

# CelebrityExpert

I N S I D E R

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

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Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.

### Dear Client,

We wanted this new issue of our newsletter to be positive. At least that was the plan. After all, this is our return to a formal client newsletter after more than 12 months absence, and it always seems like a good idea to start back on a happy note.

Yet the world is not all that positive as I write this new beginning. And since transparency is the essence of what we will convey in this newsletter, there is no sense in messing up the new start with anything but telling the truth about what lies ahead and what direction you should take.

There is a cold wind blowing through our economy, and I see it in people's eyes. Unemployment is up, the stock market is down and people are nervous because their savings are running dry. Any cash people have is "under the mattress," metaphorically -- if not for real. The big guys, the little guys and everyone in between are all waiting,

watching and not committing to anything that they are unsure of. It is an eerie feeling for sure.

The economic word in which we live and work in is fundamentally changing. Business will not be the same when we come out on the other side of the economic tornado we have been in. My "boomer" generation has had its core economic values shaken, and their mindset on the future changed. The next generation has already begun to solidify their beliefs of "what's important" in life. While they have been influenced by their parents' generation, they have already put their own spin on their parents' view of work, homeownership, savings and retirement. For this new generation, there is also a different way of doing business. Due primarily to the Internet, this view is radically altered from what previous generations thought, and they are taking action at a mind-numbing pace. If you do not understand the new technology and way of doing business on the Internet, you have a short window to embrace it. And if you cannot do it yourself, hire someone who can. The life of the dino-

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*In this edition of one-on-one with Nick Nanton, you'll meet Michael Cage, an entrepreneur who has spent the better part of a decade mastering what it takes to produce real business growth through results-driven marketing. For Michael, it's all about "business as art, entrepreneurs as artists, and work that makes a difference." Today, he is known as the expert on "presentations that sell" – using teleseminar and webinar marketing, and this is what is going to share with us.*

**Nick:** Michael, I'm excited to pick your brain here. My agenda today is to help people learn. We help a lot of people build their personality-driven brands, but what I want to do now is help people understand how to monetize this. Before we start, can you share with us little bit about who you are and where you came from?

**Michael:** Sure. What really brings me here to this point goes back to when I was getting ready to launch a new business selling information. I asked my mentor, Dan Kennedy, "What's the quickest way to grow this business up to the million-dollar level?" And he told me, "The quickest way is to go on the road and speak." So, I did the first one, and within about 48 hours and making many, many mistakes I put a little more than \$27,000 in my bank account.

**Nick:** It all comes down to having your stars aligned correctly, but the bottom line is that you can sell anything by a webinar and teleseminar. The reasons to do webinars and teleseminars are the same reasons you want to do any sort of group selling, it allows you to save time, talk to more people at one

time and leverages your time. You can create an energy and a scarcity like that of traditional group selling much more than anything else.

**Michael:** Right. There are two other big advantages that I want to talk about. I have found that most experts have great bedside manner when face-to-face with clients. In other words, if you get people into the office, you can answer their questions and you can make them feel like they've made the right choice.

The problem is that too many professionals wait until you're in the office to demonstrate that asset. Think about it, if you're considering buying, especially higher-end services, a huge part of it is, "Do I trust this person?" If you look most websites it's, "Here's what I do. Here's where we are. Why don't you come in and see us?" This is a huge opportunity to grab people at the point where they're looking for a solution to reach out and say, "Hey, are you're looking for this? Why don't you hop over here on this webinar? We'll walk you through what you need to know, what the options are and then if you're ready to take the next step we'll set that up

for you too.” (By the way, this is part of the reason why I love the web work you do Nick, because your work does, and I love the way you do it.)

**Nick:** Thanks. It’s important to note that it’s so much less intimidating because, let’s be honest, the average prospect is a little nervous to call you. They’re not sure what they’re going to get or they’re unsure of themselves. So the webinar and teleseminar format is an amazing way to make people feel like they still can guard their senses while allowing you to warm them up without them having to make any moves.

**Michael:** Absolutely. That’s a great point, and it leads into what I would say is the second big thing -- people are silently begging to be led. We live in a world where there used to be four TV channels and now there are thousands. We can’t possibly become an expert in everything, so we go for the shortcut, and the shortcut is, “Who is the expert out there that I trust to have my best interest at heart?” That’s what teleseminars and webinars excel at, getting that across.

**Nick:** It’s the SEE formula. You have to let them to SEE the sincerity, expertise and excitement. Make them SEE it.

I am sure there are people thinking, “Man, this all sounds really exciting, but I have no clue where to start.” Let’s assume people know what they are going to sell, what’s the next step?

**Michael:** There are four basic things you have to get right to do a successful teleseminar or webinar. First, you have to get someone interested and engaged in what you have to say. Then you have to get them to actually raise their hand to register to attend so you can track who’s there and do follow-ups. Next we have the event itself. Finally, there’s a follow-up process.

One of the easiest ways to get people interested is to say, “Have you been wondering about... Well, there’s a brand new breakthrough procedure that we’re beginning to use. If you want to find out about it, we’re doing a free webinar.” It’s easy to get attention and people will engage in that way.

Then we take it to the second part of getting people to actually raise their hand and register for something. Basically we’re looking to be able to identify who says, “Yeah I’m really interested.” This way you have the ability to follow-up even if they never actually make it to the event.

Then we go to the third stage, which is actually delivering the thing itself. The big trick with the delivery piece is to amplify your positioning to really communicate that you’re a person who is worthy of trust, worthy of paying attention to and that you have some expertise that your prospects want.

When you deliver the teleseminar/webinar, you want to keep it simple to give everyone something they could take some notes on, take away and start sketching something out. The first part is the introduction. You also want to give them a reason to stay until the end because you will commonly save the sale until the end. Part of this is teasing them about the great content you’re going to reveal, but other times we’ll give away notes or a transcript. It sounds silly, but it incentivizes and gets people to stay and hear you out, and that’s valuable.

Then we get into the body of the teleseminar or webinar. I’ll give you an example that just about everyone can use -- talk about what not to do. Regardless of the industry, there are accepted industry norms. More often than not those norms are really foolish. So you can pretty easily spend 10 minutes talking about the myths and misconceptions about your topic. Now your prospects are sitting there and they’re checking off the list, “Oh man, what a stupid decision we made. We got to fix that.”

They’re enjoying the information while you’re furthering your case because obviously you’re going to be presenting the correct solution to it all. Then you quickly transition out of content into the close, which, depending your business, might just be asking them to place a phone call to make an appointment or you might ask them to put up a credit card for a couple hundred or a couple thousand bucks.

**Nick:** That is excellent advice. You’ve done spectacularly well at laying out a way people can start tomorrow to implement the steps to do this because it’s not complex. It can be daunting if you’ve never done it before, but it’s doable. The coolest part is once you do it you have the blueprint to do it again. ●●●

*For more information about Michael Cage visit his personal blog at [www.entrepreneurslife.com](http://www.entrepreneurslife.com).*

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



# SEO Basics: 20 Tips for Building a Natural-Looking External Link Profile

By Lindsay Dicks  
a.k.a. Chic Geek

**O**K, so, we all know that external link building is essential for improving search engine rank. But, the bigger question is HOW do you legitimately get these external links? The external linking building process is muddled with scams by “SEO companies” that manipulate the process making it appear unnatural to the search engines and, quite frankly, can result in a red-flag by the Almighty Google. So if you’re looking to take FULL advantage of an external linking campaign, here are a few guidelines.

20 tips for ANY website looking to build a credible external link profile.

1. Never buy links. Google has stated many times that it will penalize a site that is buying or selling links. The links that are sold are nearly always low-quality, non-relevant and likely to damage a website’s quality score. *Note: there are some highly-quality links out there, but these can be VERY expensive and their use is quite secretive. The links I am referring to here are from “link farms.”*
2. Build a specific page for external links. Never name this page “Links” like many people do, as doing so informs search engines that your website is trying to obtain links in order to manipulate its search engine position. Search engines want websites that have something useful to offer. Name the page “Resources” or “Useful Websites” thus suggesting to search engines that the website is interested in offering its readers alternative avenues of relevant content.
3. Two thumbs up for receiving free links by providing quality content. Content is king on the Internet, and by posting quality content, readers are more likely to mention and link back to the source on other websites, thereby providing free links for the original content provider.
4. With the explosion of social networking, word-of-mouth promotion is a powerful ally. Create social networking accounts and provide informative posts that people will share.
5. Upload a video to YouTube, or any of the other video sharing sites. Make a tutorial, create a promotional video or think of something quirky that will capture the viewers’ interests and include a link in the video pointing back to the main website. **ALWAYS INCLUDE A LINK BACK TO YOUR SITE!** ☺
6. Post on forums that are related to the website’s area of interest. Interact with other users and make informative posts. Typically, signature links can be included after a set amount of posts. Then once the forum user is regarded as an established member, direct links may be allowed in actual posts.
7. Keep resource (link) pages organized. Create separate categories for links and don’t overcrowd the page. A good rule of thumb is a maximum of 50 links per page. If the page exceeds 50 links, build more pages.
8. Post comments on blogs that are topically relevant. Make useful posts or risk having comments, and links, deleted. Look for blogs that are powered by Wordpress. Need a little help on where to comment? Check out this tool, <http://commentsniper.com>.
9. Use anchor text for links. Ensure that the website’s main keywords are used within the anchor text. Watch spamming and don’t overload your anchor links. Overloading them can send a red flag to the search engines that a website is manipulating links. Vary the keywords used in links.
10. Do not have all inbound links pointing to one page. The majority of links should point to a

- website's homepage, but a decent amount should point to secondary pages. Don't forget about lower category pages, it is all part of building a natural link profile. When in doubt, go with the 50-50 rule. About 50% of the links should go directly to your homepage, and the other 50% should be spread around the site (just make sure that the pages you link to are still useful and converting pages).
11. Search engines look for a natural link profile. Build links gradually and spread their location throughout a website. If 20 links are created every Monday and none are built any other day, a search engine may suspect that a website is manipulating links. Spread link building over time and never create links in bulk batches. Search engines love links, but they want them to be achieved naturally. Offer the appearance of a gradual link-building process that looks realistic.
  12. The more relevant the link, the better. Not to say that if you are a doctor and you have a link from a printing company that this link won't count, but it would be better if you had one from a medical association, medical blog, medical forum, etc.
  13. The more authoritative and reputable the site, the better the link. If the linking website is a favorite of the search engines, the link will hold more importance. Remember that links are like votes, and the more esteemed the voter, the more influential the vote. Links from high PR sites can be good, but do not get too distracted by PageRank – it can be misleading. If you want a good tool to help find high authority pages, check out the Firefox plugin “SEO Quake.”
  14. Make a website a natural link magnet. Encourage links from other websites by offering their readers a discount or free gift. Let other site owner know that their readers will be offered a price reduction or preferential service. Website owners love their readers to think they will only get access to a particular offer on another site because their website is the referrer. Most websites are happy to link to your site if you offer favorable treatment to their readers.
  15. If you want a reciprocal link from a website that is slightly out of your league you will have to up the ante. Offer them a premium link. This could be an entire page that is dedicated to their website and their services. All you ask in return is to place a simple little textual link on their site. This may seem a bit one-sided, but the link from the bigger site will hold valuable search engine influence and could be worth the extra effort.
  16. Add your website to relevant business directories.
  17. Article submissions to article directories are a great method for obtaining free links. Check out <http://www.submityoutarticle.com>.
  18. Press Release submission is also a good strategy. We like <http://PRLog.org> (and it's free).
  19. Be aware of NOFOLLOW and DOFOLLOW attributes. There is no such thing as a “DOFOLLOW” tag, it just means that it doesn't have a “NOFOLLOW” tag and will pass “link-juice” (as we SEO geeks like to call it) to your website.
  20. Don't waste your time trying to arrange a link with a commercial site. These large sites hardly ever accept link exchanges. That does not mean that you cannot post on their blog, if they have one, and gain a backlink from an influential blog. Even better if the blog has a DOFOLLOW attribute. Remember, the blog should still relate to your own site's content.

Links are crucial to achieving a good search engine rank, but be wary of how you obtain links and where you get them from. A successful link-building campaign requires planning, preparation and research. Focus on building a natural link profile. This may take longer to achieve, but the end result will be worth the extra effort. A natural link profile will never result in damage to a website's reputation – unlike many of the quick and easy link-building alternatives. ...



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# Inside the Agency



The big “Dubya” was a special guest at our Elite Experts MasterMind Bash held on the grand opening night of our new D+N Studios in Orlando. His advice was more comical than serious... some say that was the way it was when his real-life counterpart was in office too. It was a great party and a good time was had by all.

## FALL EVENTS AND OPPORTUNITIES CALENDAR:

**Special Events:** October 19-20 – Our next regularly-scheduled Elite Experts MasterMind will be held in Orlando, and we will be the guests of the University of Central Florida. Each member will give a short presentation on entrepreneurship for UCF students and will be granted the title of “Visiting Professor” by the University. Brainstorming and MasterMind activities will follow as each member shares and works on each other’s business. Save the Date – the next event for the MasterMind will be in February in Hollywood and will include an invitation to attend the annual Grammy Awards. Participation in Elite Experts MasterMind is by invitation only. For an application, please contact Lisa at [lkepics@DicksNanton.com](mailto:lkepics@DicksNanton.com).

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

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

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

Private brand and business building consultations are filled for September, but slots are available for October. Business legal consulting is closed at this time.

## FALL EVENT SCHEDULE

<b>Sept 8</b>	Consulting Day with Dr. Scott Schumann, Columbus, OH <b>(NICK &amp; JACK)</b>
<b>Sept 14</b>	Nate Hagerty’s BuildAHerd Event <b>(NICK)</b>
<b>Sept 15</b>	GKIC Orlando Meeting <b>(NICK, JACK &amp; LINDSAY)</b>
<b>Sept 18-19</b>	Brian Tracy’s Business Makeover Event, San Diego <b>(NICK)</b>
<b>Sept 23</b>	University of Central Florida <b>(NICK)</b>
<b>Sept 24-26</b>	MyMark Event in Las Vegas <b>(NICK)</b>
<b>Sept 28</b>	Neil Stafford’s UK Internet Marketing Review TeleSummit <b>(NICK)</b>
<b>Oct 6</b>	GKIC Orlando Meeting <b>(NICK, JACK &amp; LINDSAY)</b>
<b>Oct 14</b>	Public Relations Society of America Keynote (PRSA), West Palm Beach, FL <b>(NICK)</b>
<b>Oct 19 &amp; 20</b>	D+N Elite Experts Mastermind <b>(NICK &amp; JACK)</b>
<b>Oct 23</b>	Net Profit Explosion Bonus Day <b>(NICK)</b>
<b>Nov 10-12</b>	GKIC InfoSummit, Baltimore, MD <b>(NICK &amp; LINDSAY)</b>
<b>Nov 15-17</b>	The Brian Tracy Experience, Orlando, FL <b>(NICK, JACK &amp; LINDSAY)</b>
<b>Dec 2-3</b>	First Annual Best-Seller’s Summit & Awards, New York, NY <b>(NICK, JACK &amp; LINDSAY)</b>

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saure in any generation is not good.

The old economic system of long-term employment and loyalty to one's employer (and he to you) is over. It was good for many, bad for some and it will be missed with sadness for those unable to adapt. I don't believe it is every man for himself because I don't want to believe that. But unfortunately, there is a clear separation in the economy between "old school" and new. Old school is represented by the entitlements of union collectives and government handouts, not just those in the form of welfare, but also those in the form of jobs that lasted until retirement in the government, school system and other institutions with guaranteed benefits for life. Like unions, these dinosaurs of the old economy are falling. And while the President is still sending money to shore up some of these failing institutions, soon the money will stop. When it does, it will be a wakeup call of massive proportions to those hanging on.

This vision of where we are is, of course, sad for many -- as it is every time there is fundamental change in our way of life. But in other ways, the new changes have laid a foundation for the next wave of economic prosperity that has already begun. It is the "age of the entrepreneur," for better or worse. Doubt me? Look around. Right now, it is the entrepreneur that is surviving because it is that vision and way of life that is needed now... adaptation. The big entrepreneurial move will be based on the forced realization from the jobless workforce that there are advantages in entrepreneurship they never understood. Not only does entrepreneurship give you a type of freedom in the form of opportunity, it offers another type of freedom in the form of a "release to explore" as opposed to being trapped within the walls of a cubical somewhere hoping not to be called out. For many, safety and comfort have been the elusive creatures that kept the employee workforce back from what they truly wanted, as well as the opportunity to become something, or someone, they long to be. Safety and comfort are gone, thus economic forced change will accelerate the process. It isn't a coincidence that almost every university now offers a degree in entrepreneurship.

None of this transition is going to be easy for anyone, and there are going to be a great number of causalities, bankruptcies, foreclosures and upheavals of spirit. Yet, on the other side of the "Great Recession" that we are in is a life of new possibilities brought to us by the wonders of an expanding open Internet economy where anyone, at any time, can be discovered or discover themselves and make a fortune or change their life simply by acting on their creative thoughts. For some, this new freedom will be extremely difficult as all changes have difficulty attached to them. But for those who are brave, or even just desperate for the call, the horn is blowing and it is time to act.

What is the next opportunity? It is the opportunity to be

YOU! Scary, right? But it is true. Pay close attention to what you are seeing in everyday life. The success in business, online and on the street is the same. It is the person who is open (transparent) who is getting the interest and attention of prospects and customers while antiquated businesses that spin a politician's double-talk are being more and more scorned and dismissed. The person who has a product or service and says, "This is who I am... This is what I do... I am the very best at it and if I can help you, let me know..." is the person who is and will be rewarded. In many ways, it is the purest form of entrepreneurship that the best suited to rise to the top whether the offer is foods, clothes, vitamins, health care products, dental work or legal services. The advantage in a buy/sell transaction has shifted to the consumer, and you had better take note because your customers have. The best survive; the worst die.

The new economy is the opposite of mass production. Although it may continue for awhile, it will battle for its very existence against the dynamics of the Internet, which brings about instant economies of scale and personalization of everything from clothes, to education, nutrition and health care.

Now is the time to develop who you are, what you do and why you do it better than anyone else for a price that is fair and affordable. What a statement and what a USP for a business THAT is. Apply it anywhere, anytime and it will win out. The only reason it hasn't in the past was because of the inability, due to cost or distance, to reach the people who wanted what you had to offer. The Internet, at this point, has altered that proposition for good. Now, there is no excuse. Find your niche, find your market. The world won't beat a path to your door, but it will be able to find you and what you have to offer through the Internet and will quickly compare you with others all over the world. You better be the best. Again, a little scary? Sure it is. But think of the opportunity right now just within your grasp to change your life and those of your family and others around you by understanding the new economy and how to profit in it. Pretty damn exciting, isn't it?!

This is the direction we will take you in within this newsletter and in our business. We are focused on the changes to business and the opportunities and trends presented in those changes. We hope you join us and add your thoughts to ours. Share your ideas and help others see what our new world has to offer.

To Your Success!



JW Dicks

Hot Stuff... Ideas, Trends & Money Makers

# The Lost Art of Consultative Selling

By JW Dicks



**R**ight after Linda and I got married, I went into the real estate business with her father. He was CEO, I was gofer.

Dad must have thought me not very bright because he enrolled me in every advanced course in real estate and sales techniques that was offered, and he even paid me a salary to take them. He was right; I wasn't very bright because I didn't appreciate, at the time, what he was actually doing for me. Instead of throwing me to the wolves and telling me to go forth and sell, he invested in my future and gave me an education much different than the one I had just received at the University of Florida. The education he gave me was one of practical lessons as opposed to book ones. That foundation is probably why I still pay a small fortune to attend other people's conferences all over the country. Lessons are always learned best at the feet of a master.

One of the courses Dad sent me to was taught by Bill Chatum on Consultative Selling. This type of course was unusual at the time not only in the specific content but the manner it was taught. Bill conducted his entire course from a big desk that he brought in and situated on a stage riser so everyone could see him as he sat in a big "judge's chair" and prepared to interview people from the class. While the course was likely more structured than I remember, it seemed to me in my 21-year-old version of wisdom that all this dude was doing was asking people a lot of questions about who they were and what they wanted to accomplish. What I got out of watching him at first was the notion that he had a pretty good gig going if he got paid the money I totaled in my head, from doing nothing more than sitting in a big comfy chair and asking people a lot of questions. Then, somewhere about the third day, it dawned on me what he was teaching.

Consultative selling, as he called it, was asking the right questions about your prospect or customer so that you learned about them personally and they about you. As you listen to the prospect talk instead of yourself, they will tell you what you needed to know to help them with their situation. Doing so earns their respect as a concerned listener, and you became a trusted advisor as opposed to a salesman who instantly tries to sell them the best house you have listed in the multiple listing services. It was a powerful concept and became a foundation of the way I work with clients in all of the different businesses I have been involved with over the years.

Consultative selling is about learning your prospects' needs and how your product or service can meet those needs and how the product or service can actually provide more value to the client than they had expected. First you have to understand the client's needs, and then you provide them the solution. In that moment, you shift in their eyes from salesman to trusted advisor.

The transition from traditional sales to consultative selling is dramatic not only in relationship building with your clients but in terms of more sales. The powerful concept is that this methodology should apply throughout your organization including people who are not normally considered sales people, such as your receptionist. For instance, while Zappos training of its telephone order people isn't called consultative selling when they teach their staff to spend as much time as it takes with their callers in order to build a valuable relationship with them that is exactly what they are doing. The techniques are the same; just the name to the process is different. Apparently, most guests who go on a Zappos tour all ask whether the type of freedom allowed of their customer service members strains the company's resources because Zappos answers with a resounding no and loves to tell stories about how the very nature of the company's culture is built from this process and emanates throughout their company.

Consultative selling allows you to learn about your clients, and then gives you the opportunity to impress on them the value of your product or service as it relates to them specifically. This gives you the immediate ability to create a difference between you and your competition that is value related and not price related.

One of the keys to consultative selling is your confidence.

You must have the confidence to ask tough questions of clients so you can get behind the mask they put up in the beginning of your relationship.

You have to have confidence in what you do or what your product does in order to prescribe it to them as the unquestionable solution they need to solve their problem.

You have to have the confidence in your ability to get more clients so you aren't afraid to recommend to someone that they should do something other than to work with you or buy your product.

Once you reach that level of freedom, your confidence becomes a trait that the clients recognize as truth and allows them to accept you more openly as the advisor they always wanted and need. Even if you lose them temporarily because you recommended them elsewhere for a specific solution, you will be surprised how your paths will cross again, even if only in the form of a referral. However, you can be assured the endorsement they give you will be powerful. •••

*JW Dicks, the Celebrity Expert Maker, is the world's foremost authority on personal branding for business development.*