

How to use Attraction Marketing for Direct Sales

with Jade Hooper

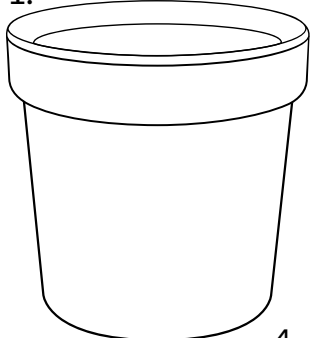


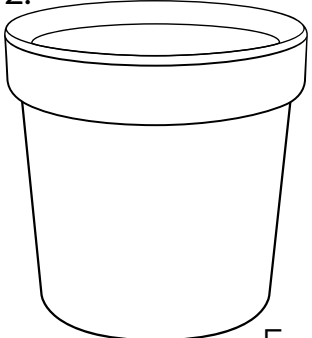
Attraction Marketing can be a bit of a buzzword, but when done right, as Jade explains in her LevelUP course, it can be the number one sales funnel for your business.

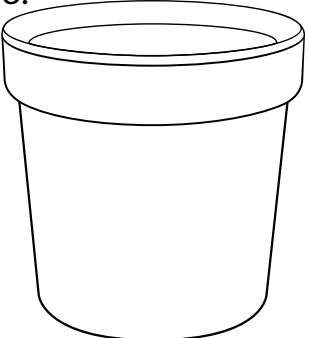
Content Buckets

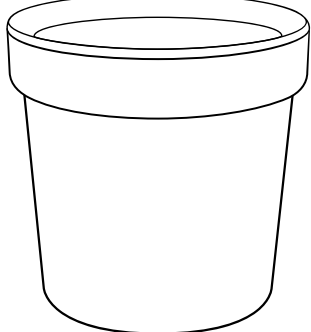
First, write down the five topics you're going to cover on your social media channel!

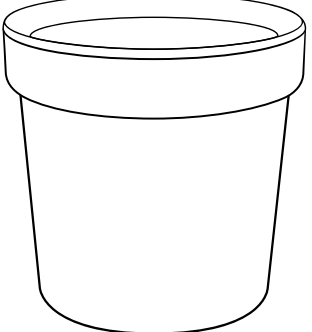
Jade's Tip: Look at the photos and screenshots you take and save most regularly!

1. 

2. 

3. 

4. 

5. 

If you need more help deciding on your content buckets, watch [Rachael's How to Authentically Share Your Story](#) course.

Consistency

Consistency looks different for everyone. Now you've decided what you're posting, take the time to plan out an Attraction Marketing posting schedule that works for you. (It's more difficult to be consistent if you don't have a plan!)

What Platforms will you use?

How often will you Post?

(Be specific. X times a week, X times a day, Mon, Thurs, Sat, etc.)

How will you prepare your content?

(There are apps like [Later](#) where you can create and schedule posts across platforms or use something as simple as the Notes app in your phone like Jade!)

Alongside posting, decide when you can commit to engaging?

(Responding to comments and messages and interacting with your followers content.)

Now you've created a plan, commit!

Do you use a planner, a calendar, Penny? Whatever you use to plan out your business slot in the commitments you've decided on above so it becomes part of your normal routine.

Remember: As Jade says 70% effort every day is better than 1000% bursts then complete burnout.

Actions:

Added to Daily Dos:

1. Content Creation Time
2. Content Scheduling Time
3. Engagement Time

Call to Action

One of the biggest takeaways from Jade's course is using frequent Calls to Action to invite your viewers and followers to interact with you so you know who is actually interested in you.

Take a moment to check your social media platform of choice to see what Calls to Action you can use.

Now, make a list of the tools available and think up some ideas of how you can use them on a daily basis to invite interaction from your followers.

Hint! Rewatch Jade's Lesson 5 video for some ideas

Tools	Idea #1	Idea #2	Idea #3
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Follow up

A common misconception of Attraction Marketing is that you show up and then customers appear magically... Wrong! (Though wouldn't it be nice if it worked like that?)

You need to follow up with the people who interact with your content so you can create a connection with them and keep yourself top of mind for when they're ready to make a purchase or start a new business.

When you put your ideas above into action, make sure you respond to your followers.

Believe-a-meter

We love Jade's Believe-a-meter for determining where people's self-esteem is at for starting or running their own direct sales business.

Where are you on the believe-a-meter?



If you need help unlocking your mindset to move yourself up the Believe-a-Meter, check out Deb Erickson's LevelUP course: [Get Unstuck and Grow a Thriving Business](#).