

CelebrityExpert™

I N S I D E R

Editors: JW Dicks, Esq., Nick Nanton, Esq. & Lindsay Dicks www.CelebrityBrandingAgency.com • November 2010

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

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Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.
www.CelebrityBrandingAgency.com

Nine Steps To Building A Profitable Business In The New Economy

My Dad owned a local hardware store – Dicks Paint & Hardware.

For more than 20 years he served the small town of Plant City, Florida with everything they needed when something broke around the house. People would stop by and pick up a hammer and nails or toilet plunger whenever the need arose. Dad didn't know much about marketing because he didn't need to. For most of his life he was the hardware man, and if you needed tools, paint or supplies, he was your guy.

Business was simpler then. Not better mind you, but simpler. At least it was until the "big boys big box" came in. First it was Sears, Roebuck and Co, then JC Penny, then Zayre and others whose names I don't remember. The big boys weren't in Plant City itself but in nearby Tampa, which was close enough for people to take their bigger business to. When the business invaders came, Dad was left with the small everyday quick order and became more like a hardware 7-Eleven

than the "serve-all-your-needs" store he started. The transition and loss of business took the wind out of his sail, and the handwriting was on the wall bringing the eventual demise of the business and a way of life that he had always known having been raised in a hardware store himself.

The reason I tell you this story is to bring your attention to a new group of "big boys big box" type of stores that is headed our way. Dad saw the transition and demise of his business coming, and from his perspective he didn't know what, if anything, he could do about it. Fortunately, times are different, and we have more options today than Dad did to put on a counter attack so we better get at it.

In our case, the "big boys big box" stores are not the WalMarts and Costcos. Those stores, for the most part, have already smashed the small competition. In fact, these stores themselves face attack as well. The invader in this case is the Internet store or service provider.

Don't think for one minute that this change won't affect service businesses and professionals as well because everything from medical care to legal service is being done online and

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A marketing campaign is only as good as its return on investment. In other words, a marketing campaign only works when you make money from it. But how do you know which marketing campaign gives you the most bang for your buck? Richard Seppala's company, Total Census Solutions, automatically tracks and measures your campaign results to provide the information you need to know if the campaign is a success or a bust.

Nick: Richard is known as the ROI Guy, and he helps people track their marketing ROI. Richard, I really would like to hear your story about what you used to do and what happened in your life that got you into this business.

Richard: Coming out of college I was looking to go into the draft for the NFL as a quarterback and fell prey to the defensive lineman who moved my knee out. So I decided to go into medical school and become a physical therapist. If I couldn't play football, that was my way to stay in the athletic arena.

From there I decided to go into the senior living industry. Seeing my grandmother in a nursing home broke my heart. So I decided to help other kids' grandmothers avoid the suffering and pain that I saw my grandmother through. I became the corporate marketing director for the largest senior living provider in the country, which meant a tremendous amount of travel. So I spent four or five, sometimes six days a week on the road. And at the time I had a newborn. When I was home I had a very close bond with my son Cole. So much so that when I traveled it had a tremendous affect on him, to the extent that he was actually hospitalized

because he had such a separation anxiety when I traveled. The Doctor looked at me and said, "Son, you have to make a choice..." He didn't even finish a sentence before I picked up the phone, called my boss and said, "I quit."

So I was in the hospital with Cole and thought, "Okay, now what am I going to do?" We spend all this money in marketing... Where's our return? What's working? What's not? How can we eliminate the marketing budget without risking the return on what we're trying to get? I became very successful at answering those questions that in the corporate world. So I decided to start my own company and sell it as a service giving me the freedom to stay home, take care of Cole and be the father I always wanted to be. That's kind of the quick story in a short nutshell of how I got started.

Nick: I love that. Being a family guy myself I know the drill, and I don't travel nearly as much. It's pretty amazing that you were able to see the affect at a baby that young.

Alright, I want to talk about your two main offerings -- your phone tracking system and your newest product offering, the Matrix.

Richard: Sure. A business will do direct mail. They do newsletters. They do inserts in the newspapers. They do magazine articles. They have websites. They have Yellow Pages. But if they're not tracking which of those campaigns are driving in the majority of the patients, then they really have no way of measuring it except relying on the receptionist to ask that million dollar question, "How did you hear about us?" And through doing our research as simple as that question is, it doesn't get asked 90 percent of the time.

Every dollar spent is a valuable dollar that needs to be measured. That's the value of the call-tracking program. It puts a unique telephone number on each campaign, and then our system tells you how many calls were generated from each campaign.

We track the caller's name, their number, their address, the day they called, the time they called, if the call connected, if somebody answered it, if the caller hung up, and if it was connected, we also record the conversation. Then we send all the analytics to you on a daily basis. In your email you'll see how many calls came from each campaign. You just click it, listen and review opportunities to improve.

Nick: Okay, so think this through... Imagine you place an ad every month in a community newspaper and you send out postcards. Richard's plan assigns each campaign a toll-free number, and whenever someone calls you'll know where it came from. At the end of the month you look at the numbers. What happens when you see that you've got only three calls from the community paper where you're spending \$3,000 a month and 50 calls from the postcards you're spending \$150 a month on? What if you take that \$3,000 and spend it on postcards? That could literally double, triple or quadruple your business in one month just by knowing exactly where the marketing is pulling.

Let's talk about where you can put these tracking numbers. Obviously, there's your website, your business card, your letterhead, brochures, DVDs, CDs, special reports, books, what am I missing?

Richard: Literally anything you're already spending money to market your business. I have a client who puts a tracking number on everything (even pens and lip balm) so he knows specifically where a call comes from. Here's the most unique thing he does. He likes to play golf, so he decided to put a tracking number on his golf balls. He's actually generated a significant amount of leads from lost golf balls, but

he would've never known that it works if he hadn't put a tracking number on it.

Nick: Let's talk a little about your newer product, the ROI Matrix.

Richard: My wife is a big proponent of everything we do because we kind of tested it out on her first. One day we were looking at a campaign and I asked, "What is your ROI for all these marketing campaigns because you're getting a ton of calls?" And she looked at me and said, "Well, I don't know. I know we got 30 calls, and I'm going to do it again because we got 30 calls." It was a breakthrough. What I realized was that she's not going back and listening to all the audios. Who really has time to sit there and listen to all the audios to see if a patient actually shows up and spends money?

So we rolled out a new proponent, the ROI Matrix that really goes deep and analyzes your ROI on different levels. Now the system actually transcribes every one of those audios. So instead of saying, "We got 30 calls. It was successful," we can look to see if these calls were actually profitable. Now she clicks a button, and she says, "I had 300 calls, 270 of them are patients, 90 showed up and 50 bought. And I made \$10,000 for my \$500 investment on that ad."

It really takes the ROI measurement to a new level to where we can provide our clients the data that they're asking for but nobody has time to sit there and try and figure out on our own. The best part about it is all done automatically.

Nick: Awesome. So, final words of wisdom, Richard?

Richard: Marketing is a guessing game unless it is tracked and measured. There might be a campaign that you think is generating traffic, but the numbers don't lie. It is a numbers game, and we can provide those metrics to help you be more successful without spending more money on your marketing campaign.

Nick: Awesome. I'm going to put up a page at www.CelebrityBrandingAgency.com/ROIGuy where we'll put up a special report or two from you where people can learn more. For even more information visit www.YourROIGuy.com. •••

Nick Nanton, Esq. (@nicknanton) – Dad, Husband, Lawyer, Branding & Marketing Consultant, Expert Blogger for Fast Company Magazine on Personal Branding, Best-Selling Author, Musician, Songwriter, Producer. Nick is the CEO of The Dicks + Nanton Branding Agency.



Online Customer Conversion: Increase Sales Today

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

The key to customer conversion is simple: Remove the word “no” from the equation, offer options to entice the fence sitters and make it easy to complete the purchase. After many years of online shopping, I can attest that these simple steps are VERY important for online sales... However, if my shoe buying habits aren’t enough to persuade you, studies agree with me too. ☺

The One-Click Rule

You must make it easy for customers to pay you.

I see this mistake on websites countless. And although I consider myself pretty *Internet savvy*, apparently, I’m not “intuitive” enough to know where to look to purchase something; or, maybe, I shouldn’t *have* to look.

In today’s fast-paced world, it is now more important than ever for the “flow” of the sale to be as easy as possible. Therefore, your order page **MUST** be accessible in one click regardless of where someone is on your website.

If you have just a few products on your site, there should be a prominent menu bar that takes your customer to the page where all of your products are available to purchase. If your site has hundreds of products, every page that provides information on a product should include an add-to-cart button. You should also be able to access the shopping cart from the top of every page. Additionally, if you have a page dedicated to a product or service that includes a lengthy description of the product, the description should include embedded text links leading to a buy-now or add-to-cart window.

For every extra click it takes to buy your product, you will lose customers.

Keep the Check Out Process Simple

If possible, keep the check out form on a single page. Don’t force your customers through a series of pages to complete the process. Ask for the shipping address and billing address on the same page and always offer a checkbox to denote the same address for both.

While it’s okay to gather information such as an email address or ask how they found you, don’t get carried away and keep them filling out forms and answering questions. The longer your potential buyers are forced to linger, the more chances they have to change their mind and abort the purchase. Keep it simple.

Bundle Products and Services to Entice More Sales

Bundling products and services for a discounted price is a good way to increase the sale. You earn more than you would from selling a single item and the customer gets a discount.

Buyers tend to shop on impulse, and you should do everything in your power to make an additional sale while they are on your website with a credit card in hand. Once they leave your website, the odds of getting them back to make that additional purchase decreases.

You can expand on this concept by offering an “add-to-cart” option instead of a buy-now button for a single product that forces check out for each individual

item. If they can add items to a shopping cart and check out all at one time you'll increase your odds for multiple sales from a single customer.

Offer Choices to Remove the Word "No"

With a single-purchase option the customer must make only one decision: whether or not to buy. This is a simple yes or no question. However, if you offer choices that change the basic question from "yes or no" to "which option," you increase your odds of a sale.

For example, if you sell Widgets for \$19.95 each and Widget Holders for \$10, you can offer three options to buy a Widget:

1. Offer the basic Widget for \$19.95.
2. Sell the Widget plus the Widget Holder for \$24.95 giving the customer a \$5 discount for purchasing both together.
3. Partner with a company such as Trialpay to give the Widget away as a freebie while still earning \$19.95 for the Widget.

This gives your customer choices, which is a proven method of gaining sales. The customer no longer thinks in terms of yes or no, he is now focused on selecting the best option. (Amazon does a beautiful job of this.)

Provide Alternatives for Payment Processing

Not everyone is comfortable with the same payment options. Several years ago a prominent payment processor changed its method of detecting fraud. The result was that some checkouts asked for social security numbers to verify the customer. Sales took a nosedive because people didn't want to enter social security numbers for Internet purchases, and if that was the only option you offered, your sales would have followed the downward spiral.

By offering more than one option, you increase your odds of a sale. If the customer sees an option they are familiar with and more importantly, comfortable with, they are more likely to convert to a sale. For example you could offer three choices: PayPal, Google Checkout or standard credit card processing.

Get Paid to Give It Away For Free

There will always be customers sitting on the fence, somewhat interested but not fully compelled to purchase from you. They may believe there's a better price or a product with more features. Perhaps they've never heard of you and would be more comfortable with a name brand, even if the product isn't as good. It may be as simple as an unprofessional website that turns them off.

You must motivate the purchase. For the fence sitters you need to offer some sort of enticement. One option is to offer a freebie with the purchase or put the item on sale. An alternative is to offer your product for free yet still get paid for it. They might hesitate to lay down \$20, but the option of getting it for free might be the incentive that makes the sale.

Payment processors such as Trialpay.com offer innovative methods for you to partner with big name companies to gain extra sales. Your product becomes a giveaway that accompanies a more prominent product. The big name company pays you for the product, and the customer gets it for free.

It seems simple, but it's SO important to make it SUPER easy for someone to pay you. By simply avoiding these mistakes, you can dramatically increase your online sales. Happy selling! ...



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 and avid Gator fan.

Inside the Agency

Did you miss out on the chance to be on The Brian Tracy Show?

Not to worry, we just signed the legendary Arielle Ford to a new TV show called Meet the Experts with Arielle Ford! We're filming on the west coast too! We will be shooting December 10-12 in San Diego. If you want to learn more about being on this show and to get one of the few remaining spots, go now to www.CelebrityBrandingAgency.com/arielle and listen to the call Arielle and I held, that explains what the show is about and how you can be a guest! **Go now, before we sell out again!**

MEET THE EXPERTS *with Arielle Ford*



FALL EVENTS AND OPPORTUNITIES CALENDAR:

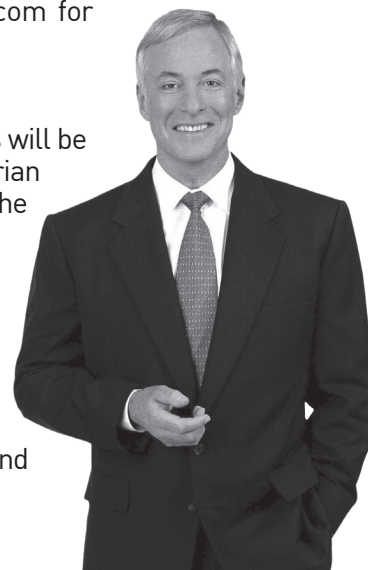
Special Events: Dicks + Nanton Productions have signed on to produce "Meet the Experts with Arielle Ford!" Arielle Ford is a leading pioneer and personality in the personal growth and field as well as a prominent book publicist, author, literary agent, Sirius radio host, publishing consultant, relationship expert, speaker, columnist and blogger for the Huffington Post. Before becoming a speaker and author Arielle was widely recognized as America's foremost book publicist and was instrumental in launching the careers of many NY Times bestselling self-help authors including Deepak Chopra, Jack Canfield, Mark Victor Hansen, Neale Donald Walsch and Debbie Ford. On "Meet the Experts," Arielle will interview entrepreneurs, speakers, authors and professionals. Let us know if you're interested in being on the show which will be shot December 10-12 in San Diego California at the Traffic Geyser TV Studios! Email angie@dicksnanton.com for more info before it sells out!

Fall Media Opportunities: We are expecting an active fall lineup of Television shows, magazines and newspaper appearance opportunities. If you are looking for new opportunities to be recognized, or if you would like to find out how to become a Best-Selling Author, please contact nick@CelebrityBrandingAgency.com.

The National Academy of Best Selling Authors™ 1st Annual Best-Sellers Summit & Awards Ceremony will be held December 2 - 3 in Times Square in New York City. Michael Gerber will speak and accept a Lifetime Achievement Award from the Academy. The show will be hosted by Nick, Jack and Lindsay who will also present special awards to Best-Selling Authors from the past year. Event is for Best-Selling Authors and guests only. Please contact lkepics@dicksnanton.com for more information.

Brian Tracy TV Show:

Dicks + Nanton Productions will be producing the Legendary Brian Tracy's Television Show at the D+N Studios in Orlando November 15 - 17. The show will be broadcasted on ABC, NBC, CBS and FOX affiliates throughout the country. Very limited guest spots are still available for the show. For information and applications, contact angie@DicksNanton.com.



SOLD OUT

FALL EVENT SCHEDULE

Oct 19	Martin Howey's WIN Telesummit (Nick)
Oct 19 & 20	D+N Elite Experts Mastermind (NICK & JACK)
Oct 23	Net Profit Explosion Bonus Day (NICK)
Oct 26	Brand Domination Seminar with Dan Janal of PR Leads (Lindsay)
Nov 9	Invaluable Seminar with Dave Crenshaw (Nick)
Nov 9	Brand or Die Lecture at the University of Central Florida (Nick)
Nov 10-12	GKIC InfoSummit, Baltimore, MD (NICK & LINDSAY)
Nov 16	Ryan Lee's Telesummit
Nov 15-17	The Brian Tracy Experience, Orlando, FL (SORRY, SOLD OUT)
Dec 2-3	First Annual Best-Seller's Summit & Awards, New York, NY (NICK, JACK & LINDSAY)
Dec 10-12	Meet the Experts with Arielle Ford TV Shoot and Experience, San Diego, CA (Nick, Jack & Lindsay)

the trend is growing. Yes, some will still go to their local store or professional just like some people still went to my Dad's hardware store, but like my Dad's store the numbers and amount they will buy will continually decrease.

Before you dismiss me as "Negative Jack," please understand that depression is not what this article is all about. This article is a wakeup call to begin shifting whatever you do more and more to the Internet. If you don't have a kick butt website packed with content, video and helpful no-cost offers to prospect and customers, you are losing ground. If you don't use Internet and social media marketing tools as well as SEO and mobile advertising, you are losing ground. If you don't use the free ability the Internet offers you to keep in touch with the customers you have and build a relationship with them, you are losing ground. And in this economy, losing ground is an accelerated demise.

Here is the new formula for any business. Following it will save your business and your financial way of life.

Here is a step-by-step path to building a new business from scratch that will survive (and thrive) in the new world. If you are already have an Internet business, then you can use this process to accelerate you next one.

Step 1. Get a domain name for your business. Yes, it's getting harder to get the exact name you like so you have to get creative these days. Sometimes putting the word "the" in front of what you want helps. Whatever domain you get, you may want to buy the .net and .tv also. You might as well block someone else out for a small price. If you don't have your own name registered, get it. Also register your children's names if they are available because sooner or later they will want it and someone might already have their name.

Step 2. Create a website for your business. Build your website or blog site using Wordpress. Wordpress is the easiest platform that you can build your site on and allows you to easily make changes, especially if you don't have design skills. Wordpress has many choices of what they call "theme" sites (a nice word for templates), and if your budget is low use one of these. Make the site as robust as possible filled with helpful relevant content about your topic.

Step 3. Capture names and contact info. The purpose this process is to build a business. Crucial to that process is to capture the email address of people who come to your website to visit. If you don't have a specific process to get the email of your visitors you have wasted money getting them to your site, and you have lost the long-term value of that customer.

The best way to get your visitors email address is to have an offer that rewards them for signing up and giving you their email address. The better the free offer you make to them, the more names you will capture. Examples of free offers are a newsletter or a special report.

Step 4. Sell something. Making money starts with selling, and you have to have a product/service to sell. In the beginning of your business, you won't likely have many products of your own, but you can certainly buy wholesale and resell or find other people who have products that you can venture with.

Step 5. Create a Facebook fan page for your business. If you are over 50 you may be turned off by Facebook and think social media is a waste of time. You are wrong. Social media is a fancy way of saying creating a relationship with people. You know the importance of building relationship with your current and future customers, and your Facebook fan page is a place to do it. If you don't understand how to use Facebook, or get frustrated by it, put your middle school child to work on it and watch it grow.

Step 6. Open a Twitter account using your business domain name. See everything I said above in Step 3 about frustration.

Step 7. Learn how to use still pictures to create video (animoto.com is a great site to make this happen), and then add the video to your website. Video is where websites are moving - and fast. The more relevant content and video you have on your site the better.

Step 8. Become a blogger. Many people tell me they don't like to write, so they don't want to blog. I then ask them if they want to make money using the Internet. (Sometimes they get it, sometimes they don't). Internet search engines such as Google want content put up for people to see and use. It pats people on the back for providing content by giving them higher rankings on its search pages. Your goal is to get as high as you can on Google's pages when someone searches for your name, your business name and the products/services you provide. So, if you want to get seen on the search engines, you have to provide relevant content. If you absolutely don't want to write, hire someone but o have to get content.

Step 9. Tweet about the content you are writing in other places like your blog or specific articles. Film yourself on your HD flip Cam talking about your blog and post that using your TubeMogul for distribution. Write a press release on the fact that you have just written about your subject and where people can find the information. Send the press release out to sites such as PRLog.org. If this process sounds like you are doing a circle dance that is because you are. But note, it is the repetitive power of being able to use the same content in alternative ways so you can keep getting more and more exposure.

These are exciting times in the world of business development because there are so many new channels of marketing that you can explore and create competence in. You no longer have a few limited means to reach customers, like my Dad did with his business, and in many cases, you can take control of smaller markets that big competition may ignore but are extremely profitable.

To Your Success! ~ JW Dicks

The Best One Liner's in Business!

By JW Dicks



Over my business career I have clipped, cut and saved one-line quotes and phrases that I could glance at to remember a powerful business point or lesson I had learned. It is a great way to quickly review things you have forgotten.

This month, I want to share some of these thoughts with you and encourage you to add to the list for your own use in the future. You will be amazed at how your brain fills in the lines and actually gives you new ideas to use. (They are in no particular order so don't think of them that way.)

1. Get all the facts before you make a decision, and then don't hesitate to act.
2. Never be afraid to change a bad decision.
3. If you see something interesting in a magazine or newspaper, tear it out and send it to people you believe will benefit by it. It makes a great connection.
4. Office security is a business health problem. Make sure your people and your records are protected.
5. Backup your work often, and save your backup.
6. Keep safe the names and address of your customers. It's the most valuable possession of your business.
7. If someone ever tells you to make a decision now or to lose a deal, say no.
8. Find out what you are truly worth in the marketplace and work to get it.
9. When borrowing, make sure you get enough money to do the job, or don't borrow.
10. Use your business to help others, and it will in turn help your business.
11. Criticize your boss in public and it may be your last time.
12. Make sure you support businesses that support you, and make sure that they know it.
13. If you poke at a snake, it may bite you.
14. Don't deal in gossip, it's not profitable.
15. To assure advancement, always walk in the company's shoes.
16. Looking for a better way to do something should be an ongoing assignment.
17. Executives should always go out in the field.
18. When it's your money on the line, make sure you get to call the play.
19. Control your temper.
20. Tempers are an expensive habit to have.
21. Call your office switchboard at least once a month and ask for yourself.
22. If it sounds too good to be true, it usually is.
23. Know when to hold them and when to fold them.
24. Watch out for the little things, and the big ones will take care of themselves.
25. If your business isn't making money, you don't have a business, you have a hobby.
26. Learn from your mistakes or you will repeat them until you do.
27. Be careful what you say outside of your office, you never know who may be listening.
28. Read customer complaint letters, act on them and you'll have less complaints.
29. Don't worry about who's right, worry about what's right.
30. The good is the enemy of the best.
31. Try not to get in a battle with someone who has nothing to lose.
32. Business is like riding a bicycle, either you keep up your speed, or you fall down.
33. Listen to your lawyer about law, but listen to yourself about your business.
34. Nothing happens in this world until someone sells something.
35. Always leave something on the table for the next guy.
36. Strip a man bare and you create an enemy for life.
37. Always listen to new opportunities. You never know when the real one will knock.
38. Once per quarter look at new options for every expense.
39. You get what you pay for.
40. For every complaint you receive, assume there are nine people who didn't write.
41. It takes twice the cost to get a new customer than it does to keep one.
42. Don't be late for meetings, it shows lack of regard for the meeting and the people attending it.
43. Always do what you say you'll do.
44. In business, as in life, your most important asset is your reputation.
45. Avoid making decisions your employees can make for themselves.
46. Always put your greatest effort on the most profitable opportunity.
47. In a negotiation, the best offer you get will come closest to the deadline.
48. If you lie down with dogs, you'll get up with fleas.
49. The harder you work, the luckier you get.
50. If your corporation is one that is dumb enough to be run by a committee, be on that committee.
51. The true test for marketing is profit.
52. Work to improve the weakest link in your business before you work on your strongest.
53. Ads that make money are better than ads that get awards.
54. Don't ask a tire salesman if you need new tires.
55. If it flies or floats, it's cheaper to rent.
56. When you accept free tickets to an event, don't complain about the show.
57. Earn what you can, keep what you get, and someday you will be rich.
58. Some of the best ideas come late at night when you are partially asleep. Keep a pad and pencil by your bed.
59. Never let what you can't do interfere with what you can do.
60. Your company's greatest resources are your customers.
61. Always remember that an army of sheep led by a lion will defeat an army of lions led by a sheep.
62. Opportunity knocks for people who are listening.
63. The best defense is usually a good offense.
64. If you don't blow your horn, no one else will, but make sure your music is pleasant.
65. If you stay in the middle of the road, the chances of your being run over are doubled.
66. Free lunches are frequently expensive.
67. People who say that winning isn't everything have never won.
68. Experience is what you get when you don't get what you want.
69. The large print giveth and the small print taketh away.
70. Be careful when you stand up to be counted, someone might take your seat.