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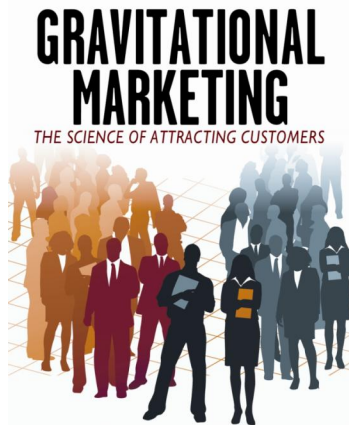
GRAVITATIONAL MARKETING

The Science of Attracting Customers
By Jimmy Vee, Travis Miller and Joel Bauer

“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**

“Consumers are fed up, and most marketing and advertising experts don’t know what to do. But Jimmy, Travis, and Joel do. . . This book is different than anything you’ve read.”
—From the Foreword by Dan Lubinski, author of *The Power of an Hour*



Jimmy Vee and Travis Miller are two successful marketers who are anti-marketing. That is to say, they don’t believe in traditional marketing efforts as a way for small businesses, entrepreneurial start-ups, and sales people to build their profit centers. Though they turned advertising dollars into huge revenue streams for their clients when they both worked for an independent Orlando-based ad agency (\$96 million in ad buys converted into \$12 billion in revenue), they believe the best way to attract customers is through the “gravitational” approach they have developed for hundreds of their clients and now detail in a new book, **Gravitational Marketing: The Science of Attracting Customers (Wiley, April 2008)**.

They show us the methods they learned as their own \$200 start-up investment skyrocketed into a multi-million-dollar empire:

- 7 ways to be sensational by attracting customers without soliciting them.
- How to develop your “Marketing GPS” – gravitational positioning statement.
- 36 sales-boosting techniques that put a new spin on traditional marketing.
- 13 reasons to narrow your target market - -niche, niche, niche!
- 5 pieces of the worst marketing advice ever given -- ignore these myths!
- 3 vital mistakes one must avoid when strategizing a marketing plan.
- Ways to get noticed and attract new clients, even on a shoe-string budget.

- More -

Gravitational Marketing is about attracting the perfect customer who pays more, stays longer and refers everyone they know. First you must abandon the typical features-focused sales and marketing approach used by so many businesses today and instead gravitate, captivate, invigorate and motivate your prospects by tuning into their emotional desires and effectively and appropriately match your product or service with those desires. This is done by way of becoming an expert, identifying and exploiting your personality and uniqueness, narrowing your target audience, taking the time to understand why they will buy, and carefully defining the unique emotional appeals of what you offer. The result is that you attract the right customers instead having to chase after anybody and everybody.

A sample of the marketing nuggets delivered in the book includes these:

- Why same is lame – if you mimic the marketing approach around you, you will get what others get – mediocre results.
- Branding ads like ones for the Super Bowl often have little ROI.
- Marketing is really about building relationships and making emotional appeals.
- People don't buy the things you have to sell – they buy you.
- Don't wait for people to pin a medal on you as an expert: just declare it.
- If you market to everyone, you sell to no one – target your efforts. You can't be all things to all people.
- Don't just market to "get your name out there" – do so to get a customer.
- "If you build it, they will come" is a false belief that drives many companies out of business.
- Do not follow the marketing playbook of Fortune 500 companies.
- People don't want to be sold anything, but they really love to buy.

"Gravitational Marketing turns the traditional sales process on its head by enabling business owners to stop the sales bull-work they hate –cold- calling, door-knocking, and begging for business – and causes prospects to gravitate to them," says Jimmy. "They become a trusted advisor instead of a product pusher."

"This revolutionary approach to marketing also shows you how to be perceived as an expert in your field, which is important if you want people to be drawn to you," says Travis. "We also explain what the biggest mistake 90% of businesses make in their marketing efforts and how to insulate your business from unstable economic factors, such as a recession, competition, gas prices, inventory concerns, cash-flow issues, or your product/service price."

- More -

The results of companies embracing **Gravitational Marketing** have been greatly successful, including companies that are: spending less on marketing and advertising; having others refer customers to them; gaining a higher perceived value in the marketplace; and being able to charge more for their products. It helps business owners understand how to attract customers without traditional advertising and marketing waste, then captivate, invigorate and motivate them to the point that they become customers for life.

It certainly answers the age-old question: **How do I attract more customers?**

For more information, visit www.GravitationalMarketing.com or www.gravitybook.com.

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JIMMY VEE & TRAVIS MILLER BIOGRAPHIES

Jimmy Vee and Travis Miller are the co-authors of a new book, **Gravitational Marketing: The Science of Attracting Customers** (Wiley, April 2008). These two leading experts on attracting customers to small business owners, entrepreneur start-ups, and sales professionals created the powerful concept of Gravitational Marketing® to show how one can naturally attract a steady stream of qualified prospects who pay more, stay longer, and gladly refer their friends and families.

For the past four years they've coached hundreds of clients to greatly increase their sales and profit. They took a \$200 investment and turned it into a multi-million-dollar marketing consulting firm.

The former college roommates spent six years together at DeFalco Advertising, where they converted \$96 million worth of advertising buys on behalf of their clients into 12 billion dollars in sales.

Their marketing insights have been applied around the world, in China, Poland, Great Britain, Holland, South Africa, and Canada. Their marketing messages have been heard in every major U.S. market.

They have co-authored several self-published books and dozens of business articles for **Direct Marketing News**, **Express: A Publication of The Washington Post**, **American Venture Magazine**, **South Florida CEO Magazine**, **Chief Marketer**, and various industry trade publications. They've released numerous reports, including **The Ten Tall Tales of Traditional Marketing**, **The Magic of Attracting Customers**, and **The Six and a Half Secrets To Successful Advertising**.

Jimmy, dubbed the "Five-Foot High Marketing Guy" because of his short physical stature but an ability to deliver big results, applies a theatrical energy to his presentation that is steeped in his experience as a magician, ventriloquist, and improvisational comedian.

Travis' moniker, "The Big Idea Guy," comes from his strategic vision capability and critical development ability.

Travis, 30, and Jimmy 32, consult and train entrepreneurs, small business owners and sales professionals in all industries with an emphasis in the automotive industry. Both are professional speakers. They each reside in Orlando, Florida with their families.

JOEL BAUER BIOGRAPHY

Joel Bauer is, according to the **Wall Street Journal Online**, “undoubtedly the chairman of the board of corporate tradeshow rainmaking.” Using a compelling synthesis of magic, hypnosis, sales persuasion, and revival-show fury, Joel builds crowds from trade-show passerby and converts them into willing prospects for his clients. On witnessing this miraculous, Joel-engineered conversion process, a **Wired** magazine reporter called it “an incredible feat of mass obedience that must be seen to be believed.”

Twenty million people have experienced Joel’s traffic-stopping presentations for organizations such as 3M, Canon, General Motors, IBM, Intel, Mitsubishi, Motorola, Panasonic, and Philips. Millions more have seen him perform on television for networks such as ABC, CBS, NBC, CNBC, CNN, and FOX.

Although Joel continues to entertain and persuade at trade shows, he now works primarily as a speaker, teaching audiences the secrets of persuasion, sales, personal productivity, and his special brand of marketing.

Joel is also the co-author of **How To Persuade People Who Don’t Want to Be Persuaded**.

He lives in California with his wife, Cherie, and children Chanelle, Briana, and Sterling.

Learn more about Joel at www.persuasionfoundation.com.

The 4 Steps of GRAVITATIONAL MARKETING®

“Every business has a natural tendency to attract customers,” notes Jimmy Vee, co-author of **Gravitational Marketing** (Wiley, April 2008). “Larger companies tend to have a stronger gravitational force than smaller ones. Our method levels the playing field and gives businesses that have limited marketing and sales resources an opportunity to increase their 'Gravitational Potential' without drastically increasing their marketing costs or the size of their company.”

Gravitational Marketing® helps companies defy the laws of gravity by attracting more than their fair share of the business. Indeed, hundreds of small businesses, entrepreneurs, and sales people have benefited from the information provided by Jimmy and his co-author, Travis Miller, and have implemented the principles of Gravitational Marketing® to gain a successful edge in the marketplace.

Say goodbye to cold-calling, mass mailing, begging for business, and expensive advertising campaigns. Instead, have your customers come to you. So how does it work?

Step 1: Gravitate: Pinpoint your key customer. Better yet, target your niche. Find out what problems they're having, what difficulties and challenges they face, or what they really want but have to live without. Offer the solution to that problem. Start a relationship with your new prospects by offering something enticing that only requires a small step - little commitment and zero risk.

Step 2: Captivate: Once you've got your prospect's attention, and they've asked for more information about the solution you're offering, present yourself in an unforgettable way. You can't just be another 'me too' service or a commodity product. You've got to be sensational, memorable and unique.

Step 3: Invigorate: Invigorate your prospects by showing them how wonderful the solution to their problem can be. Involve them in the process emotionally.

Step 4: Motivate: Motivate your prospects to take the action you want them to take. Know ahead of time what that action should be. With a clear vision of the desired action you can overwhelm the prospect with benefits, bonuses, offers and value that make doing business with you irresistible.

5 Ways To Get New Clients To Gravitate To You On a Shoe String Budget

Of the 36 techniques for attracting new clients that are featured in a new book by two marketing pros, ***Gravitational Marketing: The Science of Attracting Customers*** (Wiley, April 2008), perhaps nothing is more promising to the business owner on a budget than the attraction techniques that use low-cost or free emerging technologies combined with your individual uniqueness. "Most businesses aren't in the position to start out with a big newspaper ad or large quantities of direct mail pieces or expensive ads on the radio or TV," says co-author Jimmy Vee. "But new technology provides many powerful low-to-no-cost tools that when combined with the unique characteristics of a business or business owner can deliver very potent results," adds co-author Travis Miller. They examined the pros-cons of a half-dozen methods for drawing new clients using these new methods. Here are their insights on five such techniques:

Technique 1: Write A Blog

You can start a blog using free software found online like blogger.com and typepad.com. Even a non-technical person can be up and running in a single evening. A blog gives the business owner an opportunity to have their own voice and be more personal in today's sea of corporate anonymity. Traditional advertising requires expensive placement in media. With a blog, you own the media and can say and do whatever you please---even advertise yourself for free.

Technique 2: Use Social Media

The popularity of reality TV proves that people have a desire to be connected with other people... even people they don't personally know. Why fight the craze? Social networking sites give you the opportunity to tap into this desire and provide a marketing platform you can use for free. Even if you don't currently use myspace.com or facebook.com many of your customers do. Consumers are now increasingly turning to online social networking sites to research purchases, find solutions and opinions from other people. Hosting your own social networking site allows you to be at the hub of those activities. Your existing customers can connect you with their friends, potential customers can meet you online before doing with you, and you'll have a chance to create a deeper relationship with your prospects and customers.

- More -

SHOE STRING BUDGET continued...

Technique 3: Send Online Press Releases

There's nobody better than you at being you. You have a story to tell. The problem is most business owners have nobody to tell their story to! But online press release sites like prweb.com and i-newswire.com allow you to put your story on the wire for the world to read. From people conducting searches online to journalists around the world, your story can be read by millions of people.

Technique 4: Personal Networking

It costs little money, but is time-consuming. It's most often misused, however. Don't just show up to an event and shake a few hands and believe you're done. You need to stick out and draw people to talk to you. Dress outrageously. Wear a button that provides people to ask you something. Hand out business cards with a clearly stated free offer. Don't expect to close deals here – just to open doors. Don't forget: best place to stand is by the food or a bathroom because everyone has to go there.

Technique 5: Start A Networking Group

Start your own and be perceived as the expert. Make your events different, interesting and enjoyable. Deliver some valuable information or content that they don't normally get that's going to make their lives better, their jobs easier, or their paychecks larger. There needs to be some benefit of the networking event other than just meeting people.

How Attractive are You?

“When a company is sensational or does something unforgettable people can’t help but notice and the company’s gravitational pull becomes much stronger,.” says Jimmy Vee, co-author of **Gravitational Marketing** (Wiley). Jimmy and co-author Travis Miller developed seven steps for any company to spruce up its attractive quotient and gain an edge on the competition.

1. **BE INTERESTED:** If you show a genuine interest in others and discipline yourself to listen 90% of the time you’re in a conversation – and only talk 10% of the time – people will sense you are engaged in their lives and feel a strong connection. They’ll believe you actually care.
2. **BE UNIQUE:** Discover/Exploit what’s unique about you and your offering. You have to be worth looking at to be noticed. Mediocrity is not rewarded. Specialize and highlight your niche.
3. **BE FUN:** People respond to fun, humor and camaraderie. They do business with people they like. People don’t want to be stuck in the corner with the boring guy. So don’t be the boring guy.
4. **BE A RISK-TAKER:** Risk is where the payoff is. People enjoy what’s addictive – love, money, power, laughter, gambling, drugs. They can be intoxicating. Sure they come with sweat, tears, even pain, but to take a risk offers the biggest chance for a great reward.
5. **BE VISIBLE:** Build your buzz by being seen everywhere and often to heighten your curiosity. Volunteer and take a position of leadership at a charity. Network. Promote with a few seminars, write a book or get interviewed by local/industry media. Throw a party or host an event or take a booth at a local fair. Advertise. Be visible all the time.
6. **BE CREDIBLE:** Establish yourself as an expert and people will come to you rather than you chasing them.
7. **BE SPREADABLE:** Spreadability is the mechanical complex that allows for word-of-mouth and viral marketing to unfold. Create things that will get passed on – outrageous videos, free online materials, gift certificates, and bring-in-a-friend-get-a-reward program. What gets passed along? Something of value, something funny, something beautiful, something never seen before and many other unique items.

Your 5 Step Marketing Attack

by Jimmy Vee and Travis Miller

Co-authors of *Gravitational Marketing* (Wiley, April 2008)

STEP 1: BE SENSATIONAL

Learn to be unforgettable. Be the kind of person, and the kind of business, that people want to get more of. Same is lame. Boring is invisible. Average companies get average results. Sensational people and businesses attract more than their fair share of the business. How can you be sensational? Simple. Be interested in other people. Be different enough to remember. Be fun to be around and do business with. Be willing to take risks and try new things. Be visible to the right people as frequently as possible. Be credible, by doing what you say you're going to do, and get testimonials from past clients that prove your credibility. Be spreadable -- be worth talking about and worth recommending.

STEP 2: POSITION YOURSELF AS AN EXPERT

Let's face it, people don't like to be sold. But they love to buy things. And who do people most want to do business with? Experts. It's the difference between being a specialist and generalist. People will pay more for a specialist. They'll feel more comfortable during a transaction with a specialist, and they'll be more receptive to doing business in the first place with a specialist. In the end, people are more satisfied after working with an expert. They're also more likely to tell others. How can you become an expert? Declare yourself an expert today, do some research tonight, and start acting like one tomorrow. Understand that you know more about your business than most other people in the world. Don't wait for someone to come and pin an expert button on you. You can do it yourself.

STEP 3: DETERMINE WHO YOU WANT TO ATTRACT

You can't do business with everyone, so determine who most wants the product or service you have to sell. Then target them specifically. Your marketing dollars will go further if you narrow your efforts to a specific group of people. Instead of being lost in the sea of media clutter. Hone your message to match your target's wants, needs and desires. You can increase your visibility and credibility with a small group much more quickly than you can with a large one.

STEP 4: KNOW WHAT SETS YOU APART

Determine what emotional appeals and benefits your product or service delivers to your target. Lock on to your target's emotional desires and craft a message around it. Don't get caught up with features, image or pricing.

STEP 5: TAKE BABY STEPS

The biggest marketing mistake people make is that they ask their advertising to do too much. Very rarely can you make a sale in a single ad. Instead, offer your potential prospects a simple, no-risk, no-cost, intermediate step (i.e.: free download) that separates the ad from the sale. This will cause your ads to generate more leads -- people who are interested in what you have to offer -- and will give you a chance to build a persuasive case with those people.

Rave Reviews

"Gravitational Marketing takes lofty ideas to even greater heights."

– Jay Conrad Levinson,
Best-selling author of the *Guerrilla Marketing* books series

"Jimmy Vee & 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,
Former Director of Strategic Development, Nissan Motor Corp.

"Consumers are fed up and most marketing and advertising experts don't know what to do. But Jimmy, Travis and Joel do . . . This book is different than anything you've read."

– Dave Lakhani, author of *The Power of an Hour* and
Persuasion: The Art of Getting What You Want

"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, Best-selling author of 8 books,
including *Nothing Down*, *Creating Wealth*, and *The One Minute Millionaire*

"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,
Best-selling author of *Exceeding Customer Expectations*

"If you love to cold call and can't wait to spend money on expensive advertising then this book is not for you. But if you're one of the millions of sales and marketing professionals who want to sell more and work less and who wish for a better way, then READ THIS BOOK RIGHT NOW."

– David Meerman Scott,
Best-selling author of *The New Rules of Marketing and PR*

"It's not often that someone puts together EVERYTHING you need to know about emotional direct-response marketing, all in one place! And that's not just for 'BIG business' either! This stuff is especially useful for small business owners!"

– Scott Tucker,
MortgageMarketingGenius.com