



How To Be A Business Attraction Magnet: Effortlessness vs. Struggle

Hello, Everyone!

The idea behind Attraction is to attract stuff to you instead of chasing after it in some way. Wouldn't it be great for business to come to you? If you are in sales then you are accustomed to chasing after business to grow your company's bottom line. What if you could put the odds in your favor for attracting clients and attracting business?

Here are 5 tips for attracting business:

1. **BE PASSIONATE.** Be sure you are proud of what you do and who you are. If you do not love what you do it, or don't feel good enough about it to tell the world, it will be difficult to be very attractive to others.
2. **BE A MODEL.** You must become a model of what you are selling. You've heard the sayings "practice what you preach" and "lead by example". Become the walking brochure for what you do. Nothing kills a deal faster than not following through on a promise. Customize what you are selling so that it fits you perfectly.
3. **SOUND AND LOOK HAPPY** about what you do and who you are. We are all attracted to happiness. Scientific studies show that people tend to mimic the expressions of those around them. In other words, a smiling face evokes smiles and happiness. If you are happy in your business and proud of what you do, then people will be attracted to you and will want to work with you.
4. **DEVELOP LISTENING SKILLS.** Doesn't someone truly listening to you, showing an interest in you and your business make you feel drawn to them? Being Attractive means you listen well and have great oral communication skills.
5. **DISCOVER WHAT BRINGS YOU JOY** and do lots of that. Very few people know what brings them joy, but when they find out, they become more attractive to themselves and to others. What brings you joy? Is it intellectual pursuits? Giving to others? Solving problems? Designing something? Playing, dancing, etc.

Operate from the calm inside vs. operating from fear of loss.

Be happy, content with yourself and your life.

Be the kind of person and the kind of business you want to attract!

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