

ATTRACTION MARKETING

Interview of Rod Moore by Barbara Gabogrecan

Rod Moore is considered to be Australia's leading Attraction Marketing Specialist – but he wasn't always. Like most of us, he started off as an employee and then had an 'entrepreneurial seizure' and decided he wanted to be a life coach. He studied with Cliff Howard and believed that if he was better qualified, people would 'beat a path to his door'. Of course that didn't happen. He came to understand that people did not want a life coach; they wanted solutions to their problems.

Marketing Styles

Rod realised that what was missing in his equation was marketing.

Traditional marketing was about cold calls, closing sales and using the 'push' system

Attraction marketing is about awareness, conversation and systems.

Rod decided that Attraction marketing was the way he wanted to go.

These days there are no barriers to commencing a business. With the technology of today, anyone can start a business for very little cost.

Systems

To have marketing work for you and your business you must have a simple system to follow. Most people focus on what they 'do', but to be successful you must also focus on marketing. Of course the first requisite is that you must have a product or service of value to offer for sale. There is an abundance of potential clients so don't focus on the 'lack of clients'

Focus

Focusing on your product won't make you successful. It does not matter how good your product is, people have to find out about it before they can buy it. Success is 80% marketing and sales. You must learn to not only work 'in' your business, but you must work 'on' your business too; that means developing marketing systems.

When do you know if your product is worthy?

- 1) First you must have your mind set correct and be aware of your own self worth and be prepared to self promote.
- 2) Then you must be convinced of the worth of your product or service. But don't fall in the trap of thinking your market will want or need what it is you *think* they do. Research your market and potential clients. Remember that what they 'need' and what they 'want' are very different and they tend to buy what they want.

5 Marketing Mistakes

- 1) **They don't make marketing a priority;** when they have clients they do not market and when the work with the clients is complete they find themselves in a cash crisis. Then they get more clients and the same thing happens. They continue in this 'yo-yo' state and are constantly stressed.
- 2) **They don't understand marketing.** They get conflicting advice from so many 'experts' they become confused and overwhelmed. For example, many tell you that long sales letters (landing pages) don't work; but they do for Rod. Results are the name of the game. Don't take advice from people who have not got results.

- 3) **Most are engaged in manual marketing effort.** You must have a marketing system that works automatically.
- 4) **The old model of ‘push’ marketing** (having a suspect list from business cards; contacting them; meet with them; do a pitch; close; follow up) does not work for most of us. An alternative system of attracting people to you by offering them a solution does work.
- 5) **Many market the wrong thing.**

Attraction Marketing System

- 1) **Attract more leads** – you need more opportunities. To do this you need to be unique and stand out in the market place; you have to be different.
- 2) **You have to convert leads into clients** by using an automated system. The secret here is to slow down the process. Put more steps into place. Make them want to buy from you. If they won’t go through the steps, then they probably would not be a good client. For example:-
 - Step 1.** Provide value up front – educate them about your product or service.
 - Step 2.** Provide a 1 hour webinar which they must attend
 - Step 3.** Have testimonials and case studies on your website and direct potential clients to read them.
 - Step 4.** Have them complete an application form just to be considered as a client.
- 3) **Increase the value of each existing client.** Most business operators do not appreciate the real value of their clients. If you look at how much they spend with you over the life of their business with you, then you will have a better understanding of how much you should spend on each customer.