



Attraction
MARKETING
101

**BECOME THE HUNTED, NOT
THE HUNTER**

It has nothing to do with
your looks!

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Attraction Marketing 101: Become The Hunted and Not the Hunter

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INTRODUCTION

Attraction marketing may be the buzz word that is out there commonly heard by most Internet marketers. Yet, what does this mean? As an Internet marketer, you do need to know what this type of marketing is as it will likely be one of the most important, profitable tools you have in low cost online marketing that is highly effective.

First, understand what it is and then learn how to implement it within your own business. Most business owners can find success using this method to help them to develop their online business. It works in any sector, industry or niche. When applied effectively, it is a low cost, long term success tool no marketer should go without.



How Does It Help You?

THE SHORT DEFINITION

The short definition of what attraction marketing is may seem too simple. It is simply a term that means that the Internet marketer uses the Internet to help attract people to the business they are in.

To take this to another level, attraction marketing can be defined as bringing people to you rather than going after

them. The best way to see this is to take a look at the opposite method, the way that most print or "non online" advertising is done.

In traditional advertising, countless dollars are spent to find the consumer most likely to invest in the product or service. Billboards are placed along freeways for radio stations, for example, since people listen to the radio most often in the car. Advertisements go to the most likely consumer rather than the consumer coming to the product directly for a need.

In attraction marketing, the consumer comes to you and your product or service because they have heard that it is something that can benefit them, in some way. Ultimately, this allows for the business to do well since the advertisements are being presented in a pleasant manner. Internet marketing is not often about catchy slogans and flashy ads. Rather, it is a method of bringing people in to information, products and services because they are already interested. Mastering this can help a business to grow quickly

