

CelebrityExpert™

I N S I D E R

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

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

INSIDE THIS ISSUE:

- p. 1...Guess Who?
- p. 2...One on One with Nick Nanton, Esq. – featuring Harmony Tenney
- p. 4...6 Tips To Improved Facebook Marketing
- p. 6...Inside the Agency
- p. 7...Fear Farming
- p. 8...Hot New Trends and Strategies for 2011



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

Guess Who?

Celebrity Brand Award Winner for December 2010

Nick, Lindsay and I have put our heads together to carefully select the first winner of the Celebrity Brand Award.

As part of our deliberation, we put together a list of the winners attributes so that you can see how you compare and decide if we picked a person that really stands out.

See if you can guess who it might be this year.

Attributes of the Winner:

- Instant Brand Identification
- Clear Brand Position and Mission
- Responsible for Billions of Dollars in Sales
- Social Media Ranking High
- Strong Loyal Fan Base
- Employees Rating as Excellent
- Excellent Rating From ASPCA
- Motivates People to Do Good
- High Rating for Global Warming Concern

For the answer, see top of page 7.



Harmony Tenney is President of International Business Empowerment Consultants, Inc. She has been involved in sales and service of intangibles for more than two decades. She provides custom branding initiatives, profitability capture and facilitated change (including Organizational Development) for organizations of all sizes across all industries.

Nick: We talk a lot about media, personal branding, and positioning in marketing, but there’s a form of media that’s been around for a long time that many of us kind of forget about, and that’s radio. I know firsthand that Harmony Tenney works with a lot of very successful entrepreneurs around the country, and she helps drive business to them through radio ads.

Harmony: I’m excited to share the opportunity that radio represents because, as you mentioned, it’s often behind the curtain so to speak. It’s something subliminal, and at the same time, because it’s around all the time, it reaches approximately 93 percent of Americans every week. Even with satellite radio, iPods and all of that we’re still reaching the most people through terrestrial radio.

Nick: Someone once told me, “If you go to any major city in America there are usually one, maybe two newspapers, there are three to five television stations and there are like 25 radio stations.” So, one of the interesting things about radio is that it is already segmented.

Harmony: Right. The results that I’ve seen from my clients absolutely justify radio is a phenomenal way to hit targeted demographics. You can do it very locally. You can do it regionally. You can do it

nationally. There are some really awesome ways to just take charge and be right where your target niche markets are.

Nick: Tell us a little bit about the different formats of working with radio.

Harmony: Certainly. There are specific formats in radio, and that’s where the targeting begins. There’s news talk, light rock, classic rock, adult alternative, etc. Each format has strength for various groups. If you’re targeting gender specific, you would use one format, while another format might have huge percentage of homeowners and still another might have a heavy percentage that is a business decision-maker.

Nick: how about an example of what’s works. I think part of the problem is people don’t know what they are doing with radio, and it can be very costly if you don’t know what you’re doing.

Harmony: Okay. I began working with Roy Williams years ago and learned about how actual radio ads affect our brain and our consciousness. I also learned about how radio ads take time to actually become a part of our everyday economic reality. People talk about having a buyer’s map, or a cognitive map where we know certain places in the

city, also called top-of-mind awareness. If we need something, we go down our mental list, and there's science to getting on that mental list.

When you have just any particular rep they're going to feel like your business is just like any other business, and they're not necessarily going to know where to place your ad. Not because they're trying to get the most money out of you they can, but because they're unfamiliar with your business, so you will ultimately be asked to spend more money than needed.

Nick: Got it.

Harmony: That's the first part of the selection process. When we talk about ads it's more than words on a page that you hope will do it for our client. It's important to understand the science of making that internal, cognitive mapping you can understand how long it's going to take, what the person needs to know and what action you're going to specifically ask them to do for you. Ads written by just any rep are not necessarily going to have that.

Nick: Can you break down for us the anatomy of a direct response radio ad?

Harmony: Sure. This isn't in any particular order, but it definitely needs a call-to-action. It needs to help people understand the relevance it has to their lives. It also needs to have a little bit of introduction so people can say, "Oh yeah, this person is likely to make good on their offer." And give that some credibility. Sometimes direct response ads are about products, and we have to share that it's a reputable product and what some people have had as far as experiences. We need to let people know why they want that product and how they can get it. If there is anything tricky to getting it, then we need to let them know they'll be asked certain questions. They need to know that in advance so they don't hang up.

Nick: Your company, obviously, helps people do all of this. So, tell us more about how people would work with you, what you offer, etc.

Harmony: We basically offer a turnkey solution for radio. We learn about your business, your goals, what you were working on and how people are going to respond whether it is by voicemail or via your website. We also make sure you have a follow-up plan so you secure the benefit of a lifetime customer. We also want to look at all the stations in your market, whether that's local, regional, national or international.

We would start by looking at your market and deciding where to place your advertising and what your strategy would be. And then we would look at some possible ads. Then there's a full tracking system that comes with it so we can see responses and can make adjustments to our strategy as we go. When we hit the optimum ratios of conversion vs. cost, then we just go forward from there ramping up as fast as we can to bring in more and more leads.

Nick: Awesome. One of the things I think most people don't understand is the concept of scale. It's the idea of having any piece of media that you're running that you know works. For example, if you know that for every dollar you spend it brings back \$2, then you should not stop. You should run that ad as much as you possibly can, spend every dollar you can get your hands on until that two-to-one turns into whatever number you're not satisfied with. People need to understand that if it's working you got to spend, spend, spend, and you can ramp up your business quickly if you can create something that has those kind of returns.

Harmony: Exactly, especially in larger cities. In larger cities there will be two or three stations with the same format, and you can add up a level and keep going to really saturate that market and pull from it. Sometimes you pull from one station for a long time, and then you begin seeing diminishing return. When that happens you may want to take a break on the station for a moment. I have a client who has had the same ad for a year and a half, but it is pulling so well we are not changing it.

There's a lot that goes into a radio ad – analyzing which times of day produce the most and which times of days do not, and then making adjustments. It's a very hands-on. You can really do a lot of testing – ad versus ad, station versus station.

Nick: For people who want to find out more, I'm going to post up a page with all your information on it even a special report or two from you at www.CelebrityBrandingAgency.com/Harmony. Harmony I appreciate what you do, and I hope you'll help a bunch more people become successful by using radio to market their business.

Harmony: Thank you so much.

Nick: My pleasure. ●●●

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.



6 Tips To Improved Facebook Marketing

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

When it comes to social networking there's little doubt that Facebook is the largest and most influential of the social networks online. It has more than 500 million registered users and, at the time of writing this, the average user is connected to 80 community pages, groups and events. For businesses this means a Facebook page or other piece of Facebook real estate is a serious way to generate social and viral traffic, but only if it is done well.

There are 900 million objects that people interact with which means, first and foremost, yours needs to stand out. It either needs to provide something that others don't (unlikely given the amount of competition) or it needs to do what it does better than the competition. One of the most common mistakes by small businesses is believing that Facebook traffic is a quick hit. It can take months to build up a decent sized list of fans that avidly read your content, but there are some steps you can take to help attract greater numbers.

The Facebook Platform

Fortunately, there is an extensive platform on which you can build unique Facebook pages and interact with existing and potential readers, and your business needs to make the most of these in order to generate the best possible results.

1) Be Unique Not Generic

There is a lot of competition on Facebook, regardless of the type and topic of content that you're providing. Ensure your Facebook page really stands out by creating a unique design. You don't have to have the standard Facebook page design, and you can implement all sorts of features

that help your visitors recognize you as a leader in your field.

You can also serve different landing pages to different visitors. For example, fans and first time visitors to your page do not need to see the same thing, and Facebook offers the functionality to change these settings. Show a page that encourages non-followers to fan your page, and show the main content to those that have already done so. Offer incentive such as coupons for your products or services, or free resources like ebooks and other giveaways, to potential members who have not yet clicked to follow your page.

2) Use Giveaways

Giveaways continue to be one of the most effective branding and promotional techniques available. Ebooks, gift items and coupons are just some of the Facebook-specific items you can offer those who are willing to sign up for your Facebook fan page. You can also offer regular giveaways to members to ensure that people continue follow you over time and as an extra incentive for becoming what is essentially a subscribed member of your page.

3) Use Competitions

Competitions generate even more buzz than a giveaway. If you place a financial value on each of your fans, then you can calculate a decent prize to giveaway. It could be one of your own products/services or something relating to one of your partners. Make sure it is related to the content you offer as well as the products/services that you promote. Competitions can go viral too, so encourage your readers to spread the word to their friends – you can even build this in to the

facebook®

competition by offering extra prize entries for each friend referred to your page.

4) Get Personal

Facebook is first and foremost a social network. The fact that it can also be used to help promote your business is an added benefit, but users are predominantly on the site because it allows them to connect with others and hunt down content that they are interested in. It is, therefore, a personal experience and your readers will, for the most part, want to believe that they are dealing with real people. Add a large photo to your Facebook page.

If you organize events or can take photos of your visitors some other way then do so, and tag the people in those photos. It is possible to let readers upload their own photos and tag themselves (I would, of course, watch this carefully, but it can be a great way to get people involved).

5) Say Thanks

A little “thank you” can go a LONG way. As soon as somebody becomes a fan send them an unobtrusive message thanking them for becoming a fan and welcoming them to the fold. The message doesn’t need to be long and it can be automated, but remember, people buy people, so a little personal touch will go a long way!

6) Don’t Give Up

Don’t be surprised if your mom and your sister are your only fans after a few days of adding content and personalising your page. It does take effort to develop a high-quality Facebook fan page. Keep posting, keep updating, keep testing, keep evolving and keep trying – don’t give up!

Facebook Marketing

Facebook is the largest social network online, having surpassed half a billion users. While competition is fierce, if you can master the art of creating a popular and beneficial Facebook page, then you can also master the art of generating social traffic and your marketing message can go viral producing massive returns in the long run.

Happy status updates! ☺

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



This month we hosted **The Brian Tracy Show** at our studio in Orlando, FL. We spent 2+ days training and coaching some of the brightest minds from all around the world and it all culminated in an amazing TV shoot. We're now editing the shows and will let you know when they're ready for viewing!

MEET THE EXPERTS with Arielle Ford

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!**

WINTER EVENTS AND OPPORTUNITIES

The Dicks + Nanton Celebrity Expert Mastermind. We have a very elite, small group, of top entrepreneurs who are growing their businesses that meet 3 times a year in different locations to learn "what's working now" from each other as well as to work through challenges in our business. We have room for two more very motivated, successful entrepreneurs who want to contribute and learn from the best in the business. If you are interested, please email Nick@CelebrityBrandingAgency.com for a Mastermind Application.

It's Time for BIG PRINT Media! Jack and Nick will be hosting a very special webinar on December 7th at 2pm Eastern / 11am Pacific to discuss how you can get GUARANTEED Big Name media like USA Today, Forbes.com, CBSnews.com, Yahoo Finance, Morningstar, Marketwatch, and MANY, MANY more. Stay tuned for some emails announcing how you can get in on the special webinar. If you can't wait, email Angie@DicksNanton.com today!

In the Real Estate Business? Be on The New Masters of Real Estate with Ron LeGrand! We'll be shooting a new TV Show in January! The New Masters of Real Estate with Ron LeGrand will be shot at D+N Studios in Orlando. Over half the spots were taken from previous people who missed a show, so this will be a sell out. To get your application, email Angie@DicksNanton.com and return it to us as soon as possible.

Are You one of America's PremierExperts®? If you are, you need to be listed on AmericasPremierExperts.com. Take a look at the premiere site for consumers and journalists alike to find the experts they need. For more information on becoming one of America's PremierExperts® visit the site or email Jen@CelebrityBrandingAgency.com

Interested in Becoming a Best-Selling Author? We've got a new book on Online Marketing, and one about how to win in business in the new economy scheduled for production. If you'd like to be one of our next best-selling authors in either of these books, contact Angie@CelebrityPressPublishing.com to get details and deadlines!

Private Consulting Clients this month:

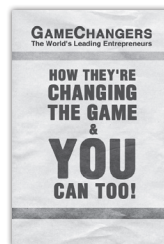
John Ledford of Ledford Financial
Sean Greeley of Net Profit Explosion
Jeff Kaller of Paramount Promotions
Dan Yachter of Yhealth 360
Dusty Rollins

To get information on this program and to schedule a time, contact Lisa@CelebrityBrandingAgency.com

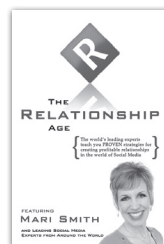
EVENT SCHEDULE

- Nov 11** The Relationship Age Book Launch
- Nov 16** Matt Furey Webinar Series (NICK)
- Nov 18** GameChangers Book Launch
- Nov 18** Conference call with Dr. Ivan Misner, Founder of BNI International
- Dec 2** Ignite Your Business. Transform Your World Book Launch
- 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)
- April 8-10** Ben Glass Great Legal Marketing Super Conference (Washington D.C.) (NICK)

Congrats to our newest Best-Selling Authors!



Fletcher M. Johnson, Jr., Esq.	Joseph Lam	Genevieve M. Lynott, Esq.
C. Richard Triola	J.W. Dicks, Esq.	Chuck Boyce
Thomas W. Clark, MS, MD, FACS	Nick Nanton, Esq.	Pam Moore
Mike Chaet Ph.D	Tony Greco	Garrett J. White
Stephen Lundin Ph.D	Alec Day	Dr. Arif Balagam
Robert Reedy, M.F.A.	Clifford Jones	Daniel R. McCabe
Jennifer Bryden	Brewa Kennedy	John Bejarano
William Benner	Courtney Barnette	Philip Bennett
Lindsay Dicks	Dr. Scott Schumann	Justin C. Carter
Martha Fouts	Amy Remmele	
Clate Mask	Anolia O. Facun	
Scott Martineau	Chuck Oliver	
Christopher J. Colloca, D.C.	Paul Davey	



Mari Smith	Karen Purves
Nick Nanton, Esq.	Barbara Pender
JW Dicks, Esq.	Katrina Kavvalos
Lindsay Dicks	Dr. Brad Semp, PhD
Dr. Jon Alfredsson, PhD	Dechen Lau
Georgia L. McCabe	Eileen O'Neill
David White	Carol Roy
Steve and Pam Grossman	Leslie Montgomery
Katerina Morjanoff	Beverly Dracos
Jackie T. Ewing	Mari Uusitalo
Mark J. Buhagiar	Angie O'Shannessy
Emma Tiebens	Kathy Hagenbuch
Pam Moore	



And the Celebrity Brand Winner **SANTA CLAUS!** **CONGRATULATIONS** Celebrity Brand Award Winner December 2010! Merry Christmas from Jack, Lindsay and Nick

Fear Farming By JW Dicks

One of the lessons we spend time consulting with our clients is the concept of looking for other opportunities in your existing business before branching out into other endeavors. This is a learned skill, and it takes a practiced eye to see things different in order to focus on something hidden. It is, however, extremely lucrative and sometimes saves the farm -- literally and figuratively.

Glenn Boyette, a famer in Cleveland, Ohio was faced with his own predicament some years back when his farm went through a rough patch. An occurrence, which is not uncommon in the farm business where it seems everything is out to get you at one time or the other, and sometimes they all hit in almost a perfect storm according to my own observations of relatives and friends who have spent their lives on the tractor.

In any event, Glenn Boyette found himself in a situation that he thought required a change, so he turned the barn and part of his farm into a Halloween haunted house. Now, I don't know how exactly this all came about because Glen had never even been to a haunted house prior to his decision. Nevertheless, the true fact of the story is that he did, and someone actually convinced him to spend about \$100,000 on equipment and special effects to do the job. As you might guess, the story is a success. The first year Glen's FEAR Farm, as he

calls it, brought in 5,000 people, which has now turned into 35,000 people who come to the farm to have a good time, spend money and get scared.

Glen and his Fear Farm now, according to reports, employ 80 people, and his attraction has expanded to include a Christmas farm. As you might suspect, other farmers in other areas are copying the model. If Glen were a client of ours, we would be talking about doing a seminar to teach farmers how to add other businesses to their farm, a licensed area exclusive or maybe even a franchise for this new approach to farming. In other words, there is even more to his business conversion on other levels if Glen wanted to develop them. Likewise, there are more business verticals in your business, if you focus in that direction. Interestingly, while he won't give out any numbers, Glen says Fear Farming is about twice as profitable as regular faming, and, I'd guess, done in much less time and a lot more fun.

This story is a true example of an old idea about the fortune we all have at our feet if we only open our eyes and are adaptable and imaginable to see it. •••

Note: After hearing about Glen's story, I did some Google research and discovered there are likely some 500 farms now using a model like this. Just for a hoot, check this CBS video of one 80-acre farm pulling in a cool on million a year. Interesting, this farmer's name is Jim Bates and he, of course, has a Bates motel on premise. <http://bit.ly/cxDFil>

Hot New Trends continued from p8

felt when people began ripping music. Today the copycat problem is prevalent, and in too many cases, the copycat doesn't even see what they have done wrong. So what's the cure? I almost hate to say it, least I be labeled biased, but I guess I am. The cure is branding. Create such a base with your fans that they really don't want to do business with someone else even if they see the product you sell cheaper. People do at least now know that price is just one item of value, and now you just have to continue to educate them that price is only a small part of what you are all about and offer. It is your counter to copycats.

6. The next new App may be your road to fame or at least fortune. And I don't just mean the App products we now see on your mobile phones coming out by the millions. Apps will also be add ons to everything, and that is an opportunity

waiting to make you money. Today you don't have to start an entire business; you can just attach an idea to someone else's business or product. To the extent you can improve what they have, you can make fast money and even big money if the market is big enough or your App gets bought out. This new industry will push a sort of gold rush for inventive ideas in all businesses. Take care to protect your ideas (remember the copycats), but this is a real solid new opportunity for 2011 and beyond.

App creation and exploitation is a special area of JV opportunities. At our last MasterMind meeting there was an auction-like, good-natured, bidding war on a couple of ideas people had that could be added on to another's services. Both sides saw instant money in the making, and there will be lots of that type of sharing arrangements in the New Year. Make sure you get in on the action. •••

Hot New Trends and Strategies for 2011

By JW Dicks



It's always a good idea to keep one eye on the present, one on the past and another on the future. This, of course, leaves you a bit crossed-eyed and weary, but such is the life of those of us who believe that it is more fun to try and create something of value out of thin air rather than get a regular paycheck.

So, as 2010 comes to a close we will steal a glance at the future and what we should be doing to take advantage of the opportunities already shaping up. In no particular order:

1. Mobil marketing will increase. Like a lot of companies we have started investigating how we can use mobile marketing to reach more people and perhaps even new demographics. Lindsay has been prodding us to stay on top of this marketing channel, which she insists has some real opportunities because the price is still low as the best ways to use it are being vetted and no one has the exact formula. I have already started exploring options for our first test campaign, which won't hit the airways until early next year. When we get some answers, I will let you know the results and how you can take advantage of mobile marketing in your business.
2. The world is getting smaller, and new markets are opening. This is a trend that will not slow down because the horse has left the gate. We have taken our own trip across the pond to do a couple of seminars, JVs and affiliate deals. And I have several MasterMind and private clients doing work in Australia and noting that the closing percentages seem a little better than they are right now in the U.S. Nick and I are discussing the possibilities of putting together a combined event with clients, pooling our resources to do a big seminar test. If you have interest in participating in something like this, let me know and we will keep you on the alert list.

Even if you don't actually go overseas yourself, the Internet is bringing overseas buyers to us. This year we added 15 clients from other countries to our group. This will give us a beachhead for new referrals and other opportunities in those countries as well. Make a point to add this new market for your products and services or create new products/services that would fit.

3. Social media as a marketing tool will increase its growth. One of the articles I attached to this month's article compilation I put together is about the results of the NBA's use of social media to connect with its fan base and convert the connection to increase ticket and products sales. For most of this year, the articles I read seemed to laugh at Shaq and other superstars talking about their growing fan base on Face-

book, Twitter and other sites. The last laugh is the NBA's who encouraged players to tweet and make a connection with the fans. How do I know they were encouraging it because if the NBA doesn't want its players to do something, it has had great success with helping players understand that it ain't in their best multi-million-dollar-a-year interest to keep doing it.

The NBA's success at converting social media to dollars will obviously carry the idea to other sports teams, but they won't be the only adopters as corporations who love to follow trends will jump with both feet on the social media bandwagon and likely create entire departments authorized to connect with their customers in a new and different way. Yes, there will be some employee usage and some waste learning the proper balance, but you have to now respect the proven results and not just the gurus' opinions that social media works.

4. Supply-side business, where you create products and then search for your market, is giving way to demand-side business, where you find a demand that already exist or is developing and you fill it. The tight economy has certainly been a factor forcing this trend since it's harder to find buyers for anything. The problem with this trend is that some businesses have just been better at building products than finding a spot where a demand is growing and trying to jump in. It's a different game, but there are definitely new opportunities. The electric car's sudden emergence this year, after years of talk and debate on its possible success, is an example of the auto industry finally deciding that there was a need for the electric car even if the consumers wasn't sure yet whether they wanted it. Buy filling that pent-up consumer need at the right time with the right product, they produced a winner. I think we will soon see similar creations of new products and services in healthcare because the public hates everything about it but has no idea what the answer is for the various problems in the industry. You can believe somebody is going to fill the need that becomes a demand.
5. Instant copycats of your products and services on the rise. Clients first started alerting me to this, and now we are seeing it more ourselves. Today, if you produce a profitable product or service, you will be copied -- fast. The life of an exclusive in any market is non-existent. Yes, you can take precautions and have protections, but, unfortunately, the copycats are often fly-by-nighters and won't have anything of value to collect even if you go after them. This isn't fun, but now we know how the music business

Continued at bottom of p7