



JRS CONSULTING, INC.
smart solutions in communications

Corporate Magnetism

You're most likely familiar with personal magnetism. Just think of someone you know (or perhaps a celebrity) who seems to attract admirers effortlessly. Imagine having the ability to do that professionally, whether you are seeking a new job or looking for clients or customers.

Corporate magnetism enables that, applying the concept to a professional setting. This approach equips you to stop pursuing – and start attracting – the audiences with whom you want to do business.

As you review this description, please refer to the Corporate Magnetism graphic outline that accompanies this page.

The approach begins with identifying your target “Audience Segment.” For example, are you seeking to attract employees or a certain group of clients? Fill in your audience segment on the graphic and keep this distinct group in mind as you proceed with the rest of the exercise.

“Your Brand” on the far left of the Corporate Magnetism graphic refers to the brand that you are promoting -- whether that's you, another individual, your company or a client. With Your Brand in mind, determine what it is about Your Brand that will benefit your Audience Segment. Caution: This might not be what first comes to mind. Ask yourself the following question: How is my Target Audience better off because of my products or services? The responses become what will attract your Audience Segment to you -- your “Forces of Attraction.” For example, a colleague was surprised to learn from her clients that while the service she offered was presentation skills coaching, the benefit that her clients derived from her training was learning to project an “executive presence” to others.

Lastly, fill in your “Magnetizers” that serve as the conduits of attraction. These are the ways in which you get and stay in front of your Audience Segments. For example, a firm looking to attract clients would fill in the Magnetizer currents with vehicles such as “newsletter,” “referrals,” “professional memberships,” “speaking engagements,” “website,” and “writing and placing articles.”

The Corporate Magnetism graphic can be completed for each of your Audience Segments, enabling you to stop pursuing and start attracting the people with whom you want to do business.

JRS Consulting, Inc. helps organizations dramatically increase customer and employee attraction. For additional information, visit www.JRSconsulting.net
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Corporate Magnetism

Audience Segment: _____

Forces of Attraction

Magnetizers

