

Magnetic: The Art of Attracting Business

By Joe Calloway

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Magnetic: The Art of Attracting Business is a look at how consistently successful businesses are able to attract a steady and ever-increasing flow of customers. This innovative text examines a range of simple, powerful strategies that businesses of any size or type can use to attract new customers. The key is to do those things that harness the power of the single most important factor in buying decisions: positive word of mouth and referrals from happy existing customers.

Magnetic businesses are intentional, strategic, and focused on creating positive experiences that become the stories their customers tell about them. Whether on the internet or face to face, it's what satisfied customers say about you that is the most powerful driver of growth for your business.

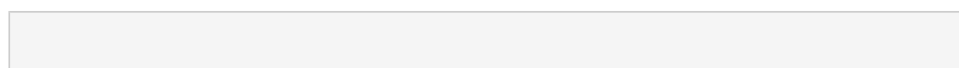
Becoming *Magnetic* and attracting business, truly is an *art*, rather than a science, because every business is different, and uses a unique combination of strategy, people, and purpose to achieve success and growth. There is no one-size-fits-all formula, but with creativity and focus, any business can create a powerful revenue growth engine that continuously works to build and sustain success.

Learn how to match successful growth strategies with your people, purpose, and culture to create your own unique 'magnetism' to attract business.

Discover the simple, powerful keys to growth used by a range of market leading businesses, from a snowboard manufacturing startup company and a website design professional to a minor league baseball team and an family owned upscale grocery store. All of them utilize ideas that you can put to work immediately in your business to become Magnetic.

Create a *magnetic mindset* in your people that leads not only to happier customers who refer others to you, but to more satisfied employees who help attract and recruit great new employees to keep your momentum going.

Simplify and clarify how you think about your business to have your entire team become more focused, efficient, and effective in doing those few vitally important things that matters most in driving growth and sustaining success.



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Editorial Review

From the Inside Flap

Seventy-seven percent of consumers are more likely to buy a new product they learned about from their friends and family. Eighty-five percent of Facebook users recommend brands they like to friends. Eighty-one percent of U.S. online shoppers make purchase decisions based on their friends' social media posts. *Magnetic* shows you how to be the brand they are talking about.

There's a good chance you're reading this because someone told you about the book, and that's exactly what Joe Calloway shows you how to do in this step-by-step empirical guide to exponential growth through customer experience. Through Joe's award-winning presentation style, leaders, owners, and entrepreneurs can find clarity on exactly what customers should say about their brands and then execute the strategies to make it happen and attract brand followers. By examining real companies, businesses, people, and organizations from many different perspectives, the complete picture of what it means to be extraordinarily magnetic gets pieced together. In the process, you take away actionable strategies to:

- Know what you want your customers saying about you and why
- Leave a path of winners and ultimately be a winner yourself
- Do three important things right every day
- Develop the habits that will make you magnetic
- Innovate yourself out of the commodity-business trap
- Always keep your magnetism at full strength
- Never lose sight of the people behind the scenes

At the end of each chapter, Joe applies his world-class coaching to the lessons he presents by asking thought-provoking questions to guide you through adapting the covered skills and strategies into your own business practices.

Analytics can tell you how and where to talk about your brand, but real conversions happen when *customers* talk about you—that's *Magnetic*.

From the Back Cover

Praise for MAGNETIC

"We need a new breed of entrepreneurs and business leaders and Joe Calloway shows us how to get there in *Magnetic*. Straightforward, powerful, and insightful, Joe shares the keys to sustainable growth in any industry. This is a must-read, a secret weapon for every employee, business owner, leader, or aspiring entrepreneur looking to improve performance or grow their business. I love this book."

—**Carey Lohrenz**, author of *Fearless Leadership: High-Performance Lessons From The Flight Deck*

"Joe has done it again. *Magnetic* has practical information on how you can make price irrelevant and make your business the one that your customers can't live without. I love this book!"

—**John R. DiJulius III**, author of *The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World*

"Customers are exhausted. They are tired of the relentless pursuit by an infinite number of organizations

making immeasurable attempts to acquire new business. Joe Calloway proposes a distinctive solution: What if you were so magnetic, you could attract customers to do business with you? In this remarkable and game-changing book, you'll learn what it takes to move from a constant chase for clients into the advantage of customer attraction. It may change the way you think about management, sales, and leadership. *Magnetic* is a must-read."

—**Scott McKain**, author of *Create Distinction: What To Do When "Great" Isn't Good Enough To Grow Your Business*

"In *Magnetic*, Joe Calloway sorts through all the clutter and brings clarity to building the emotional connections that inspire customers to buy from you. Organizations spend countless hours and resources chasing business while missing the point that being really great at what matters most will bring the business to you."

—**Tim Leman**, CEO, Gibson; author of *rEvolution: Turn Crisis into Clarity and Ignite Growth*

About the Author

JOE CALLOWAY helps business leaders and entrepreneurs make great companies even better. His interactive keynote presentations and workshops enable organizations to focus on what is truly important, inspire new thinking about challenges and opportunities, and motivate people to take immediate action. Joe has been a business author, consultant, and speaker for 30 years, and his client list encompasses small to mid-sized business groups all the way to international corporations.

Users Review

From reader reviews:

Christina Ruiz:

This *Magnetic: The Art of Attracting Business* book is not ordinary book, you have after that it the world is in your hands. The benefit you have by reading this book is definitely information inside this guide incredible fresh, you will get data which is getting deeper an individual read a lot of information you will get. This specific *Magnetic: The Art of Attracting Business* without we comprehend teach the one who reading through it become critical in contemplating and analyzing. Don't end up being worry *Magnetic: The Art of Attracting Business* can bring whenever you are and not make your case space or bookshelves' grow to be full because you can have it within your lovely laptop even telephone. This *Magnetic: The Art of Attracting Business* having very good arrangement in word as well as layout, so you will not truly feel uninterested in reading.

Carmen Annunziata:

Reading can called mind hangout, why? Because when you find yourself reading a book especially book entitled *Magnetic: The Art of Attracting Business* your head will drift away trough every dimension, wandering in every single aspect that maybe unidentified for but surely might be your mind friends. Imaging every word written in a publication then become one contact form conclusion and explanation that will maybe you never get previous to. The *Magnetic: The Art of Attracting Business* giving you yet another experience more than blown away your head but also giving you useful information for your better life within this era. So now let us demonstrate the relaxing pattern the following is your body and mind are going to be pleased when you are finished reading through it, like winning a sport. Do you want to try this extraordinary paying spare time activity?

Vincent Mireles:

In this period of time globalization it is important to someone to receive information. The information will make a professional understand the condition of the world. The health of the world makes the information easier to share. You can find a lot of referrals to get information example: internet, newspaper, book, and soon. You can see that now, a lot of publisher that print many kinds of book. The book that recommended for you is Magnetic: The Art of Attracting Business this e-book consist a lot of the information of the condition of this world now. This book was represented just how can the world has grown up. The vocabulary styles that writer use to explain it is easy to understand. Often the writer made some exploration when he makes this book. That is why this book ideal all of you.

Donald Shelton:

Within this era which is the greater person or who has ability in doing something more are more valuable than other. Do you want to become certainly one of it? It is just simple approach to have that. What you must do is just spending your time not much but quite enough to possess a look at some books. One of several books in the top list in your reading list is actually Magnetic: The Art of Attracting Business. This book which is qualified as The Hungry Hillside can get you closer in getting precious person. By looking right up and review this e-book you can get many advantages.

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