



Attraction Marketing

*"How to Attract More Leads
into Your Marketing Funnel"*



The McGirvan Interviews

Alan McGirvan Interviews Special Guest Bill Doyle

August, 2010

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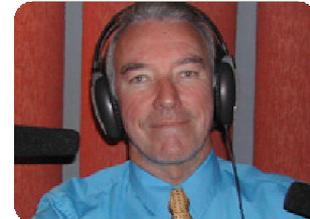


**Alan McGirvan presents The McGirvan Interviews
with special guest Bill Doyle**

Monday 23rd August 2010 - 11:00am

Interviewer: Alan McGirvan from McGirvanmedia

Visit: www.McGirvanmedia.com.au



Interviewee: Bill Doyle from Altitude Communications

Visit: www.AltitudeCommunications.com.au



Total Recorded Time: 11min 12 sec

Q: You know there's so much going on in our world that we find it hard to cut through the clutter sometimes to get to talk to the people who we would like to buy our products or our service, and I often think as we are a 100% referral business, I often think that there are more ways than just Google AdWords. There are more ways than electronic media. I notice that the spend on radio advertising, for example, in the last 12 months in Australia has decreased 30%. Where's that money going? It's going in new media, and it's going in different kinds of attraction. I'm talking about attracting your target market, and I've got man here who knows all about that, his name's Bill Doyle from Altitude Communications. Bill, welcome.

A: How are you Alan? Thanks for having us.

Q: A pleasure. Altitude – we're down at sea level now -

A: Oh, okay.

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Q: ...not a lot of altitude going on here but just –

A: Adjust my altitude -

Q: You're talking about bringing people up into a new level, into a new altitude because you say that you can effortlessly attract your target market – tell me about that.

A: Look you can, and I think the main thing that people look at in business is there's lots of things going on that we have to do in our business, and if you look at someone like McDonalds for instance. Now, they may not have the best, tastiest, healthiest burgers in the world but they certainly know how to sell them. So they attract a certain target market, and **we use a thing called a USP or a unique selling proposition** to do that. **Most people, when I say USP, it's sort of like a UFO to them.** They don't quite get what that means. So what it actually means, **it was developed in 1940 by a gentleman by the name of Rosser Reeves** out of the US, and there are three distinct things that your business or your product, or your offering, must have in order to attract your target to take action and come into what we call your marketing funnel. So **one of those first things is, get this thing, buy this product, take on this service – or whatever that is – and get this direct benefit right now.**

Q: Okay, it's that thing about you cannot have what you cannot attract, so you've got to give them the compelling reason – the USP, the unique selling proposition.

A: That's right, and it's got to be in your attraction marketing, because **there's only two types of marketing, one that works and one that doesn't**, and one that generally that we're used to or we're taught as business owners to use is called outbound marketing. That's where we'll put an ad in Yellow Pages traditionally or put an ad on Google AdWords, or wherever, whatever medium that we're going to use, and hope like hell that the phone's going to ring or someone's going to click and take action. Well, there's a bit more to it than that. **We need to resonate with the audience that we're targeting, so we need to put an offer out to them, and it's the good old fashioned offer of the word 'free'.**

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It's an oldie but a goodie and it still works, and people go, well I don't want to give it for free. That's why we put a value on it. So we'll say, "Come and get our free book by Alan for \$47, or valued at \$47, and you will get this direct benefit right now". So they'll surrender their email address, their first name, whatever, and come through and then we've got them at least at the top of our marketing funnel. So what we've effectively done is attracted them into our marketing funnel.

Q: Hence attraction marketing, so you've made them an offer, now you've got their attention and what's the next step?

A: Okay, now just like the dating process I guess, when you're – you know, if you're married or you're in a relationship of any sort, we need to build that ongoing relationship in what we call nurturing. So we've got them into the funnel – **the next step is to build that trust and that credibility, because people buy from who they know, who they like and who trust.**

Q: Who they trust – there's that word again.

A: Yeah, so this gives us an opportunity now to not try and sell them straight away. **Let's offer them something free with a value, and then bring them into a marketing funnel,** and these days with things like auto responders and lots of tools out in the market place, **we can use a series of auto responders to build that trust, to build that credibility** and to build our brand. Now **it takes between seven to 10 times before someone will get to know you, like you and trust you.**

Q: And trust you, yeah okay.

A: Yeah. So then we can start promoting our services and our offers and then put them into another marketing funnel from there, but that whole having a unique, **something that no one else on the planet can offer, and guess what that thing is? Most people don't realise, it's actually them.**

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There's only one of you, and **I call that the DNA or the thumb print.** So we're always trying to promote our company or our business name and our brand. **People buy from people, not companies.** So build that trust and that credibility. Be a little bit more transparent with who you are and don't hide behind your brand. So come out, be proud of what you're promoting. **Give something unique in the market, attract them into your funnel and build a relationship** whether you're at the beach or whether you're in fact in the office, auto responders or email marketing can actually help you achieve that.

Q: Okay. So it's that thing that I think Seth Godin talked about in his very first book which is – he said, you should become a radio station because – called WIIFM, which is what's in it for me, and that's what people are looking at in that magic nine seconds you've got on, for example, in an email before they hit delete, they say it's about nine seconds and that's interesting isn't it?

A: Well it is, and it's like radio, you know, there's a reason it's a 30 second ad, and I call it our **30 second elevator pitch, and I'll call it an audio business card.** Now that is being able to say and introduce myself to you, and be able to say "What is it that you do Alan?" "Well, I do this and I do that", and that's the old boring me, me, I, I thing. So what we really want to do is do something like this. So if you've got a business and you're thinking about what to say, **come out with something compelling and don't talk about you.** Just say something like, **"Hi, my name's Bill from Altitude Communications and I help people just like you attract more leads into their marketing funnel and generate more bottom line profits".**

Q: Give us a good example of something that's really worked for you in the last 12 months.

A: Sure. I mean, we're big on practicing what we preach, so we offer **50 free marketing tips** to business owners. So we're very clear on the target that we're after. **We're very clear on something being irresistible.** So the offer doesn't have to be good or great.

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It's got to be irresistible and I've got to have it right now. So 50 free marketing tips, people come into the funnel, grab their 50 free tips and then get an ongoing series of auto responders and newsletters.

We just had one recently for a client called **Adventures in Weight Loss** – a very highly competitive industry, didn't know how to launch his new book, "Seven Weight Loss Secrets". So there's two ways we can do it – we can rely on the bookshops to do it for us, or we can do it ourselves. **So part of the pre-launch to launching any product, any book, any service is to be able to generate leads and then build trust and credibility with that lead base** so that when we do go to market the take-up level's very high, and he had I think around about **\$10,000 worth of \$29.95 book sales in the first week of the launch of that book.**

Q: So how did you do that?

A: Probably about four months prior to the launch of the book **we really invested a lot of money in this irresistible offer, in the attraction marketing process.** So we wanted to attract people that at least thought that they wanted to lose weight, or they felt uncomfortable with themselves.

Q: So how did you target them?

A: **We put a free eBook out into the market** that basically said, "Do this and you'll get this now", and it was called "The Four Keys to Weight Loss". So we didn't register adventuresinweightloss.com.au or any other thing. **We registered www.4keystoweightloss.com** so Google can find it. **It's an appealing, attractive domain name** where people want to go. So whether we did a Google AdWords or as the back of a business card or on a car, it's attractive enough that if I am the target I'm going to get attracted to that and then come into the top of that marketing funnel, get my free report and go, that's great value, what else now?

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Then we actually interviewed all of the leads that we captured over the months and said, “What is it that you want from your weight loss? What are your expectations?” and it was quite stunning the results that actually came from that. So what actually happened was they said, “I want to lose between five to eight kilos. My self-esteem is actually more important than my weight loss, and I want to learn from someone who did it themselves”, not a practitioner or a – someone else.

Q: Real world experience?

A: Yeah, so what’s our new headline then to attract them into buying the book? **“If you’d like to lose between five to eight kilos, learn from someone who did it themselves and improve your self-esteem, read more”.**

Q: Yeah, okay, so you did the research, here’s what we want and you did it, you gave it to them.

A: Yeah.

Q: A compelling reason, and that’s attraction marketing and they really are targeted leads aren’t they – the best kind.

A: And they’re hot, and I call them hot sticky leads. They’re sticky in the sense they want to hang around and they’re not going anywhere. So they’re really expecting more good quality information. I’ve got to stress that when doing attraction marketing. Don’t just bring them into your top of the marketing funnel and attract them, **keep feeding them good relevant – and I say relevant content – that is engaging** and don’t give them the whole roast. Give them little snippets and little bits of entrees here and an entree there because people don’t have time to read lengthy items these days.

Q: That’s right, yeah that’s true. I’d like you actually to give our clients – let’s walk the talk. You have a compelling offer that will introduce you – this is attraction

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marketing in action folks, introducing people to Altitude Communications.

What's your offer?

A: Sure, once again – I mean, and I practice what I preach – I could drive them to www.AltitudeCommunications.com.au – not so compelling. Let's go to www.50FreeMarketingTips.com That's where you can go right now. **You can actually get 50 free marketing tips and a subscription to our weekly Ezine called "My Marketing Mentor"** which is valued at \$197 – **total value \$244**. You can go and get that right now, some **fantastic attraction marketing and lead generation tips there for you.**

Q: So have more than you have by becoming more than you are, and there's one way to do it and it's – I'm always thrilled to be able to give our clients and friends an opportunity to become more than they are, and thank you Bill Doyle, that's interesting stuff and one of my other communication points always is you can't give people enough ways to communicate to you, so you've just given them a web address and a phone number for Altitude Communications.

A: Yeah, and once again – I won't give you the phone number in this instance because we don't want the calls. We want to attract the leads and educate and nurture them to come in. **So it's www.50FreeMarketingTips.com**

Q: Thanks Bill.

A: Thanks Alan.

End of Interview



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