

Use the Laws of Attraction to Build Your Business

Written by Deb St. George

How do you use the laws of attraction to build your business? The law of attraction corresponds to like-minded people who are drawn towards other like-minded people.

If your business centers around marketing then you will want to attract other people who are interested in marketing principles.

Where do groups of like-minded people gather? In like-minded forums, in places where like-minded business tools are reviewed or sold, or in places where articles are written about the business subject.

What do you need to build your business? Most people would say a list of prospects to sell your product to, but others would say you need a product to sell first.

In order to build your list you need to give something away for free. This could be a free report, a sample chapter, a video introduction, or a free ebook. You need to attract like-minded people by using the Laws of Attraction.

If you are not into product creation, you might try becoming an affiliate for someone who has created a product. You can still have a landing page where you collect people's name and address before you send your prospect to the product page; thereby building your list.

Where do you get a free chapter, free report, or free video? If you cannot create one yourself then you'll have to have someone else write or create the free product for you.

There are private label rights articles (where the article was written by someone else but they are allowing you to claim that you wrote the article). Some people license a private label rights product to you to sell and then you can use the first chapter as an example of the quality of the book being sold. There are free videos on you-tube.com and other video related sites that sometimes have quality subject matter that you might use on your landing page to gather your leads.

The law of attraction usually means you have a plan of action to attract like-minded people. You need to brand your work with your name, website url, logo, picture, voice and video clips so like-minded people will remember you.

The Law of Attraction is when you create a stream of positive thoughts and actions that work in harmony to attract the end result of the goals you are positively assuming will take place. When you assume the end result will come about, it usually does.

As an example, when you physically smile, even though you don't feel like smiling, the end result is that you feel better. The physical action of assuming the pose, actually benefits you because by assuming the pose, a positive action comes about.

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