

# [PDF] Gravitational Marketing: The Science Of Attracting Customers

**Travis Miller, Jimmy Vee, Joel Bauer - pdf download free book**

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**Books Details:**

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## **Description:**

### **From the Inside Flap**

Wouldn't it be great if you could just sit there on your duff while customers came to you with no need for cold-calling, prospecting, hard-selling, or flat-out begging for business? Too bad it doesn't work that way in the real world. Or does it?

In Gravitational Marketing, you'll discover just how easy it is to create a low-cost, high-powered marketing system that attracts a steadily growing stream of customers into your business day after

day, month upon month, for years to come.

Marketing mavens Jimmy Vee and Travis Miller team up with celebrated rainmaker Joel Bauer to show you how to attract customers naturally. Following ideas and methods that have been thoroughly tested and proven by the savviest marketers in a broad spectrum of industries, you'll learn how to control, navigate, and respond to changes in that constantly evolving consumer landscape.

First, you'll have to clear your head of the misguided advice you've been getting from day one, including "you have to pay your dues" and "it's all about getting your name out there." Next, you'll learn how to make your business ESP—Enjoyable, Simple, and Prosperous—by creating an intelligent marketing system that positions you as an expert and causes qualified and interested prospects to come to you, begging to give you their business!

Central to your phenomenal new success is your firm determination to be master of your own marketing. Once you've taken charge, you'll find out how to identify and target the customers most in need of your product or service, create a compelling message that will draw those customers into your gravitational field, and choose the most efficient and effective media through which to contact them. You'll learn how to captivate new prospects with memorable presentations that will leave them begging for more; invigorate them with ingenious solutions to their problems; and motivate them to take the action you desire, while feeling that they are in complete control of the transaction.

Stop pounding your head against the wall trying to win over prospects who don't need what you're selling, won't return your calls, and couldn't care less about your grand ambitions. Read *Gravitational Marketing* and find out how easy and simple it is to naturally attract a steady stream of qualified buyers who seek you out, pay more, stay longer, and refer everyone they know.

## **From the Back Cover**

### Praise for *Gravitational Marketing*

"A serious look at marketing that made me laugh out loud! *Gravitational Marketing* is something anyone can use and everyone can afford. These guys get it!"

□Jerry Ross, Executive Director, Disney/SBA National Entrepreneur Center

"Reading this book can put zeros on your income and customers in your business. It will challenge everything you believe about what it takes to get people to do business with you. This book takes marketing to a whole new level!"

□Robert G. Allen, author of eight books including the New York Times bestsellers *Nothing Down*, *Creating Wealth*, and *The One Minute Millionaire*; cofounder of *BookWise* and *The Enlightened Millionaire Institute*

"This book will transform your marketing mindset in ways you never thought possible. It's packed with ideas to empower your entrepreneurial engine to new heights."

□Nido Qubein, President, High Point University, and Chairman, Great Harvest Bread Co.

"Jimmy Vee and Travis Miller have reinvented the art of sales and marketing. *Gravitational Marketing* can teach even the biggest skeptics how to increase sales...without even trying."

□Kevin Baumann, CEO, JKR DeFalco Advertising, and former director of strategic development, Nissan Motor Corp.

"If you'd rather pull customers toward your business naturally than be a pushy salesperson, *Gravitational Marketing* is the approach you've been looking for."

□C.J. Hayden, author of Get Clients Now!

"Gravitational Marketing is a doorway to the next step in the evolution of marketing. Do what this book says to do and you'll make more money and have more fun doing it."

□Kevin Hogan, PsyD, author of Irresistible Attraction and The Science of Influence

"Read it and reap."

□Sam Horn, author of POP!: Stand Out in Any Crowd

"This book is full of great tips that are bound to ignite your marketing imagination."

□Kirk Kazanjian, bestselling author of Exceeding Customer Expectations

"This is the truth about your business and how to get more of it."

□Michael York, author of Becoming Uncommon and The 10 Commitments; CEO, The Michael York Learning Center

"If you're one of the millions of sales and marketing professionals who want to sell more and work less, read this book right now."

□David Meerman Scott, bestselling author of The New Rules of Marketing and PR

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