

Attraction Marketing 101 & The 2-Hour Social Media Workday

Building Your Business with Courage, Clarity & Connection

Ally Mona | Attraction Marketing School

Today's Learning

What is Attraction Marketing?

- The 3-Phase Framework: Attract, Influence, Enroll

Attraction, Influence & Enrolling Behaviors

- What these look like on social media (and what to avoid)

Action Marketing vs. Attraction Marketing

- When to go find prospects vs. when they come to you

The Creator Mindset

- Strategies to stay in the game long enough to win

The 2-Hour Social Media Workday

- A simple, powerful structure you can repeat daily

Your Challenge Set (Homework)

- Spy on social media content: What connects? What repels? And why?

What Is Attraction Marketing?

How to draw in perfect prospects – *without* spam

Definition: A digital marketing method that brings perfect prospects to you by leading with value, authenticity, and connection—not cold messages, product graphics or spam.

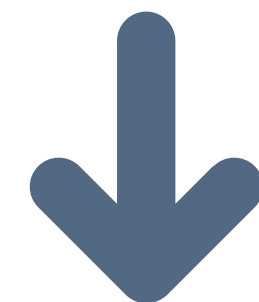
The 3 Phases:

- **Attract** – through valuable, aligned content and adding value on socials
- **Influence** – by showing authority, connection, and consistency
- **Enroll** – by inviting, offering, and serving

ATTRACT

INFLUENCE

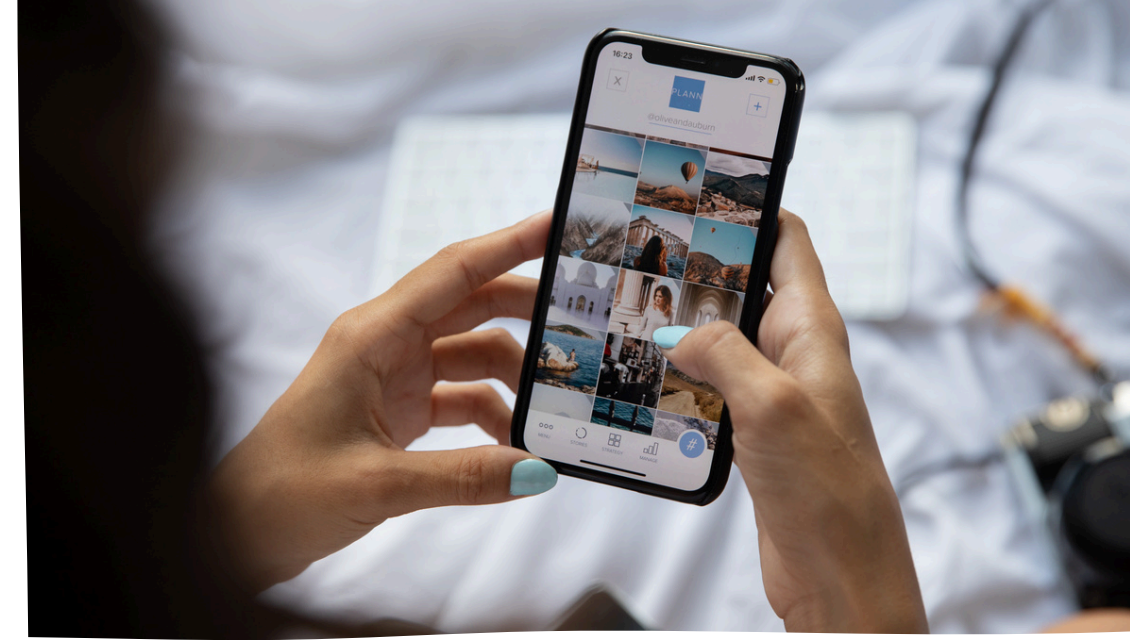
ENROLL



Why It Works Today

The InstaFamous era is *out*—authenticity wins

- Buyers are savvy. People are tired of being **pitched**. Tired of canned **graphics**. Tired of ‘**get-money-quick**’ promises.
- Prospects want to make decisions in **their** time, not yours. Be present and known when they’re ready to engage.
- **Trust** is the new currency. People buy from **real** people.
- No one wants **InstaFamous** anymore... and that’s GREAT news for us “**normal**” people!



It Takes Courage

You don't need to be perfect—but you do need to be *brave*

- This is not the **fast** path necessarily —but it's an **effective** one for sustainable growth and building of your online brand.
- **Courage** > Perfection
- You're not meant to do this **alone**.
- Attraction Marketing thrives in **community**. Stay close.
- Do what it takes to “stay in the game **long enough** to *win!*”



Storytelling Is Central

Real connection is built through real stories

- The **foundation** of social selling is storytelling.
- Humans **have been** and always **will be** captivated and (more importantly) *moved* by a good story.
- Storytelling = the most **magnetic** way to attract, influence, and enroll.
- Real **connection** comes from vulnerability, relatability, and truth.
- Next week's training is ALL about your story!



The Hidden Key: Influence

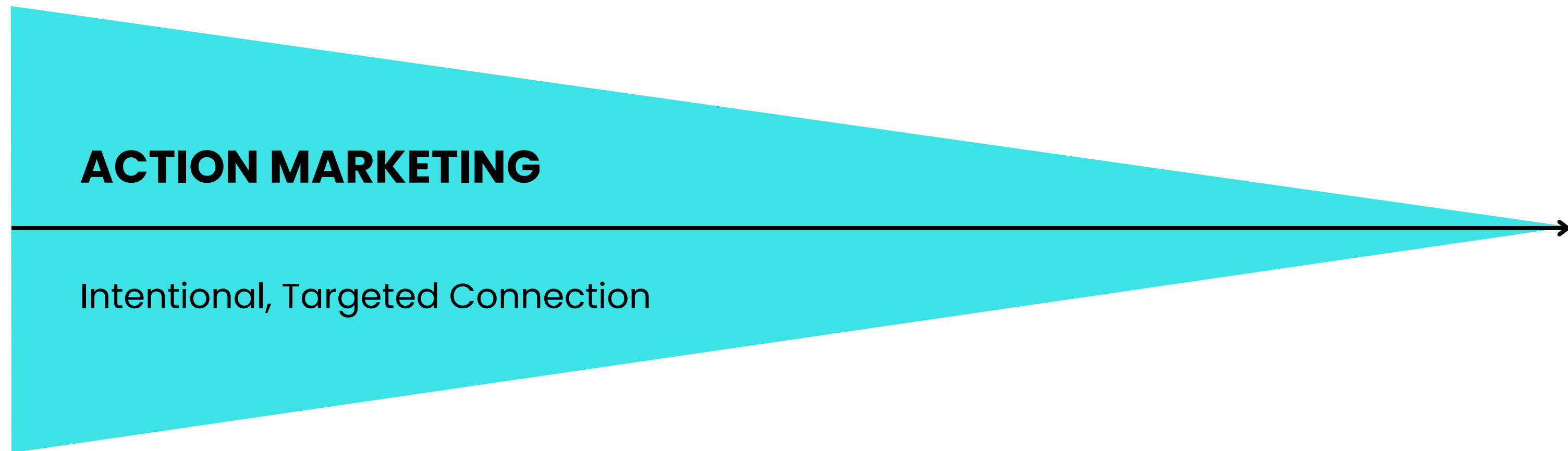
Impacts Your Strategy & Your Success



TIME

Low Influence —————> High Influence
YOU reaching out to **THEM** **THEM** reaching out to **YOU**

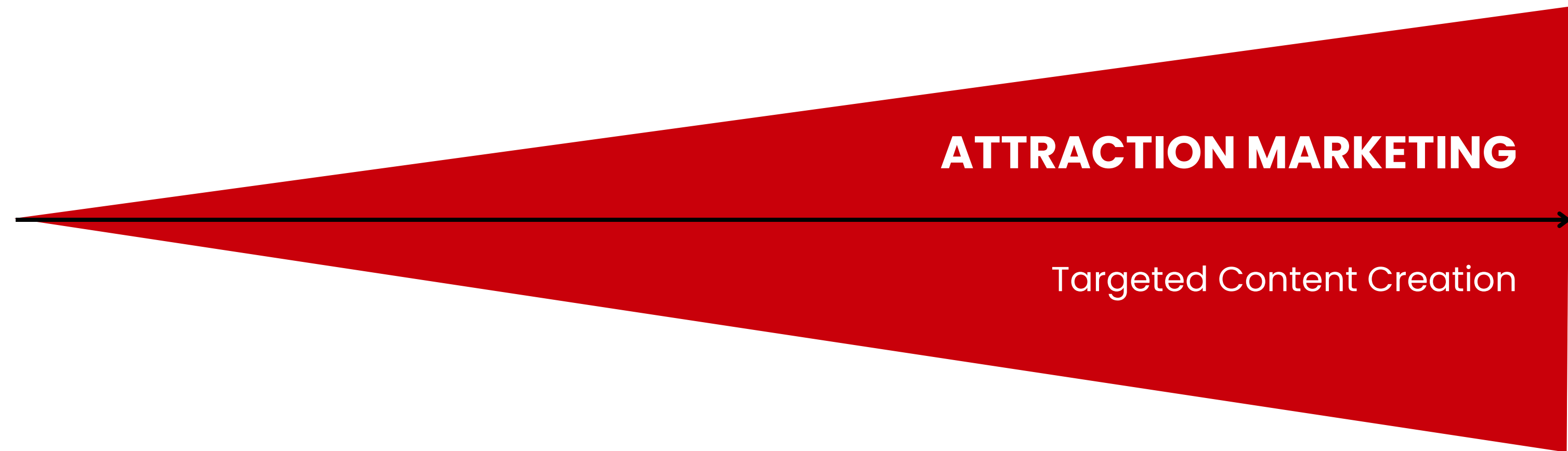
Phase 1: Action Marketing



Low Influence —————> High Influence

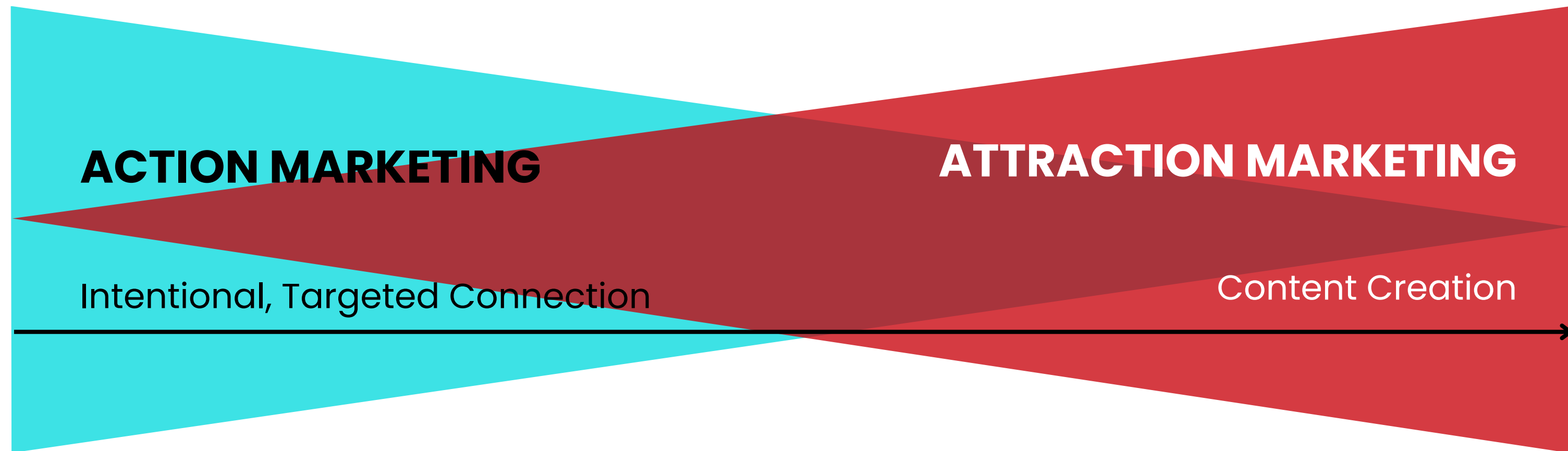
YOU reaching out to **THEM** **THEM** reaching out to **YOU**

Phase 2: Attraction Marketing



Low Influence —————> High Influence
YOU reaching out to **THEM** **THEM** reaching out to **YOU**

We'll Implement Them Together!



Low Influence —————> High Influence

YOU reaching out to **THEM** **THEM** reaching out to **YOU**

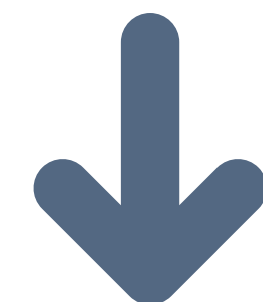
Attraction Behaviors on Socials

What to do to magnetize aligned followers

- Be visible. Add value. Be helpful. Tell your story.
- Show your life with intention. Be authentically YOU.
- The last thing you want is to **portray** someone you're not, and attract followers who want *him/her* and not YOU.
- Tailor your message for ideal customer/target market ONLY.
- Focus your content - NO hormones today, gut tomorrow - unless you can directly connect them to your target market.
- Ask questions. Share tips. Create curiosity. Ask for the follow.
- You are *more* than a Wellness Advocate - talk about what makes you tick. Let people in who align with you.



ATTRACT



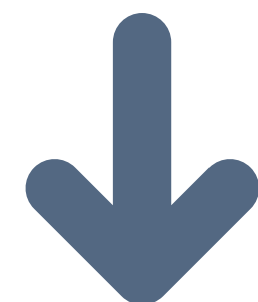
Influence Behaviors on Socials

How to build trust, authority, and loyalty

- Stay consistent. Use your voice.
- Be real, be you—no filters needed.
- Teach what you know. Stay in your lane to silence the Imposter.
- Make friends. Serve without agenda. Don't look for the sale.
- Give more than you receive... and be really OK with that.
- Be the one to reach out, to add value, to love on people, even when no one reciprocates in the beginning. They WILL!
- Share insights, transformations, and takeaways.
- Showcase testimonials of those you're helping – in an Attraction Marketing way.



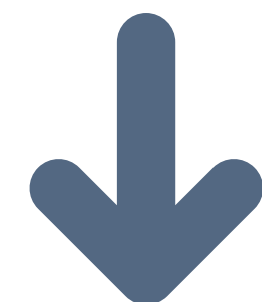
INFLUENCE



Enroll Behaviors on Socials

From value to invitation—how to open the door

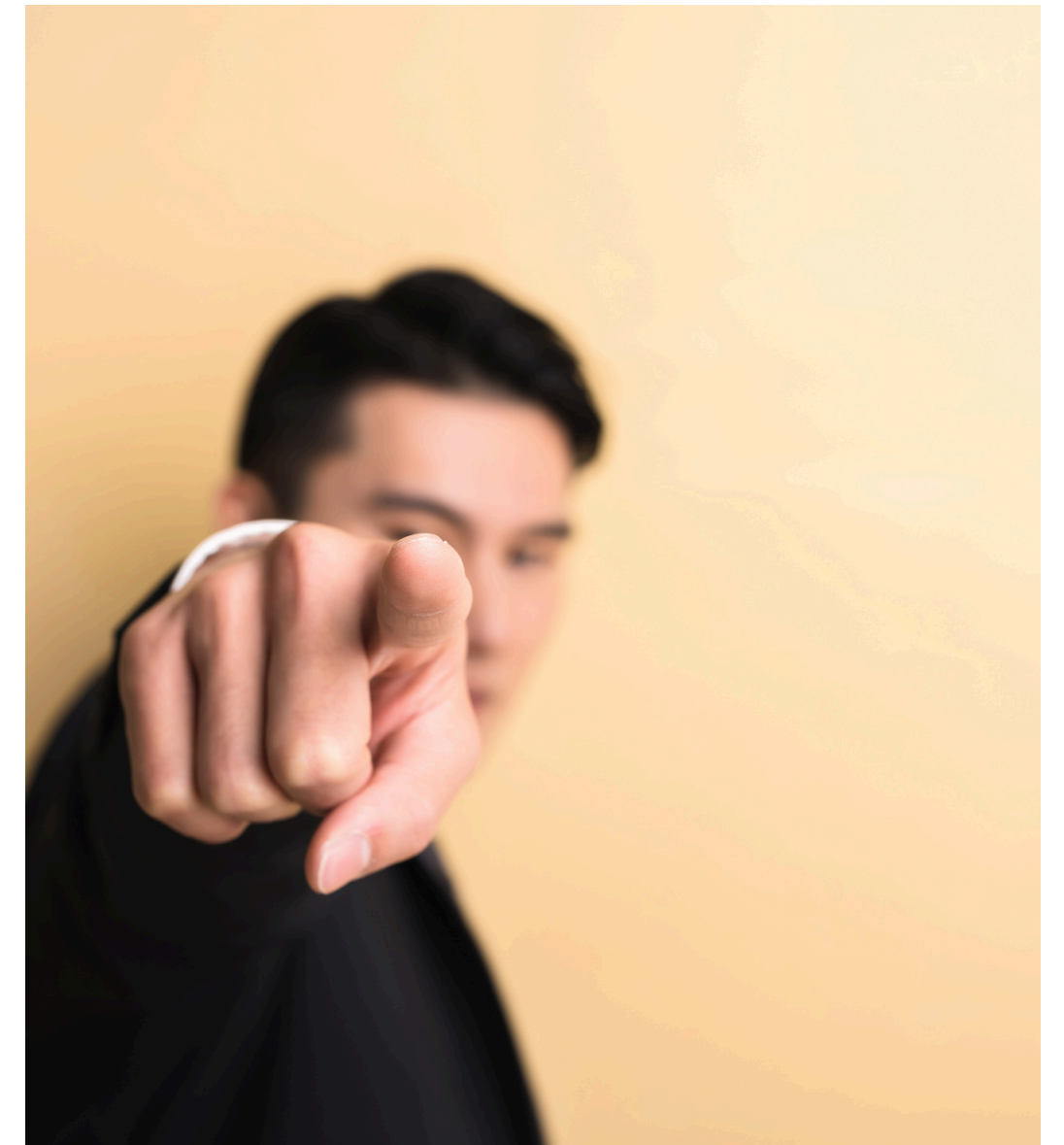
- Have a free ‘lead magnet’ to give away that fixes the pressing pain of your ideal customer.
- Offer the freebie first to add value - not a link (if influence is low!)
- Make clear, simple invitations. And make them sparingly.
- Know what you’re inviting to.
- Invitation to education - live or replay
- Use DMs with care: connection > pitch.
- CTA: “Drop “ME” in the comments if you want the info.”
- Recognize interest cues + follow up with love.
- Long game mentality - not the quick buck - but be bold and ready when it’s time to ask for the sale!



Secret Sauce to Online Success

Clarity on who you are and who you're talking to

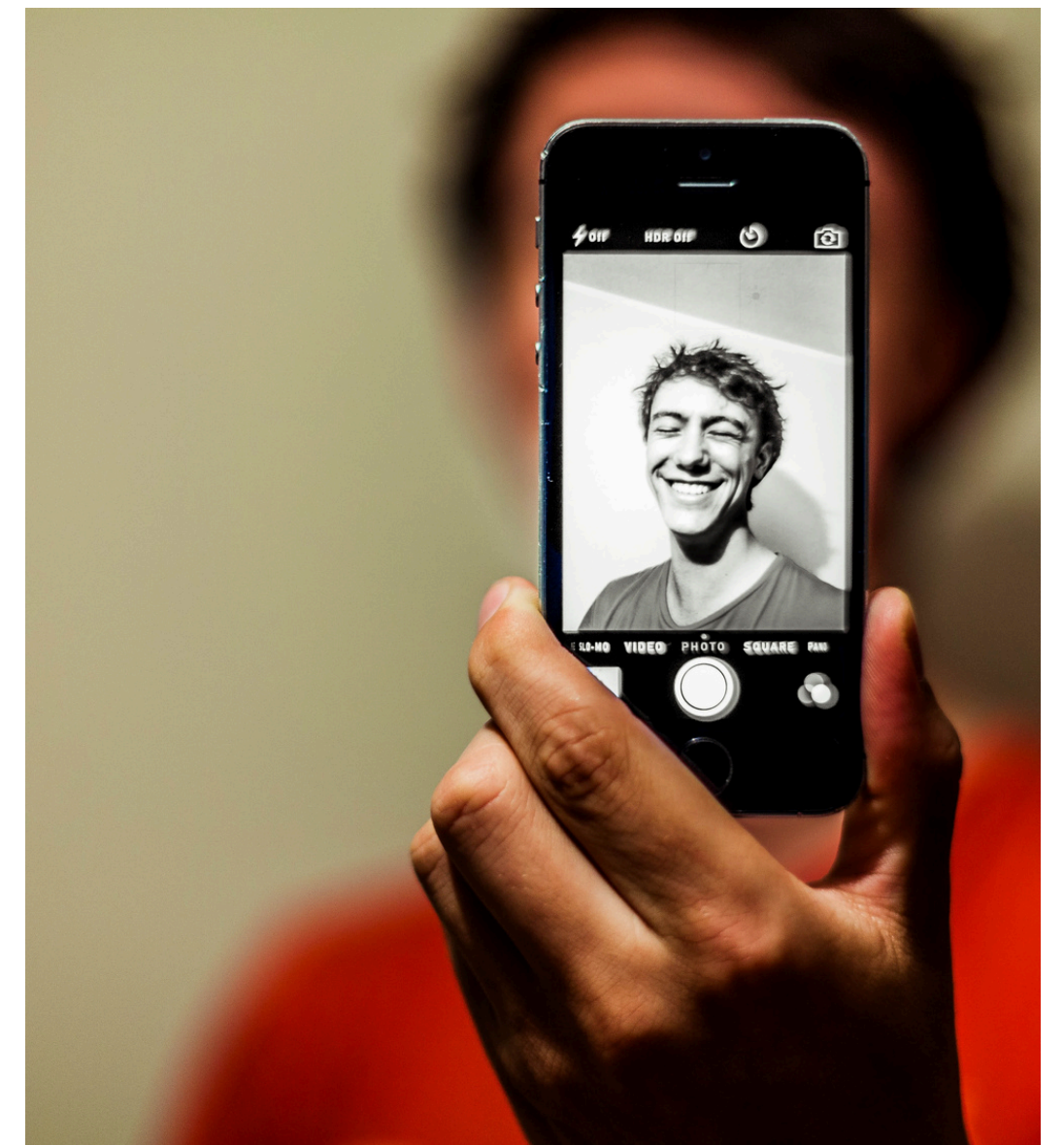
- **YOU** are the key to your own success.
- Over time, you'll work to better express your values, voice, and vision to your audience.
- Who are you talking to? What does s/he want?
- Target Market - a group of 10 million people who share similar daily problems, fears, short-term wants and long-term desires.
- They are likely YOU – before you found doTERRA.
- Professionals – likely a subset of people you love to serve.
- Avatar - the ONE. Speak to him/her in every post.



Creator > Consumer

Stop scrolling and start leading on social

- The KEY to staying in the game long enough to win!
- Consumer = scrolling, comparing, burned out. Time suck! Not business building *at all*.
- Creator = leading, observing, growing influence.
- You can let social media teach you about effective digital marketing strategies—but you must PAY ATTENTION and be intentional with your time on social media.

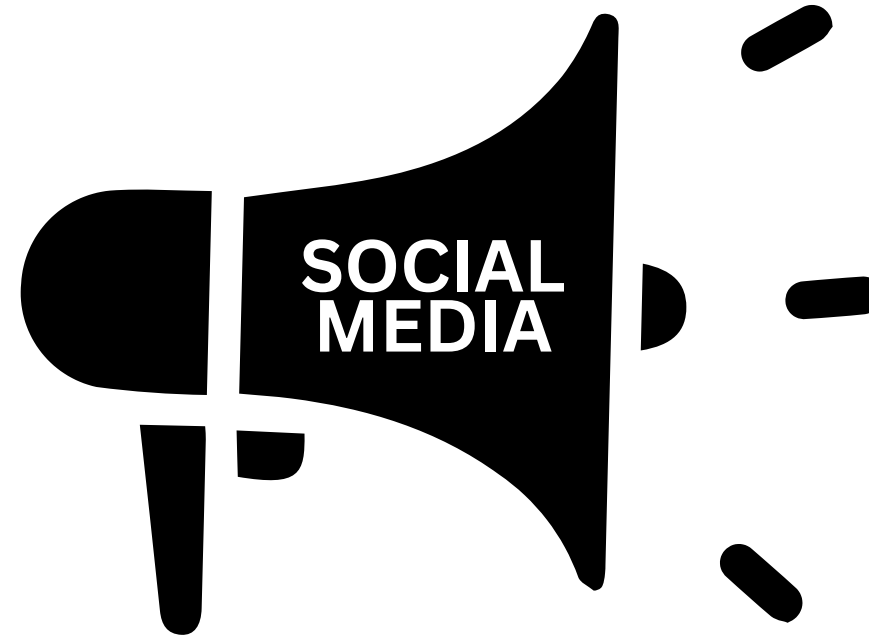


Creator or Consumer?

You get to choose!



Strategically share your message to the world



Let the world overwhelm you with its message

The 2-Hour Social Media Workday

Your simple, sustainable daily strategy for growth

Three power blocks that cover Attraction, Influence and Enroll:

- **30 Minutes:** Give value in groups or comments
 - (IG/TT micro-influencer posts, FB groups)
- **60 Minutes:** Create content for your target market (no product images, no logo if you're still building influence!)
- **30 Minutes:** Engage – follow up, love on others, reply to comments
- All skills will be taught HERE. Can *scale UP* or *scale DOWN*.



What NOT to Do Moving Forward!

Avoid the spammy tactics that repel your audience

- Don't post canned graphics, products or company name (unless you've built enough influence for it to work!)
- Don't cold-message strangers or old friends with anything dōTERRA related out of the blue!
- Don't copy/paste other people's stuff OR use AI for your content without editing it – and pls remove some emojis!
- Don't wait for confidence—take bold, imperfect action



Coaching & Challenge Set

Observe what attracts—and what repels—you online

👁️ Audit your feed. What content ATTRACTS you? What REPELS you? And WHY? Note the level of influence these creators have over you, too.

📖 Write it down. This is the beginning of your own content creation strategy moving forward.

📸 Begin shifting your own content to attract, not chase/sell.

Optional: Post from the Plug 'n Play content ideas you're given!



Plug 'n Play Content x5 Weekly

Start sharing more of YOU with your audience

Prompt 1: “Here I Am” (Gentle Introduction)

I realized it’s been a while since I really introduced myself here, so hi!

I’m _____ (your first name!), and here’s a few things that make me, me:

🌟 I’m a _____ (wife, mom, friend, teacher, etc.)

☕ I can't start my day without _____

💜 I’m passionate about _____

I’m starting to share more of my journey here—so if we haven’t connected in a while, I’d love it if you’d drop a 🙌 or tell me something new about YOU!

You've Got This!

You don't need to go viral—you need to get real

- You're likely confused, maybe overwhelmed.
- GOOD - that indicates your brain is trying to make sense of new learning.
- Nothing is learned without confusion. Hang in there with me!
- Social selling is a skillset you CAN build.
- Remember: You and your story matter. Take heart. Be bold.
- You are the most powerful marketing asset you have.



What's Next

Tuesday, June 17 at 1:30PM MT

The Story Formula:

From Breakdown to Breakthrough

Your dōTERRA story isn't just personal—it's powerful. You've lived the story. Now let's shape it to influence others. Learn how to turn your dōTERRA journey into your most powerful marketing tool.



Q&A

