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# **MLM Attraction Marketing System**

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Are you still trying to SELL your products and services without much success?

Perhaps you should stop selling and start using an **attraction marketing system** designed to make it easy for people buy.

Because people love to buy things, but hate being sold. Right?

## Attraction Marketing System

An attraction marketing system turns the world of traditional marketing on its head.

Traditionally, if people want to sell products to the public, they need to go out and find people to sell to. This could mean hours of cold calling or trudging the streets and beating the bushes for leads and prospects.

It could also mean spending a lot of time, money and energy creating a series of paid advertisements and other promotions - just to get the word out.

Think billboards. Which is really nothing more than a paid advertisement trying to SELL you something. So you spot a new billboard, read it, form an opinion, and from that point forward... until you are ready to buy... that particular billboard is no invisible to you.

But unlike traditional PUSH marketing, attraction marketing is based on the principle simply making it easy for the people who are currently in the market to purchase your product or service to find you and buy from you.

Notice the difference?

Traditional selling is YOU approaching people asking them if they have an interest in buying what you have to offer. A good attraction marketing system seeks to attract people who are already in the market to come take a look at what you have.

## MLM Attraction Marketing System

This is the perfect style of marketing for anyone in the network marketing or multi level marketing business. By cutting down the amount of time you spend chasing new business, it increases the amount of time you have to promote your products and attract people to you. The great thing is that the people you attract will not only be those wanting to buy your products; they will also want to benefit from your success and join your network marketing business.

Traditional selling techniques tend to lose sight of one very simple but important fact; people like to buy. With mlm attraction marketing the idea is to take the desire to buy... which already exists... and fulfill that desire by giving the customer what they want.

MLM attraction marketing is based on the belief that the best advert for the product, service or business opportunity you are selling is you.

In fact, I recently went to a mlm event and asked each one of the 150 reps there WHY they joined this particular company to represent. About 70% told me it was because they respected the person who introduced them to the business or they respected the upline leadership and training. Only 30% told me they joined due to the comp plan or because they loved the products.

Now isn't that interesting?

No matter how reliant we are on the Internet and no matter how much advertising we are bombarded with, one simple truth remains; people buy from people. This means that figuratively speaking, you need to become your brand.

Bottom line - if you want to take your business to the next level fast - start selling YOU. Start attracting people by leading with value first, make a connection, and then... if there is a win-win to be found... share your opportunity.

## **Great MLM Attraction Marketing System**

As a network marketer you can use *attraction marketing* techniques to increase your network of marketers because there is an almost endless supply of individuals in the world looking for a business opportunity.

Plus there are plenty more already in a business which is not working for them. These "frustrated networkers" are your target market.

But remember, leading with your opportunity and telling them how wonderful it is would if they joined your team will not work. This is SELLING and people do not like to be sold. That is just a traditional hard sell technique.

Instead you need to meet them where they are, unearth a problem you can help them with, lead with value... first and foremost... then establish and maintain a relationship.

In other words, you need to show them what they are missing by being the person they want to be: successful, respected, and a leader.

Implementing an attraction marketing system is not hard, but can require a mindset change for some people. Rather than trying to figure it out on your own, you can save time and use an already proven system such as [My Lead System Pro](#) because it's time to become the professional business person you want to be, and attract all the business you need... and more!

Bless and be blessed,

PS - Who else want to learn how to generate MLM LEADS on demand and [sponsor 30 people in 30 days?](#)