

7 Keys to Attract More Buyers Online

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Lesson 1: Throw away everything you know about selling

This is the first installment of “7 Lessons to Attract More Buyers Online,” a free e-course you signed up for at AlexisRodrigo.com

Your first lesson is this: You can sell more online by not selling at all.

Have I lost my mind?

Before you decide that you’ve made the wrong decision in getting this course, let me explain.

Why selling doesn’t work very well

Most people like to buy, but they don’t like being sold to. When they sense that you’re pushing something to them, they put up all these walls. They reject your message. “This person wants my money,” they think. “Well she’s not getting it!”

On the other hand, if you begin the relationship from the place of generous giving, the dynamics between you and your prospects changes dramatically.

The relationship becomes one of give-and-take. Your prospects’ defenses will go down. They’ll feel that it would be nice to give something back to you. It could be an email address, loyalty to your blog, a recommendation, or even money.

This works even when your prospect knows you have an ulterior motive. It’s human nature, and it’s irresistible.

However, I’m not suggesting you get prospects to buy out of a sense of obligation. Rather, I’d like to recommend an approach where you attract buyers because they’re thoroughly convinced of your awesomeness.

Your real mission

I highly recommend that you change your ulterior motive. Instead of working for a sale, let this be your mission instead:

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[Magnetic New Marketing](#)

to help improve the lives of the right people with your products and services.

You're in business because you believe that you can change people's lives for the better. This means you do them a disservice by doing a poor job of marketing your products and services. On the other hand, by being a more magnetic and effective marketer, you're able to touch more lives.

You have the obligation to get your products and services in the hands of the people who want them the most.

Introduction to Magnetic New Marketing

Magnetic New Marketing helps you achieve this in a way that doesn't make your prospects defensive and unresponsive.

In its essence, Magnetic New Marketing is the use of direct response copywriting principles in content marketing.

Copywriting is salesmanship in print. Direct response copywriting is the strategic use of words and images to get specific and measurable responses from readers. In direct response copywriting, you apply specific communication strategies to get the reader to carry out the action you want them to do - whether it's subscribing to your newsletter or buying your product. Persuasion tactics and neuro-linguistic programming are only some of the ingredients in direct response copywriting.

Content marketing is the distribution of value-filled, FREE content to attract followers, buyers and partners. Content may include blog posts, articles, marketing videos, podcasts - anything that provides value to your readers. By value I mean something that will help your readers improve their lives somehow.

Either content marketing or copywriting alone can bring you results. For instance, you may have used free special reports to build a list of subscribers. However, unless you apply copywriting principles as well, your opt-in and conversion rates may not be as high as they could be.

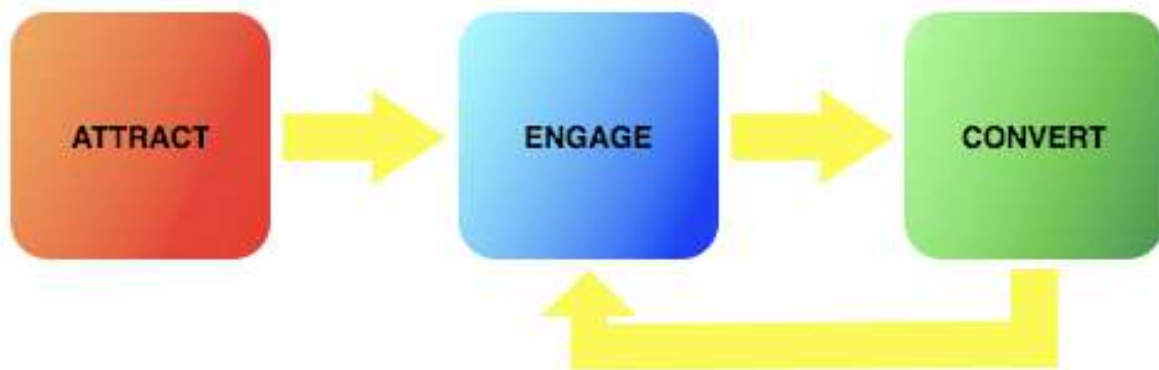
Conversely, your sales page may have all the elements of direct response copywriting. But if your sales copy is not "too valuable to throw away" (a term coined by top copywriter Gary Bencivenga), your conversion rates may suffer. Those who aren't ready to buy what you're offering today will click away, never to return. However, if even your promotional materials were useful in and of themselves, your readers are likely to keep

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them - and be able to reach when the time comes that they're interested and able to buy your offerings.

By applying copywriting principles in content marketing, you won't be desperately trying to convert your readers with one shot, as you would with a banner ad. Instead, you build a relationship with them, one that allows them to get to know, like and trust you - enough so that they eagerly buy your stuff. At the same time, you'll have multiple opportunities to communicate with them, familiarize them with your way of doing things, and occasionally send promotions their way.

The ideal merchant-buyer relationship



The process of relationship-building in Magnetic New Marketing goes very much like this:

1. You attract your prospects through your blog or other free and valuable content. The content also brands you as an expert and authority in your field. Those who are ready to buy do so. Others hang around just because your stuff is so good.
2. Using the social features of the Internet, you engage with your prospects. You keep giving them valuable content. You help them move closer to their goals. Your content also moves them closer and closer to buying.
3. Eventually, many of your loyal followers will reach a point when they're ready to buy from you. And they do so. Using this approach, it's not unusual to develop a loyal tribe of buyers who buy everything you put out.

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Lesson 2: Your first attraction tool

This is the second part of “7 Keys to Attract More Buyers Online.” In Lesson 1, you learned the Magnetic New Marketing mindset, which is more about giving than selling.

Today, you’re going to learn about your first attraction tool: your blog.

If you’ve been marketing online for some time, you probably already have a blog. That’s great. In this lesson, you’ll get ideas to help you make your blog a stronger magnet for attracting prospects, customers and even joint venture partners.

Why a blog?

First, let’s talk about why your business needs a blog. The short answer is, a blog - particularly a WordPress blog - is an awesome attraction tool because it:

- does very well on Google and other search engines, thus bringing you readers who are actively looking for what you’re offering - without paying for traffic
- provides a platform for you to showcase your expertise, explain the need for and demonstrate the results of your products and services
- naturally encourages participation and builds community among people who share common interests and goals
- gives you a central hub for your online and offline networking efforts
- is easy to use and doesn’t leave you at the mercy of a web designer or web master to publish updates

Common blogging mistakes

A new blog is created and published online every few seconds. However, that doesn’t mean every blogger knows what they’re doing. In fact, many business blogs underperform as buyer attractors. That’s because most entrepreneurs don’t know how to maximize their blogs for business success.

Here are a few of the most common repelling mistakes I’ve observed in business blogs:

1. Not clearly communicating what’s in it for the reader

When a reader arrives on your blog, you only have a few seconds to give them a good reason to stay. He’ll decide whether to read farther or click away by what your promise on your site - through your blog header, your blog title and sub-title, and the title of your

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main content. If it isn't what they want, or they can't even figure out what it is you have, exactly, they're going to go to the next blog.

Make sure your Unique Selling Proposition comes across loud and clear to any reader who lands on your blog. What, you don't have a USP yet? Then it's time for you to make one.

2. Trying to do too many things at the same time

Your blog has one function: to entice readers to give you permission to keep communicating with them.

Sure, you may sell your products and services through your blog - and that would be nice - but that's not the main purpose of your blog. Most people aren't going to your blog ready to buy from you. No, more likely, they're looking for specific information because something's been bugging them and they want it to stop already. Or maybe you interacted somewhere online, like on Twitter, and they're checking you out, deciding whether you're worth their time and attention or not.

Prove to them that you are. Everything you put on your blog should support this objective. Fill your blog with shining examples of your brilliance - not dozens of banners for affiliate products.

3. Not effectively enticing readers to request more information from you

Blog readers have become more sophisticated than they were before. Everybody's email inbox is overflowing, so it's not enough anymore to offer "free updates" to get somebody to give you their email address. You need to offer them something valuable in exchange for their email address, something you wouldn't be ashamed of charging money for. We'll be discussing how to engage with your subscribers in a future lesson, so hang on.

For now, all you need to know is that your blog should have an opt-in box for readers to get on your mailing list, and it should promise something cool.

4. Giving readers a hard time to find what they're interested in

Remember what I said earlier about your readers wanting information when they arrive? If they don't find that information easily, they'll quickly click away and you've lost them forever. Help them find the gems you offer by having a well-organized navigation bar, and a useful sidebar.

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Make sure you display your post categories and popular posts. You can easily do this by using widgets on your blog sidebar. Don't forget to include a search bar as well.

5. Not being seductive enough

And while they're there, invite them to read more by linking to related posts and pages they might also be interested in. There are tons of WordPress plugins available so that related posts are automatically displayed at the end of each post. My favorite is LinkWithin. I've also used Yet Another Related Posts Plugin and WordPress Related Posts.

Make your posts more seductive in appearance. Use at least one photo per post, to make it more enticing. You can find good, free, creative commons picture on Flickr. Also, make your posts easy on the eyes and a pleasure to read. Avoid long blocks of text; break them up into shorter paragraphs (English composition rules don't apply here). Use sub-headers, lists and bullet points to make your content easy to scan.

6. Inconsistency and obsolescence

When it comes to blogging, publishing fresh, new content frequently is your top priority. Remember, your blog is your platform to showcase your gift, your expertise. Stay on top of your niche (I'll share online tools for doing that in a future lesson), and be a reporter for trends you spot. Be bold and share your opinions, even if you think they may be controversial. Be informed, be interesting, be relevant.

7. Leaking too many readers away

Another repellent I see in many business blogs is having too many links out of the blog. I already mentioned that filling your blog with affiliate banners is a no-no for a business blog. You'll be sacrificing small affiliate income for a long-term relationship with your readers, which is potentially much more rewarding than a referral commission.

A better place for affiliate links is in the text of your posts, where they are naturally relevant. For example, in this post, I write about how I increased the opt-in rate in one of my niche sites. Towards the bottom of the post, I mention the plugin I used and published an affiliate link to it. That's a natural, non-jarring place for an affiliate link.

Another way to add affiliate links on your site is to set up a page for products and services you recommend.

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There you have it, seven areas to watch out for to make sure your blog is as magnetic - and sticky - as it can be.

Lesson 3: Attraction tool number 2

In the previous lesson, you learned that your blog is your main attraction tool. Today, we're going to talk about your second attraction tool - your list.

As I mentioned previously, the number one goal of your blog is to entice your readers to give you permission to communicate with them again and again.

Your list or autoresponder is what enables you to do this easily and efficiently. Others call this their ezine or newsletter. For purposes of this ecourse, we'll use the term "list." It refers to the fairly consistent email communication you send to people who requested it.

If you don't have a list yet, now's the time to get one started. If you already have a list, read on to find out how you can make it better - grow it faster, build better relationships, and finally guide your readers into becoming buyers.

Along with your blog, your list is another way you share your gift to your audience. This doesn't mean you use it like a pedestal, to show off how much more you know compared to your readers. Instead, it's another channel for you serve your readers -- by giving them nuggets of wisdom that can potentially change their lives for the better.

Here are 5 reminders to help you accomplish this:

Give your readers a good reason to give you their email address.

I hate to be the one to tell you this, but "Subscribe for updates here" just doesn't cut it anymore. People are busy. Everybody's inboxes are overflowing, and nobody's got time to go through all their emails.

So to be given space in your readers' email, you have to offer something enticing, something so good you could easily sell it for money. Something that can bring your readers closer to their goals. This ecourse is an example. Other entrepreneurs offer ebooks, special reports, even mp3 recordings and videos. The format isn't as important as the content, which brings me to the next reminder...

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2. Keep your promises.

After you get your readers' permission to send them stuff through email, make sure you keep your promise. Fill their emails with content that shows your best work. Don't spam them with one promo after another. Very few marketers can get away with this, and you're probably not one of them. If you promised updates, special offers, and exclusive resources, then give your readers that.

3. Get personal.

You may find it hard to believe, but you're part of the reason your readers signed up for your list. No matter how seductive your information is, if the reader weren't interested in YOU to begin with, they wouldn't have subscribed anyway. So share a little bit of yourself with them.

Write your emails in a conversational tone, even if you are "teaching" something. Tell a personal anecdote when it's relevant and useful. Share your personal struggles and triumphs. A human story is hard to resist.

4. Sell with confidence.

As you may have noticed by now, the foundation of Magnetic New Marketing is giving. However, it doesn't stop there. You do have a business, after all, and I did say you would actually sell more stuff, right?

Sometimes this generosity thing can be taken to extreme, where marketers actually forget to sell, or feel very awkward doing so. If you've been giving your readers quality information all this time, they won't mind the occasional promotional email. In fact, many of your readers are probably dying to buy something from you. I know I've felt like that sometimes. I follow somebody, devour their free stuff and think, "This person is so good! What can I buy from her?"

The thing is to maintain a healthy ratio of information and promotion. You may have heard of the 80-20 rule before. That is, make your content 80% pure information and 20% promotion. Following this rule, you would send 1 promotional email for every 4 purely informational emails. Or, each email could be 80% information, 20% promotion. You may have to experiment to find the right approach for your audience.

Whatever you do, sell with confidence. In future lessons, we'll get into the specific language and structure of selling.

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5. Use the right tools.

Finally, you have to use the right tools so you can build and manage your list. Personally, I use [Aweber](#), and I like its features, particularly the new web form editing features. I hear from other marketers that the deliverability of Aweber is much better than that of other autoresponder services. Check out your options and take a free trial, if it's available.

PS: The link to Aweber above is an affiliate link, which means I get a commission if you get an account through that link. If you don't like that idea, you can use this naked link: <http://www.aweber.com>

Lesson 4: How to create magnetic content

At this point, you know that your blog and list are the core foundation of Magnetic New Marketing.

We're going to talk now about how to create magnetic content - the kind that naturally attracts your target market.

There are many ways for your target market to find you online:

- by using a search engine, such as Google or Bing
- through links on sites they visit, such as blogs that mention and link to you, or those you leave comments on
- by receiving a piece of content you've put out there and which has gotten passed around, like a special report or YouTube video
- when connecting with you on social networking platforms like Twitter and Facebook

Because of these different means of sharing and spreading content around on the Internet, it's easy to attract your target readers even without paying for advertising.

However, to make the most of the viral capacity of the Internet, your content does have to meet certain criteria:

- It should be optimized for search engines to find it, give it high authority, and display it prominently in results pages for keywords relevant to your content
- It should provide information your target readers want and are actively looking for
- It should provide information your target readers need to know, even though they may not know that they don't know

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A lot of online marketers worry about giving away too much information. Are you one of them? Do you think, “If I tell them all these things, then they won’t buy my paid product or hire me anymore.”

In fact, while some people will run away with your free information and be able to get results from implementing what you teach - which is GOOD - the majority of your readers probably won’t.

They’ll be overwhelmed, or not know how to begin, or they’ll want some (or a lot of) hand-holding to get going.

Online entrepreneur Ron Nijmeh (PLR.me) proposes two ways of doing this:

1. Give away the farm, but sell the seeds. Tell your readers what needs to be done and why, but not how to do it. The “how” comes in your product.
2. Give away the farm and the seeds, but plant it for them. Tell your audience the what, why and how, and then offer to do it for them. You’ll be surprised how many people want a done-for-you solution, even if they’re perfectly capable of doing something themselves.

However way you want to approach your free content, make sure it’s related to your product or service somehow.

Here’s a list of more specific topics you could develop content on:

- what problems does your target market have, which your product or service helps to solve?
- what are the consequences of not addressing the problem?
- what happens when the problem is addressed?
- what are your target market’s frequently asked questions regarding your area of expertise?
- what are your target market’s common objections to products and services similar to yours?
- what possible solutions could your target market try that don't work?
- what are the benefits of what you offer?

If you’re familiar with copywriting, you will notice that these topics correspond to information you would include in the sales letter for your product or service. Consider your content to be a way of slowly “dripping” your sales message to your audience.

The difference is, they don’t have to consume all the information at one time, and they don’t need to make a decision about buying your product or service right then and there.

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Instead, your offer is there for those who are ready to take the next step (which is to buy). For those who are not, your content is there to gently guide them along.

Either way, you're strengthening your relationship with your audience, providing your trustworthiness and authority, showcasing your expertise, and making it easy for prospects to find you.

One last thing: use an editorial calendar to plan content for your blog and list in advance. You can make your own calendar using a word processor, or download a [free blog editorial calendar here](#).

Lesson 5 - Market research 2.0

In the previous lesson, you hopefully got a clearer idea of the kind of content you can publish on your blog and provide to your list subscribers.

Today, we're going over some web 2.0 tools that make it super easy, and even fun, to learn more about your target audience.

The assumption, of course, is that you have a clear idea of who your Ideal Customer is. If not, take an hour or so to decide who your IC is. And then come back and finish this lesson ;-)

Web 2.0 has made our lives so much easier. We can communicate with each other and keep track of the current discourse in our niche -- in real time.

Our goal in this lesson is to unearth more of our IC's desires, the problems that wake them up at 3 in the morning, the stuff that bugs them about our competitors, the big hopes and dreams that keep them going, even the exact words and language they use.

Here are a few web 2.0 tools you can use to keep your finger on the pulse of your Ideal Customer.

1. Twitter Search

One way to do this is by going to <http://search.twitter.com> and then type your niche or topic into the search box. Twitter will then display all the tweets that contain these words.



Another way -- and this is the way I prefer -- is to use a Twitter client such as Tweetdeck. Since Tweetdeck is the only one I use, that's what I'll be describing in my example. Click on the "Add Column" button, type your topic into the search box, then click "Search." You'll have a new column in Tweetdeck with all the recent tweets containing your search term.

Using Twitter search is a super easy way to find out:

- what people are saying about your topic
- links to popular posts about the topic
- which Twitter users dominate the conversation about your topic

2. Google Alerts

This free service from Google is another handy way to keep track of blogs and news on any topic of your choice. To set up a Google alert, go to <http://www.google.com/alerts>. Type your topic in the "Create a Google Alert" box. Under "Type," choose whether you want to monitor news, blogs, web, video, or groups. If you want to see everything, select "comprehensive." Customize your other preferences then click "create alert."

Now all you need to do is wait for emails from Google, with links relevant to your search term.

3. Alltop

Alltop is a good way to keep track of several of your favorite blogs all on one page. Create your personal Alltop page, and fill it with the top blogs in your industry, or check out the Alltop pages of individuals who influence and reach your Ideal Customer.

Now keeping track of what's new in these blogs just became much easier. All you have to do is visit your Alltop page and all the recent posts are right there in one page.

4. Online Forums

Online forums are good sources of information about your Ideal Customer. Find one or two forums where your IC hangs out. Most will allow you to read posts even if you're not a member yourself, unless it's a paid forum. In that case, you have to decide whether the cost of the forum is a worthwhile investment. Facebook groups are another type of online forum where you can do some market research.



Forums are good, because members actively post questions and requests for help. You can very quickly find your Ideal Customers' frequently asked questions.

5. Social Bookmarking Sites

Sites like Delicious, Stumbleupon and Digg, help you discover sites that web users like about any topic under the sun. I'm not too fond of any of these myself, other than going to Digg to find inspiration for headlines. Other than that, I prefer the other sites I've mentioned above.

However, if you find that social bookmarking sites have gems in your niche, then by all means use them.

Use the knowledge from these web 2.0 sites to find topics for your blog posts, email newsletters and giveaway materials. Take note also of the specific language people use, and use the same language in your marketing copy. And by being sensitive to the needs expressed on your topic, you can even come up with ideas for products and services to develop and offer.

Lesson 6: How to attract visitors to your site

By now, you should have plenty of ideas for specific topics and types of content to provide on your blog. In this lesson, we're going to tackle the second biggest problem bloggers have -- getting traffic.

You can spend hundreds or even thousands of dollars on training programs, advertising or the services of so-called experts to bring traffic to your site. The strategy I'm about to share with you now is completely free. It does take some time, but not too much. Just a few minutes a day.

In a nutshell, the strategy goes like this: find an online community filled with your Ideal Customers and become an active and authoritative figure in that community.

An online community is usually made up of blogs, online forums, Facebook groups and fan pages, LinkedIn groups, and Twitter followers. You would have found this community, or even several, by now.

How can you become active in such a community? Here are some ideas:

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1. Comment regularly in authoritative blogs.

Choose a handful of blogs which are considered authoritative blogs by your Ideal Customers. These should be active blogs, which are updated regularly (at least once a week) and get plenty of visitors and comments. Read the blog regularly and leave a comment frequently.

Make your comments thoughtful. Add your inputs, share your experience, or raise interesting questions. If you're up to it, you could even engage a few of the regular commenters in a conversation in the comments section. Soon, regular readers of these blogs will start recognizing you as a part of this community. The blog owners will also notice you.

2. Link to quality posts in other people's blogs.

Whenever it's appropriate, link to specific posts in authority blogs from your own blog posts. This gets you exposure, because most blogs nowadays display trackbacks, or links from blogs that link to them. This is also good for your blog's search engine optimization, particularly because you can choose the anchor text of the link.

It may seem counter-intuitive, because you're giving ways for your readers to leave your blog. Don't worry about this. In fact, your readers will appreciate the fact that you're letting them discover other useful stuff. And remember, the trackbacks link back to your blog.

3. Guest post.

See if some of the authoritative blogs welcome guest posts. Some of them may actually ask readers to submit posts to them. If not, go ahead and pitch a guest post. The worst they can say is "No." And if that happens, just publish the post in your own blog.

If you're nervous about pitching a guest post in a "big" blog, start with smaller blogs, including your friends' blogs. Just make sure that their audience is relevant to your product or service.

Just a reminder: Don't even think about guest posting in a blog unless you're very familiar with it. You should read a blog regularly for at least a few weeks and leave comments before offering to guest post.

4. Share your content in social networking sites

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If you belong in Twitter, Facebook and LinkedIn, you should definitely include links to your new posts. However, there's a way of doing this so you don't irritate your followers, friends and contacts.

Remember the Pareto principle? It applies here as well. For example, on Twitter, for every 10 tweets you send, only two should include a link to your own blog.

What should your other tweets be? They should be links to other cool stuff you've seen on the web. They could be links to the blogs you're reading every day. They could be interesting links you found on StuffToTweet.com.

And speaking of Twitter, you may want to send out the same tweet several times a day, say every four hours. An easy and free way to do this is with SocialOomph (formerly known as TweetLater).

Oh and don't forget to interact in these social networking sites: RT other people's tweets, respond to updates and questions -- in other words, be SOCIAL.

5. Bring your subscribers back.

If your list subscribers don't get updates from your blog automatically, then let them know once in a while about a particularly interesting post you've just published. An easy way to do this is by putting an excerpt of the post in the email, and then a link to the rest of the post. Another way is by pointing out an unresolved issue that arose in the comments, and ask your subscribers to leave their two cents.

Do all five of these and you'll see a significant increase in your blog traffic -- without paying for it or spending hours or hurting your brain with SEO techniques.

Lesson 7 - How to write persuasive content

This is your 7th and final lesson in "7 Keys to Attract More Buyers." Congratulations! Attached is a PDF of all the seven lessons in this ecourse, so you can easily go back and review each one.

In this lesson, I'll be sharing with you a formula for writing content that's compelling and persuasive, which is what copywriting is all about.

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There are dozens of formulas on copywriting, but I like this one because it's easy to remember and apply. The formula is called AIDA. I first learned about it in an advertising course in university more than 20 years ago. In all that time, I keep running into it again and again in various marketing and advertising materials, so we know that it works.

AIDA stands for:

- A**ttention
- I**nterest
- D**esire
- A**ction

Here's how to apply AIDA in your content:

Attention

The first task of your content is to get the attention of your audience. Unless you get your audience's attention, you can't communicate meaningfully. You can't engage them, much less persuade them. That's the end of your contact.

The job of attracting attention is done by your article title, the headline of your sales page, the subject line of your email, the cover of your ebook... you get the idea.

After you have your audience's attention, you need to sustain their...

Interest

Now that your audience is listening, watching or reading, the first part of your content should keep them interested. The foolproof way to do this is by talking about them. We like talk about ourselves, and your audience is the same. Keep the content focused on them, and they'll stay interested.

A common mistake marketers make is jumping in and talking about themselves -- how great their product is, how well you're going to meet your prospects' needs, etc. There's a time for this, a little later in the persuasion process. Be patient and your audience will be more receptive when you start talking about yourself. On the other hand, if you get into this prematurely, your audience's defenses will come up and you'll likely lose the sale.

Desire

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At this point, your reader is interested in what you have to say. You've shown that you understand their predicament and can empathize with their pain. Now's the perfect time to stoke the flame of their desire for what you have to offer.

How do you do this? Again, timing is key. Start by hinting at the general solution to their problem, and then paint a picture of what your readers' life will be like when their problem is solved.

And then you can segue into your product or service, or whatever solution you're proposing. Go over its features, but in a way that shows how those features translate into concrete benefits for your reader.

If you're having trouble distinguishing features from benefits, this might help:

<http://alexisrodrigo.com/what-your-market-really-wants-features-benefits>

There are many ways to intensify your audience's desire, such as:

- demonstrate how your product or service works
- display testimonials from happy customers
- make an offer they can't refuse

Action

At this point, your readers are primed. Tell them what the next step is. Don't assume they know. Be direct and to-the-point. For example:

"Type your email address in the box then click the button to subscribe."

"Click here to place your order."

"Get even more useful tips by signing up for our free newsletter here."

It also helps to give your readers an idea of what will happen next. On a squeeze page, for instance, you can say, "Watch your inbox for an email requesting confirmation. Click the link in that email to confirm your subscription. If you don't receive this email, do check your spam box; it might have gotten misplaced there."

I like AIDA because it works in any type of content: articles, blog posts, sales pages, squeeze pages, marketing videos... even Tweets!



Keep this formula in mind next time you write anything and soon, it's going to be second nature to you.

This concludes your 7-part e-course entitled, "7 Keys to Attract More Buyers." I hope you've learned a few things about getting more clients and customers. But most of all, I hope that you put at least one new thing into action.



About the Author

Alexis or Lexi Rodrigo is a wife, Mom of 3, copywriter and online marketing consultant. She has over 20 years experience in persuasive communication, particularly in print and TV.

Lexi helps entrepreneurs sell more stuff online without resorting to hype, sleaze and high-pressure sales tactics. Her mission is to save the Internet from yellow highlighter - one sales page at a time.

If you'd like Lexi to help you implement Magnetic New Marketing in your online business, go to AlexisRodrigo.com to choose a service package that's right for your needs.

