition is as follows:

You will attract to your life whatever you give energy, focus and attention to on a regular basis.

Here's the catch. You will attract both wanted and unwanted things so you need to be careful what you give your attention to! In other words, you can attract negative as well as positive people, objects and events.

Want some proof? Just think about people you know that always seem to have things go the wrong way. They experience bad relationships not once, but over and over again. They never seem to succeed no matter what they try. They have gloomy attitudes and view the world in a negative context. The question is what comes first: the negative attitude or the negative events?

It works the other way too. There are people who always seem to have things go right in their lives. They are always upbeat and see the glass as being half full. You would swear that things just seem to fall into their laps with extraordinary good luck.

The Law of Attraction says that the like will lead to the like. Believe that good things will come your way and good things do come. Believe you are a victim waiting to happen and sure enough, you become a victim over and over again. It's amazing how focused a negative person can be.

To borrow some words from a Creedence Clearwater Revival song *Bad Moon Rising*, people with negative focus always seem to be singing these words:

“ I see a bad moon rising,
I see trouble on the way.
I see earthquakes and lightning,
I see bad times today. ”

Bad times, good times, bad moon, full moon, which do you want to see on the way?

This may be a bit unusual approach for explaining the Law of Attraction, but that is what it is really about in a nutshell. People create much of their own world or environment just by the thoughts and attitudes they assume. Remember the buzzwords discussed earlier? Here are some more: out-of-the-blue, fate and luck.

There is an old expression that says we make our own luck. That is a particularly appropriate expression when it comes to business. Did you know that 90% of online businesses will fail within one to two years of start-up? And the common reasons for failure include:

- Lack of commitment to the business
- Failure to market the business
- Failure to provide adequate customer support
- Lack of branding
- Lack of core values that direct business activities
- Lack of planning
- Unattractive presentation
- Lack of vision

There are others, but these problems are typically found in businesses that do not survive the intense competition. You may be wondering what this has to do with the Law of Attraction. Well...look at this list closely and you realize there is a common thread that ties each of these items together into a cohesive unit.



Let the drums roll...it is lack of focus, energy and attention! What are missing is the positive attitude, effort and commitment that brings positive results. Instead the business flounders because negative forces are at work. Lack of interest and low energy lead to a failure to attract new customers or keep existing customers.

One of the mistakes people make is treating an internet business as if it doesn't involve people. What a big mistake! The internet does pertain to people, and how your business interacts with them begins with you and only you. You can flounder in negative energy and struggle to understand why people are not attracted to your business, or you can master the positive side of the Law of Attraction and build a successful business.

LAW OF ATTRACTION DEFINED

“ *The beginning of a habit is like an invisible thread, but every time we repeat the act we strengthen the strand, add to it another filament, until it becomes a great cable, and binds us irrevocably, thought and act.* ”

-Orison Swett Marden

Before getting too involved in discussing the principles of the Law of Attraction as guides for your business, it's important to be sure you grasp the power of this force. Psychologists, educators and scientists have studied the concept of the Law of Attraction and some of their quotes make excellent starting points for understanding its full power.

"When the brain, heart and emotions comply, then the universe will give you what you want." (Manish Sinha, Manager at Amensys)

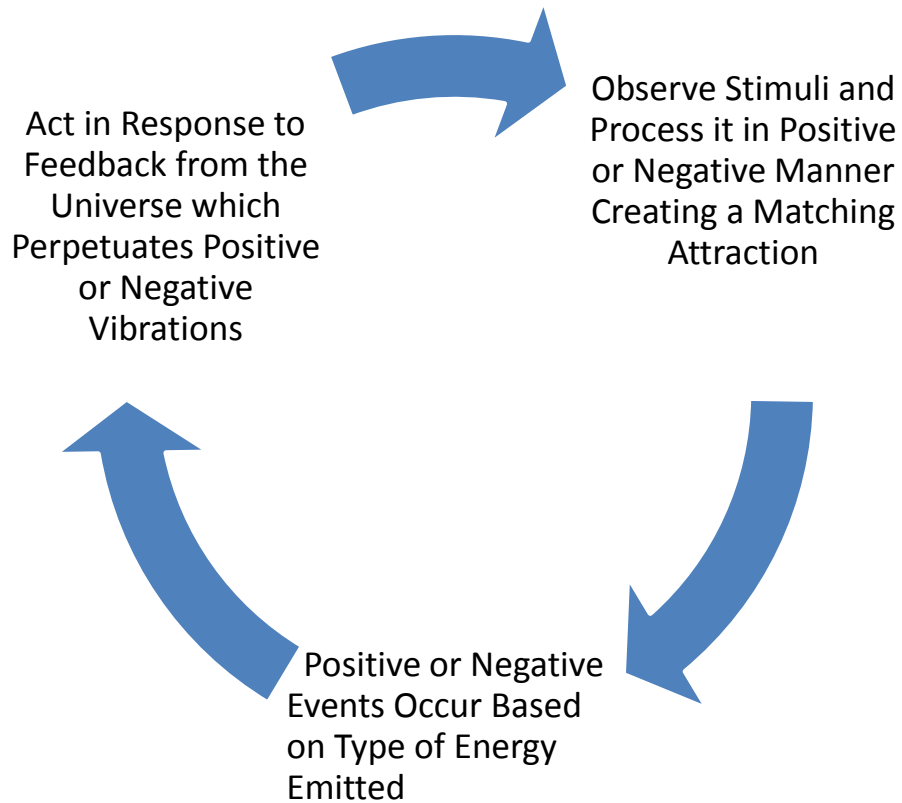
"When the English poet W.C. Henley wrote the prophetic lines, 'I am the Master of My Fate, I am the Captain of my Soul', he should have informed us that the reason we are the Masters of our Fate, the Captains of our Souls is because we have the power to control our thoughts. He should have told us that the ether in which this little planet floats...is a form of energy...and is filled with a form of universal power which *adapts* itself to the nature of the thoughts we hold in our minds; and influences us, in natural ways, to transmute our thoughts into their physical equivalent." (Napoleon Hill, *Think and Grow Rich*)

"The resources you need to change anything in your life are *within you right now*. It's just that you have a set of neuro-associations that habitually cause you to not fully utilize your capability." (Anthony Robbins, *Awaken the Giant Within*)

"What you radiate outward in your thoughts, feelings, mental pictures and words, you attract into your life." (Catherine Ponder, *Dynamic Law of Prosperity*)

Notice the action words in these quotes: comply, power to control, change, radiate. The Law of Attraction is not some vague idea that involves people sitting quietly and meditating. It is an action filled concept that requires people to be affirmative, positive, able to change, and ready to attract if they want affirmative, positive and attractive things to happen in life.

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The idea is that your positive or negative vibrations are bound in physics. Your vibrations attract universe vibrations that match. It explains why someone can have a "bad day" that lasts all day or "be on a roll" where good things just seem to happen from morning to night. You do not function in a vacuum but are part of a larger universe where everything is interconnected. You absorb stimuli which turns into a thought and thoughts lead to behaviors.

The Law of Attraction is summarized in a couple of ways depending on which book you read:

- Attract
- Inspire
- Act

Another summarization as outlined in the movie *The Secret* is:

- Ask
- Believe
- Receive

You can attract positive vibrations or you can ask for positive results and become inspired to act in a way that proves your belief in positive results and then act or receive the positive benefits. In other words, you can think of yourself as successful; attract opportunities for success; and then act on those opportunities.

It is possible to substitute negative for positive, but why would you? According to the law of attraction, you get what you ask for. It's really that simple. There are plenty of people who ask for negative results, and sadly they don't even realize that is what they are asking for. Many of these same people have started an internet business that failed, and they are also baffled as to why.

Before moving into the next section, let's talk about the role of language. Words play such an important part in how our lives progress. It's not just the words we speak either. We think about words too. In fact, we actually talk to ourselves in our heads. No ... we are not sinking into madness ... just letting the inner voice express itself.

The inner voice is the internal voice that either encourages or discourages us. It may say things like:

- Wow! I did well on that project!
- Took some work, but I did it!
- I can't believe I failed.
- I'll never be able to do that job.
- I'm so smart and talented.
- I'm such a klutz and always messing things up.

I'm sure you noticed that this inner voice can be positive or negative. It can encourage us to work hard or to give up. There is a set of tools called Neuro-Linguistic Programming (NLP) that are used to change how people think about themselves and their abilities. People are taught to start with positive images and positive words because they will lead to positive behaviors. NLP strategies are actually imbedded in the Law of Attraction on one level.

About this time you may be wondering what all this has to do with internet marketing. As you will see in the next section, marketing and public relations are no longer separate activities like they were before web based business began. The internet has led to two-way communication between marketers and customers. It has created the ability to produce a feast for the eyes that can be laid out with just a few clicks. All this means you can now do more than just market – you can establish rapport using a blend of technology, marketing, public relations, customer service, images and words.

But the internet is also a busy place where you are competing against millions of other websites. Shame on you! No negative thoughts permitted if you are ready to apply the principles of the Law of Attraction to your business marketing. Here is your first test:

1. True or False? I can learn to master internet marketing so that I build a strong customer base and a viable business online?
2. True or False? I believe in my ability to succeed!



See how the Law of Attraction works? If you believe in yourself then you begin your internet marketing from a positive mindset. From that positive mindset you can build a business marketing plan that your customers find positive, uplifting and that makes them want to return again and again to do business with you.

In the next section, we will consider 21 simple things you can do to grow your internet marketing business fast using the principles of the Law of Attraction. This is supposed to be an energetic exciting time so get ready to have some fun!

3

21 SIMPLE MARKETING TIPS

“*Hold yourself responsible for a higher standard than anybody else expects of you.*”

-Henry Ward Beecher

We might as well jump right into Law of Attraction principles that will guide your internet business to success. This is not a how-to handle technology discussion like so many other internet marketing books. We won't get bogged down in a lot of techno-talk because it is not necessary. This is a how-to book that discusses producing positive results by using positive marketing principles.

The Law of Attraction is the foundation that underlies the principles presented. Throughout the principles there will be frequent references to the Law of Attraction because its principles are imbedded in many solid basic business practices as you will read.

As you read through these principles, let the force be with you! (Okay, okay...just a little bit of humor to make you smile!)

1. HAVE A PURPOSE AND A PASSION

“*The majority work to make a living; some work to acquire wealth or fame, while a few work because there is something within them which demands expression. Only a few truly love it.*”

-Edmond BoreauxSzekely

You would probably be amazed to discover how many people start internet businesses that they really don't care about. Many of them fell for the hype – the make-a-million promises that network marketing companies made famous.

As you will read later, networking marketing is a legitimate marketing strategy, so this is not a jab at it. The point that is being made concerns doing something you care deeply about. Actually, you need to have a passion for your product and your business.

There was a woman who really wanted to start an online business. She was not good at cold sales calls and didn't even want try selling. But one day she came across a well-known company looking for sales associates to add to an online network marketing organization. She read the hype and the pitch sounded too good to pass up! They would help get the business set up, match her up with a mentor, show her how to do marketing, assist with product delivery and so much more.

But what they couldn't do was make the customer contacts. The products included weight loss and nutritional supplements. To make money you had to enjoy working with people, listening to their health issues, and promote products. She also had to find other people willing to sell for her. She had never personally used the products. She just wanted to make money.

Can you guess what happened? The lady was unable to sell products either online or offline because 1) she despised cold selling, and 2) she was in it for the money and not because she really believed in the products. When trying to sell the products, she would imply they were a waste of money.

Remember the law of attraction teaches that you attract what you think. If you don't really believe in your product or your business then you are going

to send that vibration to others. They will pick up on the negative attitude, the lack of commitment and the lack of enthusiasm and return the same. You get what you think.

Here's a question for you to think about. If you had a million dollars sitting in the bank right now in an account with your name on it, what would you be doing for a living? If you did not have to worry about money and could do whatever you want, what would it be?

Your answer tells you where your passions lay. What you need to do is trust yourself to succeed. That doesn't mean you have to throw your current business out the window and start over again. But it does mean you need to find a way to fulfill your passions. In the case of the woman trying to sell nutritional products, she changed course. Instead of selling products she had no passion for she started a freelance writing business because writing is her passion. But she also started a motivational blog and pointed out the benefits of the nutritional products and attracted new customers without being forced to do cold call selling.

There is an old expression that says, "What man can conceive, he can achieve." Now there is a positive statement! Conceive your passion in life and then achieve your goals. If you tell yourself that you cannot do what you *really* want to do then you won't. There will always be a reason to procrastinate and continue doing what you don't love.

2. CREATE A VISION

“Nothing happens unless first a dream.”

-Carl Sandburg

A single fresh idea can lead to momentous results. It's true! A single idea that is backed by the passion just discussed is an opportunity that should not be missed. The first personal computer, Apple I, was invented in a house garage. Do you think the inventors, Steve Wozniak and Steve Jobs, were thinking about money when they spent 6 months creating the prototype?

No, they were not according to comments they have made over the years. They were thinking about bringing computing power to homes. They envisioned a grander world where people had access to technology in their everyday lives. This was their vision! The computer was merely a product.

As most people know, Wozniak and Jobs became multi-millionaires. They had a vision, pursued a passion and the money followed. These two college dropouts are an excellent example of how a single minded focus leads to new creation. What they were thinking about and feeling good about and wanting to succeed at lead to a powerful new invention that changed the way the world computes.

In Law of Attraction marketing a vision is a magnet for the resources needed to succeed. People recognize others who have a vision and have nothing but admiration for them. People with a clear vision are leaders in society. They are the movers and shakers, and they are always excited about what can be and not only what has happened in the past.

When promoting your internet business, you have to successfully project that vision to attract customers. People want to associate with winners and leaders. Brian Biro is a well known speaker who talks on topics like leadership and change. He uses a great term that sums up the positive thoughts needed to be a visionary – possibility thinking.

What a wonderful term! A vision is not a memory; it is possibilities. If you are able to convey your vision in your marketing efforts, people will be attracted to your business and you. So how do you accomplish this?

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- Present a well-designed website that leaves no confusion in viewer minds as to the purpose of the business
- Add a personal touch to the marketing campaign to develop customers relationships rather than simply product buyers
- Give customers plenty of opportunity through feedback tools to establish 2-way communication with you
- Keep your website or marketing materials forward looking
- Always be professional and honest in your statements while expressing enthusiasm

An excellent example of a company that knows how to convey a vision in just a few words is Amazon. Here is a snip of their website accessed at <http://www.amazon.com>. Notice what you see first on this page!

The screenshot shows the Amazon.com homepage with a navigation menu on the left and a central promotional banner. The banner is titled "Buy Once, Read Everywhere" and features images of various Kindle devices (Kindle, Kindle for BlackBerry, Kindle for PC, Kindle for Android, Kindle for Mac, and Kindle for iPad & iPhone) displaying the same text. Below the banner are links to "Shop \$9.99 Kindle Bestsellers" and "Buy a Kindle Amazon's #1 bestseller". The Amazon logo is visible in the top left corner, and the URL "http://www.amazon.com/gp/gc/ref=topnav_giftcert" is at the bottom.

Clearly Amazon wants to make book reading accessible to everyone, everywhere and at an affordable price. The marketers conveyed the vision of the company in four words: "Buy Once, Read Everywhere". It's brilliant marketing and you can do the same...for free! One of the joys of internet marketing is that even the sole proprietor can use the same marketing concepts and many of the same activities as the largest vendors.

You are thinking that there is no way you can achieve this kind of marketing success. Here is a lesson on the Law of Attraction. You are thinking small and negative if that is what you are thinking, and you should already understand at this point what that will attract -not much!

3. FALL IN LOVE AGAIN

“*People who lean on logic and philosophy and rational exposition end by starving the best part of the mind.*”

-William Butler Yeats

Robert G. Allen in *Multiple Streams of Internet Income* discussed the concept of being “customer-centric” as opposed to “profit-centric.” Being customer-centric means you develop a real relationship with customers as opposed to pushing sales.

Developing customer trust is essential to building a successful business that is enduring and has customers that return. Though one-time sales may be nice when they occur, the good feeling quickly dissipates when revenue declines due to lack of repeat sales.

A customer-centric business owner knows how to use customer service to develop customer trust. With trust comes a long-term commitment to your business. A trusting relationship brings revenue with it proving once again that Law of Attraction marketing is successful.

People do not choose retailers or service providers based on price alone. Their buying decisions are not always that rational or use such simple logic. People want to feel their business is valued. That’s why a common complaint among dissatisfied customers is often about poor service. When you establish a bond with customers based on trust, the relationship deepens.



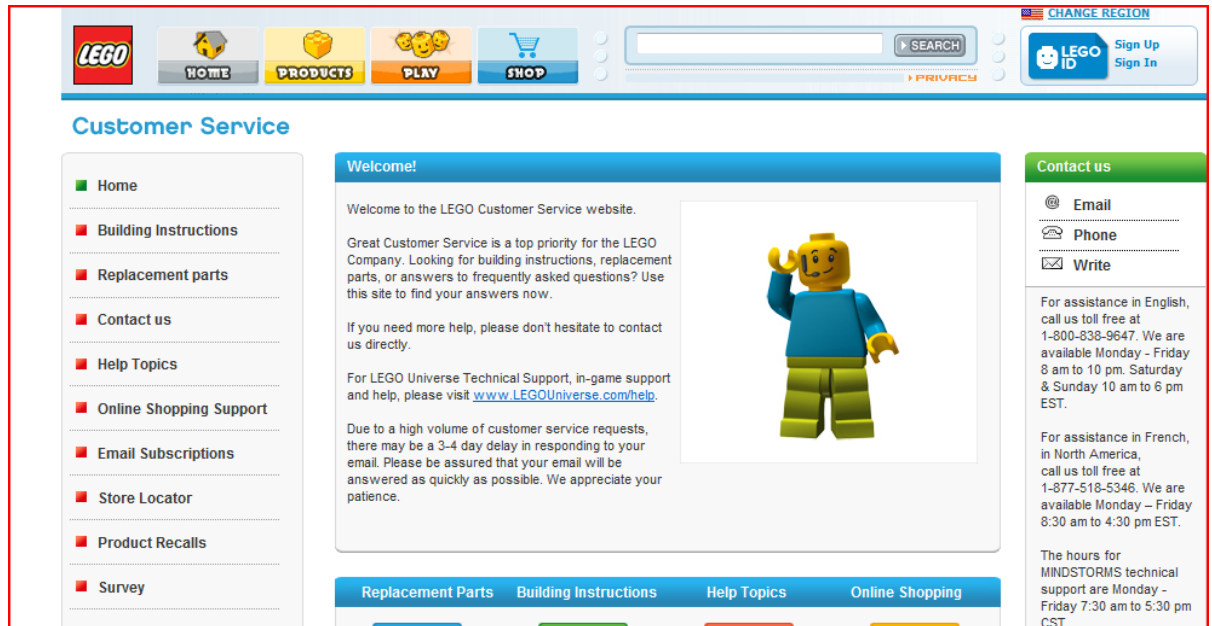
Think about two people who meet, are attracted to each other and then fall in love. Their emotions become more intense and deeper. You don’t want your customers falling in love with you, but you certainly want them falling in love with your business. To do that you must first attract them and then do everything you can to deepen the relationship.

In doing you will also develop multiple streams of income for the simple reason that internet marketing, public relations and customer service are blended into a new marketing beast you could call mark-pub-cust-serv (just kidding again!)

So how do you deepen customer relationships? Think of falling in love again and how you want to do everything you can to please the other person. "Oh Darling, you are so beautiful! I am so happy you are in my life. What can I do to make you happy? Tell me how I can prove my love for you! Anything you want, it's yours!"

Well, you get the idea. You have to prove to your customers that you love them and want them to love you back. Positive emotions create a positive reality and this is Law of Attraction marketing.

- Deliver a consistent message of customer love over and over again using a reliable email campaign delivering words of wisdom, great information and proof you truly care
- Develop a promotional offer that customers will find attractive and see as a sign you would love their business (like a free gift for leaving contact information)
- Make it easy for customers to get hold of you by giving them options like emailing, telephoning, chatting and even writing (yes...some people still write letters!)
- Concentrate on providing excellent customer service instead of just pushing products
- As for feedback and then use the information to improve customer service



(<http://service.lego.com>)

The Lego customer service site is ready to help customers in multiple ways. You notice this web page isn't primarily selling products; it's giving service. You can contact the company, get free instructions on building Lego toys, find store locations, read a Help section or even complete a survey and let the company what you are thinking.

Lego loves its customers! You need to love yours too. You can use the Law of Attraction concepts with very little monetary investment too. These are ideas and concepts that can be implemented and not expensive web design suggestions. Even if you are only operating a blog right now, you can still apply these concepts of "love thy potential and new customers".

4. MAKE YOUR BRAND ATTRACTIVE


“

”

The rule of my life is make business a pleasure, and pleasure my business.

-Aaron Burr

The Law of Attraction marketing focuses on feelings, emotions and attracting positive customer reactions. One of the best ways to attract customers to your business is through branding. In fact, when you understand what branding is all about it's possible to think that branding was developed from the Law of Attraction!

What's branding? Think Disney! Think FedEx! Think  !

A brand is an image and that image helps to differentiate your business or even you personally in the marketplace. You can have a positive or a negative image. What's a negative brand? Well think Wall Street in the middle of the recession or Lehman Brothers. A poor brand image is one that creates a negative reaction when people think about a business or business activity.

You might be thinking that you are just one lone marketer trying to make a living. But even a sole proprietor or home based entrepreneur wants to create a strong positive brand to attract positive responses.

Brands evoke emotional responses and mental images. They make people feel something about what's behind the brand. People trust a brand they become familiar with.

What's behind a strong positive brand?

- Excellent customer service
- Quality products or services
- Skills that make you unique among a crowd of retailers or service providers
- Experiences that make it possible to relate to customers on their level
- Honesty and truthfulness
- Name repetition and exposure

The last category is where so many internet businesses destroy their brand image. The make-a-million-in-a-month crowd is not being honest. Customers who fall for the hype and end up with broken promises and disappointment to show for their money forever more have bad memories they will call up when the business name or huckster is mentioned.

Law of Attraction marketing dictates that you create a truly authentic brand that is consistent when used in any marketing material. With a positive brand image you know that customers reading your copy or listening to what you have to say are receptive and willing to accept information from you from a vantage point of trust.

Think about how much easier it is to sell to someone who trusts you than it is to sell to someone doubting your veracity. A positive brand reflects a positive self-image and authenticity. Remember that the Law of Attraction says that positive thoughts create a positive reality.



Recognize this knitted image? What do you think when you see it? Do you think reliable personal computer? Stunning graphics? Reliable customer service? Trend setting products? If you don't have a positive image then ask yourself, why? Was it due to a faulty product you had trouble

exchanging? A rude customer service representative?

There are multiple tools you can use to brand yourself even when a one-person business.

- Use words that reflect your passion for what you sell or do
- Include personal information relative to your business in your marketing material such as your passion for good health or technology; an explanation of your special skills and expertise; or a description of why customer service is so important to you
- Be authentic and don't try to be Billy Mays when you are really low key like Bill Gates of Microsoft fame; people are attracted to those who are comfortable in their own skin
- Elaborate on how your particular talents, skills and creativity can bring value to a customer's life
- Maintain brand consistency whether you are printing flyers, posting a blog or developing a website

If you have a website or a blog then you want to develop a branding story. Here is a great blog that was posted on *Brand Story* at <http://www.brandstoryonline.com/category/brand-experience>.

The Shiny Side of the Truth

May 19th, 2010 by Rob | Posted in [Brand Experience](#), [Brand Story](#) |

"I want you to make an advertisement that is, well... basically a lie, because that will get people calling our store. Then we can sell them stuff."

—Recent post at [Clientsfromhell.net](#).

Several years ago, I had an assignment to write about an environmentally friendly laundry detergent. The product was pretty good. It was concentrated so it used significantly less packaging than other brands. The formula was made with more natural ingredients than the typical brand. And it was cheaper, per use. Unfortunately, it had

one major draw-back—it made whites look dingy. Sometimes it left blue spots on whites. Many customers who used it also kept a box of Tide in the laundry room to use when they had to wash their whites.

Shortly after I submitted my copy, which, if I remember right, focused on the environment, I found myself sitting in the CEO's office. He was livid. I hadn't told the right story, he said. His product matches Tide in performance. I replied that the research showed that it didn't. His response was, "Sometimes you need to tell the shiny side of the truth. That's what I want you to do."

Ah, the shiny side of the truth.

That would be the part of the truth that isn't true. It needs a little (sometimes a lot) of extra polishing to make it sound better than it is. The shiny side of the truth is a good story. It will attract new customers. And if it's a really good story, it will attract lots of new customers.

But what happens the moment customers learn that the story isn't exactly true? What happens when customers realize that the detergent you said was as good as Tide, leaves blue spots on your favorite shirt?

They stop being customers.

You've just sold your brand's most precious asset—trust—for a single purchase. Plus, you've lost the purchases of anyone the customer tells about her experience. At some point you run out of potential new customers, then what?

The brand story you share has to be good enough to get the customer to try your product. *And it has to be true.* If the brand experience isn't as good as the story you sold the customer on, you have wasted your only opportunity to turn a trial into a customer.

Once your customer tries your product, her experience is the brand story.

If you can't tell the truth, fix the experience.

5. MARKETING PIED PIPER: CALL TO ACTION

A common mistake that people is failing to issue a clear call to action on marketing material. This is once again true for both online and offline marketing material. When you have managed to attract the attention of customers the next step is to get them to act.

In other words, you want to encourage the customers you attract to click, buy, phone, send or visit. Of course, "buy" is the cream of the crop among actions.

Earlier we discussed the fact that marketing and public relations have blended into mark-pub-cust-serv. Now you can have a link on a website that promotes a product, makes it easy for customers to navigate *and* makes it possible to sell something to a customer. Click this! C'mon...follow me!



A call to action is really you pretending to be the Pied Piper. Do you remember that story? The piper would play his flute and people would line up behind him to follow him wherever he went. The Pied Piper had the Law of Attraction down pat. Make upbeat beautiful music and make it easy for people to follow you, and that is exactly what they will do.

Think of your calls to action as Pied Piper impersonators. Convince someone to click or listen or attend or visit or send and you can lead them right to your products and services.

Now you know that there are official rules about calls to action. These rules reflect information gathered by psychologists, social scientists and marketing experts who study consumer behavior. The Law of Attraction says you must focus on what you want to achieve and it will come to you. The Law of

Attraction marketing strategy says your calls to action must be focused in order to convince customers to...you got it...*Act!*

Here is an example of call to action link on Jim Cramer's Mad Money website at <http://www.cramers-mad-money.com>.



Here is another call to action example found on the Herbalife website at <http://www.herbalife.com>.

Get Started With Herbalife

Which areas of Herbalife interest you the most?
(Check all that apply)

- Weight Management
- Energy & Fitness
- Basic & Targeted Nutrition
- Personal Care
- Business Opportunity

▶ Find a Distributor

These two examples are show to give you a good idea of how a call to action can take many different forms. A call to action may say, "Learn more about..." or "Contact us for more information..." or "Click this link to see our product listing" or "Add this item to your shopping cart." There are so many ways to inspire action that they are too numerous to list.

The rules for calls to action include the following:

- Call to action should be placed on marketing material, including a website, so that it is prominent and easy to spot
- Call should create a positive emotional response (Yes! Let me click right now!!)
- It should be easy to figure out how to respond to the call
- Call should be loud and clear and easy to read
- A call should appear on all marketing material and every web page
- A call should make it clear what the next step is for the customer

A call to action doesn't have to request the customer buy something. You can use call to action requests to deepen the attraction customers have for your business. They can be used to take customers to a place where they can read more about you or your business for example.

Judicious use of calls to action can attract customers and help you keep them! Become a Pied Piper and convince people to follow you wherever you lead with your calls to action.

6. IT'S IN THE NUMBERS

We are not going to get too detailed about what are called analytics. But it's important to understand they exist and that you want to learn how to use some of them to understand what attracts people. In Law of Attraction marketing, you are going to please people by satisfying their desire to be pleased. In order to reach that goal you have to know what makes them tick.

Analytics used to be something only major websites and market researchers discussed. But with the web growing so larger, using the numbers to evaluate web traffic and user practices has become important. How are you going to know what you can do to attract new business unless you know what potential customers find attractive?

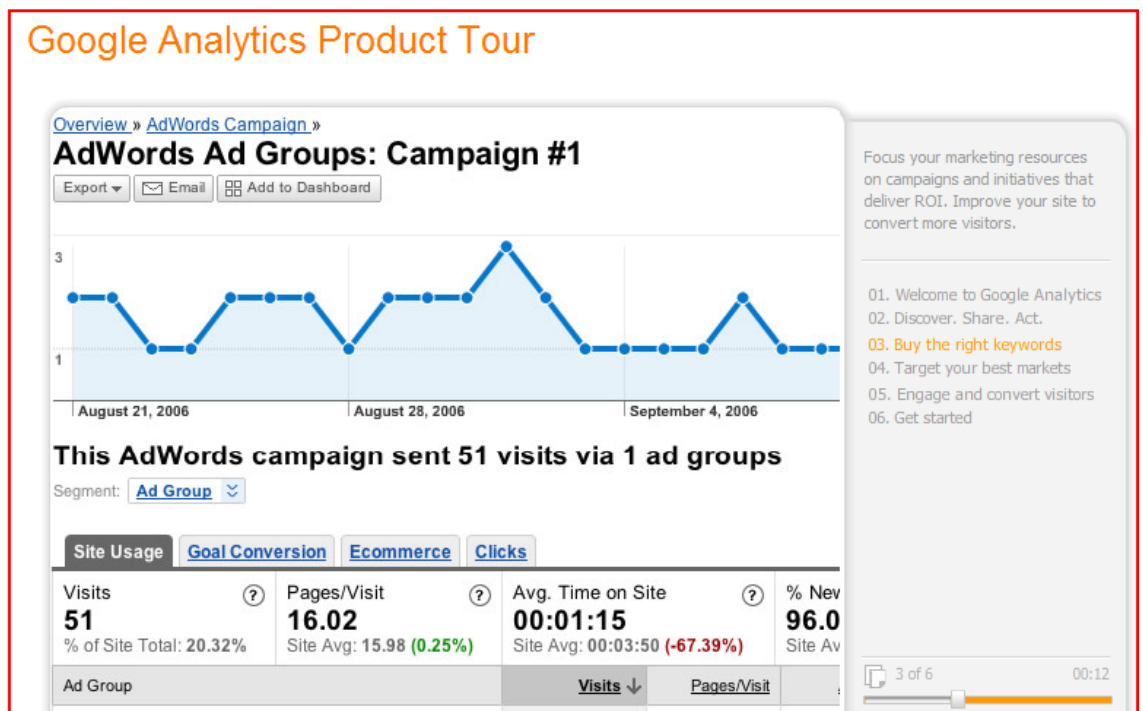
There are different kinds of analytics:

- **Traffic reporting**
How many people visited your website, how many pages were viewed, how many people were new visitors versus repeat visitors and where the site visitors came from (ad links, organic searches etc.)
- **E-commerce tracking**
How much you are earning from visitors sorted by source of visitors (i.e. how much did organic searchers buy from you versus how much ad link clickers spent)
- **Competition statistics**
Find the keywords attracting customers or compare traffic statistics from different websites; what topics are hot

It is beyond the scope of this document to discuss the details of the many ways you can evaluate your marketing efforts and find out what the market cares about. Here are some free or cheap websites where you find ways to gather data and information.






- Google Analytics (www.google.com/analytics)
- Yahoo! Web Analytics (<http://web.analytics.yahoo.com>)
- Webalizer (www.webalizer.com)
- Compete (<http://www.compete.com/>)
- Sawmill (www.sawmill.net)

Here's a screen shot from Google Analytics showing a sample of just one of the many statistics pages you can use to improve you attractiveness to customers.



Here's what you can get with a free membership in Compete:

Sign up for a free MyCompete account to access:

-  **Subdomains:** See all subdomains for a given site
-  **Tagging:** Tag and organize sites and subdomains
-  **Comparisons:** View up to 5 Sites at a time
-  **Portfolios:** Save groups of Site Comparisons
-  **CSV downloads:** Export Site Metrics to a CSV

Spend some time getting comfortable with the idea of using analytics.

7. LEVERAGE WITH CIRCLES

“The guy who invented the wheel was an idiot. The guy who invented the other three, he was a genius.”

-Sid Caesar

You are thinking about how you will succeed in your internet business and the positive juices are flowing. Success, as we have talked about, depends very heavily on having the right attitude. But a little leverage doesn't hurt either. Law of Attraction marketing combines the right attitude about success and it's not just your attitude we're talking about.

There are lots of people out there who have the right attitude and have already achieved success. So why not make life a little easier and take advantage of what they have already learned through trial and error and lots of effort.



Using leverage, in the mentoring sense, can be defined as taking the short path to success by learning from others. You can certainly do everything from scratch but why should you? A mentor is someone who shows you the ropes and shares valuable tips you can use to advance your attractiveness at a faster rate.

There is a Native American proverb that says, "Listen or your tongue will keep you deaf." Native American tribes believe in the power of circles. A group of people, sitting together in a circle, share reflective information for the collective good. Each person learns from what the others say and in the process learns to listen and share. Circles can grow and expand as necessary when people want to share.

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What a wonderful concept! A circle is using leverage to create new relationships and shared thought. The circle begins with a commitment by group members because you must be willing to share.

In the book *The Fifth Discipline*, Peter M. Senge shares a quote by Molly Baldwin who is the founder of Roca. Roca is an organization committed to helping young people live safe and nurtured lives. She said, "We have a saying we learned from a chief justice of a Navajo tribal court. He says, 'You can't get to a good place in a

bad way.' Circles keep us grounded in our connectedness and create community day by day as we confront whatever we have to confront together." (p. 265-266)

If this seems to wax a bit poetic about mentoring then you need to remember that this e-book promised to be different from the traditional e-book on internet marketing. This book wants to show you how you can use your particular attractiveness on an intellectual and emotional level to improve business results.



A mentor is someone who can teach you what they know. You can have one, two or a whole circle of mentors. Work with mentors and you can become a richer person in so many ways: intellectually, emotionally and financially.

The Law of Attraction can help you find important mentors. If you believe in yourself and your ability to succeed and stay focused on what you want in your life, then it means you will pursue all avenues of success. Along the way you are going to find people you want in your circle. Your positive attitude and enthusiasm will be recognized and rewarded by these mentors.

Mentors are found in many different ways:

- Business associates
- Online forums
- Online professional mentoring consultants
- Membership in professional organizations
- Workshops and seminars

You can also take advantage of professional advice offered in audio tapes, on DVDs and in books. If you know someone who has information you

want, it's also possible to interview the person. People who are full of positive energy will pursue every way possible to leverage information.

Leveraging mentor information and ideas into success is quite satisfying. You gain access to professional advice quickly and cheaply!

8. ATTRACT-ING EMAILS

In this age of technology, there is plenty of opportunity to inundate people with information they didn't ask for and don't want. For example, you can broadcast emails as far and as wide as you want to as many people as you want.

Do you know what happens to most of them? They get sent to that little trash can icon in one of two ways. The first way is the person receiving the email doesn't recognize the sender and so throws it away. The second way is the email gets sent right to spam.

Despite what you may have learned about email marketing in the past, you do not want to build a contact list with any and all email contacts. You want your list to be built with prequalified leads and people who have given you permission in some way to contact them through email.

If you inundate someone with emails they don't really want to read then you are going to soon be on their list of annoying people to avoid. If you are thinking that is okay because you don't get your feelings hurt easily, then think again. In Law of Attraction marketing you want to only do those activities that create positive responses.

When you bring a negative image on yourself then the whole business suffers. Remember the discussion on branding? When you are marketing, everything you do impacts your brand. Negative reactions to emails will project into a poor opinion of your whole business. Even if someone was interested in something you have for sale the potential customer just might refuse to make an order just because he or she doesn't like your methods.

You would think this would be obvious and yet every day email inboxes are filled with spam. In Law of Attraction marketing your goal is to build a spam-free email marketing system. How do you build an email list that attracts new customers while not scaring away the existing ones and also promotes sales?

- Don't use the blind CC line because spam filters recognize this trick and will block your emails
- Use opt-in boxes on your website and ask viewers to provide an email address

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- Add the email addresses of people who voluntarily give them to you through offline marketing activities (think: I'll give a free promotional offer if you give me your email address)



- Send emails that have information of value in them so the reader wants to read to the end
- Add a call to action link in the email that is part of a well-worded professional sounding email with the link taking the reader to a landing page
- Target the emails you send to market segments (i.e. one email to those indicating they want to lose weight and a different email to those who are interested in staying health with dietary supplementation)
- Include information in the email that is about a product, service, promotion, newsletter or anything else directly related to your business
- Use autoresponders to provide excellent service to customers

There is a right way and a wrong way to use emails for marketing. The right way will net you new business and help you retain customers. The right way attracts new customers and makes your business look attractive. But use them the wrong way and you can cause irreparable damage.

9. THE MONEY MANTRA

The following statements from the book *The One Minute Millionaire* by Mark Victor Hansen and Robert G. Allen speak for themselves.

"I am a money magnet."

I am a money magnet.
I like money and money likes me.
I attract money.
I attract money 24 hours a day.
I earn bountiful amounts of money.
I wisely know how to create money.
I know that I will always have more money in my future...
The money that I create keeps multiplying...
I am forever enjoying more and more money.
I have infinite money – more than enough for my every want...
I cheerfully save money.
I faithfully save 10% of all the money I earn.
I wisely invest my money.
I see my money re-creating itself effortlessly.
Money rushes to me in every form and fashion.
I have lots and lots of money.
I have money in my mind, in my future, in my pocket, in my wallet...
I enjoy money and money enjoys me.
Money and all its equivalents are attracted to me.
Money is forever making me infinitely better off.
All that I do creates surplus, abundance, and plenty for myself and everyone else. (Three Rivers Press, p. 120)



You should repeat the money mantra to yourself every morning and every night. You must believe in yourself without equivocation. You must believe you can attract money by keeping a positive attitude and using proven internet marketing tools. As we have discussed, people who have an upbeat focused approach are the ones customers are attracted to. They are the ones who seek out mentors.

They are the ones that attract money.

10. THE FEAR OF POVERTY AND "LUCK"

“*Poverty sits by the cradle of all our great men and rocks all of them to manhood.*”

-Heinrich Heine

Anyone who has a passion for their business is bound to have heard of Napoleon Hill, the author of *Think and Grow Rich*. In his chapter titled “How to Outwit the Six Ghosts of Fear” you read that people have common worries that can lead to inactivity or inertia. These fears are:

1. Fear of *poverty*
2. Fear of *criticism*
3. Fear of *ill health*
4. Fear of *loss of love of someone*
5. Fear of *old age*
6. Fear of *death*

When you look at this list (found on p. 262 in Penguin books printing with introduction by Dr. Arthur R. Pell) it is easy to see that old age and death are inevitable; loss of love and ill health are events we hope don't happen; and response to criticism controllable. It is only poverty that can be prevented.

We talked about the Law of Attraction and the importance of maintaining a positive attitude at all times. Hill writes, “We can create nothing that is not first conceived in the form of an impulse of thought. Following this statement comes another of still greater importance, namely, THOUGHT IMPULSES BEGIN IMMEDIATELY TO TRANSLATE THEMSELVES INTO THEIR PHYSICAL EQUIVALENT, WHETHER THOSE THOUGHTS ARE VOLUNTARY OR INVOLUNTARY.”

Are some people just lucky? Do you know someone who started an internet business and had 100 customers the first month, while you are struggling to get 10? Or did that other person learn how to turn the positive energy force in nature to his or her benefit?

You just might be saying at this point, "What a lot of hooey! Energy forces? Positive vibrations? Bah...humbug... He was just in the right place at the right time and I wasn't!"

Do you really believe that?

Why was he in a good spot for starting a business but you weren't? Could it be you have not done everything you should have to succeed? The fear of poverty drives some to relentless action and some to inevitability.

Napoleon Hill realized that people have a fear of being poor. He also acknowledged that many don't realize that they are letting their fear control them simply because it's too challenging to change the course of that fear. As a result the symptoms of fear of poverty are ignored, and these symptoms include bad habits and negative thinking that creates its own bad luck. Out of fear of poverty, people tell themselves that they need to stay right where they are and not make too many changes in their lives.

In other words, you don't have to believe in negative energy or bad vibrations to fail in business. But if you let fear of failing cause inertia, you can expect the same end results as if you do!

Following are the symptoms of fear of poverty as outlined by Napoleon Hill but adapted to internet marketing.

INDECISION

Do you stay on the fence and have trouble making decisions? Do you let others control your thinking? For example, have you been trying to decide for months whether you should start an internet business, and in the meantime your full-time job is at risk of being eliminated?

DOUBT

Hill points out that people who have doubts about their ability to succeed will often criticize those who do. People filled with doubts will also call other people "lucky" or as having "the Midas touch."

If you have doubts about your ability to succeed in internet marketing then you also have a list of excuses as to why you have failed to act. It's not the right time. You don't have time. You can't afford to pay for website development (so start a free blog!). You already gave up on making your first million.

WORRY



This is a good one! You worry you won't make it. You worry that something will go wrong. You worry you might waste a few hundred dollars. You are nervous about internet security. Worry... worry... worry... yourself right into inactivity or nonproductive activity. You can bite your fingernails instead of working your internet business.

OVERCAUTION

So you heard that marketing with social media is a great way to go viral. But what if you set up a Face-book account and get a virus on your computer? And what if someone writes a negative comment? What if you don't get any friends and everyone thinks you are a nerd because of it? Aahhh...WHAT IF???

People who are overcautious are always looking at what can go wrong instead of what can go right. They concentrate on failing instead of succeeding. In the meantime, other internet businesses are promoting their products and services to their niche market using free Face-book, MySpace

or LinkedIn social media accounts. You are left wondering how to reach your niche market without spending a fortune on marketing.

PROCRASTINATION

Yes it's true that you can put off until tomorrow what you could have done today. You can call up all your excuses for not learning how to use some of the internet marketing tools like banner advertising, adding streaming video to your website or tweeting.

Heck, if you haven't started an internet business, then why not wait?! You can let your good idea go to waste and let other businesses sell inferior products or services. Don't accept responsibility for your destiny and just let things roll as they will. Count your pennies..tomorrow...and let the riches pass you by.

Indecision, doubt, worry, over-cautiousness and procrastination are all symptoms of the fear of poverty according to Hill. Do you see yourself in any of these descriptions? If so you are most likely not doing everything you can to grow your business.

11. IS YOUR WEBSITE RICH?

“*The Internet is becoming the town square for the global village of tomorrow.*”

-Bill Gates

People love to read quotes by famous people. It's just one of those little facts of life that you can turn to your advantage. In fact, attraction marketing means using tools and techniques that attract the right kind of customer to your business.

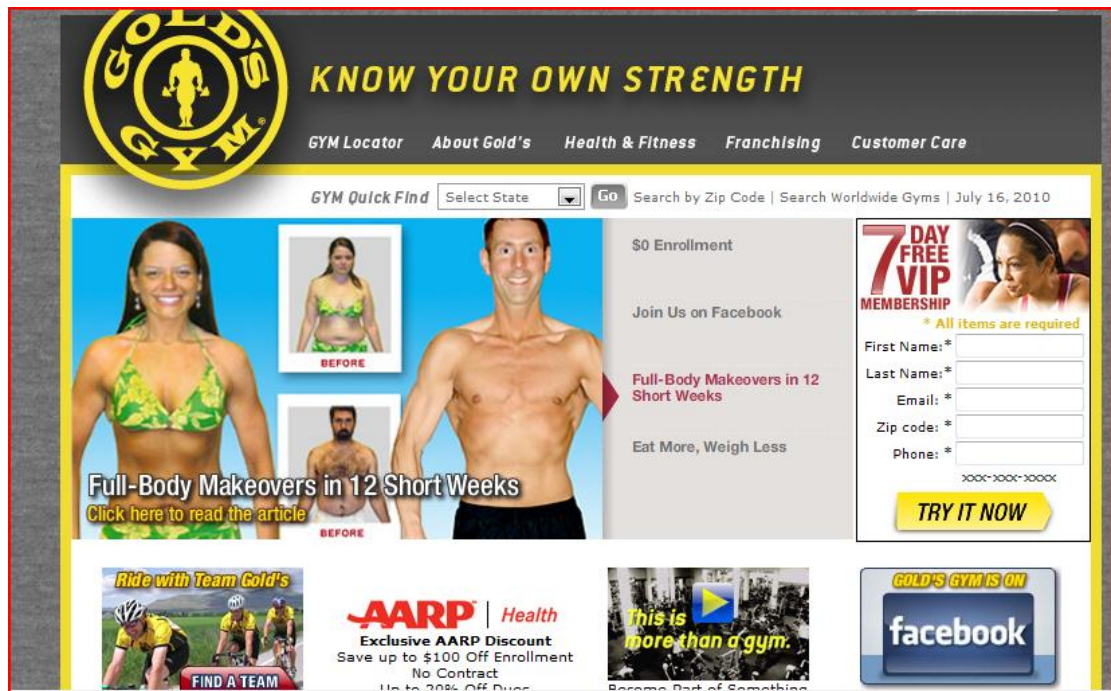
If you cater to a market that appreciates humor then you can add funny quotes. If you want to inspire people then go for the inspirational quotes. It's not really the quote itself that markets but the fact the quote humanizes a website.

The Law of Attraction marketing dictates that you do what you have to do to project your persona and your passion for your business. A website can be cold and uninviting unless you offer viewers treats and inspiring content. You can turn your website into a favorite stop over spot on the internet by adding rich content that makes your site useful, interesting and fun to visit.

One of the new rules of online marketing is that you have to give people something free to convince them you really care. Earlier we discussed some of the ways to add value to your marketing efforts, and making your online content varied and fresh is yet another value addition.

Attracting visitors to your website is just the first step. You have to keep the visitor on your site once there and convince him or her to return again and again. The more reasons you give someone to stay or return to your business, the more likely you are to make a sale.

You don't have to have a lot of elaborate features. You just need to make your customers feel comfortable. Here is a website for Gold's Gym at <http://www.goldsgym.com/>. It offers a free 7-day VIP membership; a testimonial from 'real' people who remind viewers of themselves; an AARP discount; a zero dollar enrollment; and help finding a local Gold Gym's team. In other words, there are a number of items meant to make the customer feel wanted and loved.



Law of Attraction marketing always comes back to creating emotions. That is how bonds are formed. You don't have to offer a lot of free items that cost money. You can add features like the daily quote just mentioned. Or you might want to include a weekly funny cartoon on your website.

Maybe you will offer an informative tip of the day related to your business. For example, if you have a fitness website you could offer a free exercise tip each day. It doesn't have to be long, but it does have to have value to people who are most likely to become customers.

Websites can be enriched with testimonials, a link to a one page newsletter filled with relevant information, or a summary of current research on products.

12.

LESS THAN ATTRACTIVE WEBSITES

The Law of Attraction marketing doesn't really say you should avoid unattractive websites, but we're making that a principle right now. Nothing will chase a browser away faster than a website that assaults the senses. Here is a sample of a website that is hard on the eyes.

(<http://www.globalaigs.org>)



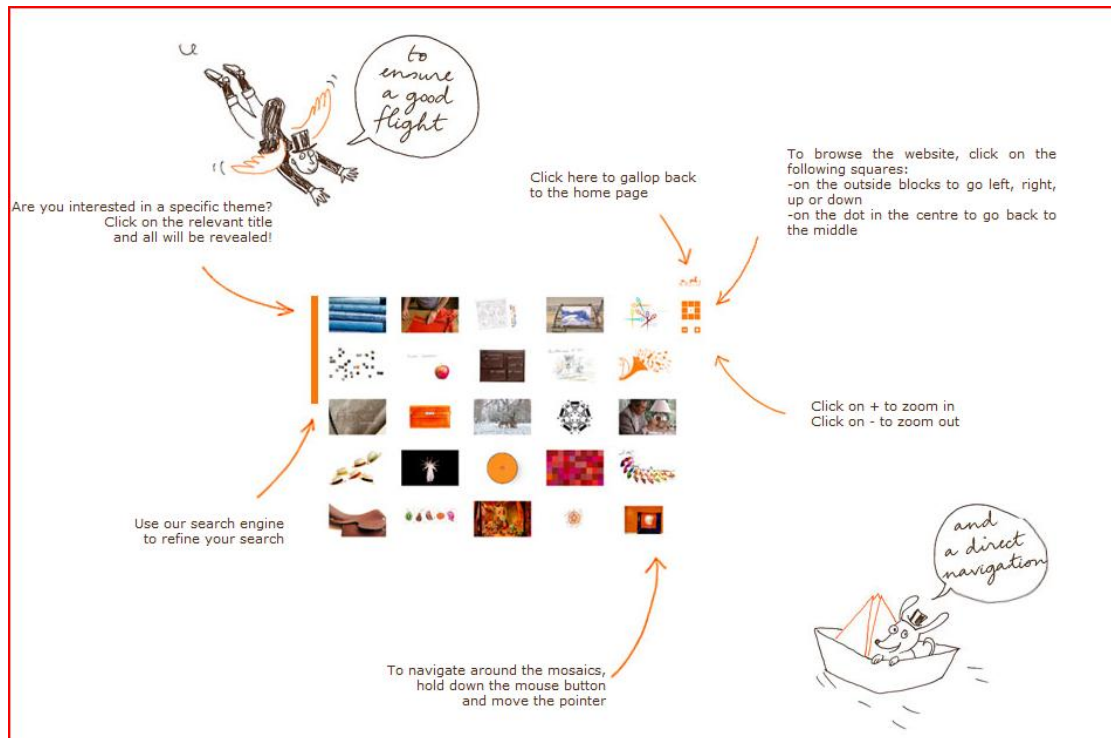
Though you may like the colors, many people find them harsh. You will notice when browsing that colors usually blend together into a pleasing picture on the best websites. On this site the colors are quite garish. The links are difficult to understand too because they are like a laundry list with the programs and contact links buried half way down.

In addition, the whole layout is not creative in the list. It is basically a lot of boxes filled with text.

Hermès (<http://lesailles.hermes.com>) has one of the most difficult websites to understand and navigate, besides being unattractive by most standards. It is so difficult to understand the opening page that they have this version with directions. But finding it takes a minute because you have to click on an unidentified question mark to get this page to come up.

In fact, on this website the graphics are unintelligible and almost odd. When you have to have webpage that explains how to use a webpage you would think that would be an indication over a design problem. Of course, this brings up another point. It's okay to be trendy but you can go overboard too.

When you are designing your website for a particular type of customer you have to make sure it appeals to the market you are trying to reach.



In some respects you can apply the human attraction characteristics to what makes attractive websites. The website should have a pleasing “personality” for example. It should be inviting and easy to communicate with. You should be able to understand what it is saying. It should not be “in your face” if you will excuse a bit of slang.

It is frustrating to visit a website you know has good information and be unable to find it. It doesn't take long for people to abandon a site they can't maneuver through or around easily. Links should be well-placed and obvious. Did you know that the spot a link occupies can affect your sales? Move a link from the bottom corner of a page to the top of the page where it's eye level and sales will rise.

Here are a few more rules about web design.

- Include high quality content
- Keep instruction simple because viewers aren't going to read an instruction manual to learn how to click around the website

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- Make it easy for customers to find the important links like product listing or descriptions
- Make sure the background and text colors mix well and that text is easily readable
- Keep opt-in forms or subscriber boxes very basic
- Writing should be grammatically correct and error free
- Don't try to be cute because it annoys people who are just trying to find and buy what they need and want to get the job done as quickly as possible
- Keep the website fairly simple and don't let it get too busy looking or too "stuffed"
- Make sure all the links on the website work properly

To attract and keep customers, you need to pay attention to website design and functionality.

13. SHARING THE NEWS

So you think you are too small to issue news releases? Think again! Press releases should be included in Law of Attraction marketing. It's true! You don't have to be a large company to take advantage of the press release or the virtual newsroom. Many small business owners just don't fully realize that the internet has truly leveled the playing field in many ways.

Remember how we talked about the fact that your thinking leads to real events? Your thinking can also lead to inaction. If you are stuck in a mindset that harkens back to the days when press releases were reserved for major news events by large corporations then you aren't going to write press releases.

But press releases offer a way to attract new customers and to expand your presence on the internet. Press releases fit perfectly within the context of positive thinking because they say, "Hey...look at me...and what I accomplished just to add value to YOUR life!"

Of course, if you have never written a press release before then the task can seem a bit daunting. But there is an amazing number of free press writing templates online to help you with the standard formatting. One thing you should know is that press releases do need to follow a particular format before they will be considered by news media.

A quick Google search found plenty of free templates like this one at <http://www.ducttapemarketing.com/Instant-Press-Release.htm>.

The screenshot shows the website for Duct Tape Marketing. The main navigation bar includes links for About, Products, Coaching, Articles, Blog, Resources, and Biz 4 Sale. The current page is titled "Instant Press Release Writing Software and Template". The main content area features a large heading "Instant Press Release" and a sub-heading "Free Online Press Release Creator Allows You To Instantly Create Powerful, Attention Grabbing, Perfectly Formatted Press Releases in an instant." Below this, there is a testimonial and a call to action. The sidebar on the right contains several sections: "Duct Tape Marketing Article Archive", "Duct Tape Marketing Resource Center", "Duct Tape Marketing Workshops", and "About John Jantsch". There is also a "Learn the Secrets to Growing Your Small Business Like Crazy" section with a form for a free report. At the bottom right, there is a Samsung logo with the slogan "TURN ON TOMORROW".

What makes a press release different from other marketing media materials is that the information is meant to announce important information about your product, service or business and should not be filled with marketing hype. A press release is not a sales flyer. It is *news!*

A press release can perform a number of business functions.

- Expand your online presence
- Promote your quality reputation
- Add a sense of authenticity to your business
- Increase sales of products and services

A press release is not intended to be a flashy marketing announcement. You don't add graphics and cheesy looking animation or big screaming headlines (even if you are tempted!). Resist! Resist!

The press release can inform readers of new products or product enhancements; new services; personal information that enhances your reputation; a new partnership; revolutionary additions to your website or any other information online newsrooms might be interested in. You don't have to wait for big news to issue a press release. You can send them as often as you want as long as you have something of interest to say. Sorry..."Buy this"...won't cut it.

The press release is not complicated. It is made up of a headline, a few paragraphs, a quote by you and contact information. Yes, it really is that simple and the templates mentioned earlier can walk you through them. But there are a few things you can do that help your online press release get you maximum benefits.

- Write press releases your customers would be interested in reading
- Use plenty of the keywords your customers would use
- Write about a topic in a way that makes consumers believe they need to take advantage of this new offer or opportunity right now
- Include links to your website or blog
- Add tags (more on that topic later)

If you are not comfortable writing your own press release then you can always pay someone to do it for you. There are ghostwriting companies like Exquisite Writing at <http://www.exquisitewriting.com/> that can help for a small fee.

Once your press release is written, what then? You want to get it posted online in as many places as possible. You can submit your press releases yourself to editors and reporters but you need to know the truth. It can be difficult to get your press release noticed because yours will be just one of thousands being submitted every day. Under the best circumstances, your press release will be picked up by Google, Yahoo or MSN news services.

There are free and inexpensive ways to submit though. Check out these websites and find loads of useful information and free press release service.

- Free-Press-Release.com (<http://www.free-press-release.com/>)
- 24-7pressrelease (<http://www.24-7pressrelease.com/>)
- Free Publicity (www.freepublicity.com)
- Paul Hartunion's Free Publicity Information (<http://www.hartunian.com/>)

Naturally the services that charge you can offer a greater chance of getting your press release picked up by the big media companies such as Google News. Here are a few you can look at and see if any fit your budget and needs. You're warned though – some can get expensive. If nothing else you can get some free tips and ideas on how to promote your business.

- PRWeb (www.prweb.com)
- PR Newswire (<http://www.prnewswire.com/>)
- Internet News Bureau (www.internetnewsbureau.com)

Search on the internet and you can find affordable press release companies like:

- 99centarticles
(http://www.99centarticles.com/press_release_package.html)

You can set up a virtual newsroom on your website or blog too. Readers or viewers could click a link that takes them to a spot where you have all your public relations material. There could be photos, past press releases, announcements and links to news sites that have published your news releases.

In many internet marketing e-books focused on small businesses working on a budget, the subject of press releases is ignored. Yet press releases and virtual newsrooms make ideal customer attractors. Isn't that what the Law of Attraction marketing is all about – finding and keeping customers?

But press releases also offer another advantage. They can help you humanize your online business through quotes and descriptions of your expertise. People can get to know you better and learn to trust you. It's attraction marketing at its finest!

14. THE LONG TAIL

This section on Law of Attraction marketing talks about the Long Tail which was first described in an article in *Wired* magazine that was written by Christ Anderson. One of the facts of internet is that there is opportunity for everyone, but the sheer size of cyberspace scares some people who would be ideal entrepreneurs.

There's a two-edged sword so to speak. The accessibility of the internet calls out to millions of people who want to run their own businesses, but its enormous size and complexity can make it seem only ideal for people with lots of money to invest in elaborate websites and expensive marketing strategies.

This section intends on showing you how to break the unmanageable market down into a niche market so that internet marketing is targeted and economical. The article *The Long Tail* is used as a frame of reference. This article was turned into a book that has great advice for every internet marketer – big and small.

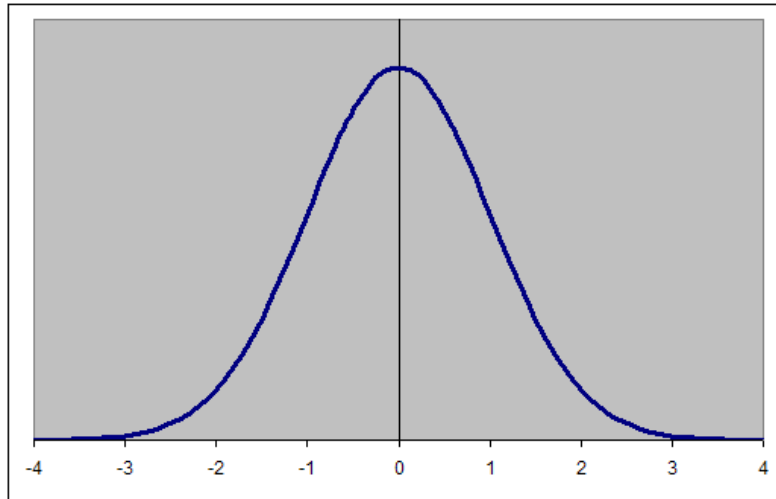
Law of Attraction marketing says to give customers what they want in the way of products or services and back it up with outstanding customer service. But you have to back up and start at the beginning. Who is the customer?

Here is where small entrepreneurs often set themselves up for failure. If you say that your customers are "the whole internet" or "everyone" then you don't understand marketing. The customers you want to attract should be narrowly defined and rest assured you will still have millions to potentially serve.

So what's this about the Long Tail? Here it is in a nutshell. At www.thelongtail.com/about.html you can read:

The theory of the Long Tail is that our culture and economy is increasingly shifting away from a focus on a relatively small number of "hits" (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail. As the costs of production and distribution fall, especially online, there is now less need to lump products and consumers into one-size-fits-all containers. In an era without

the constraints of physical shelf space and other bottlenecks of distribution, narrowly targeted good and services can be as economically attractive as mainstream fare.



(http://www.tushar-mehta.com/excel/charts/normal_distribution/)

What the heck does this mean to the internet business person on a shoestring budget? It means opportunity! The keywords are “niches” and “narrowly targeted.”

In practical terms this means you don't have to compete with the giant marketers making 80% of the revenue selling 20% of the products. You can go to the lower ends of the chart and find a niche market. *The Long Tail* says that 98 percent of the products will be purchased.

In other words, you can define a small niche market to target and then concentrate on it. In the Law of Attraction, what you focus on is what you realize. Focus on a carefully defined customer profile and then sell to that market.

In *The Long Tail* one of the main messages is that there is a huge underserved market filled with customers looking for books printed in 1898 or Big Band era music or John Wayne movies or cookbooks printed by church groups or collectible salt and pepper shakers or anything else you can think of.

If you think about, eBay is a forerunner of the concept of internet niche marketing. When you list something for sale on the site you must choose a narrowly defined category like music = CDs = pre-1965 recordings = Motown = female singers = blues and so on.

The Long Tail theory says that the best marketing strategy is to target the underserved customers and not the mainstream market. Instead of going head-to-head with giants like Amazon, Radio Shack or iTunes, you can describe a market that is not being served well or even at all. Decide what you want to sell, define the niche market and then create perfect just-right content to attract the narrowly defined customer.

To define an underserved market you should first do some research. Go ahead and Google the broad product or service category. For example, Google "fitness" and be prepared to get millions of pages of websites. Now begin to break down fitness into smaller categories. How about "fit over 50 years old" and then "fit women over 50 years old" and then "fit women over 50 years old who can't go to a gym" and then "fit women over 50 years old who can't go to a gym and need personal training" and so on. As you narrow your market the customer profile becomes clearer and clearer.

There is a big difference between offering personal training services to everyone and offering in-home personal training services to women over 50 who need flexible scheduling.

One of the concepts *The Long Tail* talks about is the fact that customers can now connect with each other. Before mass internet marketing, brick-and-mortar customers didn't really interact. Now they can exchange information, ideas, comments, criticisms, product reviews and much more. This is creating active small online communities that help each other find what they are looking for. This creates the ideal opportunities for marketing through forums, chat rooms, social media and more.

The small internet marketing entrepreneur has a world of opportunity. If you can think of it then there is a market waiting to buy it. That is what Law of Attraction marketing is all about!

15. DON'T WRITE ABOUT YOUR PRODUCTS

Previously we discussed the importance of word choice and branding to internet marketing. But now let's talk for a minute about using online content that is not a sales pitch but is meant to drive customers to your website or blog.

One of the best ways to attract people to your business is to present yourself as an expert. You can become a leader on a topic. If you have followed your passion as suggested then you are probably well versed in your field of interest. There are many experts out there who never share what they know. In fact, many don't even see themselves as experts even though they are!

For example, perhaps you are an expert on Conder Tokens like the ones you can find on the Conder Token Gallery at <http://www.wnccoins.com/0029.htm>. The coins were manufactured in the late 18th century and there is a niche market of collectors fascinated with the coins. They buy, trade, and sell the coins regularly and are always anxious for news about the Conder coin market. Collectors and investors enjoy sharing news about coin discoveries, coin forgeries and coin grading.

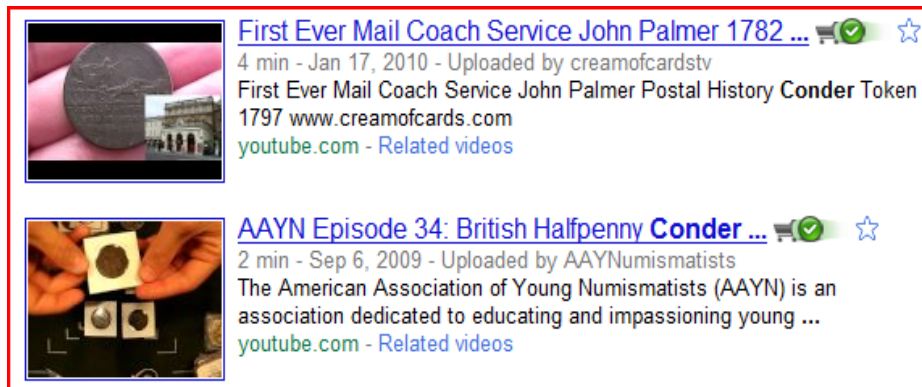
	CAMBRIDGESHIRE Issuer Unknown FARTHING TOKEN	
1795	EF	D&H - 36
EDGE: Milled		
Issued for general circulation MINTAGE: 61,000		
DIESINKER: Thomas Wyon MANUFACTURER: Peter Kempson		
	CHESHIRE MacClesfield HALFPENNY TOKEN	
1791	VF	D&H - 40

If you are an expert on Conder coins and have a coin business then you also have the perfect opportunity to promote your business by *not* writing about your products. Yes...you read

right. Instead of writing about the products you have for sale, you will write about coin collecting or about various Conder coins from an expert viewpoint. You will help people solve problems, find information and explain how to avoid buying fraudulent coins.

What you will *not* write about is your business. Your topics should have broad applicability to the niche market. You can provide this information in a number of ways. Continuing with Conder Coins as the topic, you can:

- Write topical e-books – a short virtual booklet in PDF format that discusses Conder Coins (consumers have to buy the long information filled version)
- Publish newsletters – information filled page you can post on your website or link to in your blog that addresses Conder coin topics
- Post online videos with interesting lectures on particular coins or educating the public



- Start a blog – information filled blog on ConderCoins that lets the marketplace leave comments
- Write articles – and post on ezine websites
- Leave comments on topical blogs and forums that will publish your name

The purpose of posting these online items online is to establish your reputation as an expert. You will include your name and links to your website or blog but you will not try to sell or advertising anything. The more your name gets out there and is connected with a particular topic, the more customers you will attract to your website.

This is an excellent attraction marketing strategy. It's free or inexpensive and it will attract the specific type of customer who is most likely to buy your

products or services. In the preceding section we talked about niche marketing. Well here is a way to reach deep into that niche market.

The more you post online, the better BUT the material must be high quality. You can't write poor quality content and expect people to respect you. The information must be well researched and valuable. You should read a variety of blogs to find out what problems people are having and then offer solutions. That will get people's attention quickly.

Thoughtful content posted online is another form of Law of Attraction marketing. It's simple to do and is sure to attract people in your niche market.

16

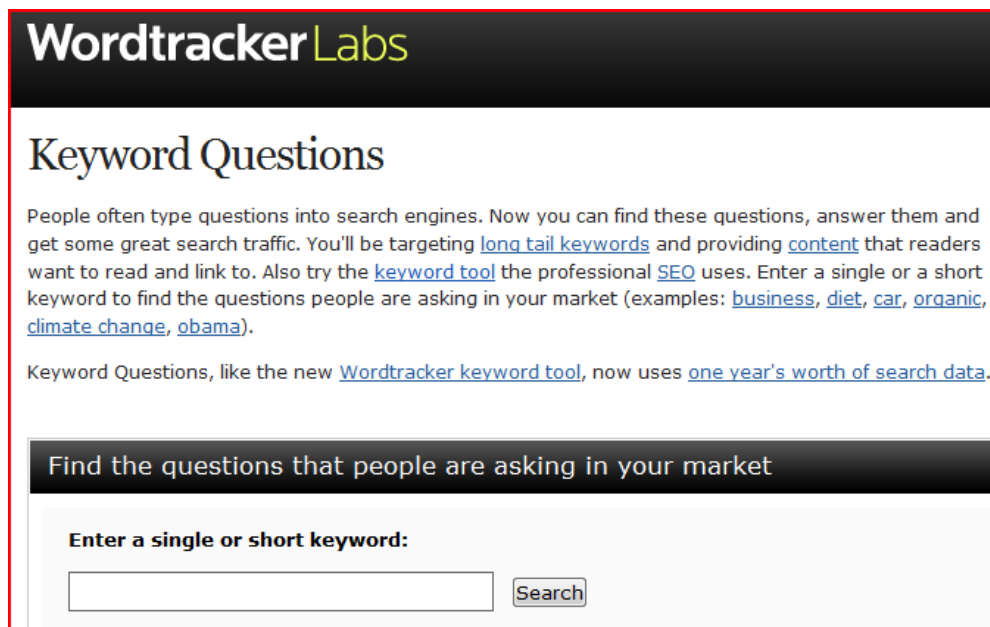
THE CASE FOR KEYWORDS

You have certainly heard of keywords, and we are not going to go over information you probably know already. Suffice it to say that keywords are used by search engines in a number of ways to result search results. Keywords are placed on websites, in articles, on blogs and in ad campaigns. The goal is to make it easier for internet browsers to find you.

What many people new to internet marketing don't know is that there are several free tools available online to help you pinpoint keywords used most frequently by internet users. This can help you write content that is on target using phrases and words that your customers are using.

Law of Attraction marketing focuses on taking advantage of everything possible to attract new customers. Here are examples of three keyword tracking tools you should use regularly to refine your content writing.

The first example is Wordtracker. There are two screenshots that follow this explanation. The first screen is where you enter a keyword. The second screen shows results.



Wordtracker Labs

Keyword Questions

People often type questions into search engines. Now you can find these questions, answer them and get some great search traffic. You'll be targeting [long tail keywords](#) and providing [content](#) that readers want to read and link to. Also try the [keyword tool](#) the professional [SEO](#) uses. Enter a single or a short keyword to find the questions people are asking in your market (examples: [business](#), [diet](#), [car](#), [organic](#), [climate change](#), [obama](#)).

Keyword Questions, like the new [Wordtracker keyword tool](#), now uses [one year's worth of search data](#).

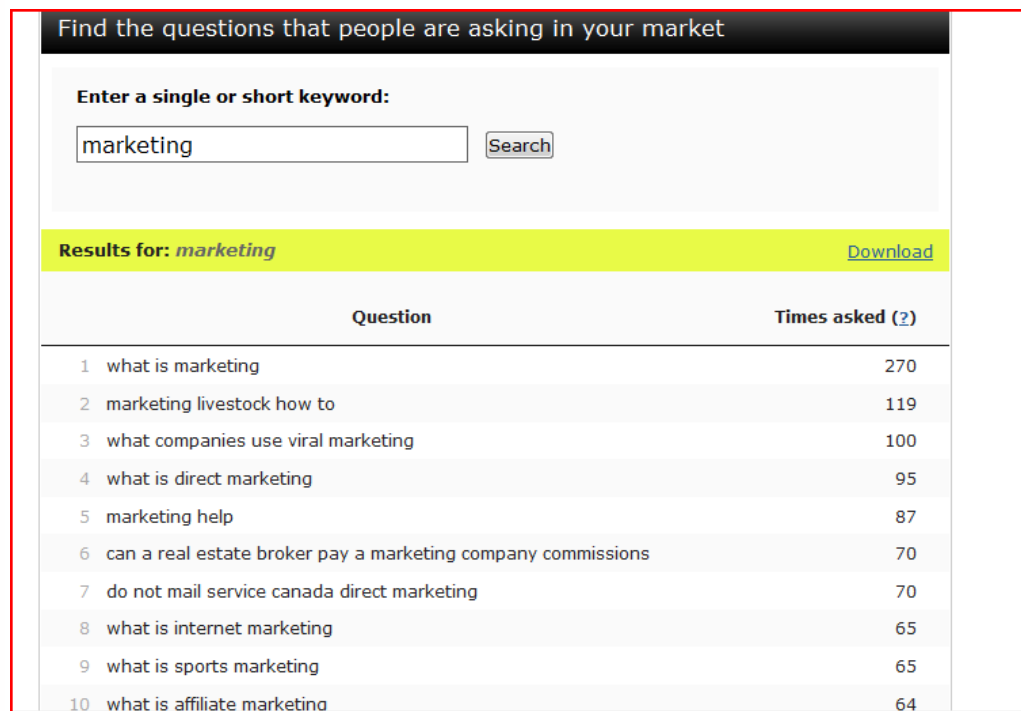
Find the questions that people are asking in your market

Enter a single or short keyword:

(Screen 1 of 2: Accessed at <http://labs.wordtracker.com/keyword-questions>)

In the second screen you see the first 10 results from entering the keyword “marketing” in the input box. The results will list the top 100 questions people type using the keyword you entered. In this case, the number one question is, “What is marketing?”

Now you know how to attract customers interested in learning about marketing. You will answer the question in articles, blogs, in your newsletter and so on. You should realize at this stage that Law of Attraction marketing involves providing value to customers by helping them solve problems.



The screenshot shows a web interface for finding questions. At the top, a black header reads "Find the questions that people are asking in your market". Below this is a search section with the prompt "Enter a single or short keyword:", a text input field containing "marketing", and a "Search" button. A yellow bar below the search section indicates "Results for: marketing" with a "Download" link on the right. The main content is a table with two columns: "Question" and "Times asked (?)". The table lists 10 questions, with "what is marketing" being the most frequent at 270 times.

	Question	Times asked (?)
1	what is marketing	270
2	marketing livestock how to	119
3	what companies use viral marketing	100
4	what is direct marketing	95
5	marketing help	87
6	can a real estate broker pay a marketing company commissions	70
7	do not mail service canada direct marketing	70
8	what is internet marketing	65
9	what is sports marketing	65
10	what is affiliate marketing	64

(Screen 2 of 2: Accessed at <http://labs.wordtracker.com/keyword-questions/questions?seed=marketing>)

In the next keyword tool named KWMap, you simply enter a keyword and it shows you the related keywords in picture form and in a list. Taking advantage of tools like this will take the guesswork out of deciding which words customers are using when looking for information on a particular product or service.

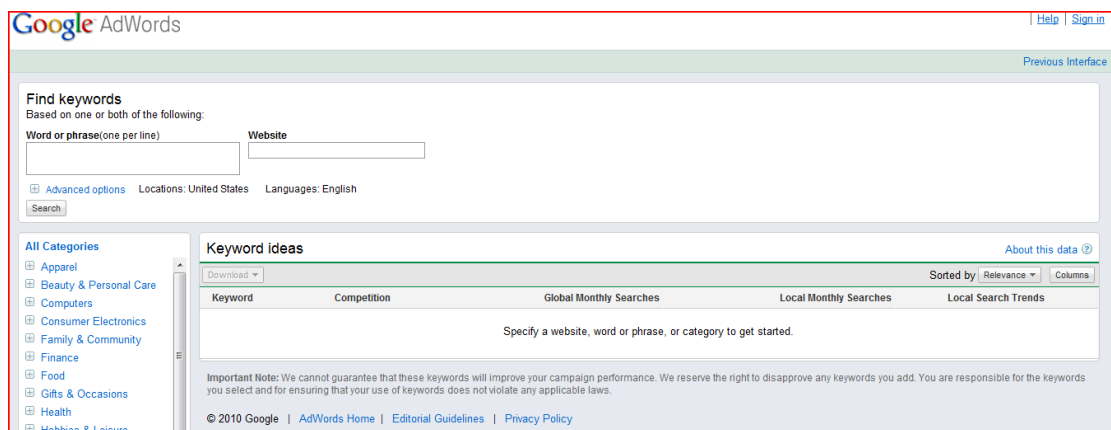
In fact, the keyword search tools are like brainstorming sessions. Not only do you get information on keywords, you can also get new ideas to use when you are marketing.

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(Accessed at <http://www.kwmap.com/marketing.html>)

Then there is the Google AdWords find keywords tool. You knew Google would be on the list because it's the powerhouse search engine backed by extensive research. It's free and easy to use. It works like the other keyword tools. Just pick a word, enter it in the input box and let the software do the keyword searching for you.



(Accessed at https://adwords.google.com/o/Targeting/Explorer?_u=1000000000&_c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none)

There are also keyword tracking companies that charge for their services.

- Wordze (<http://www.wordze.com>)
- Wordstream (<http://www.wordstream.com/keyword-discovery-tool>)

Keywords will always play an important role in internet marketing. They are the words that attract the very people most likely to buy your products or to need your services. As you use the keyword tracking tools, you can develop a list of words that you will regularly call on when writing content of any kind.

In other words ... attract with words!

17. I'M SO PRETTY...OH SO PRETTY!

If you are over 50 years old or enjoy attending musical theater, then you are sure to remember the song "I Feel Pretty" from West Side Story.

*I feel pretty,
Oh, so pretty,
I feel pretty and witty and bright!
And I pity
Any girl who isn't me tonight.*

*I feel charming,
Oh, so charming
It's alarming how charming I feel!
And so pretty
That I hardly can believe I'm real.*

*See the pretty girl in that mirror there:
Who can that attractive girl be?
Such a pretty face,
Such a pretty dress,
Such a pretty smile,
Such a pretty me!*

*I feel stunning
And entrancing,
Feel like running and dancing for joy ...*



It's hard not to smile to yourself when hearing this song. The character Maria is feeling pretty doggone good about herself as she sings about her new boyfriend. When people have friends and good news they want to share it with others. When other people make us feel good about ourselves, we want to share that too. So is it any wonder that online social media tools have grown with such vigor?

You can look pretty or as handsome or funny or cute or anything else you want when you post pictures of yourself online. And you can tell all your

friends about the good things happening in your life. Now convert that social interaction to social interaction with a business purpose and you are using Law of Attraction marketing.

It's a lot easier to attract people when you can personalize your cyber presence. Social networking is not just popular. It is phenomenally popular. Consider the 2009 statistics reported in a white paper by the research company ComScore(<http://www.comscore.com/>).

Social Networking Remains One of the Web's Top Activities in 2009

Social networking continued to gain momentum in 2009 with nearly 4 out of 5 internet users visiting a social networking site in December 2009. The activity now accounts for 11 percent of all time spent online in the U.S. making it one of the most engaging activities across the Web.

Face-book and Twitter Surge, MySpace Refocuses on Entertainment

2009 proved to be a landmark year in the U.S. social networking market, as category leader Face-book and upstart network Twitter both posted triple-digit growth. Face-book surged to the #1 position among social networks for the first time in May and continued its strong growth trajectory throughout the year, finishing with 112 million visitors in December 2009, up 105 percent during the year. Twitter finished the year with nearly 20 million visitors to its website, up from just 2 million visitors from the previous year. Much of Twitter's extraordinary audience growth occurred during the first few months of 2009, at one point jumping from 4 million visitors to 17 million between February and April. Meanwhile, 2008 category leader MySpace has experienced some softening in its audience, however, a new strategic focus on entertainment content is exhibiting signs of success with MySpace Music having grown 92 percent in the past year.

Let's see...4 out of 5 internet users equates to 80%! Approximately 80% of all internet users visited a Face-book, Twitter, MySpace and other social media sites like LinkedIn, Squidoo and SecondLife. That is an enormous number and proof that mainstream media is not the only dog in the marketing fight. You can reach out directly to your current or potential customers with no one in the middle misinterpreting your message.

Social media is Law of Attraction marketing at its absolute best. With social media you can share your positive approach to life; your honest desire to help others in some way; your upbeat view of your products or services; reveal your passion for your business; and even have some fun. Create a group of customers who read your social media page or tweets and keep in regular contact with them.

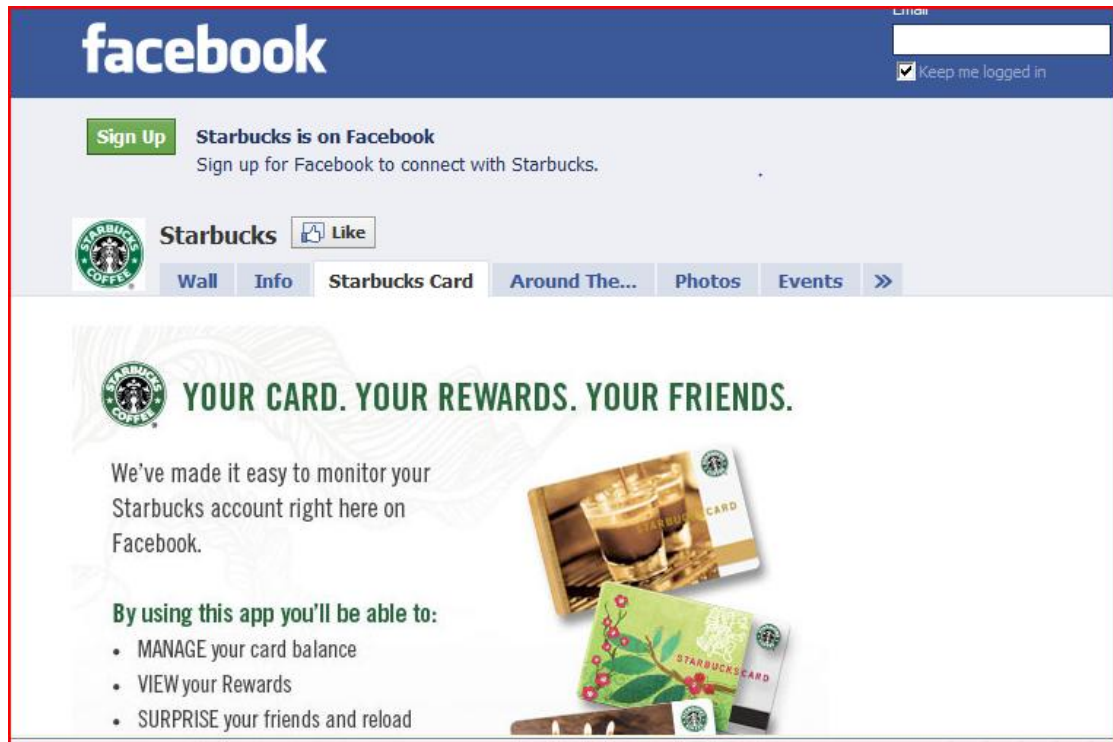
The same rule applies though. The information you put on your social media sites needs to:

- Have information value to your customers (target them!)
- Be honest (no pictures of you 20 years ago unless honestly labeled as such)
- Not be overtly commercial (this is a social site after all)
- Build your brand
- Create and maintain a solid reputation
- Contain solid content
- Show real interest in the online community
- Promote your expertise
- Encourage your social media site visitors to contact you

Social media offers you an excellent opportunity to get people talking about your business in a positive way. The Law of Attraction says to maintain focus on what you want and it will become reality. Keep your focus in everything you add to your Face-book or other social media sites and this is a marketing tool that can bring you pre-screened and engaged customers.

Use social media wisely and let the Law of Attraction work for you!

Here's a sample business Face-book page created by Starbucks to inspire you!



(accessed at <http://www.face-book.com/Starbucks>)

Early in this discussion there was a reference to network marketing. Unfortunately network marketing has gotten a bad rap over the years thanks to some unscrupulous marketers. But network marketing is gaining a reputable reputation again thanks to online sites like Face-book and LinkedIn.

The social media sites are really networking at its finest. Network marketing is not a business in and of itself. It is a method of sharing information or of distributing product. There are many reliable companies that sell both online and offline using a system of network marketing strategies. Companies like Herbalife, Avon and many others are network marketing companies that have been in business a long time.

So when someone tells you that you need to use network marketing to grow your business, there is nothing wrong with that. In fact, you want network marketing to work for you. When you blog, create a Face-book page and invite friends, or ask your mother to buy something and to convince her best friend to buy also – you are network marketing!

18. STUMBLE, DIGG OR DELICIOUS?

This e-book on Law of Attraction marketing would be remiss if it did not introduce you to some social sites with a twist. These are information/news sharing and bookmarking sites you can personalize. You can share news reports, articles, web pages, images, photos and anything else. The sites rank the information supplied based on votes cast by other users. When you request it, information you are interested in is fed to you using tags, bookmarks or other preference indicators.

These sites are called bookmark and/or social news sites because they let you save and share links to other websites or web based information of interest. You can use these sites to create additional interest in yourself and your business, but they are powerhouses for learning what internet users are interested in and what catches their attention. Even the tags other people assign to their bookmarks is useful marketing information.

STUMBLEUPON ([HTTP://WWW.STUMBLEUPON.COM/](http://www.stumbleupon.com/))



The screenshot shows the StumbleUpon website interface. At the top, there is a navigation bar with 'Discover', 'Favorites', and 'Stumblers'. Below this, the main heading reads 'Discover cool stuff personalized to you' with the subtext 'Explore the best of the web with a single click'. A diagram illustrates the recommendation engine, showing 'Your interests', 'Friends', and 'Similar Users' feeding into a 'Recommendation Engine' which outputs the StumbleUpon logo. To the right, there is a 'Join StumbleUpon!' section with a registration form. The form includes fields for 'Username:', 'Your email:', and 'New password:'. Below these are radio buttons for 'I am: Male' and 'Female', and a 'My birthday:' section with dropdown menus for 'Month', 'Day', and 'Year'. A note below the birthday fields says '(This helps us find the best sites for you)'. At the bottom of the form is a green 'Join for free' button and a checkbox labeled 'Let friends'.

StumbleUpon lets you share websites and you can include your own. You indicate your personal preferences and then indicate you want to Stumble. The website then delivers web pages previously recommended by Stumble

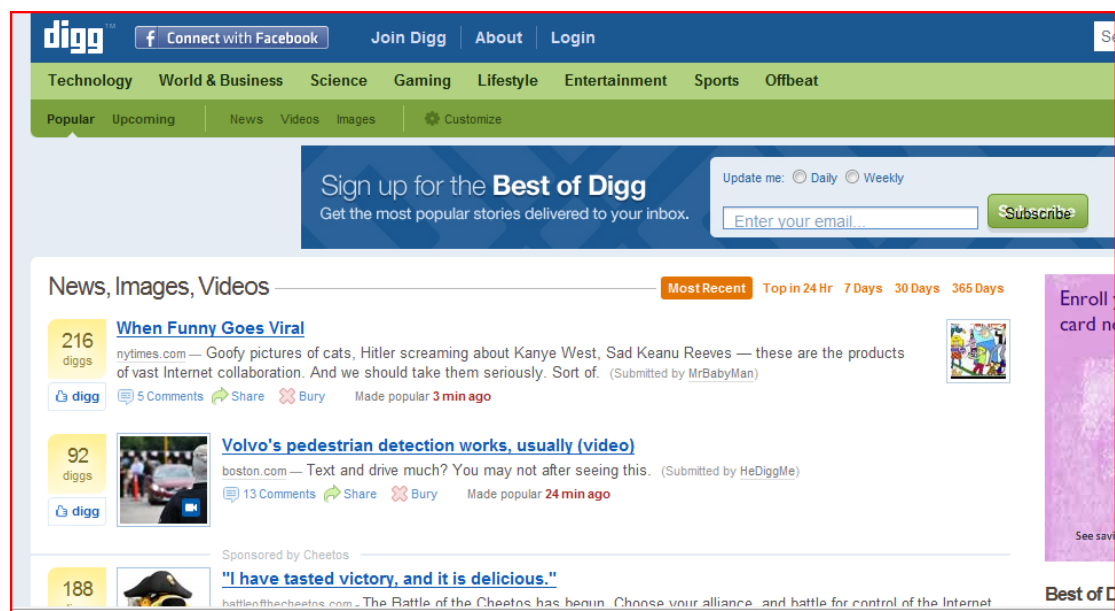
users that fit your preferences. You rate the websites and then share them. You can also make comments.

This is a great way to locate plenty of marketing information and keep you in touch with what savvy internet users are looking for. The delivery of web pages can save you lots of time reviewing search engine results. As the Stumble website says, "Information on the internet changes rapidly. StumbleUpon is a dynamic approach to keep on top of this ever-evolving pool of knowledge. StumbleUpon filters through the vast amount of information on the web to direct Stumblers to high quality web sites which are relevant to their personal interests."

DIGG ([HTTP://ABOUT.DIGG.COM](http://about.digg.com))

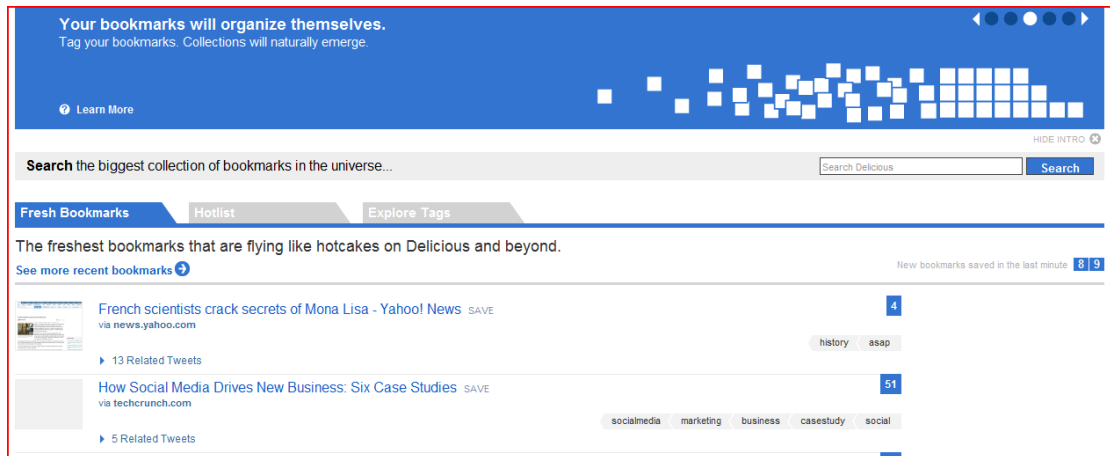
Digg is very similar to StumbleUpon. You submit videos, news reports, and images and all the other members can vote on it by giving it a "Digg". You dig it...get it? It's kind of an old expression for a very modern social media activity. Members vote on the submissions and can also make comments. When a submission gets enough votes, it appears on the Digg front page. You can connect your Digg pace with Face-book too.

Here is a screenshot of the Digg homepage. Notice the front page submissions and the number of thumbs-up Diggs notated. Those are member votes.



DELICIOUS (WWW.DELICIOUS.COM)

This is yet another bookmark site where you can submit your favorite items from the web. You vote on the ones you like the most and eventually they “bubble up” to the top as the most popular as more votes are registered. You can organize your bookmarked sites based on your preferences and make it a lot easier to keep track of websites you like or need to access frequently.



All of the bookmark and social news sites let you tag your bookmarks. The tag is a keyword that lets others find the bookmarks you created. You can assign multiple tags to the bookmark.

There are other social information sharing sites but these three are three of the largest.

19. TELL THE WORLD



When you operate an internet business, you don't just tell the people online. You have to tell the world. Well...you have to broadcast your presence in as many ways as possible. Do you have a small marketing budget...er...no marketing budget? Well that's okay because you can let the world know every chance you get that you have a business, a great product and a desire to give people value in exchange for letting go of some of their money.

Toby Keith sings a humorous song named "I Wanna Talk About Me". The chorus goes like this:

*I wanna talk about me
Wanna talk about I
Wanna talk about number one
Oh my me my
What I think, what I like, what I know, what I want, what I see
I like talking about you you-you-you, usually, but occasionally
I wanna talk about me--
I wanna talk about me*

If you're like most people, you are raised to be humble and told to not talk about yourself. Well throw those lessons out the window when you are internet marketing. Now is not the time to be humble. Of course, you want to talk about 'you' but in a professional, energetic and upbeat manner.

How do you broadcast your presence? Earlier we talked about some ways to turn you into an expert. But here are some more ways to use Law of Attraction marketing when you are operating on a shoestring budget.

- Add a signature and message about your business to every email, document, comment and anything else you send
- Try posting regular messages on the newsgroup site www.usenet.com
- Join forums and share regularly

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- Create a blog and leave comments on other people's blogs
- Join chat rooms and start chatting about yourself, show your expertise on a subject or mention your business and products
- Submit your website to multiple search engines like Google, Yahoo and MSN
- Start advertising for free today!
 - Free Classified Links (www.freeclassifiedlinks.com)
 - Buy-Sell-Bid (www.buysellbid.com)
 - Classified club (www.classifiedclub.com)
 - Build Traffic Banner Exchange (<http://www.buildtrafficx.com/>)
 - Free E-Zine Directory (www.free-ezine-directory.com)
- Market your website with offline activities (i.e. attend seminars, hand out business cards, post fliers where appropriate and so on)

The point really is that you can do a lot with little if you have the right attitude. That is exactly what the Law of Attraction marketing strategy involves. You will never drive traffic to your site if you just sit and wait for a miracle. Being focused on success means being determined, coming up with ideas for successful marketing, and then acting on those ideas.

20. THINK 'AND' INSTEAD OF 'OR'

“The direction of change to seek is not in our four dimensions: it is getting deeper into what you are, where you are, like turning up the volume on the amplifier.”

-Thaddeus Golas, author

If you can make money selling products or services, that's great. But if you can get more than one income stream flowing, that's even better. We talked about how marketing, public relations and customer service are all rolled into one package now. Well you can form that package so that you generate income in multiple ways.

The goal is to get you thinking in terms of making money in several ways as opposed to the traditional make-a-sale-one-at-a-time approach. One income stream is so old hat you wouldn't believe it. And yet that is how many people tend to approach internet marketing.

It's called 'or' thinking. It goes like this: I will sell auction items on eBay **or** I will start a web and sell products **or** I will promote an e-book on a blog **or...** You get the idea.



Now here is how attraction marketing works: I will start a website **and** start a blog that is linked to my website **and** open an EBay store that links to my website also **and** join an affiliate program **and** create a joint venture. If you want to succeed and earn more money than you thought possible, it is important to leverage the internet income producing tools.

Don't be an 'or' marketer. Be an 'and' marketer! Attract as many people as possible in as many ways as possible. That's how you take advantage of the full power of the internet.

21. ARE YOU RESILIENT?


“*It’s not enough to have a good mind;
the main thing is to use it well.*”

-René Descartes

There is a book named *Results* and it looks at various organizations and their cultures. The book was written by Gary L. Neilson and Bruce A. Pasternack (Crown Business, 2005). The purpose of the book is to identify the personality and characteristics of various businesses. They are described as:

- Passive-aggressive – nothing ever changes
- Fits-and-Starts – going in multiple directions
- Outgrown – doesn’t accept change easily
- Overmanaged – double checks so often that real work isn’t done
- Just-in-Time – always in a hurry and never prepared
- Military Precision – difficulty handling change
- Resilient –flexible and forward looking

As an internet business owner, you are faced with choosing the attitude and approach you will take to insure success. Much of the success of any organization lies in its ability to be resilient. If you start a business and tell yourself from the start that it will probably fail...then it probably will.



If you are an internet marketer and go off on tangents every time new technology is introduced, and don’t finish what you started or abandon efforts too early, then you will probably fail.

On the other hand, if you don’t learn to adapt to the technology that can benefit your business and changing market preferences, then you will probably fail.

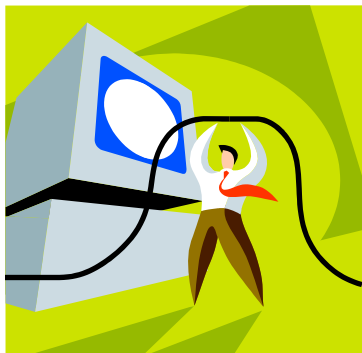
You can over manage your business to death; never set any goals; or refuse to adapt to the internet markets. You will probably fail.

So much of succeeding is dependent on attraction marketing. Success begins in the mind. The book *The Resilient Organization* is a business management book. It was not written as a Law of Attraction marketing book. So it is amazing that the description of the resilient organization starts with lines that could have been taken out of *Think and Grow Rich*.

Resilient companies benchmark themselves – not against others in their industry, but against the theoretical limits of the human imagination. **They take the view that anything that can be conceived can be done.** (p. 213)

Resilient companies do not follow fashion. They do not succumb to the latest business fads, nor do they court the fancy of Wall Street. By the same token, resilient companies do not accept the status quo as an article of faith simply because “that’s the way it’s always been done.” **They chart a strategic course based on their best instincts and information, and they stay the course as long as their own market intelligence validates it.** (p. 219)

Resilient organizations do not ignore squeaky wheels; they listen and learn. **Resilient organizations act on complaints and end up making positive changes to the organization that accrue to the benefit of everyone, not just the original complainer.** (p. 230)



As you can see from these passages, the Law of Attraction pervades even business management books though the term is not used. A resilient business takes ideas formed in the mind and really believes they can become reality. Using their instincts, successful business owners meet market challenges with a positive attitude. And complaints from even customers are seen as opportunities to improve customer service rather than getting defensive. In fact, a business that responds quickly and fully to customer service complaints has a chance to become a “hero” in the eyes of its customers.

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So the Law of Attraction marketing says you must be resilient, customer focused and positive. These three qualities will carry you to success.

4

KEEP CUSTOMERS ENGAGED

Ideas uncoupled with action never become bigger than the brain cells they occupied. (Arnold H. Glasgow)



Law of Attraction marketing strategies have one overriding purpose: Find customers! Remember the *Where's Waldo* cartoon where the character hides all over the place? That is your goal: to find online customers and convince them to buy from you over and over again. Customers are like Waldo...they can be hiding anywhere. They might be on another website, lurking on Facebook, or hiding behind an email account to name a few spots. Your job is to find as many as possible using a well designed attraction marketing program.

Developing a large email list of pre-screened names is important. The email list can be used in multiple ways to promote your website and ultimately what you have for sale. You can build a website or a blog and then find you have no visitors or readers. That's true you know. That's why many of the 21 simple things you can do to grow your internet business involve getting people to your site and then convincing them to leave contact information.

But once you develop the list, you can then use it in many ways to generate business. Sending a series of information packed emails is one. You can also add to your contact list by asking the people you have on your email list to forward the message to their friends. You can buy or rent email lists also.

There are many tools that have not been discussed in this e-book. It's not that they are unimportant – it's that we concentrated on the Law of Attraction marketing strategies. These are the strategies based on being focused and offering ways to humanize and personalize your internet presence. People have been thrilled with internet and for many years they were willing to do without some things like personal contact and even some customer service.

But technology has changed that because now there are so many ways to connect with customers. For example, we did not talk about podcasting.



Podcasting refers to an audio and/or video file that is connected to a subscription service. The podcast is updated regularly and new files can be downloaded by customers at any time. The downloads can be to a computer or a mobile device. Normally you would pay someone to host your audio files if you will have regular updates. The subscription service automatically feeds the new content you create.

A audio/visual podcast gives your customers a chance to hear your voice and to see you talking which turns you into a real human so you're not some unknown website owner. Podcasts can be a very effective tool for keeping customers connected to your business. `

What would you talk about on podcasts? You can talk about anything you want. You can talk about industry news or new products, or interview guests.



Blogging was mentioned many times throughout the Law of Attraction marketing topics. Blogging is another excellent way to let people get to know you on a more personal basis. The original blogs were really no more than weblogs or online journals. Blogs today are full fledged marketing tools. You can write content, add pictures, insert video and place links to your website.

When you write a blog with a business purpose, you want to keep it professional sounding but you have a lot more leeway when it comes to adding some personality too. Your topics can cover information of interest to your niche market, industry trends, or comments on news reports. You can help people get answers to questions or offer solutions to problems.

There are even more marketing tools available. You can offer webinars or e-books for example. There's search engine optimization too.

Yes...the internet now offers dozens of marketing opportunities, but they all don't mean a thing unless you also offer great customer service. Providing excellent customer service is how you earn a good reputation and keep customers coming back for more.

For example, savvy internet users don't put up with sites that fail to at least offer PayPal or some other form of online payment option. The days of mailing in money orders are not completely gone but it won't be long before they are.

People have learned that if a website is too cumbersome to use they can just do another organic search and find a hundred other vendors displaying a Better Business Bureau logo. Unless you have a one-of-a-kind product, internet customers have many options that are easily accessible with a few

clicks of the mouse. An organic search is one that produces algorithmically generated results, by the way.

You might have heard of web crawlers and mining the web. When a customer types in something like, "find cheap hotels in Florida", the search engine extracts content from millions of web pages with the words "cheap hotels" and "Florida" in them and assigns a value to each. The pages are then ranked and that's what you see when you get search results.



Customers also want you to keep in contact with them from the moment of order until the product or service is received. Years ago when people ordered off the web, they would be kept in the dark until what they bought showed up on their doorstep. Now you should use auto-responders that send out a series of emails thanking the customers for their orders, informing them of shipping dates and carrier type, letting them know when shipments actually take place and following up after the shipment arrives.

You should be easy to get hold of as mentioned earlier. Customers want to be able to ask questions about products, and returns and exchanges for example.

This brings up another point about customer service. Customer service is really whatever your customers think it should be. If you follow the advice offered and give customers a way to make comments and to contact you then you have a gold mine of information. People will tell you what they want or what they are not happy about. You should pay attention to compliments and complaints because they tell you what is right and what is wrong about the business.

It is your job to make sure you meet customer needs. You might have to add new services or respond faster to complaints for example. Sometimes you won't be able to make the desired changes, but you can offer something of value instead. For example, you can give an unhappy customer a discount on another product to show you care about their opinion.

In other words, you have to give good service if you expect to keep your customers. It takes real effort to retain customers because they expect more from you. The reason they are doing business with you in the first place is because they have liked what you have to offer so far. The expectation is that future service will be as good or better. Law of Attraction marketing asks

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you to focus not just on finding customers but on doing what it takes to keep them engaged in your business.

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PASSIONATE MARKETING

*“There can be no transforming of darkness into light
and of apathy into movement without emotion.”*

-Carl Jung

This discussion has been all about how you can apply the principles of the Law of Attraction to your internet business. A number of ways have been discussed so now you have options. The goal is to find and keep customers by creating a strong bond between you and them. Attraction marketing is about so much more than just selling. It is more about developing a relationship with customers so that they want to do business with you again and again.

Law of Attraction marketing could be called passion marketing except that it might give some people the wrong idea. But that is actually what it is all about. You identify your passion and then turn that passion into a business. This discussion was not your typical internet marketing discussion, because a successful internet business simply cannot rely only on the old rules of marketing.

It takes much more than marketing hype to succeed online. Too many books on internet marketing only focus on the mechanics of marketing. Anyone can learn how to send an email for example. But do you know how to send an email that will attract attention? Anyone can try to market to the whole internet viewer population. But do you know that more success can be found in marketing to a niche market in the Long Tail?

In fact, too much internet marketing concentrates on forcing people to read or listen to information they don't really want to know. Instead, marketing should reflect a passion for your business that draws in customers who voluntarily want to know more. Marketing should be creative and establish a bridge between the customer and your business and it should be a bridge the customer wants to cross!

Though there are necessarily some mechanics described in the preceding material, you will notice that there is not much technical talk. You were not to get bogged down in technical jargon. Instead the goal was to teach you how to stay focused on what you want to achieve so that you can make your business a successful reality.

Almost all of the marketing ideas discussed can be done with little or no money. That's one of the magical features of the internet. You can broadcast your presence on the internet and drive traffic right to your website or blog. You can use a variety of marketing strategies and develop a long term relationship with customers.

Law of Attraction marketing is a fascinating foray into a world where people and technology mix in a way that leads to success. When you display your passion for your business and your passion for customer service, people will want to do business with you. They will be attracted to your business.

What have we learned?

- What you are thinking will influence your ability to attract customers so always think positive thoughts
- Positive thoughts and positive marketing efforts will lead to positive results
- Believe without hesitation in your ability to succeed
- Nothing in life is instantaneous and you must prevail in order to succeed
- You can bring 'luck' into your life as easily as you can bring 'bad luck'
- Your internet marketing efforts should reflect your passion for honesty, truth and integrity
- There is unlimited opportunity
- It takes positive energy to keep things flowing in the right direction
- You must be absolutely clear about your vision and goals
- You must be adaptable and ready to embrace new technology, new ideas and new opportunities

- Develop a personal brand and make sure that brand is reflected in everything you do

When you read about the common reasons internet businesses fail, the lists always include things like poor website design or failure to commit enough time to the business. But you seldom see anything that says “lack of passion for business.” Yet a lack of passion is precisely what leads to many failed businesses.

To prosper on the internet you need to:

1. Attract and keep customers
2. Develop multiple streams of income

Many of the old rules of marketing don't apply to the internet. This is one of the most important concepts to grasp. In the old world of marketing, marketing was a one-way street with the business advertising to the consumer, and the consumer really having no way to respond.

Have times changed! Now marketing involves an intertwined blended set of tools and strategies that let the business owner and customers exchange information. This is powerful! Customers can tell you what they want and what makes them happy or even what upsets them. You can market to the exact type of customers you want to serve and deliver the products and services they want *because they told you so!*

You don't have to do expensive market research either. You can take advantage of analytics, read customer comments on blogs, do online research, and find trends using things like keyword analysis tools.

Online marketing today is a mixture of marketing, public relations and customer service. Anyone who doesn't grasp that fact is probably not going to last long in an internet business. You can't just advertise one way to customers and expect them to rush to your website. You have to focus and mesh your marketing activities while maintaining your brand and reputation. You have to let your customers participate in your business!

To attract customers and keep customers you have to present them with solid reliable content in everything you do whether it's a blog, website, article, e-zine, or email. What you include in your marketing material will be a reflection of you.

Be passionate about your business, your choices, your marketing and your ability to succeed. That is what Law of Attraction marketing is all about believing! It's about believing in your vision, yourself, your abilities, your future and your success.

If you are trying to decide if internet marketing is something you want to get involved in then you have the entrepreneurial spirit lying in wait inside of you. Now you know how you can take an internet business and quickly take it to a whole new level.

The world of employment today is a very uncertain world. Every day the newspapers are full of stories about layoffs and downsizing. This is not something that is going to change either. Technology is replacing human labor at an astonishing rate.

There is another phenomenon occurring too. People are living longer and healthier lives. That means many older Americans need to supplement their income and want to continue working past the traditional retirement age. Unfortunately we live in a society that tends to push older workers out to make room for younger ones. The traditional workplace has not caught up with the changes in demographics.

The internet offers an opportunity to anyone willing to accept the challenge of being an entrepreneur. When you market your business in cyberspace, no one cares how old or young you are or what your current financial status may be. All customers care about is getting good service and quality products.

With all the wonderful new tools that are frequently being introduced, the internet gets easier to use all the time. At one time you had to know coding or programming to develop a website. Now you can buy inexpensive software that will walk you through the steps of website development. But even more important is that you can actually sell on the web without a website! For example, you can start a blog without a website.

What all this means is that there are no more excuses for not pursuing your own internet based business, a passion or even riches. When you doubt

yourself, you kill your dreams. You talk yourself out of pursuing success. Remember the discussion on the fear of poverty? When you let nagging self doubt eat at your self-confidence then you will not have the positive power you need in your life to pursue your passion.

Negative thoughts can multiply just as easily as positive thoughts. Did you know there are many multimillionaires who never finished college. One of them is Bill Gates of Microsoft fame. His story is fascinating and it proves that the Law of Attraction works if you only pursue your passion.

Bill Gates first became interested in computers when he was 13 years old. He attended Harvard University and that is where he developed BASIC for microcomputers, which is a programming code. Bill Gates was so passionate about computers he would stay in college. Instead he dropped out and started Microsoft. The rest is history.

The fact to understand about Bill Gates is that he was completely focused on what he wanted to pursue. He was not going to let anything stop him either including Harvard University. Instead he followed his passion and kept his eye on his vision. Gates vision was this: a desktop computer on every work and home desk. To make the vision a reality would require personal computing software to be developed and that's exactly what he did.

There are other multi-millionaires who have equally fascinating stories and no college degrees. You will probably be surprised at some of the names: Michael Dell (Dell Computer); Steve Jobs (Apple Computer); Peter Jennings (ABC News); Walter Cronkite (CBS News); Ralph Lauren (Fashion Designer) and Thomas Monaghan (Domino's Pizza).

Some of the most successful people in the world simply had a vision that they would not let go of. Think about all the people you know that have said, "I wish I had..." It's really somewhat sad because these are people who had a dream and chose not to follow it for whatever reason. Fortunately, the internet has made starting a business affordable and convenient.

The brain is your most powerful tool of all. Psychologists will tell you that the unconscious mind controls thinking and then behavior. If someone has a positive mindset about your business then there will be positive thinking followed by positive behaviors. Positive behavior would include buying something from your company, and isn't that exactly what you want?

When a person has a positive mindset then the buying process creates good memories and good feelings. That reinforces the positive mindset and eventually the customer will buy from you again to experience those positive feelings again. The Law of Attraction works both ways. It works from you to the customer and from the customer to you.

No one can hold you back if you don't want to be held back! This is true no matter what your circumstances may be.

One of the principles of the Law of Attraction is that positive thinking will attract opportunities. People start internet businesses for a number of reasons:

- Supplement income
- Replace income
- Share unique skills or expertise
- To work at home
- To meet lifestyle needs

No matter what your reason may be, the fact is that you can take advantage of opportunity by sitting at your computer desk at home. When Napoleon Hill wrote *Think and Grow Rich* he couldn't have possibly envisioned the creation of the internet. But he did understand the entrepreneur. He researched men of this time who had accumulated great wealth and looked for common factors among them. He then came up with a list of 13 factors.

- Have the desire to succeed
- Visualize and believe in your ability to attain that desire
- Use positive thinking to influence the subconscious mind
- Use specialized knowledge to bring about success
- Use the imagination
- Implement organized planning
- Don't procrastinate
- Be persistent
- Use your mind to stay motivated
- Stimuli will provoke the creative mind
- Use the power of the subconscious mind
- Let the thoughts in your brain attract success
- Let wisdom prevail

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PROMISES TO MYSELF

The only way you can succeed is if you make and keep promises to yourself. It is too easy to become mired in day-to-day activities, work, and self-doubt and to let the opportunities pass you by. Here is a simple list that you can amend as you wish but just don't toss it out. These are statements intended to help you create a plan you can stick with!

1. I will think positive thoughts about my ability to succeed and will not let those around me sway me from my course
2. I will identify my true passion in life without regard for what I currently do for a living
3. I will define my vision in concrete terms and then use that vision to guide my efforts
4. I will not fear poverty
5. I will do research to identify a niche market I can serve well
6. I will create a marketing plan using many of the tools and ideas described in the e-book
7. I will develop my personal brand
8. I will start a blog as a minimum this week and then link it to a website within 6 months
9. I will issue a press release about the new website
10. I will join a forum and begin participating
11. I will post e-zine articles and other information on the web to promote my expertise

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12.I will build an email contact list

13.I will develop a series of promotional and customer service emails

14.I will develop more than one source of internet income

15.I will think positive thoughts about my ability to continue to succeed!

Internet marketing resources

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