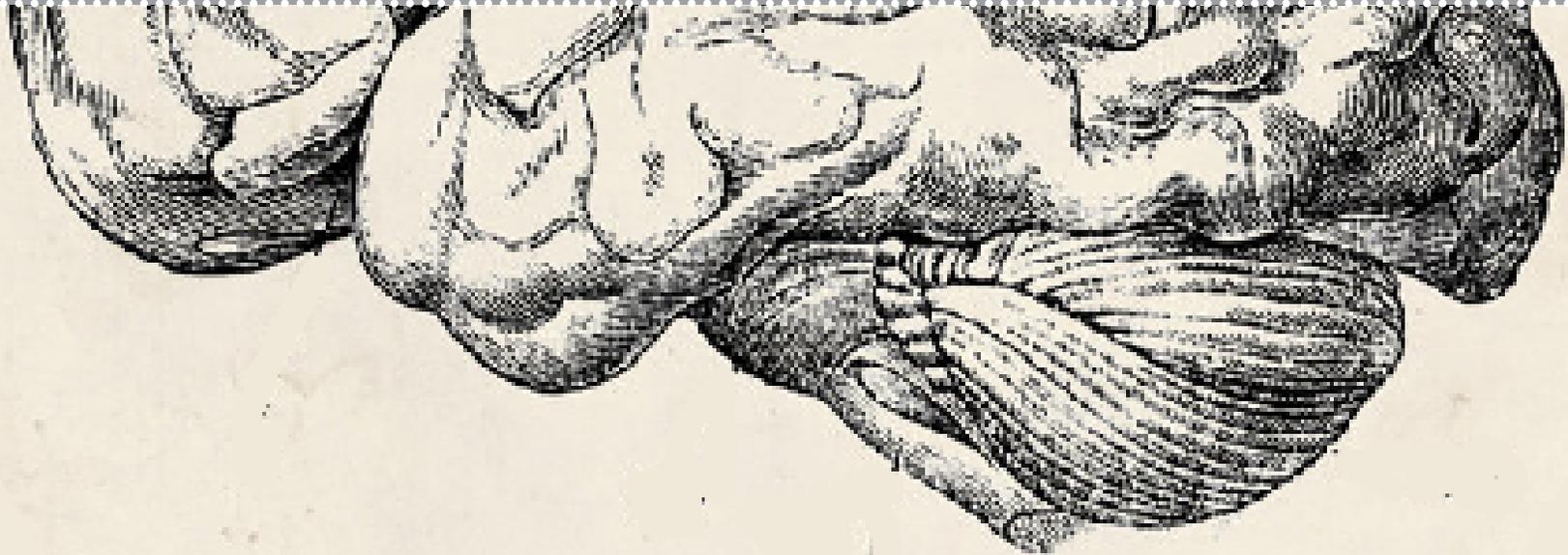




The Art of Seduction



Marketing to the Subconscious Mind

The Art of Seduction

You are in the seduction business.

You may not be slathering red lipstick on your luscious lips, dabbing perfume at strategic points all over your body, or practicing your 'come hither' look in the mirror for 30 minutes a day. **But if you are an entrepreneur, author or small business owner, you likely face the daily task of convincing people to work with you, read your wisdom or buy your thing.**

You want to attract perfect clients and build lasting relationships. At the same time, you're asking yourself

"How can I get a crowded world to notice me?"

It's called **seduction**, baby. And I'm here to help you figure it out.

Seduction is all about attraction. And attraction relies on making people feel special. Adored. Extraordinary. **It's an appeal to the heart, the mind, and the senses.**

The world will tell you that seduction is sleazy, that it's all about tricking people into making decisions they don't want to make. Nothing could be further from the truth. Chances are, you are a business owner who does work that matters. Your passion is palpable. People desperately need what you offer. Seduction is merely captivating a person and their needs via the senses. Sight,

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sound, taste, touch, feel... our senses allow us to take in our environment and relate to what is going on around us. Our brain then interprets that data and triggers emotions.

Think of seduction as marketing to the subconscious mind.

We go through life interpreting information, making emotional decisions based on how something will make us feel. Our minds are excellent storytellers, masters at creating a personal narrative about how a purchase or service will make our life better. We are constantly fascinated by the promise of a better life. It's what makes people finally flip the switch and take action.

Whether you are a new business owner, a seasoned entrepreneur, or a design student ready to make a dent in the universe, this eBook has been designed to help you enchant your crowd and persuade them to do business with you.

Let's begin, shall we?

Seduce them with Emotion

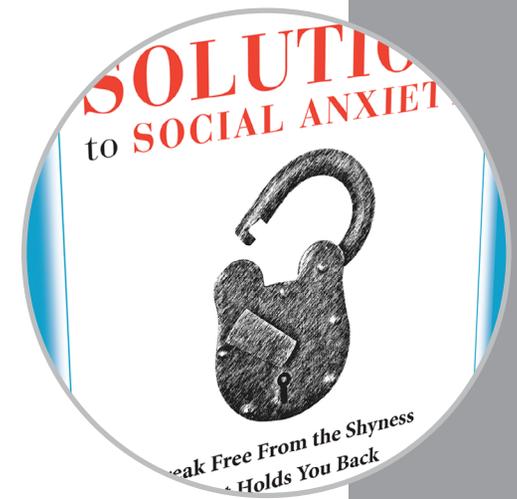
Humans are emotional beings. We laugh. We cry. We love. We get discouraged.

As a business owner, you have the sublime opportunity to trigger positive emotions for each client.

When clients come to me, they are typically overwhelmed by the branding process. Their focus is scattered and often they have no idea where to begin. My goal is to eliminate their frustrations through brand clarity and personal empowerment. I provide helpful information that makes their lives easier. And if my client isn't comfortable tackling branding on their own, I remove that burden from their shoulders by doing the design work for them.

Dreaming turns into doing and frustration morphs into excitement.

My client, **Aziz Gazipura**, works with men who suffer from social anxiety. His book cover has an image of an open lock on it. The lock itself isn't an emotional trigger, but what it symbolizes is. It's a representation of "throwing off the shackles" and letting go of what holds you back. It's the promise of a better life.



Seduce them with Emotion

What is the main problem your ideal client struggles with?

List three emotions they may be feeling.

1.

2.

3.

How can you help transform those emotions into something positive? What do you offer that no one else can?

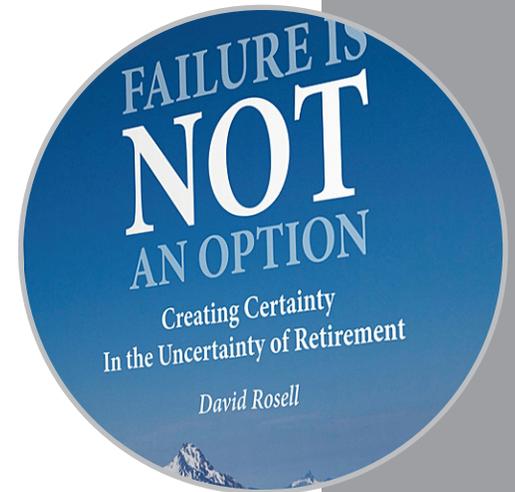
Seduce them with Story

Stories are the fire we carry to each other. They possess a spark, a power: to comfort, connect, transform, and even heal. Everyone has a story to tell. And everyone can appreciate a great story well told.

For the longest time, I was caught up in the whirlwind that many new entrepreneurs face: needing to make money and doing whatever it takes to pay the bills, even if it means doing work that you don't love. **One day, I decided to change everything.** I created a new brand, one that rang true to my ethos and focused on conscious creation, purposeful design and intentional living. I tell the transformation story often in my writing and speaking, as I think everyone can relate to that pivotal moment when things had to change.

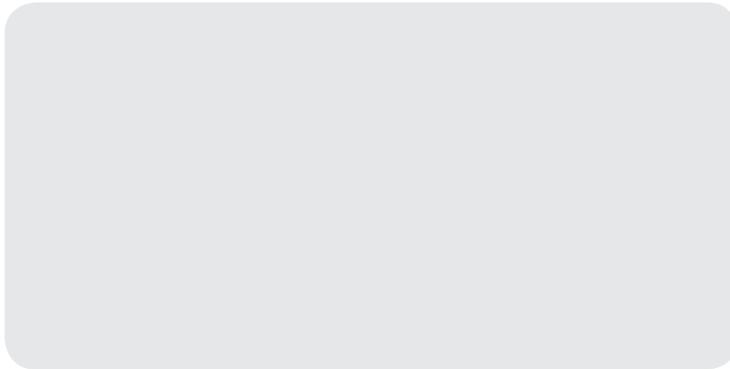


David Rosell, the author of *“Failure is Not an Option,”* is a great example of captivating people through story. His book is a collection of travel stories combined with sound financial advice. While entertaining his audience with tales of traveling the world, he also manages to fit in advice about retirement planning and money management. The stories are uniquely his and capture the spirit of adventure that human beings crave.

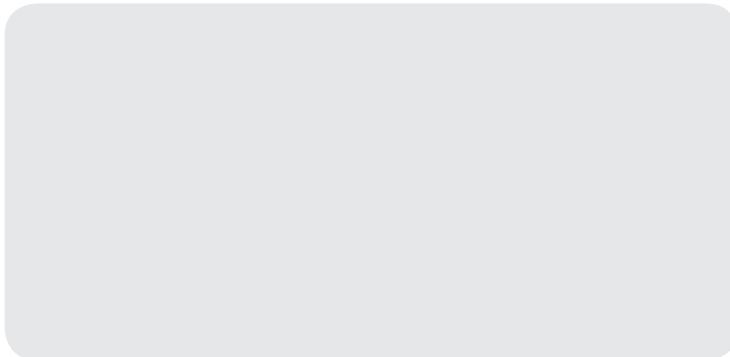


Seduce them with Story

What is your “origin” story, that moment where everything changed and you became passionate about something?



What are your strongest beliefs, your non-negotiables? How did they form over time?



Think of a time when you blew it. What happened? People want to hear those stories, to share in those less-than-brilliant human moments. We feel your agony... because we've all been there. And like any good human, we want to know what you learned from it.



Seduce them with Imagery

People are visual. We are drawn to color, to interesting images, to snapshots of both dreams and reality.

With photographer **Erica Mitchell**, I recently created a visual story line for Bright Light Graphics. I wanted potential clients to see me as a real person. What I learned was that it's important that photos convey at a glance exactly what a person's business stands for. For me, it's about conscious creation, compelling graphic design, and telling visual stories through art. Erica was able to capture my essence perfectly... as creative, artistic, and accessible.

My client, Kendall, was a beginning coach with a huge passion and strong desire to help people. She didn't know how to translate that passion into a visual brand, however. When visiting her home, I was inspired by its Zen-

like aesthetic. It was peaceful and balanced and yet playful, just like Kendall. She resonated with the element of water... still, deep, quiet and also wild and turbulent... and I was able to find the right imagery to capture all of those different aspects of Kendall as a coach.



Seduce them with Imagery

List three words that describe your brand.

1.

2.

3.

What elements resonate with those words?

a) What colors?

b) What photos?

c) What graphics?

Seduce them with Service

“What’s in it for me?” It’s a question we all ask but don’t like to admit to, But in truth, we are constantly making decisions based on how something will impact our lives.

Serving your clients, focusing entirely on their needs, creates loyalty. **No one has ever been fired for extreme service.** If anything, a steady focus on what your client needs and expects will gain you more business.

I love educating and coaching my clients about stepping into their power. Building a business is tough, and any time I can empower my clients to create an amazing body of work, I’ll do it. Sometimes, what I provide is enough for a client to go out and do remarkable work on their own, Other times, it allows us to begin a conversation about how I can help them grow their business through a consciously created brand identity... like I did with Michelle:

“I first reached out to Lieve for help with logo design and branding [that captured] not only my marketing message, but also my personal essence and the heart and soul of my work. What I didn’t have was a clear visual image of what I wanted. This is where Lieve truly stepped into her gifts, and she became the coach. She was able to gently guide me through a process that really helped me to get crystal clear on my message and my ideal client. She knew how to communicate everything that was important to me. It was a beautiful process. Lieve works on a deep level, from her own heart and soul. She is an amazing artist and an intuitive and gifted designer. I highly recommend her!”

~Michelle Bolling, Sacred Life

Seduce them with Service

What are three ways you can treat your clients like the diamonds they truly are? Maybe it's sending handwritten notes of encouragement, emailing them links to articles that may help their business grow, or adding a little something extra to the services/product they paid for.

1.

2.

3.

What extra knowledge do you have that you can share with your clients? Perhaps you are a whiz at Quickbooks. Or a grammar aficionado.

Seduce them with Trust

Security. Not being taken advantage of. Knowing you made the right choice. These are feelings all people crave

Is your brand a safe place for your clients? Do they feel comfortable the minute they meet you/click on your website/read your book?

Trust is what steers the brand ship. Without it... well, you're simply floating out to sea.

Take a look at your About Page. Is it magical? Does it captivate people with your unique voice? Are there pictures of you that instantly make people think, "I like her!"?

Social proof builds trust. Is your website peppered with engaging testimonials from clients? Prospective clients deserve to see that others have had a fabulous experience working with you.

One of my favorite testimonials comes from a client named Kendall:

"Working with Lieve has been a gift. When I first met her, I had no idea how to present myself to the world. Lieve changed all that. She met me at my level, offering me different ways of working with her that felt appropriate. From there, she took me on a journey of self-discovery that challenged me to really know myself. Along the way, she supported me with care, curiosity and accessibility. Now, my branding feels like an extension of my heart."

-Kendall Crosby, Integral Coach

Seduce them with Trust

What are the top 3 reasons why clients should trust you?

- 1.
- 2.
- 3.

What's the best way to show a client they made the right decision in choosing you?

List three people who can give a solid testimonial about your work.

- 1.
- 2.
- 3.

Seduce them with Originality

People are wired to notice differences. And in a crowded world, you want to stand out as much as possible.

When you discover that gleaming detail... the “thing” that makes you unforgettable... magic happens. People pay attention. They remember you.

When I launched Bright Light Graphics, I knew that I wanted to stand out as a different kind of designer. Clients would come to me and say, “This is what I want to create in my life.” And I’d throw my heart and soul into helping them visualize how to make their dreams happen.

When I am designing, I enjoy that conscious connection I have with my clients. I am able to better understand their needs and ideas. This allows them to do more good work in the

world (and earn more money) because their vision is rooted in clarity and focused passion.

That’s how I choose to stand out. How about you? What’s your weird?

You see, I think we’re all a little weird. In that commonality, we find a sense of belonging and understanding in the world. We are both captivated and comforted by our collective weirdness. My content writer, Maisie Smith of Audacious Muse Writing Studio, is always writing about being “fearless in your weirdness.” Because weird stands out. Weird is brave. Weird gets noticed. Maisie owns being different and encourages her clients to step into what makes them unforgettable.

Seduce them with Originality

List three things that make you different from everyone else.

1.

2.

3.

Now, list three ways you can share your weird with the world. Perhaps it's through words, photography, video, crafts or a new philosophy.

1.

2.

3.

Seduce them with Stuff

Seduction is often defined as "appealing to the senses." Sight, touch, taste, smell, sound... seduction has a way of captivating the senses.

When we can hold something, or smell something or taste sweetness on our tongue, it imprints on our memories. increasing recall and brand loyalty.

And, let's face it. People love gifts, especially when it makes them feel understood and special. Having something tangible that you can give to your clients and customers leaves a lasting brand impression that goes beyond words read and pictures viewed.

At a presentation for a business group, I once handed out my business card with a small candle. It perfectly embodied the message of Bright Light Graphics- to illuminate the world with your brand- and the response was over-

whelming. On the back of each card, I have the following imprinted:

We met at:

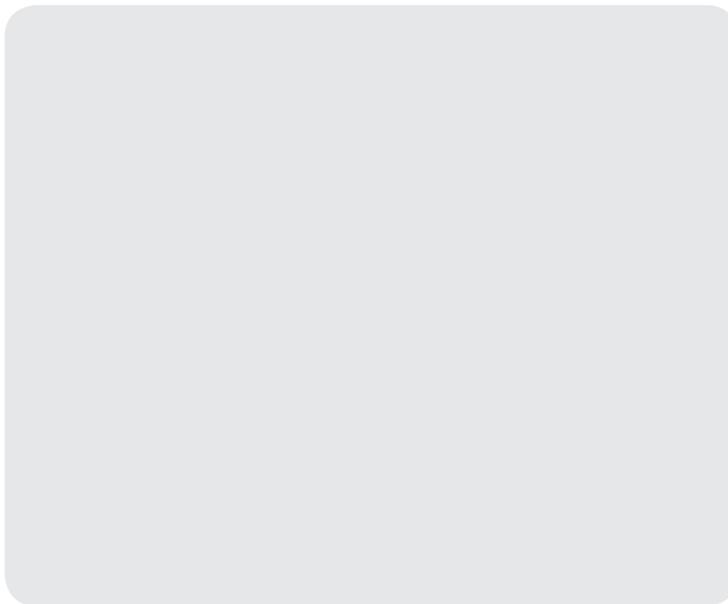
One thing I remember about you:

This always leads to interesting conversations and a deeper connection with potential clients that goes beyond the superficiality of most networking events.

Seduce them with Stuff

Humans love getting free stuff and when it leaves a favorable impression about your brand and it's ability to make their lives better, they love it even more.

What are your opportunities to give? Perhaps it's trade shows, networking events or good old-fashioned surprises in the mail.

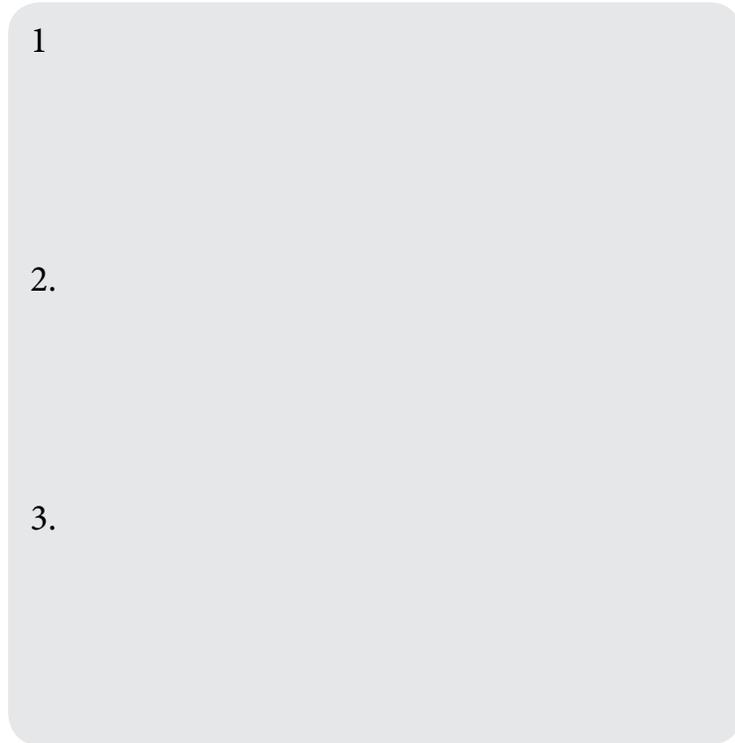


List three items that would work as creative giveaways for your business. A book? A special pen? Sinfully delicious handmade chocolates? A notebook for jotting thoughts down? An inspirational coffee mug that's used daily?

1

2.

3.



The Art of Seduction

Seducing clients is all about making them feel like a million bucks. It's not a deceitful act. It's about gathering enough information to make an impression, to captivate and enchant those people who need what you have to offer. It's an act of helpfulness. It's understanding your client and what they want.

At Bright Light Graphics, we understand the impact of good design and it's ability to seduce a crowd. Your crowd. We harness that power by crafting a visual personality for our clients that cannot be ignored.

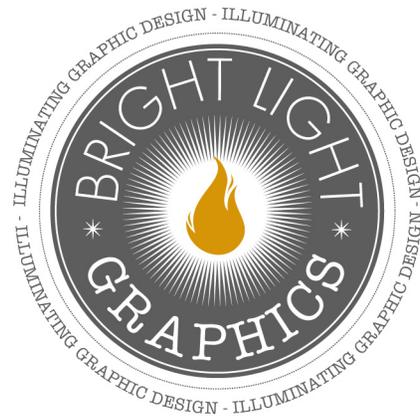
Struggling to define your voice? Not sure how to tell your business story or need help clarifying what you offer to the world? Or just plain tired of your current brand look and want to create something a bit more awesome?

We can bring your message to life through a consciously created brand identity.

If you are interested in learning more about the Art of Seduction, we offer a complimentary 30-minute consultation calls to potential new clients.

It's time to create + elevate your brand. Let's get started!

The Art of Seduction



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