

CelebrityExpert™

I N S I D E R

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INSIDE THIS ISSUE:

p1... 20/20 Vision Again... How's Yours Doing?

p2...One on One with Nick Nanton, Esq.
featuring Chester Elton and
Adrian Gostick

p4...Tweeting for Small Businesses

p6...Inside the Agency

p8...Beware of Falling Bricks and Mortar...
Are You and Your Business in Danger?



Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.
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20/20 Vision Again... How's Yours Doing?

By JW Dicks

It was finally time. My arms couldn't grow any longer to help me see what I was reading, and even when I used the computer everything had to be larger than 100% or my eyes would blur. Finally, I admitted to myself that I needed an eye exam.

The doctor told me my eyes needed a boost, and then when she realized that I had memorized the lines on the eye test rather than actually reading them she broke the news to me that it might indeed be a little more than a "boost." Hope you like my new glasses because with them I can see 20/20 again.

And so with new glasses and new sight I guess it was

predictable that when I visited my favorite magazine stand the headline title on the *Harvard Business Review* caught my eye, "Turn Your Vision Into Reality."

Harvard Business Review is one of my monthly reads, and you will see some of its articles ripped out and underlined regularly in my Business Briefings. But in this case the title was too coincidental for my current state of association with vision for me to ignore, so putting my new glasses to use had new meaning.

While I'll refer you to the entire winter 2010 edition for numerous articles on visionary leadership one article, by Roberto Verganti, Professor of Innovation Management at the Polytechnic University in Milan, really caught my eye (sorry). Professor Verganti, observed that in our world, ideas are not in short supply. Nothing earth shattering here. We know ideas are, in

cont. on p7 ►

ONE-ON-ONE

WITH NICK NANTON

featuring

Chester Elton and Adrian Gostick



Chester Elton has been called the “apostle of appreciation” by the Globe and Mail, Canada’s largest newspaper, and “creative and refreshing” by The New York Times. He is also the co-author of several successful leadership books and is an in-demand speaker the world over.

Adrian Gostick is a global thought leader on work place strategy and the author of several successful books including Engagement. The Carrot Principle has been a regular New York Times bestseller and 24 Carrot Manager has been called a “Must read” for modern-day managers by Larry King of CNN. His latest book The Orange Revolution was number one on Wall Street Journal’s bestseller’s list and there’s much more to read on him.

Nick: Hey everybody, Nick Nanton here, and I am going to introduce you to Chester Elton and Adrian Gostick, the authors of *The Carrot Principle* and *The Orange Revolution*. These guys are the real deal, and they do some really cool stuff relating to how to motivate those around you. Welcome Chester and Adrian.

Chester: Thanks for having us. Adrian and I talk all the time about figuring out, “What’s your noble cause?” What is it that will get people excited to come to work and give you their best every day? How do you get people heart’s involved?

Adrian: When you think about great managers, chances are they gave you a vision of something better than where you were, whether it was with your own career or whether it was what you could accomplish together. In the *Orange Revolution* one of the examples we use is George Washington standing on the banks of the Delaware. His army was about to go home. Then he gave them the glorious cause and the speech on that bank and every man relisted to fight off the British. That’s what great leaders do; they

emerge during the most difficult times.

Nick: I absolutely agree. It is ultimately when we feel like we’re working toward a greater cause that we actually get long-term motivation.

Chester: One of the great managers we studied is Scott O’Neal, who runs Madison Square Garden Sports. One thing he does with all new employees is to sit down with them and ask, “Where do you want to be in five years? Where do you want to be in 10 years? Tell me your dreams.” So someone might say, “I want to run an NBA franchise.” Then he might say, “Great, I know all the guys at the NBA. I know how to get you there. These are the skills you need to develop. You know where it starts? It starts by giving me your very best today.”

And that’s a great way to keep that going and keep people coming in the door every day, not just for the paycheck but for the bigger version.

Adrian: One of the other things we found in our research is that the great managers set very clear goals for their people. So at some point whether it’s monthly or weekly you bring them and say,

“Okay this is what we wanted to accomplish. How are we doing?” Those are very simple ideas, but that’s how great leaders lead.

Nick: Let’s talk for a moment about types of recognition because, obviously, if my employee hits their goal every week, motivation like taking them to lunch once a week probably becomes stale. So, how do I keep it fresh?

Chester: That’s a great question. We ask managers, “How do you know what’s important to your employees?” And the simple answer is -- ask them. We make a mistake all the time as managers; we assume that they’d like to go to lunch; everybody likes to go to lunch. So literally just sitting down or having those simple conversations... “Look we’re committed to be world class here, and when you deliver those world-class results we want to celebrate. What celebration would be meaningful?”

Because if you get it wrong, all the good intentions in the world go right out the window. It’s like sending a fifth of whiskey to a devout Baptist family, it just doesn’t work. Neither does a honey-baked ham to a conservative Jewish family.

Adrian: The other thing a lot of managers will say, “Okay look, if I recognize for this behavior they’re going to expect me to recognize the same behavior next week.” And that’s not accurate. Recognition is like taking the stairs. Yes, you recognized hitting 50 widgets one week. That’s great because the next week you say, “Hey, the goal is 52.” And you can move and progress.

Nick: Okay, got it. You went through a 10-year study just to write *The Carrot Principle*. Can you give us some cliff notes of what you learned? Obviously, everybody needs to go out and buy the book. But can you give maybe some of the most interesting things or the most unexpected things you’ve found out of really digging into that study?

Chester: One is that we found a general praise of people had no impact. Sometimes we think we’re being the big motivator by saying, “Great job, great job, great job, you rock, your rock.” In reality, after a while it becomes almost annoying. Specificity is really important.

Adrian: Another thing we found is that the surprising link between organizations that recognize excellence -- there really is a financial benefit. In fact organizations that were effective were three times more profitable than those that don’t get this. So the bottom line for us as managers is that all employees are looking to feel

appreciated. It’s common sense that we will work harder for somebody who appreciates our work. And yet very few managers get this.

Nick: Awesome. The other thing I want to ask you guys about is the awesome job branding you’ve done for yourselves. When you guys speak you also hand out those little stuffed carrots, the first thing I thought was, “I better get two of these because I have two children at home.” Now there are meltdowns if we forget Garret the Carrot when we go somewhere. It’s just brilliant that it is way deeper emotionally for me than it ever would’ve been on a business level.

Chester: Right. Here’s the thing, and what we do is we talk to people about the power of recognition. We prove it out. I’m always amazed when we have the CEO of the company coming unglued from his seat to answer the true or false question so that he can get this little \$0.50 carrot. It works.

But the point you’re making is one that Adrian and I always like to finish with and it’s the fact that this is a principle that works in the work place, and we’ve got all the data and the research to prove it. But boy, don’t forget to use it at home. Don’t forget to be appreciative of your spouse and your kids and your teachers and coaches. As Mary Kay used to say, everybody’s got a big sign on their forehead that says, “Recognize me. Appreciate me. Value me.” And when you do that all those good things happen.

Nick: Awesome. Let’s close here. I really appreciate you guys talking to me. I’m sure there are people who want to learn more. Tell us the best place to go learn more.

Chester: Go to our websites at AdrianGostick.com or ChesterElton.com. The books are *The Carrot Principle* or *The Orange Revolution*. But what we’d love you to do today is just go try this. Do a couple of things. Write some handwritten thank you notes to somebody who’s really done something important for you. Say thank you in a public setting in a specific way to one of your employees or somebody who means a lot to you. Just give this a try.

Nick: That’s great advice. I can’t wait to see you guys again. Thanks so much for sharing all this great stuff. Take care. ★

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.



Tweeting for Small Businesses

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

This article is a little different than the typical article that I write. If you like, you can skip down to the part where I actually get into “Tweeting for Small Businesses;” however, there is a reason that I’m starting this article the way that I am.

When I was little, my father taught me about the cycles of life, the never-ending ebbs and flows. Like the ocean tide, it goes out, but it will always come back in. A little too philosophical for a 5-year-old who was more concerned with the “fishies” in the ocean verses the symbolism it had. But I have grown to understand and appreciate the comforting feeling that although the tide **will** for sure go out, it will always come back in.

Knowing that, the challenge is to prepare for the changes in the tide... On both ends; being prepared for it to go out; making sure there are continuity and backups in place to carry you through, and then being prepared for the flood to come back in and making sure those systems can handle the influx.

While some may say that I am young, and I am, I have experienced the ebbs and flows of life both in business and personally. Losing all the money I had, short sales, divorce and many other things along the way... the tide was undoubtedly “going out.”

So I bring all that up for one reason... social media is no different. The phenomenal rise of social media coincides with one of the worst economic decades this country has ever seen; consumers want more from small businesses, whether it’s discounts, diversified information, tips, or resources.

Consumers find comfort in social media because they aren’t alone in their situation. At any given time you can go online to various forums, communities and so-

cial networks and find someone “like you.” You can find an answer to a question, solve a problem or even become “friends.”

Social Media is undoubtedly the “flow” of business right now.

I have said this before; social media is not a new concept. It’s human interaction, and that is what we are all after... human touches.... *people buy people.*

So why did “social media” take off the way that it did? In an economic time like we’ve been in, people looked more to their “friends” for bargains and general advice.

Consumers have become skeptical of traditional advertising and more dependent on the referral of others. Isn’t that what we do as a society when we get scared? Ask for advice? As scary as it may be, social media is that advice people seek.

When used right, the social network “mini-blogger” has the capability to hook a new customer and convert them from follower to loyal customer. There are a myriad of articles flooding the Internet about how to use social media for your small business, but for the most part these guidelines and blog posts are missing actual examples small business owners can use... and the one that people are still questioning is Twitter.

How can it *actually* generate business (and profits)?

Here’s a list of the most common types of small businesses and examples of effective ways Twitter can be used to distribute their messages.

Real Estate Agents – Real estate agents provide a service in exchange for a fee, so there’s no

real product to Tweet about. However, agents can find success in growing their follower counts by becoming the “go-to” expert in their neighborhood area, Tweeting about news and local happenings, new-home listings or information for first-time homebuyers (or luxury-home buyers or any of the other niche industries within real estate). They can also build a following of other agents and starting a referral community all based on Twitter.

Other service industry Tweets: Create a discount or loyalty system for your clients, and then Tweet about it. Maybe you offer 10% off for new customers or a discount if a customer uses your service on the weekend... Or mentions that they saw your ad on Twitter.

Restaurateur - Restaurants of all types and varieties are seeing an uptick in sales this year over last thanks to heavy discounting and mass coupon websites like Restaurant.com. You’ll find that Tweeting about those coupons, directing your customers to specials, happy-hour deals and more will not just grow your restaurant’s social following, but bring new faces to your tables too.

Other food industry Tweets: Tweet locations of moving vehicle vendors, invite customers to rate your food and interact with other customers on your Twitter feed, or hold a creative contest that allows followers to win gift cards in exchange for interaction with your Tweets.

Retail – If your small business retails sports equipment, for example, Tweet about the products that are selling the best and use brand names. Describe the strengths of that brand and what makes your product or shopping experience unique. Tweeting about your opinions on sports teams and pop culture can be appropriate too, but don’t bad mouth other teams. If you sponsor a little league team, Tweet about it.

Other retail industry Tweets: Where suitable, Tweet about price advantages you have over your competitors. You can also Tweet links to pages and products on your e-commerce website.

For some professionals, finding relevant and interesting things to Tweet about can be more challenging. Here’s some ideas to get you going if you find yourself itching to get social, but just don’t know where to start.

Lawyers – Lawyers do not typically have discounts or products they can Tweet about; however, their firms do have a brand and a reputation. Lawyers can tweet about their accomplishments and their personal approach to popular legislative initiatives. Becoming a specialized expert voice and personality in a particu-

larly narrow niche, can help lawyers attract and retain Twitter followers.

Insurance Agents – Ironically, while insurance is a necessity for every adult in America, most of us disdain obtaining or maintaining the various policies we own. Find a unique way to make insurance-related news and information engaging. One way to keep your followers interested is to Tweet about local neighborhood resources and ways to save on insurance.

For example: Use dollar amounts and real testimonials. “John Doe saved \$364 by switching to us from Generic Insurance Company” is much more attractive and effective than “Save money with us.”

Accountants – With every passing year, the U.S. tax law changes, creating a vortex of confusing code, rules and exemptions that most of us need a proverbial machete and weeks of frustration to hack through it all by April 14. As an accountant, Tweet tips and insights that make these changes simple and understandable for the average client.

Tweeting effectively for small business doesn’t have to be complicated, a little imagination and out-of-the-box thinking can go a long way. Don’t feel discouraged if you’re in an industry or profession that you don’t feel is interesting or suitable for Twitter. As long as your service, product or offerings bring value to customers, then so too will your words and Tweets. ★



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

6 spots left!

It's time to reserve your spot on the 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 Tina 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 **while traveling to The Kentucky Derby, Hollywood, and Bermuda**. If you are interested, please email Nick@CelebrityBrandingAgency.com for a Mastermind Application.

Interested in Becoming a Best-Selling Author?

We've got a new book **with the legendary Brian Tracy as well as one with Dr. Ivan Misner, founder of BNI International**, and both are almost sold out. If you'd like to be one of our next best-selling authors in either of these books, contact angie@dicksnanton.com to get details and deadlines!

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

EVENT SCHEDULE

- 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 22** Success Series Teleseminar with Michael E. Gerber, Author of the E-myth **(NICK)**
 - MAR 1-3** Dan Kennedy Private Event (Cleveland, OH) **(NICK & JACK)**
 - MAR 21-24** InfusionCon (Phoenix, AZ) **(NICK & TINA)**
 - MAR 28-30** The Michael E. Gerber TV Show Shoot (Orlando) **[Nick, Jack, Lindsay]**
 - APR 1-2** Ken Hardison's PILMMA Legal Marketing Conference (Atlanta, GA) **(NICK)**
 - APR 8-10** Bootcamp Bootcamp with Pat Rigsby and Nick Berry (Louisville, KY) **(NICK)**
 - APR 14-15** D+N Celebrity Expert Mastermind Meeting (Orlando, FL) **(NICK, JACK, LINDSAY)**
 - 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)**
 - Oct 5-7** National Academy of Best-Selling Authors Best-Sellers' Summit & Awards Gala (Hollywood, CA) **(NICK, JACK, LINDSAY)**
 - OCT 14-16** Arielle Ford & Mike Koenigs' 21st Century Book Marketing Conference **[Nick & Lindsay]**
 - NOV 3-5** Glazer-Kennedy InfoSummit **[Nick & Lindsay]**
- 2012**
- MAR 14-16** Elite Mastermind Meeting at Elbow Bay (Bermuda) **(NICK, JACK, LINDSAY)**
 - MAR 28-30** D+N Celebrity Expert Mastermind Meeting (Las Vegas, NV) **(NICK, JACK, LINDSAY)**

fact, everywhere. In our own MasterMind meetings we collectively generate more useful business ideas as a group than the illustrator writing them all down on the white board can record.

“What is in short supply,” the professor continued, “are visionaries who will build the arenas to unleash the power of the ideas and turn them into actions.” And there, of course, lies the nugget. An idea is nothing if it is not turned into action. And the most powerful form of action is when you release the vision and bring in others to act on it with you.

This is the part of *Think and Grow Rich* that many people miss. You can think all you want, but it is action on what you think that will make your idea a reality and get you closer to your goals. It was a nice title for a book, and it sort of reminds me of the thrill people got when they read *The 4-Hour Work Week* book cover. Naturally, there was less thrill when they learned that the author spent more than four hours a day just doing interviews on the book, so clearly things were not what they seemed. The bottom line is that ideas require action in order to realize the benefit of the idea.

So despite the titles of two very good books, ideas and vision require work, and the best way to find the greatest success in implementation is to release ideas and share them with others. This is often why joint ventures and short- and long-term partnerships can lead to faster growth, and it's why we encourage their use in your business despite the potential for problems that can occur. If you aren't attending successful events where other like-minded people are going to see how what you are doing can mix and jell with what others are doing, then you are missing out on a big pile of money that is patiently waiting for you. Now is precisely the right time to look up from your own business and see the possibilities that are waiting for you in your neighbor's business. See what hidden opportunities he has in his business that you can put to use, and let him stir through yours. Fresh eyes have a way of seeing things missed in our own business, which is why “too close to the forest to see the trees” is an old saying everyone understands.

What ideas do you have? How can we help you help others in their business? Take a moment and email your ideas or suggestions and let's get them out there for our community to work on. Email me at JWDicks@CelebrityBrandingAgency.com

Speaking Of Ideas... checkout HouseParty.com a marketing firm that has brought back the tried-and-true marketing strategy made famous by Mary Kay, Tupperware and others. House Party has a data base of 900,000 potential hosts, and it helps to throw “product parties” for corporate sponsors. Uniquely, the hosts are not compensated other than the corporate gifts they receive to try out with their friends at the parties, but the parties must be fun because House Party can organize as many as 2,000 parties for a sponsor at one time. And since specific demographics are supplied by potential hosts, marketers can reach targeted groups. The company has attracted some big sponsor participants including Anheuser-Busch, McDonalds, Hasbro, Ford, Mattel and Sony, to name a few. If you have a product that you wanted tested and put in the hands of a targeted audience this is worth looking at. (By the way, my daughter, Jennifer, has actually hosted several House Parties herself receiving free food, photo gifts and more to share with her friends. She finds it to be a fun way to get supplies for parties she already loves to host while checking out something new with her friends.)

Check out the article on Under Armour in our Business Briefings compilation of articles. After 15 years of bashing cotton as the enemy to its synthetic blend, it is now adding an entire cotton vertical to its mix. Why? Because Under Armour found that it was missing out on untapped sales. Interestingly, Under Armour created its “own category” of cotton called “Changed Cotton,” which offers wicking power the company is so known for.

Keep Focused,



Jack

Beware of Falling Bricks and Mortar... Are You and Your Business in Danger?

By JW Dicks



Last week I went to Barnes and Noble to look at all of the new magazines I was going to review and to see if there were new books I wanted to read. I found four books I wanted, and I was proceeding to the checkout line when I wondered what the books would cost on Amazon. So I pulled out my Droid, did a search and found out I could save a little under \$20 -- even if I used my discount card at the store. Ordered online, the books would arrive in two days with no shipping charges, no hassle and no lugging books around. I could have them even faster, overnight at my front doorstep for \$3.99. The savings would buy me a nice lunch.

DOES ANYONE SEE A PROBLEM HERE?

Something tells me that my shopping habits are not alone. Something tells me that my wife and daughters are probably trying on some cute shoes that caught their eye window shopping only to order them moments later on Zappos and have them delivered in multiple sizes and colors, with no delivery charge and no return delivery charge when they send back all of the ones that don't fit.

DOES SOMEONE SEE A PROBLEM HERE?

What do you think is going to happen when I want a new TV or set of stereo speakers? Am I going to look at them or listen to them online? Of course not. I can't get a great TV demo online (yet) and the sound is hard to check online (for now). So what am I going to do? Well, probably because I hate shopping, I'll ask my son-in-law, Bobby, what I should buy. However, absent someone I trust as the expert, I'd probably go to Best Buy, check out everything they have, note its prices and then Google and/or check Amazon to compare price options.

TRUST ME... THIS IS A PROBLEM.

If you haven't shopped this way, you will. And just like the closings of Blockbuster stores, Virgin Records stores and others who have faced new technology competition, the store-closing movement is about to spread to any type of store who's product can be sold online. The better the sales process gets online, with 3D and other viewing presentations, the sooner the brick and mortar stores are going to shrink. The customer service of many online stores is already far superior to that of the traditional stores because they understand technology and use it to reach you at no delivery cost, or at least not much. And since the process of emails and e-magazines is automated there is less human error, no payroll, and no health care package to support, so you can charge less or your margins are greater than the offline store.

SO WHAT DOES THIS MEAN TO YOU AND YOUR BUSINESS?

Clearly, one answer is that you must go online with your business. If you are not online, you better be in a business where people actually need to see you to get your service, and that is a shrinking number of businesses and professions. Attorneys aren't safe; you can get all of the forms you want from LegalZoom.com, and USLegal.com, and the sites are a whole lot less than what I charge. If it is a complicated transaction, people don't yet have the comfort of using online resources like this. But what if my law firm had the same form order service available, but if you needed to, you could also talk to my trained paralegal, and if you needed more advice, you could get me in 3D and surround sound? (I'd skip the 3D in my case, but you get the idea.) Even now more of my conferences are on Skype, and when I am at my beach house clients see a picture image instead of the real me (fortunately for you), but the point is, even the practice of law has already changed and will continue to do so.

Another alternative to fight this trend is what Rajiv Kapur's company (Nick's One-On-One Guest last month) Experiential Branding teaches business to do. Brick and mortar businesses have to create more than just a store, they have to create an experience for their customer. When you go to the store or office, the customer must feel an emotional connection and a desire to do business with you. This can be done from reaching them through various visuals, sounds and smells or from connection points through membership discounts and reward cards and offers.

Another way to differentiate your business is through niching. Look at the article in this month's Business Briefings that talks about "Concept Stores" found in Russia where you have very high-end, high-touch boutiques. This is an idea that will soon be imported in the U.S., and it also offers an alternative to the price commoditization issue discussed here.

I encourage you to take a hard look at your business to see how you can change your offer to eliminate your competition online and off. Consider other coming trends that might change your income in a bad way if it happens... assume it is going to happen... and either adjust within your business or professional practice to make the adaptation first or consider creating another revenue stream with a business that is more adaptive to the changes coming about. To do nothing is to sit and watch the foreclosures in your business like the housing industry is still experiencing.

PS: Changes always offers destruction and opportunity. I want you to see it coming now so you can pick the right side. ★