

The facebook **Attraction** Method

Part 2



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The Lost Art of Barter

Caution... Discuss this method with your tax preparer first.

One of the best ways to maintain or improve your current standard of living is trading your services for their services. In other words...Barter!

Think about it... If you go to all the businesses where you are currently a regular and offer the business owner with the two following choices:

A) We do business together and it costs you nothing and you get free advertising and local promotion that will increase your profits.

Or

B) We don't do business together, it still costs you nothing, **but**, you lose a client and your competition gets free advertising and local promotion.

Which option do you think they would choose? A or B?

Now, **do not be this blunt**...But that's the idea behind this strategy.

This strategy alone has put more than \$5,000.00 in my pocket this year alone, and I plan to expand it now to increase my standard of living by contacting businesses I don't have a current relationship with...but I would like to.

Again, to a new business the choices become:

A) We do business together and it costs you nothing and you get free advertising and local promotion that will increase your profits.

Or

B) We don't do business together, it still costs you nothing, but your competition gets the free advertising and local promotion.

You will find this technique to be one of the easiest ways to get started in sales because you already have a relationship with the business owner, even if he does not know you personally...Yet!

The barter arrangements do not have to be 100% trade. As an example, I trade my membership fees with my golf course for web hosting and web master services. But I still pay for food and drink as well as tournaments fees and such.

As well, I trade with a restaurant, which paid me in cash up front for the design and setup of the website and Facebook Fanpage, but they trade with me 100% for the monthly maintenance.

Here are some of the products and services for which I've bartered;

Golf Membership	\$1,200 a year
Restaurants	\$600 a year (I plan to increase that number)
Daycare	\$1,200 a year
Shoes	\$800 so far
Massage Therapy	\$80 a month
Eyewear (Sunglasses)	\$1000 so far
Car Maintenance	Open contract for oil changes, tires and maintenance.

As you can see this is a short list, but the dollar amounts add up fast.

And I plan to add more to these. Like my current gym membership. I signed for a 12 month contract last year and I have one month left. Once that contract is up, I will not be paying cash for this service any more. Here are my proposed scripts.

Talking to the manager of the gym I am a client of...

"As you know, I've been a client here for a year and my 1 year membership requirements are now over and I'm on a monthly plan now. And...

I have my own local marketing company and I offer promotion services that would increase your profits each month.

My question to you is this; Are you open to discuss a trade system were we both benefit from each other's services without exchanging cash?" "In other words I provide local promotion services for your company in exchange for my monthly membership".

If they say yes, I would design a program that has way more perceived value than the price of their services... I want to make sure that I provide value so I can benefit from the arrangement for as long as possible.

So for the gym where I pay \$22.00 every two weeks or roughly \$45 a month I would probably offer a Lead Generation website where I usually charge \$197 set-up and \$97 a month.

So to the manager of the gym, the trade would look like he's coming out ahead in the deal by getting free leads.

And I get to keep my gym membership. My cost? One hour of work at best, plus \$1 a month in direct expenses.

Now, once that deal is on, and we're talking regularly, I can upgrade my services for cash or for his upgraded services like personal training, tanning etc...

If they say "No I can't", "sorry we don't" or anything like that... I will look for another service provider. That's it. But, I would wait until I signed up for a new deal before cancelling this one.

Talking to the owner or manager of a business I am not a client of...

"Hi, I am looking to join a new gym as my current membership at XYZ gym is expiring, and I thought I would shop around". "I have my own business where I help local business increase sales through local marketing, and I sometime offer my services in exchange for their services".

I was wondering, "Are you open to discuss a trade system were we both benefit from each other's services without exchanging cash?" "In other words I provide local promotion services for your company in exchange for my monthly membership".

If they accept I work out a deal based on value.

Again, bartering is legal in my country at this time and it is taxable income. So talk to your Tax Accountant when you considering or implementing barter.