

CelebrityExpert®

I N S I D E R

Editors: JW Dicks, Esq., Nick Nanton, Esq. & Lindsay Dicks

www.CelebrityBrandingAgency.com • AUG 2011

BUSINESS & BRAND BUILDING STRATEGIES FOR ENTREPRENEURS, AUTHORS, SPEAKERS AND PROFESSIONALS

INSIDE THIS ISSUE:

- p1... I had this Itch you see
- p2... Google+: What Does it Mean for Your Business
- p4... Inside The Agency
- p5... Your Guide To Promoting Your Products On Facebook Like The Gurus
- p8... One on One with Nick Nanton featuring Robert Skrob
- p12... Buying Retail Will Never Be The Same
- p14... James Bond is Back
- p14... Krispy Kreme Goes Healthy...sorta
- p15... The Commoditization of Eyeglasses
- p16... The News and what it means to you.



Dear Experts, By JW Dicks

I HAD THIS ITCH YOU SEE... And it would not go away. I thought I had developed an allergy to alcohol but FORTUNATELY that wasn't the case, still the rash and the itch would not go away. I tried every bottle of over the counter spray for "instant relief" only to find that while the relief WAS instant, the itch came back the instant the spray dried. I was spraying so many different bottles of cure for my itch I looked like the guy that walks around watering plants all day. Truly I was trying everything. And it wasn't like I wasn't willing to see a doctor for the itch; I was, except the next appointment was 6 weeks away.

And so I continued my own quest for the great cure, bottle after bottle, pill after pill. But the rash continued...

So why am I telling you about my itch... because it reminded me that the key to any successful business is to find the cure for someone's itch. Just like I was willing to do, your prospect will do anything to find the solution for their itch and they will buy every product you offer and try it out hoping this is the one that brings the relief they seek.

Where is your prospects itch?

If you are dentist it might be when a person's tooth hurts like heck and you own the only dental ER open to solve their pain you bring relief you also do what

cont. on p12 ►



Google+: What Does it Mean for Your Business (And How to Get Started!)

By Lindsay Dicks
a.k.a. The Chic Geek

So I'm sure you have heard the recent buzz about Google+ (whether you have had a chance to get started or not)... but what does it mean to your business? Is it all hype and no substance, or might we be witnessing a major shift in the world of social media?

The truth is that it is too soon to say for sure. And personally, even though I got my invite a few weeks ago and I see the SEO implications, even I am slow to "catch on." That being said, we do know that any time Google puts the full power of their brand behind something, it is a force to be reckoned with. Ok- so Google Buzz wasn't all that great; however, with Google+ we now see the reason for both Google Buzz and Google's +1 and while it is impossible to say how powerful Google+ will become, here is what we DO know:

- 1. Google has succeeded in generating a substantial "buzz" around Google+.** If you spend much time on Facebook, Twitter, and LinkedIn, you know what I mean. Seemingly one out of every five conversations right now references Google+. Their launch has been very well executed—by requiring an invitation in order to join, and by limiting the amount of available invites, Google has created an online frenzy. It's the internet version of a huge crowd camping outside Best Buy on Thanksgiving night in anticipation of massive sales the next morning. Creating a buzz doesn't guarantee success—but it does mean they are off to a good start.
- 2. Google+ can be used both personally and professionally.** As you know, LinkedIn is a social network catering to professionals and business owners. There is little room for casual interaction with friends and family. Facebook, on the other hand, is primarily used for personal relationships. Their business pages do allow professionals and business owners to connect with their audience and with other businesses, but not as effectively as LinkedIn. Google+ appears to offer the best of both worlds—their "circles" feature allows users to easily sort contacts into different groups. You could have a "friends" circle, a "clients" circle, a "family"

circle—and more. While it remains to be seen how this functionality will play out over time, Google+ at least offers the potential of being a great social network for both professional and personal use.

- 3. Google+ has the potential to revolutionize the online social universe.** Why? One word: integration. Google+ has the potential to pull together the countless services offered by Google into one convenient social location. YouTube, Google Places, Google Offers, Google Maps, Gmail... the list goes on and on. While other social networks, Facebook in particular, have been very successful at integrating with a variety of services across the web, Google+ has a tremendous advantage simply by being part of the Google network of services. It is not hard to imagine Google+ profiles given priority in search results, and it seems likely that Google will take every opportunity to link Google+ profiles with services like Google Places. Again, it is too early to predict how it will play out, but it is clear that Google+ has the potential to become literally the center of the internet!

What does all of this mean for you and your business? It means you need to get involved immediately! Google recently announced that they will offer unique services for business owners, and have suggested that businesses wait to create their profiles. However, there is no question that business owners and professionals need to join the network, as individuals, as soon as possible. Remember that only a couple of years ago we were debating the merits of Twitter for businesses and business owners. And while many sat on the sideline, the early adapters got a head start and have benefitted tremendously. So even though Google+ may not have the impact many experts expect it to, the upside makes investing the time to get started an easy decision.

Getting started on Google+

The first step is securing an invitation. As of now, Google+ has yet to open the doors to the general public.

New Media Opportunity

Become a

FAST COMPANY
CONTRIBUTING BLOGGER

TODAY! GUARANTEED!

**Do you need a blog and
don't know where to start?**

**Do you currently have a business blog
and are looking for a way to
up your status?**

What if you could become a Fast Company contributing blogger on a monthly basis?

Now you can! Let us represent you and get you set up to become a Fast Company Contributing Blogger today and see what it can do for your business! Best of all – it's completely done for you!

**Email Lindsay@CelebritySites.com
or call 407-215-1739 and ask for
Lindsay to get started today!**

"I originally learned about Nick and Jack through their blog on FastCompany.com. Their content was obviously very solid content, but I also knew that they must be credible because they were blogging on FastCompany.com. That led me to click through to their website, learn more about them and sign up for more information. When I got an offer to do business with Nick and Jack on their email list, there's no doubt in my mind that the fact that I was introduced to them by FastCompany.com made it much easier to make a significant investment with them in growing our business."

~ Maureen Day

You'll need to find someone who already has access and ask them to invite you. I'd be glad to invite you if you get in touch!

Once you have your invitation, log in and create your profile. Setting up your profile on Google+ is very similar to doing so on other social networks. You'll want to upload a photo of yourself (I recommend using the same picture that you use on other social networks—remember that consistency is the key to building a strong brand!). Then, fill in the biographical information and personalize your profile. Try not to leave any fields blank—the more complete your profile is, the more professional you look.

Now that your profile is complete, begin connecting with others. On your Google+ Home page, if you look to the right side of your screen, you'll see a list titled "Suggestions." These are individuals that Google+ thinks you may want to connect with—click on "Show all" and you'll see a list of potential contacts. Click on their pictures to connect with them. If you have run out of suggestions, you can also search for individuals by typing their name into the 'Find People' box at the top of your Home screen.

Organize your contacts into circles. Immediately to the left of the 'Find People' search box is a button showing two circles—click it and you'll be taken to the 'Circles' page. Simply drag your contacts into the appropriate circles—and if necessary, create a new circle to better reflect your needs.

Once you've completed these steps, you'll be off to a great start on Google+. It remains to be seen how the platform will evolve (especially with SEO and Google's personal search results), but once you have created and optimized your profile, you will be in great shape to take advantage of the opportunities provided by this new social platform. If you have any questions or would like further information, feel free to get in touch. Otherwise I look forward to connecting with you on Google+! ★



Lindsay Dicks (@lindsaymdicks) – "Online Branding Agent" dedicated to helping clients create online buzz about themselves and their business as well as make more money using content marketing and social media. CEO of CelebritySites.com, Best-Selling Author, Speaker, Coach and avid Gator Fan.

Inside the Agency

Want to get coaching on how to build your Celebrity Branded Business PLUS get into 1 TV show and 1 Best-Selling Book Each Year?

We've got an App(lication) for that!
Email Angie@DicksNanton.com or call her at 800-980-1626 ASAP to learn more!

NEW EVENTS AND OPPORTUNITIES!

Hollywood Mastermind and Grammys 2012. Limited Applications now available. This event is sold out every year. If you are interested, please get on the Red Carpet Wait List now. E-mail Angie@DicksNanton.com for more details, or call 800-980-1626

CALLING ALL WOMEN WHO MEAN BUSINESS! We have secured exclusive rights to a new media franchise, Women Who Mean Business™. The project will feature successful women from around the world. If you're interested in learning more, please email Angie@DicksNanton.com or call her at 800-980-1626

One of America's PremierExperts®? If you are, you need to be listed on AmericasPremierExperts.com. Take a look at the premiere site for free expert exposure for our clients. Get your bio and picture in America's PremierExperts® and write a column to get traffic to your website. For more information on becoming one of America's PremierExperts® visit the site or email Jen@CelebrityBrandingAgency.com.

EVENT SCHEDULE

- | | |
|---|--|
| AUG 17-19 The New American Dream TV Shoot (Washington, DC) - [NICK, JACK, LINDSAY, GREG]. AT PRESS TIME ONLY 2 SPOTS OPEN. | NOV 3-5 Glazer-Kennedy InfoSummit [NICK]. Lets meet up and do some business together. |
| OCT 13 BlackFin Tax Franchise Conference (Oklahoma City, OK) [NICK] | NOV 14-16 Brian Tracy TV Shoot (Orlando, FL) [NICK, JACK, LINDSAY, GREG]. Early notice if you have interest in being on a TV show with Brian. |
| OCT 14-16 Arielle Ford & Mike Koenigs' 21st Century Book Marketing Conference (San Diego, CA) [NICK & LINDSAY] | DEC 2-4 Arielle Ford TV Shoot (San Diego, CA) [NICK, JACK, LINDSAY, GREG] |
| OCT 15 PILMMA Annual Conference (Las Vegas, NV) [NICK] | 2012 |
| OCT 16 Bootcamp Bootcamp (Louisville, KY) [NICK] | FEB 10-12 Hollywood Mastermind & GRAMMY Awards Experience [NICK, JACK, LINDSAY, GREG]. VERY LIMITED OPPORTUNITY. TO INQUIRE CONTACT ANGIE@CELEBRITYBRANDINGAGENCY.COM. |
| OCT 17 Kinder Reese Annual Real Estate Conference (Dallas, TX) [NICK] | FEB 18-24 Northwestern Society of Plastic Surgeons Annual Conference Keynote (Oahu, HI) [NICK] |
| OCT 19 Elite Mastermind Mid-Year Meeting (Hollywood, CA) [NICK, JACK, LINDSAY GREG] | MAR 14-16 Elite Mastermind Meeting at Elbow Bay (Bermuda) [NICK, JACK, LINDSAY] |
| OCT 20-21 National Academy of Best-Selling Authors Best-Sellers' Summit & Awards Gala with Brian Tracy, James Malinchak and Mike Koenigs (Hollywood, CA) [NICK, JACK, LINDSAY, GREG] FOR REGISTRATION CONTACT LISA@DICKSNANTON.COM | |

Your Guide To Promoting Your Products On Facebook Like The Gurus

By Greg Rollett



Over the past few months I have been watching Facebook Ads very closely. More specifically the Internet Marketing ads that show up on my profile promoting similar products to what I create and what my customers create and promote.

Then tonight I saw the screenshot below and it finally triggered me to do some investigating and write this article for you.

Sponsored [Create an Ad](#)

Web Entrepreneurs Only
returnnonvisitor.com



Learn how to drive your business on the web. Discover 7 key strategies to apply in your business. Sign up for Rich Schefren's webinar.

Exclusive Webinar w/ Mike
monsterfollowup.com



Learn how to become a highly paid social consultant and start loving life. Exclusive bonuses available. Enter your email to register.

Work With Frank Kern
frankkernsuccess.com



Bizarre website reveals Frank Kern's latest program for people who currently have Internet businesses. Apply here.

3 Facebook Ads, promoting 3 guru/Internet Marketing Expert products all at the same time on my page. I find this even more interesting as only one of the 3 is a traditional “guru product launch,” you know when they send you to a bunch of pre-launch videos with great content and then pitch a high ticket product with the 4th video.

The other 2 ads are promoting ongoing products and services designed to bring in new business and grow their prospect list, which I think you will find much more interesting.

Here is a quick breakdown of the marketing strategies I see in play:

- All 3 utilize the Internet Marketing superstar's name. The first is from Rich Schefren of Strategic Profits. The second is for Mike Koenings and the final for Frank Kern.
- 2 of the 3 are from the marketer directly. Only the middle ad for Mike Koenings' appears to be an affiliate's running the ad to

generate an affiliate sale.

- In the affiliate ad I like that 'affiliate Nick' has some social proof, using a photo hanging out with Mike Koenigs directly in the ad, showing that he is an actual friend (or at least met him at a conference)
- 2 of the 3 are promoting webinars that sell you something. Rich is promoting his Business Growth System and Ryan is promoting Mike's Main Street Marketing Machines via a live webinar w/ Mike. I find this to be a consistent trend in list building and selling directly from Facebook ads.
- All 3 not only feature the "guru's name" but also their face. They are showing they are real people. This is a great shift away from the fly by night internet marketer who is afraid to show their face when promoting their own products. I actually applaud these guys by showing who they are and what they are about.

Ok, now on to the landing pages. Because after all, they want you to click their ads to see their landing pages, right?

The Webinar For Mike Koenigs's

Mike's landing page (now offline as he is no longer actively promoting this offer) is your standard enter your First name and email in exchange for access to a live webcast. There is a strong headline, a quick and entertaining two-minute video and a very strong call to action. This is a landing page to mimic

in your own marketing.

Rich's Webinar Registration Landing Page

Rich Schefren is also sending people to a webinar registration page.

On Rich's page you do NOT have to enter your email on the 1st page. You only choose your time slot as the call to action. Very nonaggressive selling here.

After you click "Reserve My Spot" you are sent to a webinar registration form. This is the common Go2Webinar registration page used by many professionals. Rich's approach is interesting as he is not collecting a prospect's data until the 2nd page, which is risky when you are paying for every click, but like all marketing, the money is in the testing.

Frank's Weirdo Promotion Page

Kern's landing page is where the magic happens. It makes absolutely no sense, but why would something Kern does make sense? The landing page is classic Kern copy but with a twist. There is really nothing for sale. Just a questionnaire.

The questionnaire is followed up by one of Frank's team members scheduling a quick business session to determine if Frank and you can work together and possibly joint venture. Interesting strategy and one that has probably brought Frank some nice leads and interesting business propositions.

Here's the link to see the sales letter:
www.frankkernsuccess.com/scheme2.htm

What Can I Learn From These 3 Facebook Ads and The Products They Are Promoting?

Well, hopefully you can see the powerful impact that Facebook can have, even for gurus. If they are getting their traffic from Facebook, with NO affiliates, it can surely bring you traffic as well.

Also, just because they have big names in our industry, doesn't mean that the Small Business owner down the block knows about Mass Control, Traffic Geyser and Strategic Profits (and I bet most of you don't either). That alone makes Facebook an ever playing field. And a playing field for more than lead generation, but real conversions on pricey products.

Rich's BGS being sold on the webinar is a \$3,000 product. Main Street Marketing Machines is also a \$3k product. My guess is that Kern is making more than that off the private clients he picks up via his promotions.

When you are developing your products, you need to think about how you are going to bring in leads and how you are going to funnel them into becoming customers. Facebook is an amazing channel when utilized properly and used to its full potential.

Here are some helpful tactics for developing strong campaigns on Facebook to help you sell more high-

ticket products and grow your lead list.

1. Segment your target market as much as your Facebook will allow you to and create specific ads for each specific segment. If you are creating a product for dentists, target dentists in certain cities or states, that are a certain age, gender, married or single and create an ad and a landing page that is specific to them. It might take more work, but you are going to get a very qualified lead.
2. Send your new traffic to a webinar or teleseminar registration page. It works for the big names mentioned in this post and it also works here in the Dicks Nanton offices. It's up to you if you want to do a live event or have it pre-recorded, but either way give your new prospects the opportunity to connect with you and get their questions answered.
3. Test, test, test. The best way to a winning Facebook campaign is to constantly test your ads, your landing pages and your offer. You can always do better. Get cheaper clicks and close more leads.
4. Watch and pay attention to the marketers that are promoting to you. Just as I did in this article, play around on Facebook. Clicks on the ads that are targeted to you. See the ad copy, the images, the landing pages and the offer. If you keep seeing the same ads, you know they must be working and if you see some big trends (like selling on webinars), maybe it's time that you test that strategy as well.

I hope you learned some new and interesting things about Facebook ads and promoting your products. If you have any questions about Facebook, or about creating products that convert at a high level on Facebook, drop me a line at greg@productprosystems.com. ★



Nick: Hey everyone Nick Nanton here for one-on-one and I'm very excited to have my good friend and guest today, Mr. Robert Skrob.

Robert is the president of the Information Marketing Association (IMA). He works with hundreds of info marketers and sees what works, and most importantly, what isn't working in the industry. Information Marketing Association members include multi-million dollar info marketers like Ron LeGrand, T.J. Rohleder, and Ali Brown (who you might have just seen on Secret Millionaire). So the point is that Robert works with everybody, from 'just getting started' to millionaires, and he knows what works.

The IMA boasts over a thousand members who are selling information on everything from creating scrapbook pages, coaching for parents of children with ADHD, marketing advice, and auto repair shops to hundreds of other hobbies and business niches. As president of the Information Marketing Association, Robert's going to share what's working and what isn't working in information marketing today.

So, I'm going to give you a partial list of the things we're going to cover. How to implement ingredients that the big name info marketers use that turned them into celebrity marketers – that has nothing to do with the quality of the content they teach. And we're not going to tell you that you shouldn't have great content, but we are going to teach you about the marketing machine and some of the other

secrets behind getting the people there.

If you'd like to get to know Robert a little bit more you can check out InfoMarketingStartup.com. Check it out. How's that, Robert? How's that for an intro and a commercial all at once?

Robert: I like that. I've really been looking forward to this Nick and it should be a lot of fun. The IMA is really three different things, because you can go to a variety of sources and find out the latest marketing technique or the latest device to generate traffic to your website or how to create products, but the IMA is three things.

First, it's operations focused, how to actually create newsletters, how to create interview programs, how to create products or how to fulfill a coaching program that you might sell. Real 'how to' things that once you sell something, you now actually have to go out and deliver it.

Second, there's also a lot of technology, and things that are new, so we really help folks get jump started on those things and ... one of the things that you've worked on with me before is disclaimers on websites. And it's a small thing. There's little disclaimer links on the bottom of the website but it's actually really darn important. And through IMA, you get those types of things that really make sure that your businesses are on a firm foundation.

The third are examples of what works. Info marketing profiles, coaching program templates,

sales letters, example audio and real shortcuts so you can see what other folks are doing that is working within their business. And then, there is information sharing from other members.

Nick: All good. From your perspective, what do you think it takes to create a long-term sustainable business through info marketing? We've all seen the four-hour work-week pitches and all those things that look amazingly sexy. So why don't you talk a bit about what you think it takes to create a long-term sustainable business that has a lifestyle component to it in the info marketing business.

Robert: There's two things – all the money comes from selling and all the lifestyle comes from building systems and processes that allow you to get that fulfilled easily, because it's amazing.

But I remember back, 10 or 12 years ago now, that I was just praying to God. I was like, "Please just bring me customers. I will work all day. I'll work all night. I'll work weekends. It doesn't matter. Just give me customers. Give me somebody." And I get it. If all I need is a customer and I'm not going to worry about creating systems until later because, by golly, I've got to have a customer because I'm going to go broke otherwise.

And if we start our businesses with that sense of desperation and we run them that way and as they grow, you get to a certain point where you become successful and make some money; but then, if you're not able to move past it, because it's all been 'you' in the center with this flurry of activity where clients come in, and you are trying to push work out and you don't have thoughtful ways for things to get done. So, as difficult as it is when you have nothing doing, that's actually the best time to plan.

If you're like me, before I figured this out, I had all kinds of clients. I had 20 employees. It was a complete mess and it took me two years to unwind it all and build a systemized process with checklists where team members have checklists to review the materials. Those checklists give me the information I need to run my business and then even I work from checklists. So I've got to stay on it and stay diligent. It's those types of things, even for stuff that only I touch, I'll sit down and even though it takes an extra half hour or even 90-minutes, sometimes I'll create my own little checklist for that process so that I don't forget anything. I don't miss any bases.

But those processes, Nick, as ugly as it could be sometimes, those are the little secrets to getting things done more efficiently and looking smart, even if you're not all that bright.

Nick: I got that. I heard someone say one time, "People don't fail. Systems allow people to fail."

Robert: If you don't have a system for success then you've got a system that is for being busy and not being able to build a lifestyle you want. So you got a system. It's just whether or not it's the system that generates the lifestyle you want.

Nick: 10/4, that's a great point. And one that, no doubt, will hit right between the eyes with many of the audience. So cool. So when you're working with IMA members, what makes the difference between information marketers that breakthrough to become greats like the Jim Collins' or the Napoleon Hills from the ones that really never get off the launch pad?

Robert: You had made the point during the introduction about good content, and the bullet was, "How to really become famous and what the real famous info marketers have -- that really doesn't rely on their content." I think two books stand out to me, and that's Tom Peters, *In Search of Excellence*, (the highest selling business book of the 90s). And then there's Jim Collins, *Good to Great*, which was the highest selling book of the Oughts, the decade from 2000 to 2009.

Good to Great is about an important lesson; the whole premise of the book is that Jim Collins took and analyzed companies that had had mediocre performance for 15 years and then had excellent performance for the next 15 years. He worked to determine what were the factors from taking a company that was good, or mediocre and making it an excellent, highly profitable company. And he figured out that there were five factors and he gave each one a name.

One was you had to have the right team. And he has this story about getting the right people on the bus and the wrong people off the bus and you've got to make sure that the right people are on and in the right seats and that the wrong people are off. You always assemble the management team.

And then there's this thing called Hedgehog Principle, which is you figure out what you do best and you focus on that and you don't get distracted

on anything else. And then he tells this story about a flywheel where you've got to get this huge flywheel moving. It's the size of Orlando. You go to work and you work all day to try to push this flywheel to get it to move and finally at the end of the day you've gotten it to move an inch; then you go back tomorrow and you try all day and you get a little bit better at it and you can get two inches.

Then after a week or so, you start getting help and a couple of you are pushing on it and now you're able to get a whole revolution, then with everybody pushing in the right direction it's not long before this flywheel is just spinning, and it's got so much momentum you could just step away and the flywheel would keep on going. It keeps moving and moving and moving. Now what happens if anybody starts pushing in the opposite direction? Well certainly during the start-up nothing's going to happen and even in existing business. So everybody's got to be on the same mission and vision for the company.

So the book is all about getting the right people on the team, focusing on what you're good at and getting everybody to push in the right direction. It's the stories that Jim used that folks embraced. From the whole point of analyzing the companies that were mediocre to the ones that became excellent.

Go back to Tom Peters, it's very similar except he tells stories in the context of companies and so he'll talk about a particular company who faced an issue and had a revelation about what it takes to become an excellent company. And so those stories are the secret sauce, and anybody who's writing chapters for books, anybody who's publishing books, anybody that's creating products, anyone that's speaking, it's those insights that count. You got to take what you know and instead of just teaching it, frame it in the form of the story – because through that, that's what folks will embrace and love.

Nick: Awesome. Well cool. That's really good stuff. Everybody is after the holy grail of business continuity income, but it's a hard thing to build up and even more than that, it's a hard thing to continue to get. So give us some ideas on the continuity-based programs you've seen and for anybody who doesn't know what continuity income is, it's like dues... like the phone company, the cable company or the cell phone company. They're billing you every month. You don't have to say a

word to them. That's what continuity revenue is. Robert, any ideas on some of the great continuity programs you've seen and kind of what makes them stick?

Robert: We're going through a membership today that's for insurance agents and there's quite a few things that happen. In a continuity program, somebody has gotten excited about a book they read or a presentation they heard and they say to themselves, "I want more of that." And so they go and buy a product, or they jump and participate in a coaching program, or get a newsletter, and are charged on an ongoing monthly basis. And so there's this real level of excitement and interest at the very beginning of the program that becomes challenging as they progress. The farther away they are from the day they purchased the less excited they are about the information. One of the things that I've found that helps is to really help the customer through the material in the beginning. So with that new customer, give them a guide that helps them get things done quickly.

Nick: Awesome. Yeah, I think one of the hardest things is trying out new things in my business, not that I don't have excitement in trying new things or even new products or services, but I'm a pretty hard buyer without the perfect offer for me – because I know basically how much of this stuff I'm ever going to get to, right?

Robert: And it doesn't matter if I think Ever Note is the greatest thing and I'm trying to teach Ever Note to all of my clients -- me telling them about Ever Note isn't going to help them to do that. I've got to first convince them that it's the greatest thing, that they can do it and that there is a payoff for trying.

And the payoff for them trying is better than the payoff for them to take a nap or to watch TV or to check out the latest episode of American Idol. That's what we're competing against.

Nick: Yeah absolutely.

Robert: Not the other info marketer.

Nick: That's absolutely true. Alright cool. So running an information marketing business even though you're just selling the information is a challenge. What do you think the difference is between these guys who truly have a great lifestyle and those that are stressed out and just working way too hard?

Robert: One of the things I went to Dan Kennedy for, and he was coaching me back in, ...it was probably in 2004. I had created a continuity program and we were selling it for \$39 a month, and I had worked at, over the course about four months, up to around 280 customers, and my goal was to generate 5,000 customers. So I went to Dan because it took me five months in order to get the investment back on generating a new client.

So by the time I got it back, it cost me about \$160 dollars to get a new customer. They paid \$39 a month and so by the time we did the free trial and then they started actually paying and the net on that, it would take about four or five months for me to get the money back. So in order to put in 100, 200 clients, I needed to come up with about \$45-50,000 in order to keep that marketing machine going so I could invest in enough months of marketing before I got that marketing money back from the customers and build the business.

So I showed Dan these numbers and how the business worked and I was like, "Yeah man, I don't feel like I should have to put this much in. I shouldn't have to put this much into generating this business." And he said, "Well how many clients are you looking to get?" I told him about 5,000. And this plan, about when would you be there? Well the numbers hold up and we'll probably be there about a year and a half, two years. And then at that point what's your plan? I was like, "Oh I'd sell this business." I had ready people who would buy a business with 5,000 paying customers in this particular industry. And he's like, "How much do you think you would sell that for?" I said, "Well I think really 8 to 10 million dollars should be a pretty good price for that." He said, "Don't you think that it's unreasonable to have a hesitation to invest in a business \$40,000 to \$50,000 that you're going to turn around and sell for \$8 or \$10 million three or four years from now?"

What do you think Nick, is it reasonable to expect that you're going to have to work hard at doing it?

Nick: Yeah absolutely.

Robert: And so yeah. This is a real dang business and there is going to be work involved. But yet the payoff is so much better than anything else. Heck, having a monthly continuity program where people pay you a hundred dollars a month and let's say it's 300 people paying you a hundred dollars a

month. But darn it, you don't have to go figuring out where the next meal is. You start the beginning of the month with 300 people paying you a hundred dollars and saying, "Hey, just bill my credit card. No problem."

And if you want to start with that every month, which is great, you got to expect that you're going to have to do some darn work and earn the right to do that from those customers. It's going to be work. But when you're done, it's the best dang thing that you could ever have created.

Nick: I love that. Well cool. You have given enough content here for multiple hours so I think we're going to stop making people's heads explode here now. Obviously people can go in the Information Marketing Association, how do they do that?

Robert: Well at that InfoMarketingStartup.com link that you gave out at the top of the call that book also comes with a two-month free trial membership. So if you want to check out the association you can do so for \$10. So we give you a couple of months to try it out.

Nick: Okay. Killer. And the new book they can find on the website as well, correct?

Robert: Yeah. There's the Info Marketing Startup Guide and there's also a brand new book, *Official Get Rich Guide to Information Marketing -- 2nd Edition* that's also out there at Amazon.com. Here, I took 80 hours worth of content or coaching calls, listened to them, charted out what the common questions were with the best answers and then put that into a book, which is a real startup guide, step-by-step, color-by-numbers template to launching a successful information marketing business.

Nick: Awesome man. Well thanks for tons of your time. And I know everyone's really appreciated it. Anybody if you need help on building an information marketing business then you need to look no further than the IMA and Robert Skrob. Obviously I'm always around for questions. You know where to find me. And now Robert thanks again for joining us, man.

Robert: Alright, looking forward to it.

Nick: Take care.

Robert: Talk to you soon. ★

◀ Dear Experts cont. from p1

no other dental ER does, build a relationship with the new patient for all of their other dental needs. It might be such a solution that it would be worthwhile to operate the ER free just to get the business it brings you and then convert them at their time of need. What an ad campaign that would be. Your acquisition cost is the cost of the treatment and follow up to convert to a life time patient. Maybe all you have to do as a dentist is JV with a local dental ER and just pay them to let you do patient follow up offering a free check up to make sure everything is ok. PS, don't get hung up on my suggesting you do it for free, you don't have to. What I am trying to show you is that you COULD do it for free or at least insurance reimbursement only, and that would become your sole marketing cost.

What about an attorney. If I was driving one night and got pulled over on a DUI and you came to my rescue, how would I feel about doing business with you and your firm after that if you built a relationship with me? What if you introduced your partners and showed me how you could help with my by business or other needs I might have. What's so unusual about that? EVERYTHING! Because not many take the time to do it. Currently, lawyers for the most part are controlled by the archaic system of billing by the hour. That one barrier keeps the prospect from wanting to build a relationship because he gets billed for it. Who wants to get billed for someone trying to get to know them. This is going to change and it may be sooner than my fellow attorneys think. And when it does you will have to adapt quickly. This will also apply to other professions like CPA's who do the same. When your billing system loses you clients, there's a problem.

What if you are a rodent control specialist and rid my home of the mice family that has taken up residence, and after solving my problem showed me all of the other services you offered homeowners like me who had problems. Do you think I would be interested in hearing what you had to say and maybe even pay a monthly home protection fee as

a continuity membership.

Do you see what I mean? There isn't a business or profession out there that could not build an entire business off of solving the itch someone has and desperately wants scratched, sprayed or otherwise cured of. This is the answer to your question...how to build a business. Find people who have an itch... solve the short term problem....offer a long term solution, collect the royalties.

BUYING RETAIL WILL NEVER BE THE SAME. Sometimes I feel like Darth Vader walking around with a mask and dark cape breaking the news to people that their world is about to turn upside down and they need to get ready. This is one of those times.

Over the course of the next year and beyond there is a fundamental change occurring in the retail sector which will alter the way you shop and buy products. In some ways it is good. These are new innovations that will actually spur economic growth and help keep inflation down by creating a huge dynamic lower priced competitive market place for everything.

On the other hand, if you have a discount store that sells to retail customers or if you operate a retail store, online or off that sells a product direct to the consumer, your world is about to turn upside down. There are counter moves you can make and even strategies you can use to take advantage of the shift in the way retail markets are run, but you better be alert and vigilant. Let me tell you why.

Over the last few years, eBay has suffered an innovation void. Their business model became outdated and their revenues flattened. They were out innovated by new companies entering the retail space with new ideas that attracted consumers such as Amazon, Zappos, and Groupon. There are lots of reasons, and I won't even go into the why in this discussion, but I am going to address eBay's own reinvention and no matter what you think about eBay itself, they have the money, commitment and ability to pull off the coup.

eBay's new goal is to bring the inventory of every off line store onto an internet marketplace in real time with lower prices. Pause for a moment and think about it. They want to bring every product...on every shelf...in every store in the offline world...online.

Now before you dismiss the idea as hard to pull off, mentally put yourself in a position where your girlfriend shows you a picture of a ring she wants for her engagement and you take a photo on your iPhone and an eBay app instantly displays the three stores in a 3 mile radius that sell the same ring and gives you the price at all three stores right now (one of them will likely send you a coupon before you disconnect.)

You can either buy the ring on your phone through eBay mobile which gets an affiliate commission for putting together the transaction and process it through PayPal, one of its companies. If you buy it now you can either elect to swing by and pick up the ring or have it shipped to your home without shipping charges.

If you pick up the ring, you can that night ask your girlfriend for her hand in marriage confident that you at least got the ring right, but if for some reason you didn't, return it shipping free.

Think that's farfetched? Try this...

You are in a store...any store. You scan the tag on something you like and Red Laser, eBay's latest company to be added to the digital fold, takes the scan from the bar code, gift card or QR code and Milo, another new eBay company, searches its data base for all stores in your area and websites for the product and prices you can buy it at. By the way, do this buying a few times and eBay will know your psychographics well enough they won't wait for you to want something. Instead, they will create the want and send you a coupon with a short time limit to get you to make a point of purchase decisions wherever you are on your phone that lives in your hand. If you have a PayPal account, they may even place a cash

credit on your account good to use if you buy today. Don't buy and the cash disappears.

All of these company's I mention in this article are real and loaded with cash. This is eBay's current stated vision. Will they make it? Don't know...BUT SOMEONE WILL SOON IF THEY DON'T!

This vision is the new face of retail which has now just been reinvented. Stores that aren't adaptable will get left out quickly as new flex stores are created. If you are in retail you will want to get on eBay's preferred customer list as soon as it is out. There will likely be some early opportunities for people who use this technology to their advantage early on so keep watch. If you follow the systems we teach you, you will see opportunities to use these new sales channels as a way to capture new leads and then convert them to long term customers. You can also up sell them to private products or services only available from you. This is the good news. Truly there will be, as always, golden opportunities to take a lemon and turn it into lemonade, but you must be alert and create your own opportunities within this trend.

If you are in retail space, put eBay on your watch list. Add a Google alert to it. Consider buying stock. Just be aware that this is all happening now in real time and it is a multi-billion dollar game.

But The Counter Trend Is Just As HOT!

What's the counter Trend to eBays's plan...Made to order and personalization. A great example is Scott Morrison's cult jean brand Paper, Denim, Cloth which offers made to order jeans. Customers choose from fit, the type of denim, stitch color, pocket shape and even buttons. The cost starts at \$1,200.

Forgetting the \$1,200 do you see where your position needs to be? You will not want to be caught competing on price in the eBay version of this article unless it is for lead generation. Instead, you go the other direction and appeal to a very target audience

continued...

that makes buying jeans an experience. You will need to do the same thing in your field. Don't go for the masses, niche down and keep your service and price high.

Don't think this concept doesn't work in all fields... How about plus size wedding dresses? Long ignored by high-end bridal designers, some are now going after this growing market. High fashion designer Reem Acra has increased her made to order wedding dresses and the reason...they start at \$30,000. I am not sure the size of this market and it doesn't matter because that is not the lesson. What I want you to see is that the wedding industry had a void and now it is being filled. Soon there will be lower priced copies, but in the meantime, those that want the design and the designer will pay. This is why we constantly urge you to build your brand around your personality to eliminate competition which can never be you.

JAMES BOND IS BACK. But I am not talking about the movie which has indeed been approved and under production already with Daniel Craig taking on the role again. Despite all of the controversy about who is the best bond, Craig may ultimately come out the winner if they can keep him away from future Cowboys and Aliens (movies).

In this case I am drawing your attention to the new James Bond book just released, 007 Carte Blanche now available on Amazon. The book is particularly good if you are a Fleming writer fan. The new author Jeffery Deaver, is loaded with credentials to make him the perfect new Bond writer (the fifth since Fleming) and from my perspective he, "gets it" and has captured the tone of the original Bond.

The new 007 is updated and that is good, but update only in his surroundings and not in his persona which Deaver to his credit maintains. It is actually very interesting to see all of the updated spy agencies the world now has. In fact, there are so many, that Deaver's added a resource at the back of the book that explained who all of the alphabet soup agencies are.

While I am and always will be a 007 fan that is not why I call your attention to the new movie and book. The movie has presold \$45 million dollars of product placement even before it's finished. That gives them money to make the movie a success even if they didn't have it before. The real interest to raise attention is the number of product placements that are also in the book. Sure the cars and the standard Omega watch are spoken about but so true are products like Oakley sunglasses. While this may have occurred before, I think it is a clear expansion of product placement into the world of book publishing which may finally change the P&L numbers on whether a book is actually profitable or not.

My other point to remind you is to always be alert to people who may be willing to advertise or pay for the eyeballs you generate in your business. You might be pleasantly surprised at who and how much they would pay for your very targeted audience. Certainly this is one of the new directions for advertising and you might as well pick up an extra check for yourself if you can. More on this in future issues.

KRISPY KREME GOES HEALTHY...SORTA. Lots of things are happening at Krispy Kreme as the company adjusts to changing times and heavy competition in the coffee world, with or without doughnuts.

For over 75 years, the doughnut and coffee ruled and Krispy Kreme would never be considered a health food chain. Soon, they will be adding oatmeal, yogurt, fruit juice and things are changing as the company and its 230 US stores compete with Dunkin Donuts 6,800 stores and Starbucks 10,900. Additionally, Krispy Kreme has reduced their store size to half the traditional model and is moving to high traffic shopping centers and college campuses to appeal to the changing demographics that are willing to spend more money on higher profit coffee. The stores are increasing their product lines with signature blend coffee, espressos and lattes to take advantage of the better price margins as well.

The interesting thing about Krispy Kreme is that it took it so long to turn the ship to compete, but now that they see the handwriting on the wall (and proven), they are moving full blast to do what they have to before it is too late. Its stock is already feeling positive affects and when you look at the number of comparative store units to its competition there is lots of room to grow.

Notice how Krispy Kreme is changing. They looked at what Starbucks has proven. You can make more money with the high margin products and the change in coffee prices. You can add a healthy vertical to what you already have that is successful. You can reduce cost with lower square footage and you can increase sales by moving to the demographics and locations that have the ability and willingness to spend more money.

Look at your own competition. What products and services do they offer that you could add to your business and increase your revenue right now in your same space? Are there ways to alter your existing product and service mix to increase margins without sacrificing business? How can you add more stores or an online store to take advantage of additional markets to the products you offer?

Every so often it is important to do a competitive analysis of your competition to see where you may be lacking. Competitive analysis is always suggested before you open a new business, but rarely do you hear about doing it on a regular basis to gain intelligence. With the internet, it is even easier to check out competition both locally and outside your home base. How much can you add to your bottom line by adapting some of the best new ideas of your competition and putting them to good use?

THE COMMODITIZATION OF EYEGLASSES.

It was only a matter of time that competition arrived in the sale of eyeglasses, and frankly I wondered why it took so long. The price of eyeglasses is falling thanks to Warby Parker, an online eyeglass company

(warbyparker.com) that has combined the “try at home” services that Zappos brought to shoes along with free shipping both ways.

For years the price of glasses has been held in a price range primarily because one company, Luzottica, who owns most of the eyeglass stores you see such as LensCrafters, Pearle Vision, Sunglasses Hut and optical stores of Target and Sears. Additionally, the company owns RayBan, Oakley and manufactures many of the top brands such as Chanel, Prada and Burberry. Warby Parker is the beginning of the price revolt and once the cat is out of the box...well you know what happens.

While I am personally happy to see the absurd price of eyeglasses fall, it is once again a cautionary tale of commoditization of products and services and a wakeup call to maintain your own vigilance or find yourself in Luxottica’s position of feeling like the competition is coming from everywhere at the same time. Hopefully for them they have been planning for this day with alternatives in their business model or they will be facing the fate other companies have experienced (Blockbuster vs. Netflix, Circuit City and Best Buy vs. Amazon), when the competition heated up.

Warby Parker itself is already facing competition and that will increase as people see that you can take on the big boy as new business models are being adapted to other businesses. As mentioned Warby Parker took their business model from Zappos letting people try on product and have a nice eyeglass case that lets them send you 5 pairs of eyeglasses you can select to try on and pick from. If you don’t like any of them you can send them all back free. They even added the element of social consciousness by donating a pair of glasses every time you buy one, ala Toms Shoes which donates a pair of shoes with every purchase. There are lessons here for each of us to adapt and adopt ideas from other businesses and use them in your own. ★

The News and what it means to you

By JW Dicks



As I worked to prepare this month's edition of the newsletter I thought about the current day's news and how it projected gloom and doom in our lives. Not only were the news reporters questioning the fate of the economy in the short term, there was a plethora of bad news for the future of our world because of global warming and other destructive forces facing us. It didn't help to look at the local section of the newspaper because that would just tell me about local murders, rapes, and burglaries. All of this negative news made me think about a newspaper column I want to share with you. It says, ...

"The world is too big for us. Too much is going on, too many crimes, too much violence and excitement. Try as you will, you get behind in the race despite yourself. It's an incessant strain to keep pace...and still, you lose ground. Science empties its discoveries on you so fast that you stagger beneath them in hopeless bewilderment. The political world news is seen so rapidly you're out of breath trying to keep pace with who's in and who's out. Everything is high pressure, human nature can't endure much more!"

That's tough journalism and scary talk.

Wouldn't it be easy to take the events just described and use them as a reason not to move forward with your business? The only problem with that theory is that the newspaper editorial just described didn't appear today, but on June 16, 1833 in the Atlanta Journal. Had people used that news as the map for their future and given in, they would not have seen and experienced all of the success we have seen in our lifetime.

Every period of history and every individual per-

son has their, "tough times". I am convinced it is how we handle those times that determines how our other times really are. Consequently, when the news is negative, that is "the" very time to rally and put forth extra effort. When events turn, those who have made the effort will lead the pack. This is especially true when we come out of the recession. If you are waiting for things to get better before starting your business, don't wait any longer. Things are already improving. If you are thinking about adding to your existing business but have waited for the economy to improve, I again encourage you to move forward. Now is the time to position yourself competitively against others who may have pulled back. The economy is improving and opportunities are available now.

The interesting thing about all of this is that everything above is an article I wrote in October 1991 for a newsletter I had then. I was encouraging people then to get moving out of that recession by telling them about the article in 1833. I am sure you get the point. The more things change, the more they remain the same. Sitting back and waiting for things to get better before you do something has never been the right answer on how to run your business and it never will be. As a business Expert or Professional Expert, the news is the news and it matters little. What is important to you is to position your business brand in your defined market, make an irresistible offer to your market, sell them what they want, follow up and do it again. ★

Have a Great August!
JW Dicks