



VIDEO TRANSCRIPT:

Three Keys to Powerful Attraction Marketing



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Three Keys to Powerful Attraction Marketing

Switching from persuasion marketing to attraction marketing can transform your business.

Instead of chasing after prospects and customers, they start coming to you in droves. And instead of feeling like you have to resort to the sleazy marketing techniques that you hate, customers can't stop throwing money at you, because they're so excited about what you're offering.

To implement an attraction strategy in your business, you need to create alignment between what you've got and what people want, and in this video, I'll show you the three keys to making that happen.

Hi there. I'm Danny Iny, the founder and CEO of Mirasee, which used to be called Firepole Marketing, and this is the second video in a special series that I'm producing for our community.

In the first video, which you can watch by following a link somewhere on this page, I showed you the difference between persuasion marketing and attraction marketing. The big idea is that if you've created a great alignment between your offer and your audience, you don't need to worry so much about

persuasion tactics like funnels, limited time offers, super long sales letters, bonus stacking, and all the rest of it.

If you haven't seen that video yet, make sure to watch it before diving into this one, because each video in this series builds on the previous one, to empower you to grow your business by better serving your own audience and customers.

And in case you're wondering, I want to be transparent and clear that while this video is part of a series, and we are "launching" something at the end of it, I can pretty much guarantee that it's not what you think, and you're going to be very excited when you see what we've got coming for you.

I'll tell you more about that in the next video, because right now, I've got something else that I want to share with you: the three keys to creating the alignment that will drive your attraction marketing strategy. The three keys are (1) the best customer for your offer, (2) the most valuable way for them to use your offer, and (3) the most compelling reason for them to buy your offer.

I'll go into detail on each of the three keys, and I'm also going to use real world examples of businesses that you've probably heard of, so you can see how these ideas translate into real life.

Let's start with the first key, which is finding the best customer to buy your offer. We start here because, for almost any offer, there are lots of different groups of customers who could take advantage of it. Some are a better fit with the offer than others, and zeroing in on the very best customer that you can serve will go a really long way towards making your offer dramatically more attractive to them.

Imagine, for example, that you're selling a tennis ball; just some of the groups that might buy from you are tennis professionals, tennis hobbyists, the parents of aspiring tennis pros, and a ton of other groups that I haven't even thought of yet.

Now, let's go deeper, with a real life example, of a company called Swivl. They wanted to create a stand for your iPad or Android tablet, that would intelligently swivel, so that you could walk around, and the camera on the tablet could follow you. They launched their first commercial prototype in 2012, crowd-funded their development to the tune of over a hundred and fifty thousand dollars, won awards for their innovation, and even made it onto the Today Show with Al Roker and Katie Linendoll.

There was just one problem: they were targeting photographers

and videographers, and while some did buy the tool, the usage never stuck. They would take it out of the box two or three times, and then that was it – the photographers and videographers just weren't using it the way that the company had hoped.

The turning point for Swivl came when the founders realized that teachers were getting excited about using the product for professional development, because schools around the world are starting to require teachers to submit teaching videos.

By taking the time to find the best customer for their offer, Swivl saved their company, and is now a thriving success. And keep in mind that when they started out, they were sure that the photographers and videographers were the best possible customers for them to go after. So think about whether there's a target customer that might get more excited about your offer than the people you're trying to sell it to right now!

That's the first key – but now, let's move on to the second. Once you've found your best customer, the next key is to find the most valuable way for them to use your offer. Because every product and service can be used or applied in lots of different ways – some of which are obvious to you, and some of which aren't. And until you really think through all of the options, and match them up with all of the possible customers who might buy, you won't

find the very best fit that makes your offer as attractive as it can be.

Let's go back to our tennis ball example. Sure, you can use it to play tennis, but you can also use a few of them to learn how to juggle, or can cut holes in a few and attach them to the bottom of a senior citizen's walker, or rub one on the bottom of your feet to relieve sore muscles after a long run. Each of these different uses opens up a world of possible customers, and even more importantly, a world of potential for powerful attraction when the right customer is exposed to your offer.

The real life example that I want to share in this case is an Australian product called Napisan, a laundry detergent product that was designed to wash cloth diapers for babies. (In Australia, diapers are called nappies – hence the name Napisan.)

It was a very popular product until the late 1980s, but then something changed in Australia: a lot of women entered the workforce, which meant that parents had a lot less time, and people shifted from using washable cloth diapers, to using disposable ones.

This could have been a disaster for Napisan, but they took a careful look at the second key, and asked themselves if there's another way that their customers could use their product. And it

turns out, there was – if your detergent is good enough to clean dirty diapers, then it can clean just about anything! So they started presenting their formula as the ideal laundry detergent for tough stains – and that saved the company.

I'll share another example with you, that's a little closer to home, from my own business – but first, let's talk about the third key. Once you know who your best customer is, and how they're going to use your offer, the third key is to find the most compelling reason for them to buy.

This is about more than just finding the problem that they want to solve, or the delight that they want to experience – it's about understanding what deep seated human drivers your offer taps into.

And of course, this depends on who your customer is, and how they're going to use it. If it's a tennis weekend warrior buying the tennis ball, then maybe their deep motivation is to stay healthy and fit. If it's a parent buying it to play catch with their child, then maybe it's about being a good parent, and building a better relationship than they had with their parents. Or if they're buying it for their elderly parents' walker, maybe it's about being a good son or daughter, and taking care of someone who took care of you for so long.

The example that I'll share to show you what happens when you turn that third key is Brita, the water filter company. In 2002, they were doing great, serving 70% of the water filter market, which is an insanely high number.

But then something changed: bottled water became popular, and the more people started drinking Aquafina, Dasani, and dozens of other bottled water brands, the more Brita's sales tanked, to the point that their parent company threatened to sell the business altogether.

But with the growing popularity of bottled water, also came a growing concern from environmental groups, about the enormous amount of waste created by millions of plastic bottles filling landfills. Brita knew that using a water filter could prevent that waste, and so they focused in on this new deep need of their customer – to find a green alternative to the waste created by the bottled water industry.

Now, I'm sharing these examples of "real world" companies because I want to show you that what I'm teaching doesn't just apply to "internet marketing" kinds of businesses, and because our industry tends to be a bit secretive, and doesn't usually share these sorts of case studies.

But I know that you might be watching this and wondering how this applies to the audience you're building, the blog that you're growing, or the course that you're trying to sell, so I want to share an example from my own business, that might be a little easier to relate to.

The example is our Course Builder's Laboratory training program. As you may know if you've been following our work for a while, we first launched that program in January of last year, and then opened it again to new students in September. That's a gap of only eight months between launches, and our business hadn't changed much in that time period – but the results of those two launches were very different.

In January, we barely did a million dollars in sales, whereas in September we did 2.6 million - that's almost three times the result. And in case you're thinking that we just had more promotion help, I'll share with you that in January, we had one hundred joint venture partners promoting the Course Builder's Laboratory, and in September we pared down our partner network to only work with forty-two. So that's almost three times the sales with less than half of the promotion muscle behind it.

There were a lot of tactics that we applied in the launch, and they were all driven by a careful turning of the three keys, starting with the first key, which is finding the best customer to serve.

Whereas in January we went broad, and tried to speak to anyone and everyone that wanted to build a business online with any kind of educational content, in September we focused in on really speaking to people who had expertise in their field, that they wanted to deliver to others through courses. It was a scary move to make, because it meant focusing on a much smaller group of people, but we knew it was the right thing to do.

Next we turned the key of finding the best way for people to use our offer, and this one is tricky when it comes to courses – after all, a course teaches what it teaches, and in our case, there are even specific results that we guarantee! But despite all that, in September we made a point of placing a lot more emphasis on the fact that the real goal of the program isn't the short-term result that we're guaranteeing, but rather everything that our students will build on top of that outcome, in the months and years to come.

So that was the second key, and that brings us to the third key, which is the deep human driver behind people's decision to buy. In January, even though we always focused on serving people

who wanted to make a difference in the world, a lot of people joined the program because they were looking for a way to make money quickly – basically, our guarantee backfired on us, and convinced even people who weren't our best customer that they should sign up. In September, we focused much more strongly on the goal of building a stable foundation, and working at your own pace. The result: almost triple the sales, with less than half of the promotional support.

Now, all of the examples that I shared with you are turnaround situations to some degree; a product or offer already existed, and wasn't doing very well, and then at least one of the three keys were turned, leading to great success.

I chose those examples because it's a lot easier to see the keys individually when you're looking at a situation where something had to be changed – but of course, if you get things right from the get-go, it's even easier and more effective. These three keys of the best customer, the best usage, and the most compelling reason for them to buy work together to create a powerful attraction strategy for your offer.

The challenge, of course, is that they all depend on each other; each possible customer comes with lots of different usages and reasons to buy, and each possible usage opens up new

customers and motivations – so if you were to try to list out all the possible combinations, you'd very likely end up chasing your tail for months before arriving at something that will work in your business.

That's why you need more than the three keys – you need a process for arriving at them quickly and effectively, that will also equip you to present your offer, and even apply a few ethical persuasion strategies that you might want to throw into the mix.

And of course, I wouldn't have created these two videos to lead you here without having a process and framework to teach you. I call it the Offer Craft Framework, and I'm going to break it down for you in the next video, that we'll have ready for you in the next few days.

And not only that, in that video I'm also going to show you how you can get in-depth training from me on applying the Offer Craft Framework to leverage attraction marketing in your business, without having to pay a cent. See, I told you that you'd like where we're going with this!

So watch for the next video, that I'll send your way in the next few days. And if you have an extra moment, I'd really appreciate it if you could leave a comment below, and tell me what you think of the three keys that I've shared with you today.



Do they resonate? Do you have some ideas about how you could refocus your offer to create a stronger attraction with your audience? And do you have questions that you'd like me or my team to try to answer?

We'd love to hear your thoughts, so please share them below, and I'll be back with more for you in the next video!