



The Attraction Principle

**How To Shift From Working
Hard To Get Clients To
Attracting Them Effortlessly**

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**Subject Line:
Attraction Principle Slide Deck**

The story of Bob...

**Salesman
Extraordinaire!**



How many of you
would like more
business?



Agenda

- Define Attraction vs. Selling
- 5 Key Shifts You Need To Make To Attract Business
- Example – Building an Attraction System
- Questions & Answers
- Special Bonus Giveaways!



Attraction vs. Selling

Group Exercise

Attraction vs. Selling

- Selling = Convincing someone to buy
- Attraction = People want to buy – they come to you!



Who Is Your Target Market?

Group Exercise

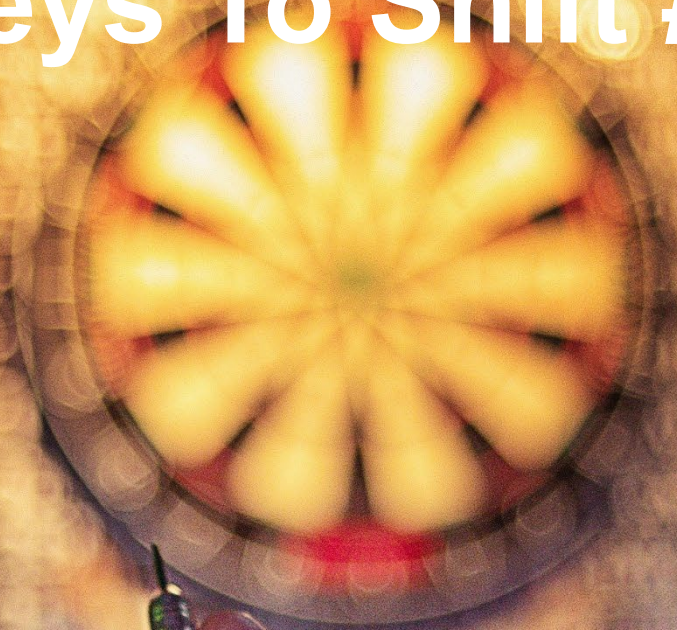


A narrow alleyway in an urban setting, likely in Asia. The ground is paved with a large white 'STOP' sign. On the right side, several motorcycles are parked in a designated area. A person is standing near the motorcycles. The buildings on either side are multi-story, with some having balconies and air conditioning units. The lighting is dim, suggesting it might be early morning or late afternoon.

Shift #1

**Stop Selling To Just Anyone, And Attract
The Clients You Really Want**

Keys To Shift #1



Keys To Shift #1

- The more focused your Target Market is the more attractive it is!

Keys To Shift #1

A focused target market helps you attract:



Keys To Shift #1

A focused target market helps you attract:



Clients

COIs

Power Partners

Referrals

Keys to Shift #1

- People Want Experts!
 - The more focused your business is, the more value you will add for your clients
- Know Your Clients
 - What are their biggest challenges?
 - Where do they hang out?
- Add Massive Value



A personal trainer with short brown hair and a beard is leaning forward, looking intently at a female client. The client has long brown hair in a ponytail and a tattoo on her left shoulder. They are in a gym with various equipment visible in the background. The trainer is wearing a dark grey t-shirt with a logo that says 'SWEAT DAILY' and 'e3-fitness.com'.

The Personal Trainer

Group Exercise





Or



Shift #2

Be A Walking Billboard For Your Business!

Keys To Shift #2

- Work on yourself – be the best that you can be
- Get your needs met outside of your business!
- Be an expert – add immense value for people!
- You must become the person that you need to be in order to achieve the success that you are striving for



You are the bottleneck in your business!

The 80/20 Rule to Success

80% of any result you create comes from your psychology,
and 20% from your strategy



Physiology



How you hold and move your body – determines your emotion, energy level, and positivity

People are attracted to confident, high energy professionals!

Beliefs/Focus

Beliefs are what you focus your mind on – your rules for life

What you focus on = what you create!



Key Beliefs of Business Builders

- You have the intention of building your business
- You don't have any hang ups or disempowering beliefs about building your business
- You are in integrity – givers gain!



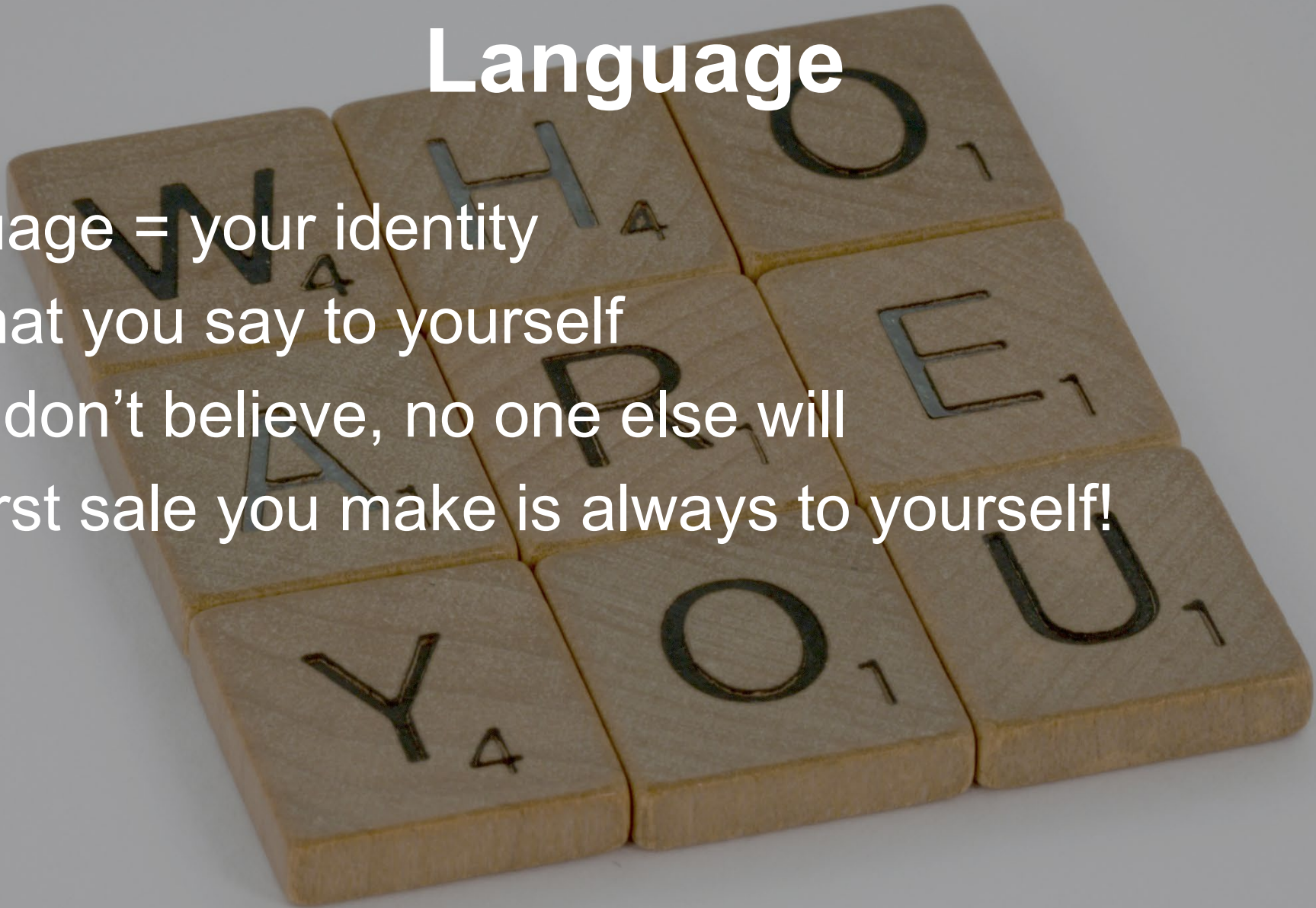
Key Beliefs of Business Builders

- You align your actions with your intentions by having an attraction system to build your business
- You believe that you add massive value, and deserve more



Language

- Language = your identity
- It's what you say to yourself
- If you don't believe, no one else will
- The first sale you make is always to yourself!



Language of Business Builders

- I am a master of what I do and I add massive value for my clients
- I believe in growing my business and the philosophy of abundance
- I attract everything that I want and need with ease





Shift #3

**Build An Attraction System vs. Having A
Sales Effort**

What is a Sales Effort?



A Sales Effort Is...

- You are selling (convincing people to buy)
 - May not be in integrity
 - Are you matching your product/service with the clients needs, or selling something to meet your needs?
- It requires effort
 - Hard work!
 - It requires you to motivate yourself
 - You are pushing – this is very hard to sustain



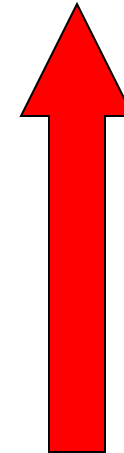
Traditional Sales Effort

Traditional Sales Effort

Suspect

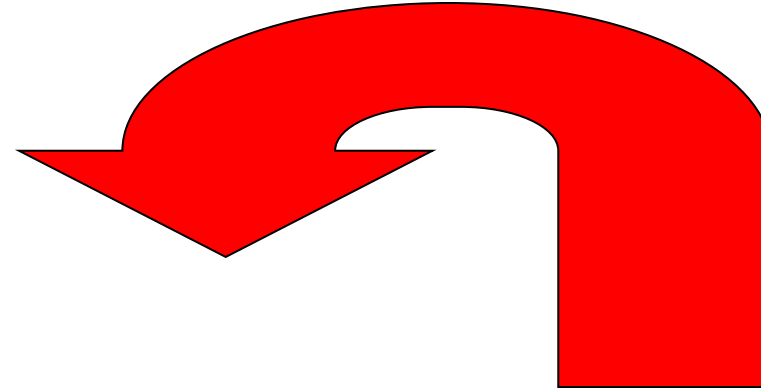
Traditional Sales Effort

Active Sales

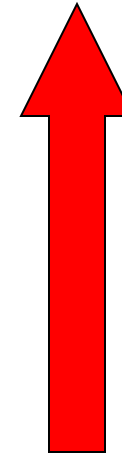


Suspect

Traditional Sales Effort

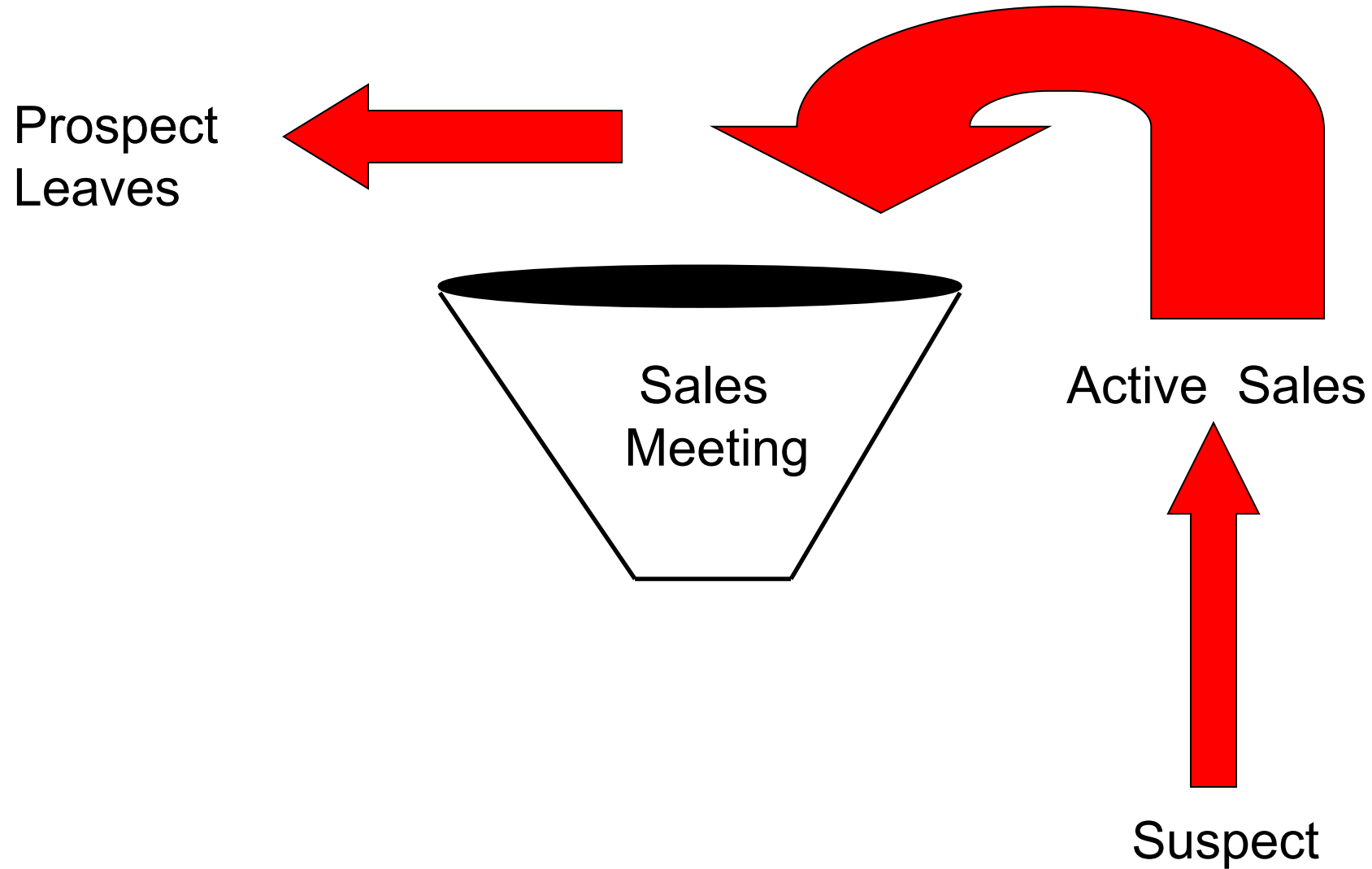


Active Sales

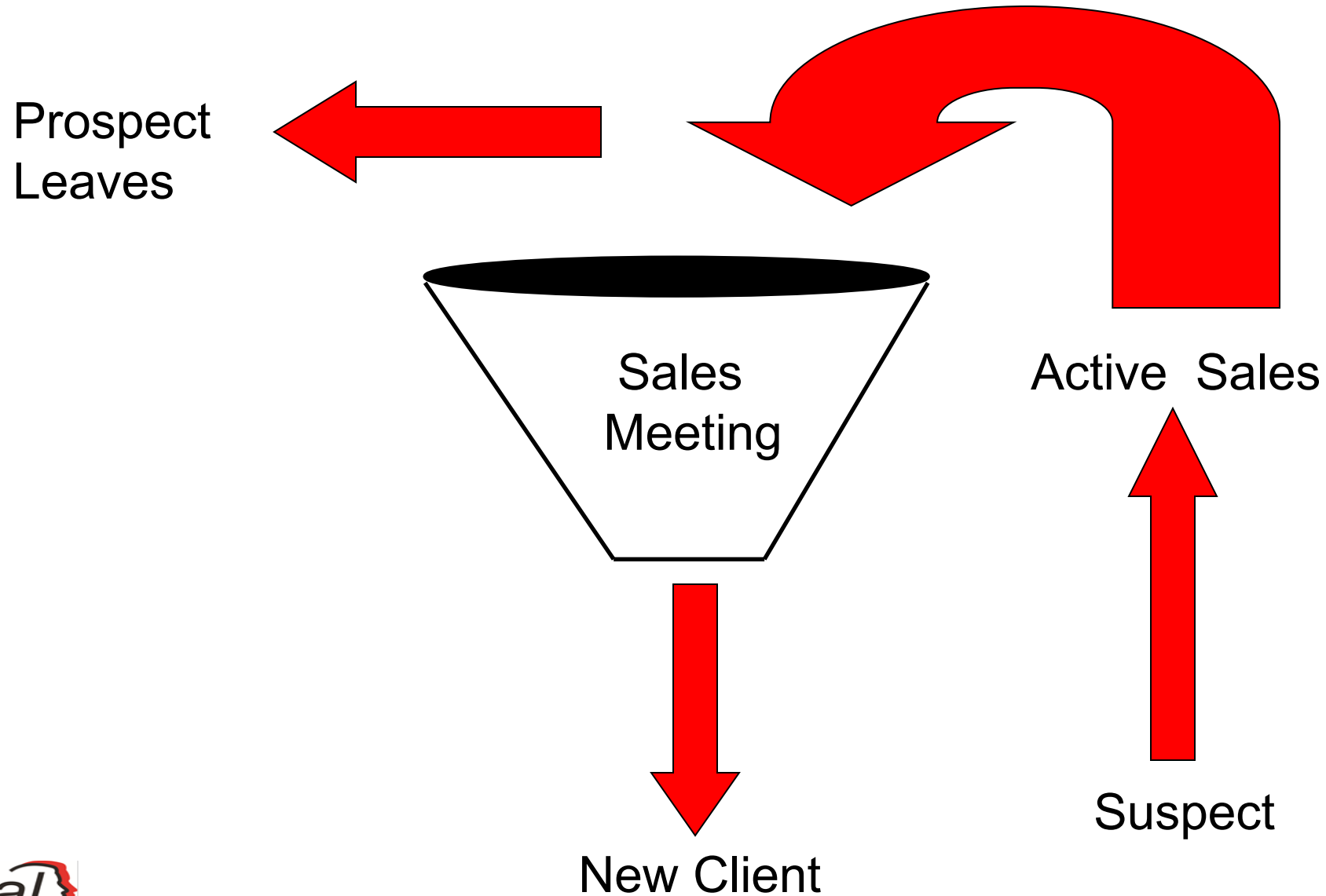


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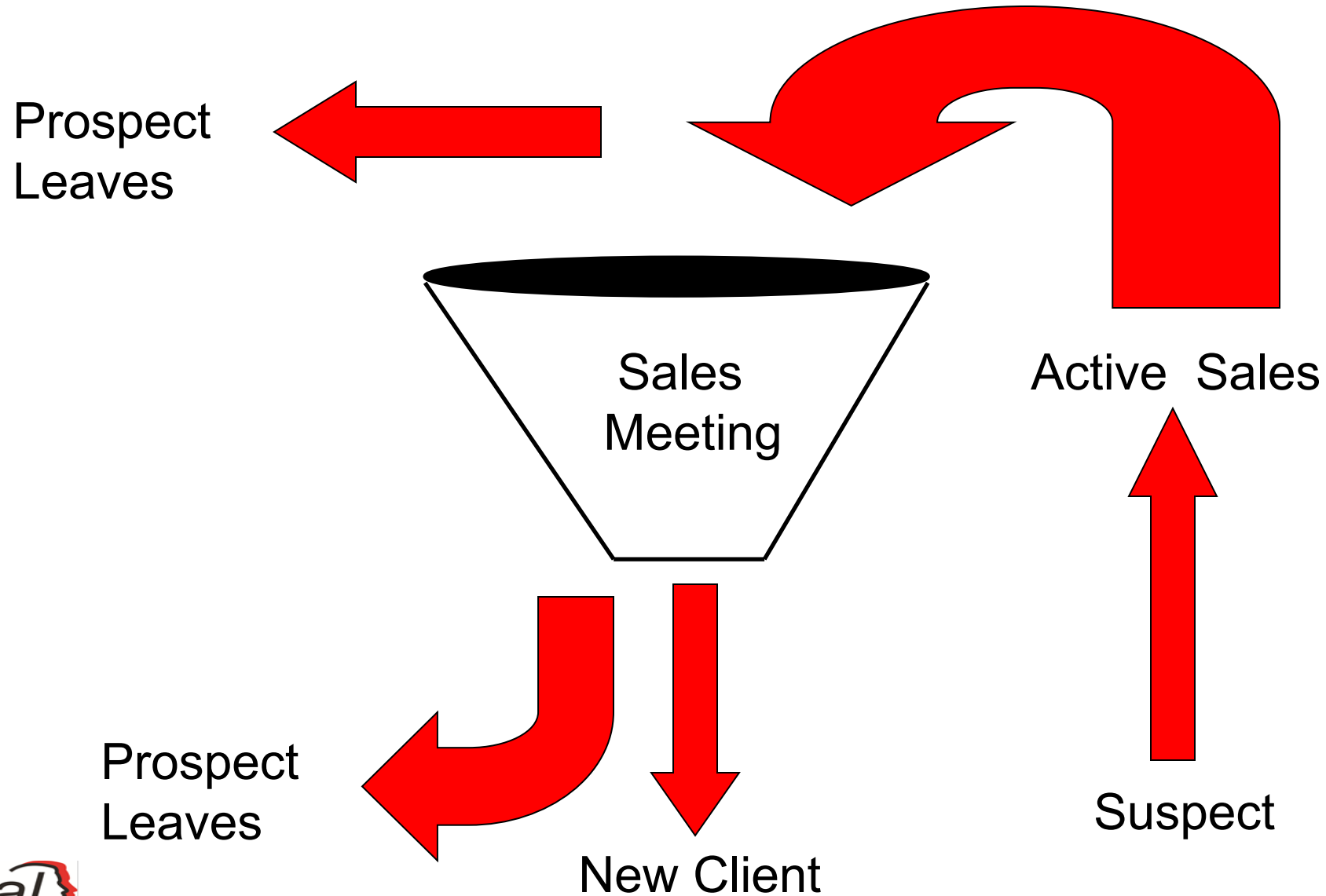
Traditional Sales Effort



Traditional Sales Effort



Traditional Sales Effort





“Churn and Burn” Selling
Will Cost You...

40-60% of Your
Sales
Opportunities!

What is An Attraction System?



An Attraction System Is...

...a set of detailed methods, procedures,
and routines established to attract business
in a predictable, sustainable, and consistent
way.

An Attraction System Is...

- Attractive!
 - Clients come to you
 - They see value in what you bring to the table
 - You maintain integrity – you are providing a needed product/service
- It is a system
 - Predictable and sustainable
 - You put something in, and get something out
 - Allows you to measure your success

Keys To Shift #3

- Have a plan!
 - Align your daily actions with your intentions
- Shift to being a consultant
 - Ask questions and solve problems – even if it's not your product!
- Let people experience your product or service for free
 - Removes barriers
 - Allows them to sell themselves



Keys To Shift #3

- Offer a 100% money back guarantee
- Leverage current clients
 - Referrals – be referrable!
 - Have a referral system
 - Testimonials
- Develop multiple passive marketing systems

What Is A Passive Marketing System?



A Passive Marketing System Is...

- Passive
 - Requires little if no work on your part once it is set up
 - Allows you to leverage your time and maximize the amount of people you touch
- A system
 - Sustainable and repeatable
 - Generates predictable results
 - Puts prospects into your sales funnel



Why Is This Important?

Consumers today encounter from
3,500 to **5,000** marketing messages
per day, vs. **500** to **2,000** in the 1970s

Yankelovich Consumer Research – 2012 Study

It takes **26** impressions to move a consumer from apathy to “ready to buy”

Yankelovich Consumer Research – 2012 Study

Keys To Shift #3

- Add value during every step of the process
- Develop “The Edge”
- Utilize the 80/20 rule
 - 80% of your business is from top 20%
 - 80% of your headaches is from bottom 20%
- Think long term
 - Plant seeds and develop long term relationships

Keys To Shift #3

- Focus on your personal strengths
 - Makes your job a lot easier
 - Everyone has strong points – these are what people are attracted to



Attraction System

Attraction System

Suspect

Suspect



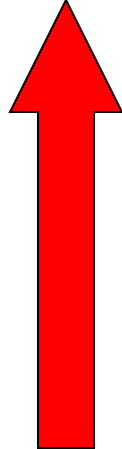
Coaching to the edge of what is possible TM



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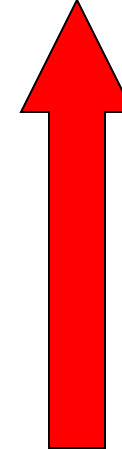
Attraction System

Passive Marketing



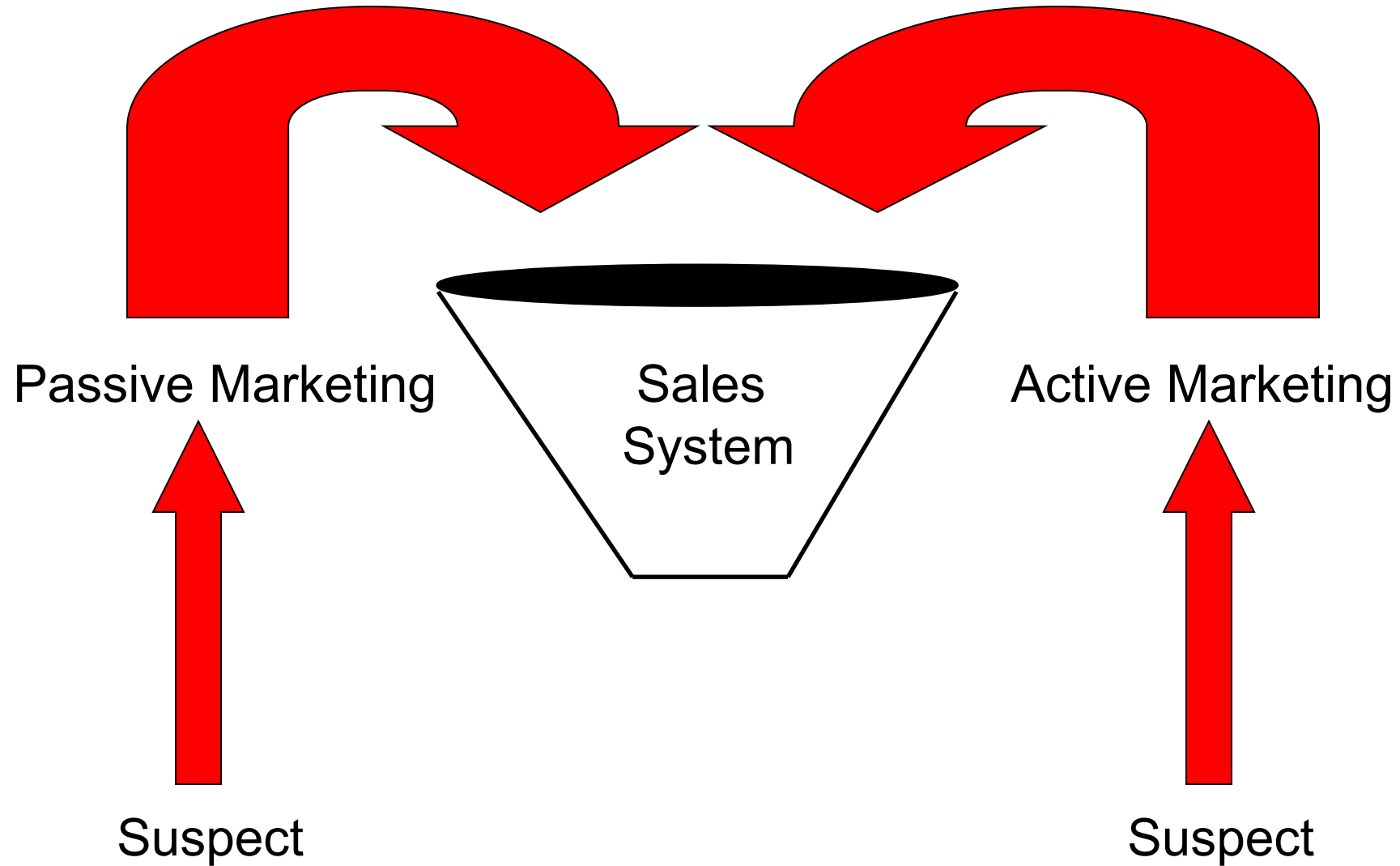
Suspect

Active Marketing

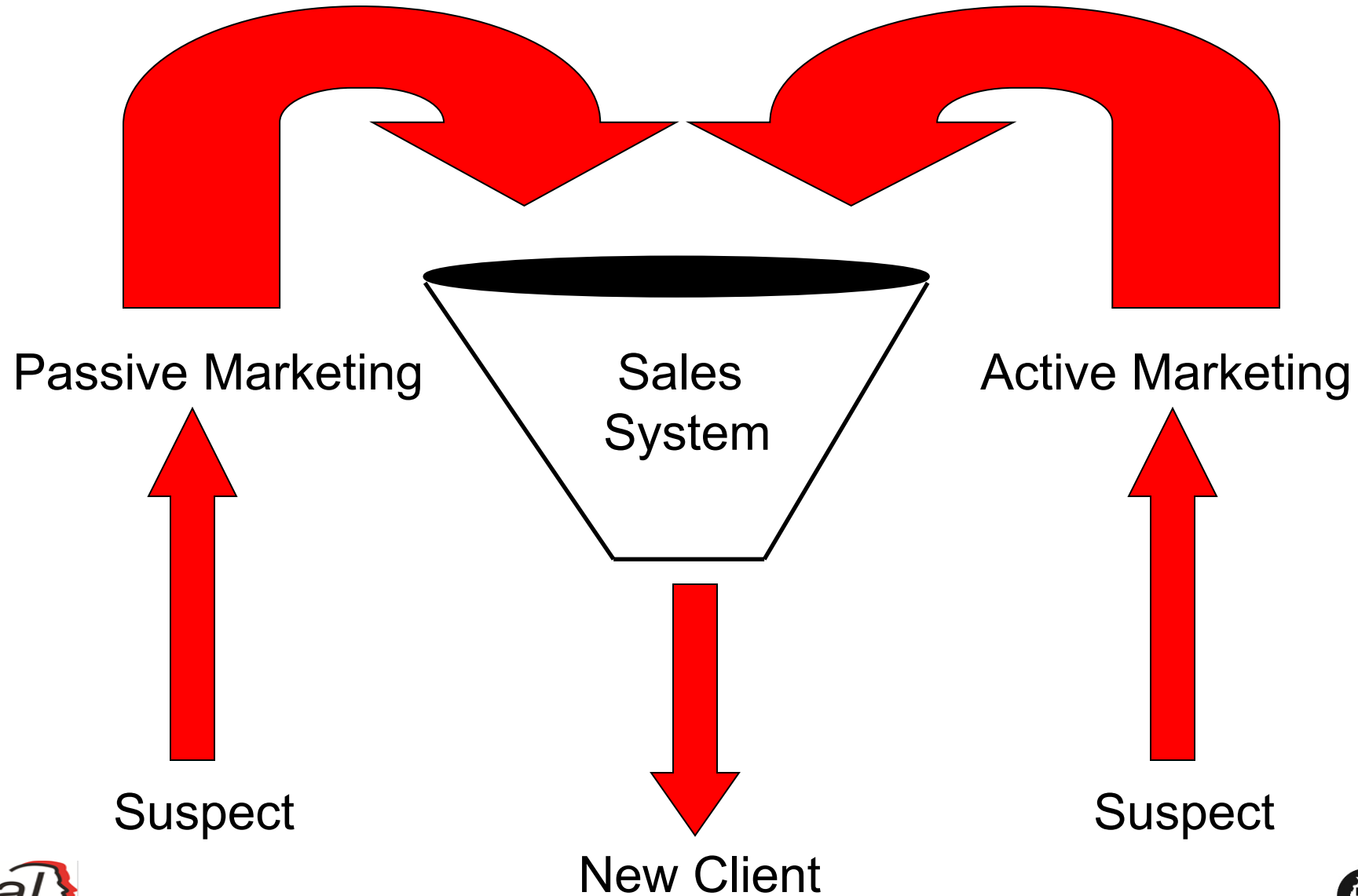


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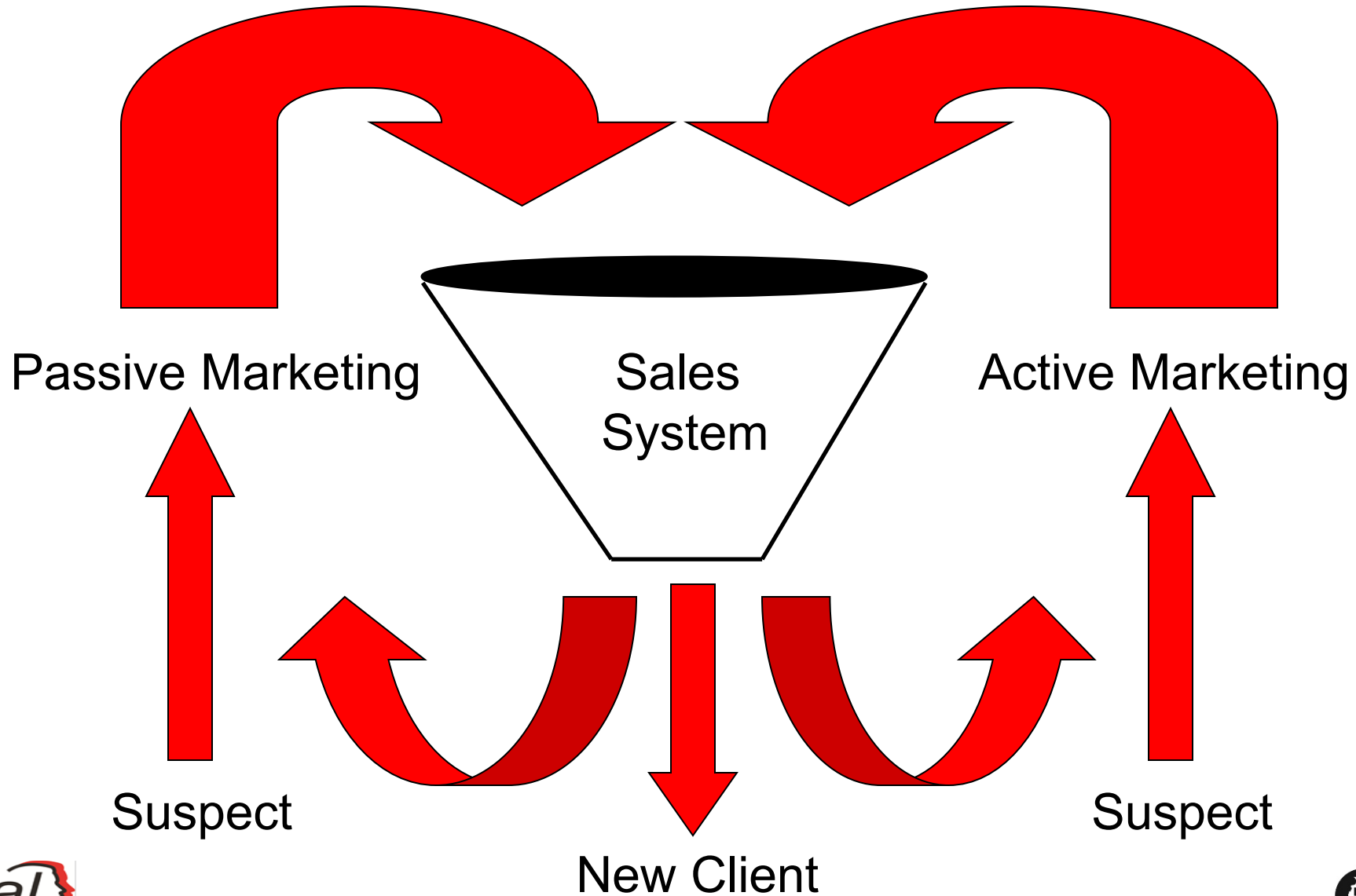
Attraction System



Attraction System



Attraction System



A person's legs, wearing light-colored shorts and dark sandals, are visible at the top center of the frame, standing on a hopscotch grid. The grid is drawn on asphalt with white chalk, featuring a series of squares and diamonds, each containing a number. The numbers are arranged in a sequence that follows the path of the game, with some numbers appearing multiple times. The perspective is from a low angle, looking down at the grid.

Numbers Game

Group Exercise

A close-up photograph of a person's hand operating a mechanical device. The hand, wearing a brown leather wristband, is pulling a metal handle. This handle is connected to a pulley system that includes a large metal wheel and a chain. The background is dark and industrial. The text "Shift #4" is overlaid in the center.

Shift #4

**Maximize Your Attraction Potential By
Leveraging Yourself**

Keys To Shift #4

- Have an “Ideal Schedule” that you work to
 - Align actions with intentions
 - 40/60 breakdown
 - Structure, structure, structure
- Build an effective operations system
 - Maximize your sales time!
- Know what your time is worth
 - Get rid of anything that you can pay someone less \$\$ to do
 - Hire an assistant

Keys To Shift #4

- Control your controllables
- Improve your service level – this is key!
 - Products are a commodity
 - The only discernable difference between you and your competition is...



A man with dark, curly hair and a mustache is pointing directly at the camera. He is wearing a black jacket over a black t-shirt with white text that reads "JESUS DIED" and "SO I COULD LIVE". He is wearing a silver ring on his right ring finger. The background is a blurred city street at night with cars and warm, out-of-focus lights.

YOU!!!



Zen Parable

Finding The Way

Shift #5

Detach From The Results



A close-up photograph of a large pile of old, weathered keys scattered on a red surface. The keys are of various shapes and sizes, some with circular heads and others with notched heads. Many of the keys show signs of rust and age. Some of the visible text on the keys includes "GREAT VALUE", "YOU", "77598", "MOTOR", "BRIGGS & STRATTON", "MADE IN U.S.A.", and "CORPORATION".

Keys To Shift #5

- Focus on the process
 - Have a strong sales, marketing, and operations system
 - Control the inputs, and the results will take care of themselves
- Add immense value for people, and you will attract more business than you will ever want!

In Summary...





There are 5 Keys Shifts to Building an Attraction System



The 5 Key Shifts

- Stop selling to just anyone and attract the clients you really want
- Become a walking billboard for your business
- Build an attraction system vs. having a sales effort
- Maximize your attraction potential by leveraging yourself
- Detach from the results





Questions?

Special Bonus #1...

The Biz Whiz Success Program

100 Keys Factors to Consistent Business
Success and Profitability

Special Bonus #2...

The 5 Keys to a Great Referral System



Tom Kelly

Generate more
referrals in a
predictable,
sustainable and
consistent way!



Want my slide deck and bonuses?

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**Subject Line:
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