

10 Ways to Become Super-Attractive to Prospects, Customers, and New Business Partners

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I have been studying human behavior and "success" since I was seventeen years old (many moons ago).

Since that time, I have been exposed to all sorts of theories, models, and methodologies - all claiming to know the secret to helping people manifest their most desired dreams and goals. Most of these philosophies have been very helpful and intriguing; some not so much.

However, there is one approach I noticed mentioned frequently amongst the many dusty books, worn-out tape programs, and workshop weekends I attended. I have heard it described in many different ways, although the essence of this theory remains the same.

You may know it. It's called the **Law of Attraction**.

The Law of Attraction states (in my loose definition) that we "attract" people, situations and opportunities to us. Life doesn't necessarily happen randomly; instead (at some deeper level) we have the ability to bring about various situations and the people who stumble into our lives. (I have to admit, when I first heard this, I was more than doubtful).

Having an open mind, I decided to give this approach a whirl anyway. I have to admit, I have been pleasantly surprised. Since adopting the principles of the "Law of Attraction" many years ago, I have experienced some interesting changes and quite unexplainable occurrences in my life.

For example, when I clarify my intentions about what I want to create in my business (the amount of income I want to make, the number of new clients I would like in an upcoming program or event) almost without fail, it happens. Or I will decide I want to create new relationships with certain people, and then strange coincidences suddenly bring them into my life. Strange, but true!

As a result of practicing the principles related to the "Law of Attraction", my life has become significantly more fulfilling and much more effortless. Although I still definitely need to put in some time developing my business—things generally flow rather smoothly, especially when I take the time to write down and focus on (repeatedly) my specific goals and outcomes.

Most importantly, I strive to engage my emotions and allow myself to “feel” how exciting it will be to have these goals and dreams come forward into my life. (This bit, I believe, is the real “trick” to manifesting what you want. Engaging your emotions brings into play your subconscious mind, a powerful force in creating what you most desire).

My clients (many of them leaders in network marketing companies) have also been experiencing significant changes in themselves and their businesses as they have worked with and applied these principles. As they have worked to personally become "more attractive" they tell me they have noticed a real difference in the kinds (and numbers) of people who are showing up to buy their products and join their teams.

As they also formulate and write down clear and specific goals (while also engaging their emotions)... they report that the phone will suddenly ring or someone will show up – quite unexpectedly - who can help them achieve what they want.

One leader I coached finally decided to take a vacation (her first in three years) and found herself sponsoring more people (while out enjoying her travels) than when she was locked away in her home office working long, crazy hours. Weird, but exciting, don't you think?

It's kind of like electricity; I can't exactly explain how it works, but I sure know how to use it!

I believe one of the keys to working with the Law of Attraction is realizing your dreams obviously aren't going to just magically appear out of the ethers; **YOU are the real force behind manifesting your desires, and you will create what you want in 2 ways: by what you are DOING and how you are BEING.**

For example, when you are “being” authentic, loving, sincere, happy, fun, generous and compassionate (to name a few qualities) WHO you are is naturally more energized and attractive to people around you. (Think of yourself being like a magnet – the more natural “pull” you have, the better your ability to attract what you want).

Developing and growing yourself in certain ways can increase your own individual magnetic “pull” and help you attract more of the people, situations and experiences you desire.

And obviously, just sitting around being nice to people and thinking a bunch of positive goody-goody thoughts isn't going to manifest your deepest desires! You also have to get off your butt and take action – sometimes a LOT of action!

But becoming more “attractive” while you are taking action will pay much bigger dividends. Think of yourself being a “magnet in motion” – you can pick up even more great stuff if you are out there circulating and making it easier for the people and situations you desire to find YOU.

Are you curious to experiment with some of these ideas yourself? Don’t take my word for it; see how adopting the following principles may help you attract more of what you want in your life and business.

10 Ways to Become Super-Attractive

1. Have a Lot of Fun – No Matter What

Sometimes building a business can feel a little "heavy". It’s easy to get caught up in it all and take ourselves just a little too seriously. Lighten up! Have as much fun as you possibly can while building your business and you will be extremely attractive to everyone around you. Make it one of your goals to radically ENJOY EVERY DAY, not just go for results.

2. Develop a Tight Support Team

Build a strong team of people around you who are behind you every step of the way. These may be associates from your own industry, or family and friends who love you unconditionally.

When you are surrounded with this kind of love and support you naturally have more confidence and take more risks. You feel so loved and nurtured your “cup runneth over...” and you will naturally share your internal abundance with the people around you.

Prospects will pick up on these “good vibes” and will likely want to participate in what you have going on. Many people are attracted to an environment where they can experience this kind of connection and support on a regular basis.

3. Tell the Truth – Always

Nothing beats the truth. Leaders who are confident enough to speak the truth, under-promise results and are very direct with people are highly attractive. You will find people trust and respond to you immediately. The most attractive leaders are vulnerable and "real" with their prospects and their own team leaders. Don't wear a mask--be yourself.

4. Stop Judging – Yourself and Others

You can have high standards AND still be compassionate and supportive with yourself and your team. Don't beat yourself up or criticize yourself--you always do the best you can, even when you don't!

The same goes for the people on your team. Accept people for who they are and make them right, no matter what. Leaders who can be this loving and accepting are highly attractive to others.

5. Want a Lot for People

How much do you really want for others? Even though you are running a growing business, don't be afraid to get in your heart! When a leader is genuinely motivated by a desire to help someone (vs just pick up another pay check) people feel it. Want a lot for people and don't hesitate to tell them what you want for them, as often as you can.

6. Treat Yourself like Gold

Praise yourself and celebrate your wins, always. Take excellent care of yourself and your physical, emotional and mental health. Take care of your own needs, first, so that you have more to give to others. When you honor yourself this way, others will too.

7. Use Your Money Extremely Wisely

Become very profitable in your business and create some \$\$ reserves. Educate yourself on how to use and leverage your money. Have "more than enough", even if that means making changes in your budget or your spending habits. Become a model of financial success and "living within your means", not just someone who is getting by.

8. Enjoy a Great Life – Now!

Don't wait until "some day" to enjoy the things that are most important to you. Re-orient your life around your priorities. Do what you love, as much as you can. Spend time with the people who mean the most to you. (Everyone wants to be able to do more of this). By setting up your lifestyle to honor what you love most, you automatically become super-attractive to others.

9. Be Grateful For What You Have

When you are grateful for and truly appreciate what you already have, you automatically attract more to you. Every morning, take a moment and think about 3 things for which you are truly grateful. Most of us don't need more

"stuff" in our lives, but we do need to acknowledge and feel more grateful for what we already have!

10. Be Bold and Develop Yourself Radically

Invest in the most important part of your business--you! Take risks, embrace change and get outside your comfort zone. When you make changes in YOU, your external world will catch up. Develop and grow yourself radically and you will attract others who are ready to do the same!

Do these ideas resonate with you? Want to learn more?

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