

PART



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Attention Marketing

ANYONE CAN GET attention, but not everyone knows how to make a pile o' cash or a ton of publicity from it. Case in point, you could dress up like a circus clown and walk around your office Monday morning in an attempt to get your boss to notice you, finally, and sure, everyone would notice you. However, you'd probably just be fired, and that's not the promotion you were looking for.

You may also try standing up in an airplane and yelling BOMB! while clutching your laptop. Yep, that would get *a lot* of attention from the airline attendant who had been ignoring you, but again, that's probably a one-way trip to a back room in some dungeon filled with FBI agents, when all you really wanted was some pretzels. Not a good plan either.

You can strip naked live on the Internet and expose yourself to the globe in hopes of getting the word out about your new consulting services. Sure, you'd probably get a lot of views, and possibly some wedding proposals, but would you get any business out of it?

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The point is . . . it's easy to do something stupid to get attention. However, is that really the smartest way to go about being noticed? Absolutely not. You're not dumb, so trying to do something dumb to get what you want is, well, dumb!

The big questions that are going to be addressed in this book are: How do you get attention that helps you? And how do you use that attention to help you benefit in some way for your business or brand?

If you can master the art of successful Attention Marketing, you'll find an entire world of crème-filled, juicy goodness waiting for you.

- A world where you don't have to pay for advertising anymore.
- A world where everyone knows your brand.
- A world where people walk up to you on the street, shake your hand, and say, "You're that guy!"
- A world where you have any job or career you want.
- A world where you can leverage your fame into business deals and long-lasting relationships

How does all of that sound? But wait, there's more!

Getting attention isn't anything new. Since the dawn of time, successful people have learned how to harness the power of Attention Marketing for their own benefit. From billionaires to real-estate moguls to circus performers all the way to regular nonfamous people who just happen to be great at getting attention. So if they can do it, why can't you? The answer is that you can do it! You just have to be properly educated, inspired, and motivated to get it done. As the title of this book says: "This book will make you money!"

Have I got your attention yet? Keep reading.

This is important! Attention = Revenue! Here's a little secret. The original title of this book was Attention = Revenue! However, the publisher finessed it a bit. I guess they thought the new title would get more attention.

Attention does in fact equal revenue. It's absolutely true! If you can find ways to get attention for your business or brand, you can translate that into revenue one way or another, and darn it, I'm going to prove it to you in this book.

Please don't get caught up on the word "revenue" in terms of dollars only. Revenue can be defined as many different things. It can be things such as leads, or publicity, or even accomplishing a minor goal like getting the attention of one person in the world. The following is a list of some other things that can be considered revenue:

- Subscribers for your podcast or blog.
- E-mail signups.
- Being asked to speak as an expert at a conference.
- Being featured on television, radio, or someone else's web site or blog.
- A book deal with a major publisher.
- Leads for your sales team.
- Twitter followers and Facebook friends.
- YouTube channel subscriptions and video views.
- LinkedIn connections.
- Better career or higher paying job.
- Landing a new fancy client.
- Being quoted in the *New York Times* or the *Wall Street Journal*.

Remember, these can be many little things that can lead up to big things, so let's not assume we always have to hit the home run to measure success. We don't. In fact, it's more likely that the little hits will power you through to the winning run at the end of the game first.

So Who Are You?

You're probably a small business owner, blogger, entrepreneur, or executive who has had enough of books that don't really show

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you how to do things. Maybe you're in a job you love at a company that finally has to find a way to use the Web to generate success. Maybe you just want to find a way to pay for your kids' college education without having to slave at a job you hate for years with hardly any real pay.

It's time to get started on the path to success. *Attention!* will get you there.