



FRESHIDEAS
MARKETING



GO FROM
**ZERO TO
HERO**

with These 6 Magnetic
Prospect Attention
Engines

DONNA GUNTER

HELLO, AND THANKS FOR YOUR REQUEST!



When you have a business, becoming and staying visible in front of your target market is something every business owner wants. After all, without visibility, you have no traffic, no customers, and thus no business. The more attention to get to your business, the higher your income.

Being visible is key to getting prospects to notice your business and sending them on the Like, Know, and Trust journey that will turn them into customers. However, many businesses don't know how to attract that attention to their businesses.

When you start to research how to increase your visibility, you discover so many options, yet you have so little time for research and implementation.

New visibility tricks and gimmicks come out every day, but unfortunately, most of them are like a one-hit-wonder recording artist. In my business, I've discovered that there are a handful of strategies that are able to stand the test of time. Some have been around for as long as websites have been around, while others are newer kids on the block.

That's why I came up with the term Prospect Attention Engine. A Prospect Attention Engine is one of my tried-and-true ways to get prospects to notice your business in a way that converts a cold prospect to a warm one and potentially into a paying customer.

On the next page, you'll read about six of my favorite Prospect Attention Engines.

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6 MAGNETIC PROSPECT ATTENTION ENGINES TO GO FROM ZERO TO HERO



#1 MONTHLY NEWSLETTER

You may be wondering what's so special about having a monthly newsletter. But the truth is that if you use the emails to seasonally entertain your customers, you can reactivate old customers and help position yourself as the top-of-mind provider for them AND their friends and family!

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#2 SOCIAL EDUCATION

It may come as a surprise, but social media can act as prime advertising real estate WITHOUT running paid ads! By posting educational and entertaining content CONSISTENTLY, the algorithms begin to show favor when recommending your posts to people in your local area..

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#3 WEEKLY LIVE SHOW ON FACEBOOK

If you haven't jumped on board the video train, 2021 is the time. A staggering 96% of consumers between 18-34 watch videos several times per week. The good news is you don't have to get fancy! Simply create short videos that provide value and help connect more intimately with your customers and stream them on FB Live. You'll become a local celebrity & increase referrals!

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#4 LEAD MAGNET

A lead magnet is something that you give away in exchange for a name and an email address. The most effective lead magnets contain such valuable information that you could charge for that info. It's the most effective way to build your list and engagement by offering something of value to your audience for free.

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#6 EXPERT POSITIONING BOOK

Once you become the author of a book, or even featured in a book, worlds open up to you that were previously unavailable. People want you to appear on their podcasts, TV shows, radio shows, and telesummits. When you promote this book online, your profile is raised to new heights. These days, it's pretty easy to be featured in or to write your own expert positioning book.

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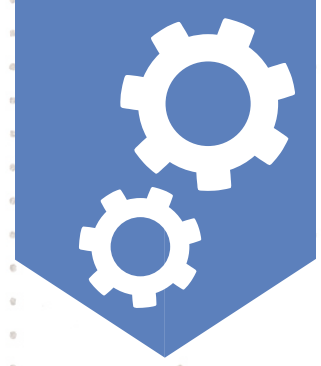


#5 PODCAST GUESTING

Rather than creating your own podcast, why not apply to be a guest on someone else's podcast? Podcasts have a long shelf life, and if you continue to promote your guest appearances, they can be used for years to come to promote your business. Podcasts are more popular than ever, so isn't it time you were a guest on one?

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10 EASY SOCIAL POST CONTENT IDEAS THAT WORK

- **Tips & Hacks:** You're an expert in your industry. Share tips that can help your followers save time or money.
- **Coupons & Discounts:** Everyone loves a good sale! Plus, people love to share them!
- **News & Events:** Do you or another business you love have an event coming up? Share the details!
- **Motivational & Entertaining Quotes:** Quotes never get old! They are also highly "shareable" content.
- **Personal Stories:** People buy from people. Make connections by sharing things in your life.
- **Reviews:** Take the time to thank your customers for their reviews by sharing them on your page.
- **Industry Articles:** Sharing great industry info, allows people to see you as an expert.
- **Photos of Staff:** Take time to remind customers who is behind the scenes helping them.
- **Brand Referrals:** What products and services are you in love with? Share the love!
- **#allthefun:** Memes, jokes, GIFs, fun hashtags and emojis always help a work day pass quickly.



WANT MORE GREAT MARKETING TIPS FOR 2021?

I hope you've found what I've shared with you here helpful. I'd love to expand on these Prospect Attention Engines and share more of how I've generated attention to my business since 1999 and have helped thousands of others do the same.



Please join my Facebook Group,
FRESH MARKETING IDEAS

Fresh Marketing Ideas is my Facebook Group where I spend all of my time and energy with passionate business owners who are ready to ignite their marketing, discover their biggest opportunities, and ramp up their marketing and their online visibility, and create prospect attention engines that rapidly grow their businesses.

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