

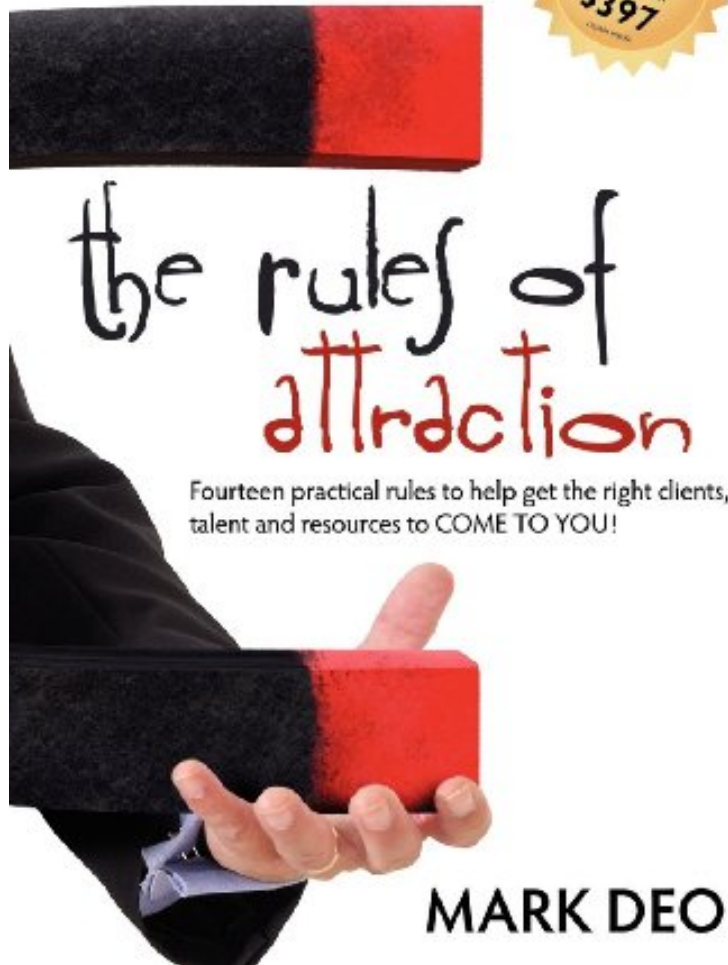
(Free download) The Rules of Attraction: Fourteen Practical Rules to Help Get the Right Clients, Talent and Resources to Come to You!

The Rules of Attraction: Fourteen Practical Rules to Help Get the Right Clients, Talent and Resources to Come to You!

Mark Deo

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"The Rules of Attraction is a well researched, well articulated message for any business seeking to grow."
Christopher Howard – Author, *Turning Passions Into Profits*



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Mark Deo : The Rules of Attraction: Fourteen Practical Rules to Help Get the Right Clients, Talent and Resources to Come to You! before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Rules of Attraction: Fourteen Practical Rules to Help Get the Right Clients, Talent and Resources to Come to You!:

4 of 4 people found the following review helpful. Appears counter-intuitive, but it really does make sense when you

understand it...By Thomas Duff Most marketing involves the seller as the hunter, and the potential customer as the hunted. And all too often, that analogy continues down to the point where the hunted customer is doing everything possible to protect themselves and to escape from the selling hunter. Is it any wonder then that the buyer/seller relationship is so distasteful to many? Mark Deo flips the mindset around in his book *The Rules of Attraction: Fourteen Practical Rules to Help Get the Right Clients, Talent and Resources to Come to You!* If done correctly, you as the marketer can actually have the customers seeking you out, already "sold" on who you are and what you have to offer before you even begin. I was impressed at how these seemingly counter-intuitive rules can actually produce more results than the tried and true (and tired) ideas.

Contents: Introduction - The Principle of Attraction
Rule #1 - Become a Bigger Fish in a Smaller Pond
Rule #2 - Make the Problem More Important Than the Solution
Rule #3 - Create an Exclusive Community of Super-users
Rule #4 - Become the Only Solution
Rule #5 - Reject Strategically
Rule #6 - Give Information Away
Rule #7 - Reverse Risk
Rule #8 - Let Design and Color Speak
Rule #9 - Win Heartshare
Rule #10 - Collaborate Rather Than Compete
Rule #11 - Who We Are is More Important than What We Do
Rule #12 - Create Standards and Systems that Nurture Growth
Rule #13 - Learn the Discipline of Testing
Rule #14 - Destroy Your Business

Impacting Others - The Rules of Attraction at Work
About the Author; Business Attraction Resources, Free Bonus Material

Deo frames the principle of Attraction in terms of the lion and the gazelle. The gazelle (customer) is alert, knowing there are lions (sellers) nearby. When the lion starts the chase, the gazelle has only one thing on its mind... escape. So long as the lion is hungry, the gazelle can't slow down or else it will become lunch. But once the lion is able to capture and feed on something, it is no longer hungry. It poses no menace to the gazelle, and the gazelle can graze nearby without fear. Imagine if your company appears well-fed, and your customers don't see themselves as "the next meal". That lack of fear means that curiosity becomes attraction, and the customer is interested in finding out more about what you have to offer. In short order, you have their trust and you're considered a valuable partner instead of just another lion looking for the kill. Deo's rules help you put yourself in that position of trust and partnership. For instance, rule #1 talks about narrowing your target market to a point where you are considered the industry expert. He cites the example of a financial planner who specializes in the education field. Given that teachers have some unique tax situations, they need to have an expert who is up-to-speed on those rules and implications. So by focusing on that specific field, the planner becomes the very big fish in the smaller education pond, and he is the overwhelming first choice of those in that field. If he tried to be all things to all people, he'd drown in the competition and would have nothing to make him essential to his clients. Another valuable rule is #5, which is learning to turn away from opportunities or clients that will dilute your main focus. His example is the Curves fitness franchise. They don't try to be a large, full-service gym catering to everyone from out-of-shape couch potatoes to competitive bodybuilders. Instead, they focus on the "soccer mom", the woman who wants to be in better shape, who doesn't feel comfortable around hundreds of people when they exercise, and who don't have as much free time as they'd like. The locations are small, with a limited set of equipment. The Curves plan is designed for a quick and focused workout, allowing the customer to get in, get their workout in, and get out. The focus and catering to that specific audience works, as the franchise is booming. But to get there, they had to say "no" to a lot of amenities that others considered essential to running a gym.

The Rules of Attraction is a solid guide to the business person looking to level the playing field against the mega-corporations. By changing your thinking and mindset, you really can spend less and attract more business, offering solutions to your customers that they can't get anywhere else. And even better, they won't feel like they're being set up as the next meal...

1 of 1 people found the following review helpful. Top 5 marketing/sales books!

By Cory Halbardier

As a marketing consultant for small businesses, I'm frequently talking to struggling business owners who want to grow their sales but don't have any more time. This book has helped me to be able to sit down with clients and create a comprehensive strategy to stop chasing business and start attracting it. Here's why:

In Covey's famous 7 Habits of Highly Effective People, he talks about the Tyranny of the Urgent. Too many business owners spend too much time in quadrant 1 and 3, working urgently to bring in more clients. If you know you need to spend more time in quadrant 2, doing the not urgent/important things, so you can put out fewer fires, this book is for you. The 14 rules are:

1. Become a big fish in a smaller pond.
2. The problem is more important than the solution.
3. Create an exclusive community of "super-users."
4. Don't be a better option, become the ONLY solution.
5. Strategic rejection makes us more attractive.
6. Give information away without selling.
7. Reverse people's risk in changing.
8. No one has time to read so let design and color speak.
9. Winning "heart-share" is more important than market or mindshare.
10. Collaborate rather than compete.
11. Who we are is more important than what we do.
12. Create standards and systems that nurture.
13. Learn the discipline of testing.
14. Destroy your business.

Each chapter explains these rules in greater detail. And the way the author writes, it feels like you're drinking a warm cup of cocoa and sitting around the fire, hearing stories from Uncle Mark. It's very personal, friendly, and funny. I don't keep this book on my bookshelf behind me with all my other books, but rather much closer in my frequently used book collection on my desk. Of the great books on sales and marketing I've read, this is in my top 5, along with Dale Carnegie and Harry Beckwith. It's a must read if you're involved in sales and/or marketing!

1 of 1 people found the following review helpful. Read this book and learn - Five Stars

By Dr. Yuval Lirov

In the Internet age, most traditional marketing concepts produce the opposite of the intended effect, pushing customers away instead of attracting them. Internet turned client attraction to the most

important modern business development strategy, ahead of traditional client-pursuit strategies. , eBay, Google, NetFlix, LinkedIn, Facebook, iPod - these are all examples of successful products and services that are sold exclusively by following the modern rules of attraction and avoiding traditional advertising. But most book authors about client attraction stop short from teaching practical application of client attraction because practice is hard and because they lack the needed experience. Mark Deo has applied the rules of client attraction in marketing just about every type of product and service imaginable, including professional services and high technology products. Mark writes lucidly about the most complex concepts and then he elevates his book from a good educational tool to a pragmatic and inspiring guide by including numerous examples and exercises. In fact, Rules of Attraction is the ****ONLY**** book that has specific exercises that demonstrate how to implement the concepts in ****ANY**** type of business, large or small, new or old, well-financed or poorly funded. A personal action plan concludes each chapter. The action plan guides the reader in the application of the concepts. The book also includes several worksheets, such as Exclusive Market Positioning, Competitive Landscape Profile, and Business Assessment. If you want to learn what prevents people from buying your product or service and understand what you can do to reduce friction and eliminate competition or figure out how to get others to contribute to your marketing efforts, I encourage you to read this book.

Deo assembles 14 precepts which allow marketers to put into practice a new philosophy toward attracting clients, winning team cooperation, and building network business affiliates.

""Business attraction is like emotional attraction. It is as much an art as it is a science."" -- Tim Sanders ""Yahoo Chief Solutions Officer author of The Likeability Factor and Love is the Killer App""