

CelebrityExpert™

I N S I D E R

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

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

INSIDE THIS ISSUE:

- p1... New Marketing Strategies
For Your Brand
- p2...One on One with Nick Nanton, Esq.
featuring Rajiv Kapur
- p4...11 Social Media Marketing Myths
- p6...Inside the Agency
- p8...Write A Book...
Build Your Business Empire!



Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.
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New Marketing Strategies For Your Brand

By JW Dicks

In my briefing of articles this month I included one from the December issue of *Harvard Business Review* regarding the fundamental changes occurring in the relationship between a consumer and a retailer. Don't miss the full article, and whatever you do don't think that "it doesn't apply to you" because the article uses words like consumer and retailer. Rest assured that the lessons apply equally to the sale of services by professionals and entrepreneurs.

The title of the article is *Branding In The Digital Age: Your Spending Your Money in all of the Wrong Places*, by David C. Edelman, who happens to be the co-leader of McKinsey & Company's Global Digital Marketing Strategy practice. If you regularly follow my article briefings, you know that I like to frequently underline key points in red ink. This article has so many good points that it looks like a sea of red ink, and I now wish I had used green ink to signal it is a path to money rewards for those who adopt the ideas presented in the study.

There is a fundamental shift occurring in the way people buy products/services and, perhaps equally important, what happens after they buy. Your knowledge of the buyer's actions and what you can do to enhance the trend for your business can lead to a powerfully cemented long-term relationship between you and your buyer/client. Since we all know that the value in business today is in the creation of your fan base and the list that represents this intellectual property, the strategic shift in market timing will increase your marketing ROI, interim profits and ultimate profits in the sale of your business or asset base.

What's changing is the timing of your marketing "touch points" with your prospects and customers. When you appreciate and understand it, you will want to shift your marketing budget to take advantage of the change to enhance your short-term sales and the lifetime value of your customer.

The first key take-away from the study is that more and more buyers are putting off their final purchase decisions until they are actually in a store. This store can be an online website or offline traditional store. The best online example is Amazon; observe how it uses point-of-purchase touch points to its advantage. If the consumer is putting off their decision until they are at the store, the opportunity to

cont. on p7 ►



Rajiv Kapur is one of the country's leading innovators in the field of experiential branding. As founder and CEO of Configurations, he has developed his company into an industry leader by bringing comprehensive strategic, creative and tactical thinking together for numerous corporate clients in a unique process he calls "The Art of Creative Integration."

Nick: Hey everyone, Nick Nanton here. I'm really excited about this month's one-on-one with a good friend of mine, Mr. Rajiv Kapur. Rajiv is the world's most knowledgeable expert on experiential branding. Welcome Rajiv.

Rajiv: Good to be here Nick. Thanks for the opportunity.

Nick: No problem. So Rajiv, I talk to people about branding all the time, mostly about celebrity branding and personal branding. But let's talk about experiential branding. Can you break it down for everybody and explain what it is?

Rajiv: Sure. Most of the time people think that we buy a product, but really what we really buy in a product or a service is the experience. A simple example is when we buy a Tylenol. We're not buying the pill; we're buying the experience of the pain leaving us. So when we create great brands, we have to look at the experience that the user gets from consuming the product or the service of that brand. Those companies that have specialized in creating the best experience have also created the most loyal customers.

Nick: Okay, and so it's really taking the features versus benefits argument even a little further. It's basically an emotional or experiential benefit right?

Rajiv: Exactly. Instead of just making a claim, make a claim that is emotionally attaching to the

customer. That's how you build a good client base.

Nick: Okay Rajiv, can you maybe break it down a little further for people with a service business or maybe a medical professional example.

Rajiv: Sure. That's an area where making it an experience is even more important because there's no tangibility except the feeling we leave people with. Let's look at a doctor's office. The experience begins from the time patient walk into the waiting room. The way you are greeted and taken back to a room and the way your blood pressure is taken, that's all an experience. And there are certain practices that do a very good job with it and there are others that don't.

For example, pediatric dentistss create a big experience because the first thing they do is take the fear out of going into a dentist office by making the environment friendlier, a little bit more fun. In the waiting room they've got Wii games.

Nick: So it actually becomes a form of marketing and a really strong point of word-of-mouth marketing by doing that. That makes sense.

Rajiv: So much of what we do in today's world is because of the emotion it creates. In experiential branding we look past the features and benefits to what is it that they really want to *feel* or how to reduce risk.

An example of reducing risk would be toothpaste. If you went a remote area in Africa, and you ran out

of toothpaste, if you see a Colgate or a Crest, which one are you going to reach for compared to a local brand?

Nick: I'm going to reach for the Colgate or the Crest.

Rajiv: Yeah, because at that point it's not even the fact that you know anything of that. At that point you're reducing risk. Which, again, is an emotion.

Nick: So reducing risk to our advantage then. One of the triggers we can use in sales is to create a familiar option for people that actually makes them comfortable because in their mind it's helping them reduce the risk of another decision.

Rajiv: Exactly. So when we look the whole idea of experiential branding sometimes people don't understand at what level we are using an experience. One part of the experience is I don't want to feel like this again. So when you're looking at making a choice, you're looking at the choice that you don't want to go through the bad experience again. The other one side is I would love to feel this experience more.

Nick: Okay, got that.

Rajiv: Even if it's an attorney or whatever, after you've paid for the services did you feel good? Relief alone is not a feel good. Relief is just relief. Feeling good, that's the goal. One way to do this is to use an encouraging word, for example after writing a prescription if doctor said to you, "Nick, I know you're going to feel a lot better about it. I look forward to getting a call and hearing how good you feel in the next couple of days." Would that make you at least leave you with a level of encouragement?

Nick: It absolutely would.

Rajiv: The whole thing is people don't realize is service; the word service, has a very, very deep meaning and it doesn't mean I just delivered what you asked for. Service is at the end of it all did you make me feel better, improve my life or do something worthwhile where I felt good about what I gave you money for?

Nick: Right. So everything in your outbound marketing, your website, even direct mail, etc. the language, the message and the tactile feel of it must all convey the same message of a good feeling.

Rajiv: Right, try to involve as many senses as possible toward the same message. If you walked into some person's waiting room a soothing or invigorating scent can also help with recall.

Nick: That's why the Otis Spunkmeyer Cookie thing works too, right? They have the cookie oven in the office or the pharmaceutical rep brings in the Otis Spunkmeyer Cookies warm from the oven when he comes in.

Rajiv: Correct. Another sense would be sound. That's why every time you open Microsoft Windows, you hear its sound so that as soon as you turn it on you know it's one of their products. What people are trying to put in each one of these areas are things that trigger recall.

Nick: Okay, so it would be pretty safe to say that we should move straight past what we're selling to try to get to any sort of memory recall to where our products and services actually sell themselves based on the triggers we've given them. Right?

Rajiv: Correct. Beating a person down with features and benefits is not getting the job done. We are learning more and more that the mind is remembering less and less, and it isn't just ADD or old-age syndrome, it is just that with clutter the mind only remembers so much without an emotional tie.

Nick: Yep. Okay. And one of the things I think is important to note is that in serving your customer base, you need to focus on the follow-up. That's truly where a simple touch afterward makes a world difference because, quite frankly, most of the time you don't hear anything afterward. It can even be a systemized thing that someone in your office can do for you.

Rajiv: Absolutely. As I said before, people have forgotten the depth of service. Service is a big word. What you just talked about is putting the cherry on the service, the whipped cream. The whole idea is that extra step is where the experience gets cemented.

Nick: Very good. Well, cool man. I think that's a really great place for people to start. If people want to dig in a little deeper how can they find out more about you and the experiential branding?

Rajiv: They can go to Configurations.com or call me at 407-788-3070. Soon we will also be adding ExperientialBranding.com, where we will discuss more items on experiential branding.

Nick: Excellent. Thank you so much for sharing with us. I think that's awesome information that everyone will really benefit from. ★

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.



11 Social Media Marketing Myths

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

Social media has become an important part of many people's lives - both personally and in business. The downside of the rapid growth of sites like Twitter, Facebook, LinkedIn and YouTube is that along with all the good information being shared there are also many myths about social media that are commonly believed as fact. Here are 11 myths to be weary of.

- 1. It's a new concept.** Social media is definitely NOT a new concept; the tools used to "share" information have changed as technology has changed. But social media has been around as long as gossip.
- 2. It is totally free or extremely cheap.** Most of the tools and resources required to participate in social media are indeed free. However, don't discount your personal ROI. So, there is a balance to consider. What is your hourly rate vs. what is the rate of a specialist who understands how to make a social media campaign work effectively for your business? You MUST look at this and decide the best use of your time... Keep in mind that, as with many aspects of business, the old saying *you get what you pay for* is very true in social media.
- 3. It is very simple.** Using the basic tools and broadcasting information is not complicated. However, as the social-media sphere grows it becomes more complex. More tools and applications are available every day, and it requires time, knowledge and perception to decide which are effective business tools and which a waste of time.
- 4. It is a short-term fad that we needn't bother with.** The Internet is essentially a space for conversation and the free flow of information between individuals and companies. The tools used

and platform with the most impact may change over time, but I can assure you that customers have become used to the concept of conversational marketing and it is here to stay. Any business that believes interest in social media will simply run its course and fade is asking to be left out of one of the world's potentially most lucrative markets.

- 5. Only teens and young adults are interested in social media.** Yes, social media, or rather the big social media sites like Facebook, Twitter, LinkedIn and YouTube were initially adopted by students, other young adults and teenagers. However, they have now evolved to become a dominant business social media tool.

Don't believe me? Fun fact: It is estimated that almost half of Facebook profiles now belong to people aged 35 and up. And as you know, this age group is a HUGE target market due to their buying power coupled with greater awareness and familiarity with social media tools.

- 6. Marketing through social media is simply a matter of advertising on Facebook.** Strange as it sounds, the way to start marketing via social media is not to start marketing. The online community is often suspicious of profiles set up for the sole purpose of blatant advertising. Social media channels are fundamentally about communication. Listen first, contribute to conversations and start some conversations of your own. Once people trust you and value what you have to say, they will be more receptive to messages about your business. Even then, keep it subtle and low key.
- 7. Anyone can do it.** Too many companies delegate

the establishment and management of social media projects to a junior or inexperienced staffer. Mostly because they believe it to be very simple or because they don't see its importance as an element of the overall marketing mix. Not a wise move.

8. A successful social media campaign can be handled internally. This goes back to the previously mentioned personal ROI. Effectively using social media in a business context requires knowledge of the tools, target market and what works and what doesn't. It can also be very time consuming, especially for an inexperienced person. Generally companies that succeed in using their online presence to complement their offline marketing efforts do so because they make use of a specialist (or team of specialists in the case of larger businesses or projects) skilled in the use of social media. Specialist works closely with internal people to gain insight into the company's product or service offering, and then mix this with their knowledge of the online landscape to manage the image of the business effectively and gain maximum online exposure.

9. The results of engaging customers via social media can't be measured. Many aspects of social media engagement can indeed be measured. One of the keys is to have clearly defined goals. If there are no objectives, then measurement will be difficult. For example, increasing website traffic or getting people to sign up for a newsletter or other communication can be set and accurately measured.

Here are some ways you can track:

- Call tracking number - (check out Richard Seppala's website www.yourroiguy.com)
- Link tracking - see stats on the links you push out (check out <http://bit.ly>)
- Web form codes - use FBML on Facebook and make sure you have a CTA (call to action) to have people sign up. This CTA can be the same your website, BUT make sure the form code is different so you can track where it came from.

10. There are no rules. As social media platforms evolve and become more sophisticated, a distinct culture is growing around the technology. As in all cultures, a system of etiquette applies.

There are some basic rules, like not over-promoting yourself or your business and not attacking other people or groups that are common to most platforms. However, the diverse and constantly changing nature of social media means that the mostly unwritten rules are different from site to site and change with time and the technology. Generally, just keep in mind that it's called "social" media for a reason... people buy people ☺ Keep that in mind and you should be good to go!

11. The number of social media connections you have is an indication of success. Simply having thousands of social media connections is no guarantee of success. You need to connect with people to whom you can form a clear communication channel. They also need to be interested in your product and in a position to support your brand. Recruiting random strangers as followers, friends or connections on social media sites is unlikely to increase business. Remember, quality counts more than quantity in the interactions you establish. This is EVER more important as Google announced in December that the quality of followers and friends will impact on your rankings. So just because you have 4,205,937,423,497 (yes, that's a technical number ☺) followers doesn't mean anything if they are not quality followers. ★



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

Wow! It's going to be a busy year! We're thrilled to announce the all new Michael E. Gerber TV Show!. If you haven't been on NBC, CBS, ABC and FOX affiliates around the country, you can't afford to miss being interviewed by the guy Inc. Magazine calls "The World's #1 Small Business Guru!" We will be shooting March 28-30 in Orlando. If you want to learn more about being on this show and to get one of the few remaining spots, email Tina@CelebrityBrandingAgency.com now to set up a time to speak with Angie to see if you are a good fit for the show! **Go now, before we sell out again!**



Michael E. Gerber, Author of the E Myth, being interviewed on America's PremierExperts TV show. **Now YOU have the opportunity to be interviewed by Michael Gerber! See below for details.**

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! We hosted a very special teleseminar in December and revealed how you can get GUARANTEED Big Name media like USA Today, Forbes.com, CBSnews.com, Yahoo Finance, Morningstar, Marketwatch, and MANY, MANY more. If you missed it and would like to get in on our USA Today feature and more in the first part of 2011, email Angie@DicksNanton.com today!

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!

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

EVENT SCHEDULE

- JAN 15 -16** Marshall Sylver's Turning Point Seminar (Las Vegas) **(NICK)**
- JAN 18** Success Series Teleseminar with Ryan Lee **[Nick]**
- JAN 24-26** America's PremierExperts® TV Shoot (Orlando)
- JAN 24-26** The Ron LeGrand Show TV Shoot (Orlando)
- FEB 8** Success Series Teleseminar with Brian Tracy **[Nick]**
- FEB 11-13** D+N Elite Mastermind Meeting and GRAMMY Awards (Hollywood, CA) **(NICK, JACK, LINDSAY)**
- FEB 15** Success Series Teleseminar with Dr. Ivan Misner, Founder of BNI **[Nick]**
- FEB 23-24** D+N Celebrity Expert Mastermind Meeting (Orlando, FL) **(NICK, JACK, LINDSAY)**
- MAR 1-3** Dan Kennedy Private Event (Cleveland, OH) **(NICK & JACK)**
- MAR 21-24** InfusionCon (Phoenix, AZ) **(NICK)**
- MAR 28-30** The Michael E. Gerber TV Show Shoot (Orlando) **[Nick, Jack, Lindsay]**
- APR 8-10** Ben Glass Great Legal Marketing Super Conference (Washington D.C.) **(NICK)**
- APR 27-29** Glazer- Kennedy Super Conference (Chicago, IL) **(NICK, LINDSAY)**
- MAY 5-7** Elite Mastermind Meeting and Kentucky Derby (Louisville, KY) **(NICK, JACK, LINDSAY)**
- MAY 19-23** Fitness Entrepreneur Bootcamp (Birmingham, England) **(NICK)**
- JUN 3-5** Consumer's Advocate TV Show Shoot with Ben Glass (Washington, DC) **(NICK, JACK, LINDSAY)**
- SEP 21-23** National Academy of Best-Selling Authors Best-Sellers' Summit & Awards Gala (New York City) **(NICK, JACK, LINDSAY)**
- OCT 7-9** Internet Marketing Review Seminar (London, UK) **(NICK)**
- OCT 14-16** Arielle Ford & Mike Koenigs' 21st Century Book Marketing Conference **[Nick & Lindsay]**

New Marketing Strategies cont. from p1

persuade them to buy your product or service is at its highest point when they arrive. The result is that sales interaction at that point will get the highest return for the money you spend. Additionally, when the customer is ready to buy availability of the product, pricing, how it looks and affirmations from reviews and independent market data will aid in the sale of your product over another.

Looking at our Amazon example you can see how it takes advantage of this marketing shift with newer added elements to its product offering and enhancements of old ones. Amazon frequently offers the option of purchasing new or used products with prices competing against each other, including prices from other suppliers. Peer reviews are being enhanced and encouraged, and it won't be long before video will be added with everything from celebrity endorsements to infomercial-type sales presentations with product demonstrations at the point of purchase. This won't necessarily occur in the book section, although enhancements are taking place there as well, but you will certainly see it in higher-priced products and eventually in services sold as Amazon continues to expand beyond its original bookseller roots.

The second and maybe the most profound shift is how marketing dollars should be spent. The McKinsey & Company's study of dozens of large marketing budgets revealed that 70 to 90% of advertising expenditures are made to get people to consider their product to buy, yet consumers are proving to be more influenced at their evaluate and advocacy stage. According to the findings, "In many categories, the single most powerful impetus to buy is someone else's advocacy." This trend of relying on someone else's input to your purchase decisions will increase with social media by way of requests to your Facebook friends for suggestions on the best products for the type of purchase you are interested in making.

This new view on product/service purchase patterns points to an important need to blend lessons from the past forward to adapt in the future. Testimonials, long appreciated in a marketer's tool kit, have now be repositioned as reviews and advocacy statements. The difference may now be that

the statements are more open, less controlled and an understanding that some will not be as good as others. However, the more we can do to see that there are many factually good reviews for our products available for a consumer to see prior to purchase, the more our diligence will pay off with the end result being a purchase of your product.

The second profound finding in this report is the importance of what happens after the purchase. The new consumer often talks about their purchase in social networks and post reviews online creating more interaction. This was found to be particularly true when the consumer was encouraged to comment on their purchase by the retailer (or professional in service-related businesses) through post-purchase emails. This post-purchase connection increases with online community initiatives, contests and promotions though targeted email campaigns. By building a relationship with the new purchaser, the company keeps them loyal to its products and services and, at the same time, uses the consumer as a creditable unpaid sales force that accentuates the new buying patterns of consumers.

This final connection to the consumer has led marketers to increase the amount of content that both the existing customer and new buyers can rely on to reinforce purchases and help new consumers join the fan base. By creating more product-oriented content, the marketer arms the consumer with a clearer understanding of the brand they have chosen and helps them articulate the attributes of specific products/services to others as an advocate.

The new trend is the proactive development of post-purchase customer relationship and stronger connections with a customer fan base from even large marketers such as McDonalds, Apple, Zappos and Nike. These relationships are nurtured through the use of "mobile alerts" offering coupons, contests, special event invitations and other brand-specific content. These companies and our own efforts have a ways to go, but the trend is now clear for us to follow. The shift of touch points with our customers and clients has happened, and the targeting of our marketing dollar needs to shift as well. ★



Write a Book continued from p8

Other businesses, such as medical, may have a combination of non-information products and services. For example, doctors who offer office visits may also have vitamins and health summplements that people can buy. This type of product allows the doctor to leverage his time since he makes money on those sales without having to be physically present. This is an ideal blend if you can work it into your business, especially when it also provides ongoing monthly payments or continuity income streams.

If you don't know what products to sell, research your competition. Google the key words that are important to your business and see what you competition offers. Absolutely study the first page, but also go deeper into your research of related websites and see what companies like yours have to offer that may not be up high in the search results. Having a good product and knowing how to get ranked high on search engines are two different disciplines.

Once you find products that you think your customers will like, order some. See the sales process your competitor uses to bring you into their fold, it

may be good and you can use the process yourself. Whether the process you see is good or bad, the lesson you learn about what others are doing and how, teaches you more about your industry and what offers you can make that haven't been maximized yet. If you find goods products being offered, see how you can offer those through the original manufacture or plan to design your own similar offering. This will be a process of continually looking at your competition and adopting products and services that others have for your own use until you can start creating your own. Right now, you want the fastest solution to building your business and deliver good products before someone else does. Your goal is to build a base of strong loyal customers who will continue to support you by buying your products, but you have to have stuff to sell them, so make that a top priority.

Note: This is the first part of our presentation on the topic of *Write a Book...Build Your Business Empire*. If you would like us to include more articles on this topic email me at jwdicks@celebritybrandingagency.com and tell us. Thanks. ★

Write A Book...Build Your Business Empire!

By JW Dicks



One of the most common goals people have in their life is the desire to write a book. Few people, however, understand that writing a book can be the keystone to other things they want in life as well, be it fame, fortune or just a great business. A book opens up those doors as realistic possibilities because a book should be the focal point for a business.

Over my career, I have written books as launch vehicles for my law practice, *Small Business Legal Kit*, *How to Start a Business in any State*, 50 volume set *How to Incorporate in any State*; Financial and Investment Advisory firm, *The Mutual Fund Investment Strategies*, *Financial Freedom*, *The 100 Best Investments for Retirement*, *The Florida Investor*; *Moonlight Investing*; Real Estate Sales and Development firm, *How To Buy and Sell Real Estate for Financial Freedom*; and our Branding and Marketing Agency, *Celebrity Branding You*. Some of these books have become bestsellers, some not. What they all did was help me position myself as the expert in that field, and they all served as a platform to build a seven figure business on. This is what you should be doing.

The sale of books themselves can make you money, but the vast number of authors, including myself, have not found that to be the case (even though three of my books were published by McGraw Hill and Simon and Schuster, two of the most successful publishers in the business). Truly, it isn't the publisher or the content that makes a book become viral and sell millions of copies. It is the combination of timing and message or as Dan Kennedy would say, "Message to market match...at the exact right time." No better example need to be mentioned than the *The 4-Hour Work Week*.

My message to you is to write the book your heart compels you to, but concentrate on building a business behind the book, which will, in almost all cases, make more than even a blockbuster business book and create lasting value for you as the author/business person -- the expert in your field.

So how do you build a business on the back of a book?

Your book should be structured so that you answer questions that people in your market want to know. You are establishing yourself as the authority, so give them the good stuff. Your book is your credibility piece as well as your marketing piece. If you don't give real value in the book, the prospect will conclude that you either don't have value to give or you are greedy and don't want to share your good stuff. In either case, this is not the way to build a relationship with your reader and future prospects.

Don't try and sell anything in the book other than who you are and how you can help. You will certainly want to offer information and you want people to come to you for it, but charging at this point does not make the kind of connection you want. Your reader already bought your book, so over deliver and build the relationship. Tell them where you have free resources available or how they can sign up for your free ezine. What you are trying to do is make the connection. Ultimately, you want to have the reader give you their name and contact information so you have an opportunity to continue to work with them. As many people don't read entire books cover to cover, you want to have these reference points and your contact information in multiple places throughout the book. You will also want to make different offers throughout the book because they will appeal to different people.

Next, you will want to build a website around you and the book. This is where you will send your reader for more information. We call these websites Online Multi-Media Channels because they are built to project you through multi media and multiple contacts with your prospects just as you would if you had an open connection with them. Naturally, it is best if you use video because

this is the most powerful medium for making a personal connection other than actually being able to be with the person live. If you want to see examples of the types of websites we are talking about go to CelebritySites.com and look at our clients' examples to see how their online multi-media channels are laid out.

The number one objective of the online multi-media channel is to get your book reader's email address. If you don't do that, no matter how wonderful your online multi-media channel is, you can't contact the prospect, and they will be lost forever and on to the next author or hot idea. To capture the prospect's email you need a compelling offer that is free for your reader in exchange for their information. The more compelling the offer, the more names you get, and the more names you get, the faster you build your business.

Your entire business will be built on your list or what we refer to as a fan base. This is very important. There are two parts to this, and some people get part of it but not the second half so they miss out. Building your list means **both** building the number of people on your list AND making a powerful, personal connection with those people. This is where most people fail. If you don't build a connection with your prospect, then you can't build a business any more than the entrepreneur who opens a brick-and-mortar store and doesn't build a connection with his customers. Sooner or later, the lack of connection causes the prospect to wander to the next shiny object and you lose a customer.

In many ways, this new business model is like the old model of the '50s when you went to a store where you knew the people who owned it and their children and they knew yours. When you went to the store you spoke and remade connections. Now's this true again except through different mediums such as email, ezines and newsletters like this one. Keeping a strong connection is harder to do with huge companies, but the most successful are doing it, putting a face to their business (think Starbucks, Apple and Zappos) and communicating and connecting as much as possible. In your business, by using your online multi-media channel, that connection will be made strongest with online videos, email, ezines, blogs, special reports, articles, off-line newsletters, teleseminars and more.

After you capture your reader's information, they become your business prospect, and the process of prospect/customer relationship is a continuous, constant flow of communication and wanted information mixed with opportunities for purchasing products that you have to offer.

It is amazing how many people forget that a successful business requires product. If you don't have anything to sell, you are not in business.

What do you sell?

You sell what your prospects want. Remember, you wrote a book and you got into this business because you had something to say. Whatever it was, there is a product you need to offer for sale to your prospects that will make them better, more successful, happier or whatever your unique selling proposition is that the product delivers in the form of benefits to them. Obviously, the better the product, the more it relates to the book concepts you conveyed, the more it solves a problem or fulfills a need, there more sales you will have and the faster your business will grow.

Sometimes the product will be information, and in this case you will build a business with various opportunities to gain more information about being better or doing better. Usually this type of business ultimately offers coaching to help the prospect achieve their intended goal, and that can be done either through an information-based product group or personal coaching.

Continued at bottom of p7