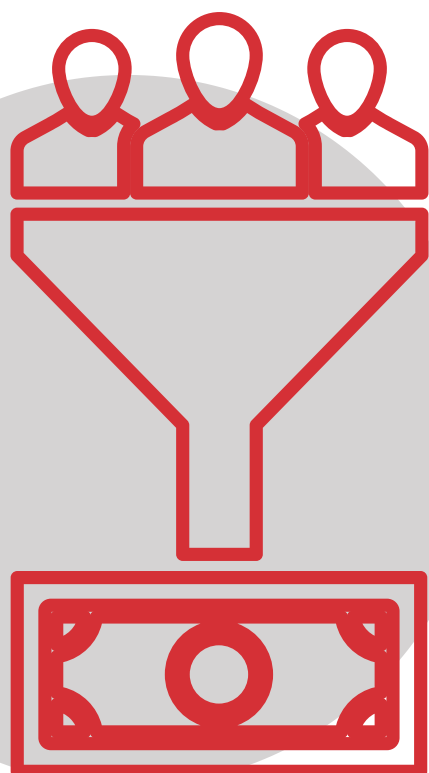


HOW TO BECOME A LEAD MAGNET



RIGHT CLIENT- RIGHT MESSAGE- RIGHT TIME



STAGE 1: DEFINE YOUR AUDIENCE

This is your most profitable customer OR the customer is most aligned with your purpose. For example, if you run a high end boutique and you love to provide high end service to someone that appreciates quality, then you need to find the audience that most appreciates that.

STAGE 2: ATTRACT YOUR AUDIENCE

The content, copy and creativity that you use to attract your audience must be crystal clear and speak to them in a way they can understand. You also must be able to convey this in an environment that they prefer.



STAGE 3: CONVERT YOUR PROSPECTS

You must be ready to detect when your audience is sending a signal that they are ready to become a prospect. This takes a lot of time and/or technology and you must have the right team in place to be in as many places as possible since the world is now uber omnichannel.

STAGE 4: GET READY TO ROCK

The best part about attraction based marketing is if you do stages 1-3 right then your business will soar to new heights and you will CRUSH your goals. Hint: The fast track to success is hiring a well-oiled lead generating machine like SellSMART not hard to take the hard work off of your plate so you can skip Stages 1-3 and get right to the fun stuff. .

