

CelebrityExpert®

I N S I D E R

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

www.CelebrityBrandingAgency.com • DEC 2011

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

INSIDE THIS ISSUE:

- p1... Business Briefings
- p2... Seven Elements of an Effective Website
- p4... Inside the Agency
- p5... The Power of Your Core Story
- p8... One-On-One with Nick Nanton
featuring Andrew Lock
- p10... Call To Action...
Marketing Begins at Home
- p13... Get Out Of the Alligator Pit At Least
An Hour Every Day
- p14... The Last Word... The Goose Story



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

Business Briefings

By JW Dicks

YOUR BUYERS ARE CHANGING. This means you have to make an adjustment or it is going to cost you. Impulse shopping is dropping and the shift is to “mission shopping” as the retail industry labels customers who walk into stores to buy a specific item and then leave without, “looking around” as they might have in the past. Some of this shopping pattern occurs because customer have less money to spend. However, big retailer research has also showed the trend occurs because the customer has already done their product research on the web, knows the specific item they want and go into the store just to pick up that specific item.

Obviously this is not a great trend for retail which relies on people to look around and get interested in display offers. As a counter trend, you will see more “greeters” near the front of the store and frequently they are armed with ipads to help you find items both in store and online.

This new shopping trend is not going to slow and the larger retail trend is towards a much more educated customer looking for information first before they are ready to buy. This fits right in to you being the Expert in your field whether it is retail or a profession. You must provide the education your customer wants and then you must help them quickly make the logical conclusion that you are the person to supply them with the product or service they want so they don't want to go anyplace else.

Increase your content on your website to offer white papers, blogs, ezines, and other information relative to your topic. Review your website now to make sure you are updating and keeping up with the latest information in your field. For instance, just as the retail stores are adding greeters in the front of the store, you can add a video to greet your visitors with both a welcome and a suggestion of how they can use your site. Add free educational offerings to the site to help visitors find solutions they came to find in the first place. Have more than one free offer on your first page and use the data on which offer people chose to shift your message on your overall site.

Another movement in the retail market you can use is “recon-

cont. on p12 ►



Seven Elements of an Effective Website

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

Great websites come in different shapes and sizes, but when it comes to creating effective websites that really work (as measured by generating leads and sales), there are several elements that are absolutely essential. Below are seven of the most important—how does your site compare?

A great website:

- 1. Establishes personal credibility.** Credibility is always an issue when it comes to closing a sale. Think about your daily life—when was the last time you made a significant purchase? If you think through the process, you'll realize that at some point during your decision, you addressed the issue of credibility. This is often a simple question you ask yourself, as in “do I really trust that this product or service will work for me?” Keep in mind that this credibility check is even more important online—because consumers are naturally more skeptical. If your website feels “anonymous,” you aren't going to sell effectively. It's important that your personal brand is communicated—and that you are presented as a credible and authoritative. Remember that people buy people—so present yourself in the best possible light.
- 2. Features appealing visuals.** Visuals are important for any website—but many designers go too far. Fancy animations may look great to you—but nobody is going to sit around and wait for sixty seconds while your website loads. Your design should be professional, organized, and appealing—but never overwhelming.
- 3. Offers easy navigation for your target visitors.** It is important to ask yourself who your audience will be. If you don't expect your visitors to be tech-savvy, make sure that your menu navigation system is straightforward and easy to understand. No matter who your visitors are, never make your menus more complicated than they need to be. The goal of your menu system should be to allow your visitors to easily find the information they need (and the information YOU want them to see). So don't overthink it!
- 4. Features a strong call to action.** This is an area where many web designers go off course. They come up with great content, stunning design, useful tools—everything you could ask for. But then, they forget to come up with a compelling call to action. This can be in the form of a contact box, a free special report that requires an email address, or simply a prominently placed phone number combined with a great *reason* (a benefit for THEM) for your visitors to contact you. It doesn't do you much good to have strong traffic to your site if nobody is actually contacting you, right? Without a call to action, you simply aren't going to maximize the leads you capture or the sales you generate—so make it a priority!
- 5. Has a prominent opportunity to sign up for free content.** Obviously, your primary hope for every visitor is that they will contact you and become a customer. However, it is important to recognize that many of the visitors to your site aren't ready to commit at the moment. They may be window shopping (Trust me... I do plenty of window shopping, online and at the mall!), they may be researching, or they may just be curious. In any case, they aren't going to make a purchase immediately—but they likely *will* make a purchase in the future. If you can capture their contact information, you can begin marketing to them and establishing yourself as the premier provider of the good or service that they're interested in. If you continue to market to them, you can bet that, when they are finally ready to make a purchase, you will be the first person they contact. You can capture this information a number of different ways—but my favorite is by offering FREE valuable content, as long as they are willing to give you their email address, of course. This can be in the form of a special report, a weekly newsletter, or even a “members only” blog. Remember that the content must be relevant to their interests and must provide value—otherwise, they're not going to sign up.
- 6. Includes a great “About” page.** A surprising number of businesses fail to include an “About page” on their websites. Not only is this page a great

New Media Opportunity

Become a

FAST COMPANY

CONTRIBUTING BLOGGER

TODAY! GUARANTEED!

**Do you need a blog and
don't know where to start?**

**Do you currently have a business blog
and are looking for a way to
up your status?**

What if you could become a Fast Company contributing blogger on a monthly basis?

Now you can! Let us represent you and get you set up to become a Fast Company Contributing Blogger today and see what it can do for your business! Best of all – it's completely done for you!

**Email Lindsay@CelebritySites.com
or call 407-215-1739 and ask for Lindsay
to get started today!**

"I originally learned about Nick and Jack through their blog on FastCompany.com. Their content was obviously very solid content, but I also knew that they must be credible because they were blogging on FastCompany.com. That led me to click through to their website, learn more about them and sign up for more information. When I got an offer to do business with Nick and Jack on their email list, there's no doubt in my mind that the fact that I was introduced to them by FastCompany.com made it much easier to make a significant investment with them in growing our business."

~ Maureen Day

opportunity to provide more information about your business and build a stronger connection between yourself and your visitor, but it's another great place to build your personal credibility. You can do this by referencing your credentials, highlighting accomplishments, and sharing your knowledge. If you publish a blog, make sure you provide a link. If you've written a book, provide a link to your Amazon bio page! Take advantage of your About page to establish your personal brand, build trust, and present yourself as an expert in your industry.

- 7. Features strong and appealing content.** I highly recommend including a blog on your website for a number of reasons. Most obviously, regularly publishing blog entries relating to your market makes you appear knowledgeable and well connected. It sends the strong message to your visitors that you are an expert on the subject. Your blog is also a great way to draw visitors to your website—by posting links on Facebook, Twitter, and elsewhere, you give potential customers a reason to visit your website. And, a regularly updated blog will give your search engine rankings a boost. Google and other search engines love fresh content, and your blog is a perfect place to deliver it. Remember to keep your blog entries focused on your industry and to use your top keywords regularly—particularly in the titles. Whether it is a blog, articles, or videos, take the time to produce great content for your visitors. It can make all the difference!

Of course, there is more to creating a great website than I can fit into a single article—but if your site stacks up well in these seven areas, chances are you are going to be happy with the results! On the other hand, if you know that your site needs some work, or if you aren't sure where to begin, contact me today! I'd be glad to help you out. ★



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

2011 is going to be remembered as our biggest and best year ever for our Agency Clients -- and you still have the opportunity to be named one of 2012's Emerging Business Leaders to Watch in USA Today!

Don't miss your chance to be featured in USA Today, as well as over 100 major .com's

Email info@DicksNanton.com or call 800-980-1626 and ask for Mike or Angie ASAP to learn more!

NEW EVENTS AND OPPORTUNITIES

Co-Author a Best-Selling Book with Tom Hopkins! – we've signed an exclusive publishing deal with the legendary sales trainer, Tom Hopkins. If you are interested in learning more about co-authoring a best-selling book with him, let us know asap!

In the Fitness Business? We've got a new TV show and a big feature in USA Today coming up JUST for people in the fitness business! E-mail info@DicksNanton.com for more details, or call 800-980-1626 and ask for Angie or Mike!

Last Chance!! CALLING ALL WOMEN WHO MEAN BUSINESS! We have secured exclusive rights to a new media franchise, Women Who Mean Business™. The project will feature successful women from around the world. If you're interested in learning more, please email Angie@DicksNanton.com or call her at 800-980-1626

One of America's PremierExperts®? If you are, you need to be listed on AmericasPremierExperts.com. Take a look at the premiere site for free expert exposure for our clients. Get your bio and picture in America's PremierExperts® and write a column to get traffic to your website. For more information on becoming one of America's PremierExperts® visit the site or email Lindsay@DicksNanton.com.

EVENT SCHEDULE

DEC 1-3	Arielle Ford TV Shoot (San Diego, CA) [Nick, Jack, Lindsay, Greg]
DEC 4	James Malinchak's Speaker Boot Camp (Los Angeles, CA) [Nick]
DEC 7	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
2012	
JAN 4	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
JAN 16	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
JAN 25-27	New Masters of Real Estate TV Show (Orlando, FL) [Nick, Jack, Lindsay, Greg]
FEB 1	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
FEB 1-3	America's PremierExperts TV Show (Orlando, FL) [Nick, Jack, Lindsay, Greg]
FEB 10-12	Hollywood Mastermind & GRAMMY Awards Experience [Nick, Jack, Lindsay, Greg] . VERY LIMITED OPPORTUNITY. TO INQUIRE CONTACT angie@celebritybrandingagency.com .
FEB 18-24	Northwestern Society of Plastic Surgeons Annual Conference Keynote (Oahu, HI) [Nick]
MAR 7	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
MAR 14-16	Elite Mastermind Meeting at Elbow Bay (Bermuda) [Nick, Jack, Lindsay]
MAR 19	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
MAR 29-31	World Fitness Elite™ TV Show Shoot (Orlando, FL) [Nick, Jack, Lindsay, Greg]
APR 2-4	InfusionCon (Phoenix, AZ) [Nick & Greg]
APR 4	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
APR 19-21	Glazer Kennedy SuperConference (Dallas, TX) [Nick, Lindsay, Greg]
MAY 2	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
MAY 4-6	Kentucky Derby Mastermind WITH Special Guest Dan Kennedy! (Louisville, KY) [Nick, Jack, Lindsay, Greg]
JUNE 6	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
JULY 25-26	Platinum Coaching Live Event (Orlando, FL) [Nick & Jack]
SEPT 26	Elite Mastermind Meeting (Hollywood, CA) [Nick, Jack, Lindsay, Greg]
SEPT 26-28	National Academy of Best-Selling Authors Best-Sellers' Summit & Golden Gala (Hollywood, CA) [Nick, Jack, Lindsay, Greg]

CONGRATULATIONS TO OUR NEW AGENCY CLIENTS!

Michael Cheng, Rick Parkes, Tommy Lee, John Willis, Tom N. Bass, Salvatore P. Candela, William Spain, Yael N. Lazar-Blackman, Rick Martinez, Jeffrey Jones, Jolene Goring, Woods Davis, Jeremy Bowman, Jamey Hopper, Darlene E. Campbell, Chuck Boyce, Maryann Wetmore, Brandon Flowers, Michael B. Bevard, Joe Green, Carlos Arias, Kimberly Sparks, Eirith Garza, Sarah Graham, Carlo Alvarez, Marvin White, Nancy Geils, Michael Hellickson, Jill Picerno, Nathan Kievman, Corbin T. Cowan, Will Duquette and Hugh O. Stewart

THE POWER OF YOUR CORE STORY

HOW TO WIN BY CREATING THE COMPETITIVE ADVANTAGE AND THE COMPETITIVE DIFFERENTIATOR

By Bart Queen



The situation today for most individuals/entrepreneurs and business owners is how do they separate themselves from the pack. How do I gain the continuous edge in everything I do?

Most business owners will race out to buy the newest piece of technology, fancy process or system. Some will invest thousands of dollars in the shiny new thing, believing it will give them the new edge. They keep missing the most powerful tool and concept they have at their fingertips.

I have seen large corporations send their sales people through fancy training courses to learn new strategies of gaining customers. Most employees look at it as the 'flavor of the month.' They never embrace the training. It eventually falls to the wayside. They go back to doing exactly what they have always done. The end result is getting the same thing they always GOT!!! Sales people have a natural way of doing their selling. We never teach them how to tap into it. We force them into processes and systems that don't allow their authenticity to come forward! We don't teach them how to leverage their most powerful tool in every interaction and selling situation. This is a global condition. This is not a local problem!

The complication is that entrepreneurs, business owners and VP's of sales organizations are missing the mark with their customers. Cost of sales keeps going higher, customer loyalty becomes an abstract idea, customer service becomes a process, not a reach-out personal relationship.

Business becomes TRANSACTION-BASED, NOT RELATIONSHIP BASED!

Business becomes PROCESS-BASED, NOT AN ONGOING EXPERIENCE!

Business becomes a ONE WAY FLOW, NOT A MUTUAL EXCHANGE OF SERVICES!

Business becomes a CONSTANT HUNT-AND-CONQUER, NOT A DEVELOPMENT AND NATURE FOCUS!

The question then becomes: How do I separate myself from the pack of the masses? How do I win the race in business not once, not twice, but every time? How do I create the experience where people seek me out? How do I become the magnet people want to do business with? How do I create the relationship with people that exceeds loyalty?

HOW DO I BECOME THE GURU OF MY TOPIC, AREA, BUSINESS AND NICHE?

I believe your core story is your competitive differentiator. Your core story creates uniqueness that only you have. Your core story gives you the competitive advantage that no one else has... **IT SETS YOU APART FROM EVERYONE ELSE!** Your core story allows for authenticity. Your core story is your secret weapon!!!

Through this chapter I want you to do two things as you read: (1) become aware of the benefits of a core story, and (2) begin to visualize using your core story in every aspect of your business!

Here is what I know you will find: You will find you can approach your business from a total different perspective – "a purpose-driven" perspective. You will find you have uncovered an untapped natural market that demands only you. You become the magnet. You will find people seek you out - referrals become a marketing machine on steroids! Most importantly, your uniqueness and authenticity is your competitive differentiator! **GURU STATUS IS ACHIEVED!!!**

In this chapter, I will cover the concept of *people buy from people*, the mindset shift of empowering others, not impressing others, and the three levels of selling.

Here is what I have found in my twenty-three years of helping people communicate their messages. Three principles drive my discussion on your core story. This is the foundation information to build your core story.

1. Understand the concept of *people buy from people*, people buy from people they like!

In your business strive for three major goals:

- A - build trust
- B - build relationship
- C - build engagement

Everything you do should drive to one of these goals. In the book, *GOD IS A SALESMAN*, the author, Mark Stevens, makes the comment "...people buy trust before they buy a solution, tool, or product!" Think about people you do business with. You have a mechanic, a barber, a hairdresser, a dry cleaner, a plumber, a doctor, realtor or car dealership that you only do business with! You trust them.

I raise Clydesdale horses as a hobby. I wanted to buy a wagon for the horses to pull. I found one on the Internet in Canada. I spoke with the gentleman for 45 minutes. We had a tremendous conversation. I bought the wagon. I sent the man a check. I trusted him. The day my wagon arrived from Canada to my home in North Carolina he called me. He built both trust and relationship!

Our number one goal every day should be to build trust with our family, friends and customers!

Build relationships:- people do business with people they like! Your question is how do I build the LIKEABILITY FACTOR? Your core story builds the likeability factor! This links to the second level of my selling model, *ME TOO!!* Think about those times when you met someone, had a brief conversation, walked away and said, "WOW! I am just like them," ...or "We have so much in common." Certain fraternities create this: the Marines, attending the same school, having a similar experience such as cancer, or families with special needs, etc. These things create automatic relationships and *ME TOO* factors!

Remember "people want to be a part of something bigger than themselves." We all have a natural place, fit, or connection to give back. One of my favorite old pieces of wisdom is ... "comfort those with the comfort you have been comforted with!" Much like today, businesses want to do business with companies that have a green initiative. This is the same principle. People want to do business with people with whom they share a common experience, concern or philosophy. One of my clients does a huge amount of work in education. My commitment to reaching youth, to giving them the belief of following their vocation, makes for a solid partnership. At one of my consultations last year, the gentleman in question was involved in the Big Brother-Big Sister program. This again made a perfect link with my youth program. Today we are doing business together! The result - high likeability factors on both sides, being a part of something bigger than our selves, high engagement

factors, and a lot of "*ME TOO*."

Build engagement - here is my definition of engagement! "Engagement is the ability to get the listener, customer, guest, client, student, and prospect to listen, respond and interact!" This should be done through our face-to-face meeting, over the phone, and web presence.

If our customers are engaged they should be saying... "TELL ME MORE!" ...**NOT**, ... "IS IT OVER YET???"

2. Work from an approach of EMPOWERING OTHERS! People do not care what you know. This is working from a mindset of IMPRESSING. They care about how much you care and what you have learned. No one can argue with what you have learned through your experience. Develop the philosophy of "share and service" not "sell!" This creates an experience of trust and relationship! The end result is - becoming a Trusted Resource!!

Become aware of the three levels of communicating and selling your business.

- A. "SO WHAT"
- B. "*ME TOO*"
- C. "I NEED YOU!"

Understanding these three levels will revolutionize your approach to examining and doing your business! Lets take a look at each one.

SO WHAT - This is the hardest level to sell at. This is where 90% of most people work their business. Selling at this level creates two major hurdles to get over. One, the conversation isn't even in their head. Your basic rule is to always "continue the conversation in their head." Two, we sell in the wrong direction. Most people try to sell in this order - first the company, second the solution, tool, product and third themselves. If you believe in anything I have said so far, if you grasp the concept of *people-buy-from-people*, then you realize this order will not work! The correct order is: one - yourself, two - your solution, tool or product and third - your company.

Think about the average conversation you might have standing in line at Starbucks while you're getting your coffee in the morning. Some small talk begins between you and another individual. You ask, "What do you do?" The person responds with, "I work for IBM, Microsoft, Oracle, or Yahoo." Your next question tends to be, "What do you do for them?" You get, "I am an accountant, engineer or analyst." Your response is typically, "Great, have a good day!" This is the standard approach. You hear this every day!

This is selling at the "so what" level.

Now notice the difference if I sell myself first. This would be how I would answer the question. Same conversation, same place:

“Morning!”

“What do you do?”

“I am a Remarkability Expert!”

“What is that?”

“I help people create and live lives of intentional legacy!”

Now the individual is saying, “Interesting, tell me more!” ...engagement is achieved!!!! From here in the conversation, I get to share more. This concept is called verbal ping pong – back-and-forth, back-and-forth, etc.

This is selling yourself first!!

The second is “*me too*”. There are thousands of ways to create the “*me too*” factor. One important way is to share some type of vulnerability or painful experience. I do not mean share your therapy. I mean share what you have learned!!! This allows you to be real. The result is a higher trust, a stronger likeability factor and people saying “Me too!”

I recently worked with a young man to identify his core story. As we worked through the process, he said the main thing he has learned is... “no excuses, no regrets.” It was fantastic!!! Now everything he talks about in his company is to help others have no excuses, no regrets. He signs his email with his name and his concept... Bill “NO REGRETS” Jones.

There is not a person alive who wants to live their life with regrets. Right now you are thinking, you’re right! Right now you’re thinking... what can I learn about having no excuses and no regrets. Right now you’re thinking, ...who is this guy? Right now you have no concept of what type of business he is in! What you are saying is... “tell me more,” and “*me too*.” You can do the same! You have not even begun to realize how much value you bring to the table of business, how powerful you are, or how your uniqueness is being untapped!

Now for the final level... “I need you!” This is what we all strive for! This is where all our concepts and ideas come together as one!

Trust is high
Relationship is high
Engagement is high
Likeability factor is high
Empowerment is high
“*Me too*” factor is high

The result is “I want what you have!” ... “I need you.”

The strongest results of developing and sharing your core story are three-fold! You reach a market that you didn’t even know existed. Your core story does not have a shelf life and your uniqueness is your key differentiator! *People buy from people*. People buy from people they like. People buy from you!

We have taken a look at the key concepts of understanding the power of your core story. We highlighted the concept of *people buy from people*. We changed your focus to empower others, not impress others, and we shared the three levels of communicating about your business.

Your core story is your unique differentiator! Everything that has happened to you so far, both the good and the difficult, allows you to connect in a unique way. I see the power everyday with folks I work with. They discover a purpose-driven approach. They realize a laser focus. They become the magnet!!! People search them out! I believe you can have this too!!! I believe your core story will make the biggest difference in your business.

My challenge to you is two fold! First, look at any successful business or successful business person today and find the elements I have described in some way. Look at the people you do business with everyday, and identify the concepts that make up a core story. Whether it is in politics, religion, Corporate America, small to medium business or the individual owner, you will find the core story.

Challenge number two... If any of these ideas are important to you, email me at: bart@speakamerica.com and put in the subject line WIN – CORE STORY. I will be happy to send you details about developing your core story!

I had an opportunity to hear Rolf Meyer speak on a trip to South Africa. He was a key individual in the rewriting of the constitution of South Africa. He shared how there was a point of transition and the process of transformation. The point of transition was when he emotionally and intellectually decided things needed to change. The process of transformation is the ongoing experience since that point. The story continues! People want to be a part of something bigger than themselves.

WHAT WILL BE YOUR POINT OF TRANSITION TO SHARE AND DEVELOP YOUR CORE STORY?

WILL YOU TAKE YOUR BUSINESS TO THE NEXT LEVEL?

OUR GOAL IS TO GIVE ONE MILLION PEOPLE THEIR VOICE. WHAT NUMBER WILL YOU BE?

I DARE YOU! ★



Nick: Hey everybody, Nick Nanton here with my special guest Andrew Lock this month. And I'm really excited about this **One-on-One** call.

And, as all of you know, because you're all involved in our TV show, TV shoots and stuff, TV and video is just a huge part of your marketing. And what I want to do now is to bring on a friend of mine, Andrew Lock, who is probably the best guy I know at really utilizing online video, not just for the purpose of selling, because it's great to use it for that, but really also for the purpose of building relationships. He's the host of the Speakers and Authors Marketing Conference, SAM and the host of the show *Help! My Business Sucks!* One of the smartest marketers I know.

Andrew: Oh no! You're very kind. I really enjoy what I do. I think that what you have created as well is quite phenomenal from your background as a lawyer. You've found a much more honest profession, ...just teasing. But no, seriously, I really love what you do, the Celebrity Branding, and obviously it's helping a lot of people, and people do need help to stand out from the crowd.

Nick: Well, I certainly appreciate that. And so here's the thing, let's get into talking about web TV because I know that's really your passion. So let's talk a little bit about what led you to where you are.

Andrew: Right. I started out as a camera man. Even when I was at school I was kind of interested in more techie stuff, less of the business, although I always had some element of interest there.

And it was during that journey that I really kind of merged with business and marketing and I realized that I was really an entrepreneur. Although I enjoyed the techie stuff, I had a much bigger passion for business, and that's where the two kind of merged.

Once Lucy and I moved to the States, this was really the start of the Internet 'gold rush.' This was early 2000. And I moved to Orange County, California. I was really at a crossroads then, because I was at a point

where I could do anything really. So I really decided to study Internet marketing and that's where the start of an idea came about to do video online. But the problem was that the videos were very small. They sort of looked like postage stamps.

Well, all that changed when You Tube came along and we've never looked back since. It wiped out those problems, and of course some other competitors came along as well and offered similar services. That's why video really is possible now online, but you don't need to have lots of expensive equipment.

And it was during that time that I started to notice this trend of web TV shows, which really means a regular content that has episodes like a regular TV show does – has nice quality production and so on. And that really was a good match for my skills and interest, and that's how I came up with the idea for a show for small business owners, which is called *Help! My Business Sucks!* and you know because it was one of the first shows out there, and I tried to make it engaging and entertaining. It did really well. ...And to this day, it's remained on top.

Nick: And so, I guess there's a lot of people on the line here who will be saying, "I have no idea how an online TV show would help my business – whether that's a law practice or whatever it is." So why don't we talk about that.

Andrew: Yeah. Well this goes down really to basics. The fundamental problem these days is being able to stand out from the crowd. There's no such thing these days as a unique business. And so, because it's so easy to set up a website these days and to send e-mails and those kind of things online, that has brought about another problem of everybody's doing it, everybody's getting in on the action and so it is harder to stand out.

And so because of that, it really caused me to go back to basics and think what makes people want to buy anything, and really, it is all about relationships. Its people getting to know, like and trust you. And the very best way to achieve that goal is to have a face-to-face meeting with people. E-mail is very impersonal, as is direct mail and other methods like that. And so the very best method is face-to-face, but it's not practical to scale it.

So I realized that the next best thing to a face-to-face meeting would be videos, because people still get to hear and see you and look at your gestures, and really build a bond in a much more powerful way than these other methods. So that's what really led me to realize that a web TV show met a lot of the criteria that are necessary to build a business, and that's how the idea was born, and it proved to be true because that's exactly what has happened.

And we're at a point in time where if you take a little bit of effort and time to create some kind of regular video content, which is what a web TV show is, then because most people don't know how to do it or can't be bothered to do it, then you will be able to stand out from the crowd even in a very crowded marketplace.

Nick: I love that idea. Have you found that it's better to be consistent like on the third Tuesday of every month? Or let's just make it easy, say the 10th of every month you send out a video.

Andrew: Yeah, actually that's a really good question, very insightful. What I found is that in the early days, so probably your first year of doing this, the regular schedule is best. After that, you can take a few liberties. But in the early days it's enormously helpful to release them on a regular schedule. It is very similar to traditional TV where you have a favorite show, you know exactly what time that show is on and plan for it.

Nick: Absolutely. So now let's work in a little bit of structure into what you're seeing that works right now, because obviously certain people will say, "Okay, I can fathom that I might need to have a web TV show." So before we get into the structure, can you tell us a little bit about where they might start, and what does it really need to look like?

Andrew: Well, the first thing, even before structure, is to realize and I've kind of covered a little bit about why web TV should be taken seriously, that there's actually a number of specific reasons which I think should be written down and thought about as a result of this interview, because I think they are that important.

The first one is traditional TV has a geographic limitation of only broadcasting within a country. For example, the U.S. network would be Fox and CBS and ABC, etc. They are geographically limited. They cannot broadcast outside of the States. With web TV on the other hand, anybody with an Internet connection

anywhere in the world can view your video.

The second thing that's exciting is that there is no need for any schedule in the traditional sense of a TV guide because all web TV shows are available on demand, which as you know, that means that anybody can go along and press 'play' when they want to press 'play.' So the schedule is irrelevant.

The third reason is that the third element that's really exciting is that on traditional TV, you can only have broad topics, and the reason you can only have broad topics is because that's what works financially. To have niched topics would not work on TV. It'd be too expensive. Whereas with web TV you can have niched topics.

The fourth thing is that there's no annoying commercials, which everybody hates.

The fifth thing is that there's very minimal expense involved compared to a traditional TV show.

The sixth thing is that you can have interaction. You can interact with the presenter or presenters by means of a blog-type environment. You can ask questions, they can give you feedback, that kind of thing. It's two-way communication which you can't have through regular TV.

And then the last thing is the content that you create can stay around for years. With my show someone can come along today, discover the show and then go back and watch past episodes to their heart's content. And that's a very powerful benefit, especially for sponsors because they get better value from the show.

And in terms of your question about creating the show, what I like to do is to break a web TV show into segments to make it fast-moving, fast-paced, regardless of the topic. It works well to structure the show that way, and usually, 10 to 20 minutes of content is a good time-scale to aim for these days.

Nick: Awesome. Unfortunately, we are out of time. Listeners, our goal here is not to push you in anything, but certainly I would recommend checking that out if you are interested in any way, shape or form of getting involved in web TV. Andrew spells it out very well. Very cool man. Hey, well thank you again for joining us. And always great to hear you. Hopefully I will see you somewhere soon.

Andrew: Okay. Take care. Bye.

[Note: This was a content-loaded interview that went on significantly longer. Andrew Lock went into further detail to show you how to produce your own online video simply and very economically. His detail in conversation with Nick covers "how to" questions on format, equipment and rationale.]

For a copy of the complete interview transcript, contact: mandy@dicksnanton.com to request one. ★

Call To Action

by Alan Paul



Marketing Begins at Home

I had a meeting with a client this week, and a great deal of our discussion focused not on the message we wanted to broadcast to potential customers, but instead on the fact that many associates within the company were unaware of their own product's features and benefits.

What??

The CEO and VP of Sales for this firm knew that they could increase sales if they could make sure everyone in their supply chain had a greater understanding of everything that made their product better than their competition's. In fact, they had evidence supporting this theory – recent big sales had been put on the board by a select few sales associates who had taken the time to educate themselves about new product features.

So, knowing as much as possible about your product or your service can lead to increased sales. While this may seem obvious, in my experience it is not uncommon to find out that much more effort is spent educating complete strangers than making sure everyone on the team knows everything they can.

Marketing is generally considered to be an informational push from within a company (or from a personality) to the outside world. When you open your newspaper, the auto ads you see aren't designed to help the dealer's salespeople, and the GEICO gecko isn't speaking to insurance brokers. This is natural, but it is also important to make sure that every piece of information you want your customers to know is also known by your associates – not to mention your family and friends!

INTERNAL COMMUNICATION

You are almost certainly aware of the typical types of

communication that can be effective when you need to share information with your peers – but do you use them consistently? If you maintain a newsletter or blog site, do you keep it up-to-date with the latest information about your offerings, and do you stay on top of any feedback you receive from your stories and posts? If you share product features and benefits through social media, do you know if the people you work with are getting the message (in other words, are they your friends?).

It might make sense for you to establish a separate communication just for your internal contacts (in fact, you might have fun creating a “private” page for your internal posts!). Or maybe you need to schedule meetings where all of the new information about your products and services can be discussed. I would like to suggest a few other proven ways you can make sure that your internal communication remains just as effective as your external marketing:

1. “ImPress” Releases: If you send Press Releases out to let the outside world know about everything new and exciting, perhaps you can retool your message to let your inside team know what's going on. I call these “ImPress” Releases, because when they're used correctly, your closest associates should be impressed by what you're doing well!
2. Informal Communication: I know I recommended meetings with your team above, but it may be a better idea to schedule a more informal get-together to talk about what's new. If you're excited by your new features, it should be exciting to tell others about them. Order some pizza, or take over a table in a local hangout to brag about the new benefits that can increase your sales.
3. Shine a Spotlight: If members of your team

have done a great job making you look good, make sure you shine a spotlight on them! The people responsible for your new “bells and whistles” should get their acclaim, and as you reward them, you can make sure the rest of your team knows what these thinkers and doers have accomplished.

4. Internal Marketing: There’s no rule saying you can’t market to your staff! Send e-mails with your new product features to your entire team, or print out a sheet that can be distributed to everyone on your staff. Make a poster and hang it in your break room, or take the time to speak to each associate personally. In short, treat your trusted associates like the customers you haven’t met yet. The more communication you have with those who are most important to you, the better, and the more attractive that communication can be, the more likely it will be remembered!

I think it is a good rule of thumb to assume that every time you’re working on a new form of marketing out to your customers, you need to develop a message to your internal team that’s just as powerful. Too often we assume that everyone knows just as much as we do, and that can be dangerous when we actually encounter our new customers. What if that one new feature is the one that will close our next deal – and our salesperson isn’t fully versed on it?

And it probably should be mentioned that even if you find yourself in the driver’s seat – if you are the CEO, or perhaps you are the product yourself – you need to make sure you know as much as you are broadcasting to your clients. In my personal example above, the CEO and VP of Sales admitted that sometimes they were “in the dark” about the newest features and benefits about their own product! This cannot be allowed to last, because every communication you make (every dinner, every offhand meeting, and every phone call) can become an effective marketing piece – but only if you are up-to-speed with the latest information about your own products and services.

One easy step you can take to ensure both you and your team are as knowledgeable as your customers is to make sure you’re all “on the list.” Make sure that you and your team receive every e-mail that is

sent out to your customer list, and make sure that your team’s addresses are included with every mailing you send out. If you are featured in a Best-Selling book, for example, you should make sure that every person you know receives a copy. Again, the idea here is to prevent customers from inadvertently learning more than your associates, friends, and family. You have the ultimate control as to who knows what, and you can level the playing field just by sending every communication to your internal team as well as your external contact list.

One last idea for you to consider: every great idea you have that you believe is worth marketing to your customers should perhaps first be tested with your closest associates. You will probably get great advice from your internal team, as they have first-hand experience with you and your offerings, and by being included in the loop from the beginning, your associates will have an even stronger connection with your branding messages. In my own experience, some of the greatest marketing pieces I’ve ever worked on have been improved by early sharing with my trusted friends. Internal marketing can be just as important – or even more important – than the final external messages that are shared with the world, and all it can take is a quick e-mail or call to get valuable insight into your latest offerings.

Great marketing should begin with the communication you have every day, but that is a lesson that can be difficult to remember. Whenever you are interested in something, it should become second nature to you to assume that others might be equally curious, and this can lead the way to internal communication mirroring your external marketing. As someone who has counseled many different types of businesses, I have seen many examples of excellent internal discussions blossoming into great marketing campaigns.

As you work on your marketing for the new year, keep an eye on everything you say to your closest comrades. You may discover that great ideas are all around you, and you may find that as you share your newest features and benefits with everyone on your team, your sales will trend upwards.

Let me know what you think about “internal marketing” and send me e-mail with questions about direct marketing, or ideas for future columns: alan@DNAgency.com ★

figuration”. For instance, Old Navy is remodeling its stores to create a, “racetrack” layout to move people around the store so that they can see more merchandise faster. This along with other store navigational changes has directly increased store revenue per customer visit. You can apply the same change to your web store front by using navigational changes and making it easier for your customer to find what they are looking for.

The point I am making here is that your customer is changing the way they shop and we must adapt along with them. Too many people fail to make changes to their web site once they get it up and that is clearly a mistake as the numbers and research from big retailers bear out. Go with these new customer trends and your conversions and sales will improve accordingly.

MARKETING AND BRANDING LESSONS FROM THE X FACTOR. If you haven’t watched the X Factor it is worth watching just to see what they are doing from a marketing and branding perspective for each of their finalists. Each of the contestants has a video clip played about them before they perform. The clips change each week and show more about who the contestants are and develop them into people as opposed to just singing heads. This is a demonstration of telling your core story to your fan base.

The X Factors method of branding a personality is important to watch because you will see how the producers tell a story about the contestant personally, show their vulnerability, and let you in on their life dreams and aspirations. This is very hard for most of us to do because the natural tendency is to present only our attributes to people and cover up our warts. In fact, this is how most of us were brought up and doing just the opposite does not come naturally. Natural or not, this is the way to connect to your fan base and your fans and prospective fans are all you want to connect with.

As you watch the show, notice the number of times the contestant mentions their fans during their trip to the judges table. “I chose this song for my fans”, “I know this is the music my fans want to hear” are the type of comments you hear from the contestant. This isn’t their words, they are being programmed by the judges and producers to understand the importance of reaching out to the only people that are important, their fan base.

Another thing to watch is how the judges/mentors are stubbornly crafting the look and feel of their protégés to create a specific image that attracts a certain demographic. For instance, even though the theme the other night was rock music, Simon Cowell, had Drew sing another song in the specific way he is positioning her to be known for. LA Reed, did the same thing with his pupil Astro, who did another rap version of the song he chose. Neither song was rock, the category for the night, and the judges even argued about how they were following the category requirement. The point is, both judges were bending the rules to keep their singer on track to get branded the way they thought best no matter what the rules.

All of these branding lessons apply to you in your business. You must continually focus your message on who you are and what you do specifically for your niche. The more you stray from that, the more your message is watered down and you lose fans instead of gain them. Keep your message targeted to your fans

and your business will grow because of it.

Note: To find out how to get your core story out in film, contact Nick@DNAgency.com.

SELLING IN VS. SELLING THROUGH. The difference between, “selling in” and “selling through” is the difference between a successful marketing program and a failure. Selling in is the first sale you make in a marketing campaign. It is the sale that gets people to your store, or gets people to call you, or get them to write or take whatever action they need to take to reach you. However, even if you are successful beyond your expectations, unless you are also successful at selling through your business will remain on shaky grounds.

Selling through is the secondary marketing program you use to convert the sell in leads to actual customers instead of prospects. It is an essential element to a thriving business today. Let me give you some examples.

A local law firm started a television show centered on florida law. They reasoned that people watching the show would either have a need now or in the future for legal services the firm provided and the show would give them brand identification. They offered free education videos for people who were interested in various areas of the law they talked about on the show. The law firm was very successful at sending out videos but they got very little business and considered the show a failure. Why, do you think?

The reason is because the law firm had developed only one half of the marketing campaign, the sell in part. Unfortunately they didn’t have a sell through follow up system. They didn’t have a print newsletter, email, seminar program, post card drip system or telephone follow up. The law firm got their customer to the door and then let them die.

The same problem arose with a car dealer. The dealer spent tens of thousands of dollars promoting a weekend spectacular to get people to come out to the dealership to look at the new fall lineup. They were extremely successful at getting people to come out. Unfortunately, when the prospects got to the dealership they didn’t have enough salesmen to sell because they and other employees were busy enjoying the festivities. The dealer had no way to capture the prospects contact information or their desires to buy or lease a car. The result was a great turn out, lots of fun and few sales. The marketing company that created and organized the event even congratulated itself on a successful event. They were wrong. It wasn’t. Why? Because of all the lost sales though poor planning both during the event and in the follow through after the event.

“Well,” you might argue, “the event may still have been a success because of the goodwill they created.”

Don’t fall for that line. In the real world of business, profit is what counts because it is the only thing that puts food on the table. When you have an event, you must always have a specific campaign that converts prospects to customers both during and after the event. If you don’t have both of these conversion systems in place and executed, you are losing not only the value of the first sale to the customer, you are also losing the residual value of that customers additional purchases plus all of his referrals. ★

Guest Expert

Get Out Of the Alligator Pit At Least An Hour Every Day

By Dan Kennedy



Recently, two business partners came to visit me, looking for magical help with their host of terrible problems. Without dragging you through all the details, the bottom line: they have no terrible problems. They have a few minor problems. But, overall, they're in pretty good shape. Theirs is a business that peaked at about 2.5 million, dipped to 1.6, but is now back up to 1.8, may break 2 this year "as is", has lost some markets but gained different opportunities, and is satisfactorily if not excitingly profitable as compared to industry norms. But to hear these two, you'd think the sky was falling..

The blunt truth: they need a therapist, not a marketing consultant. Actually, they need to start with a very simple but important strategy....

Unlike most authors of most success genre content, he makes no attempt to deliver ideas that will be popular with a large audience. This mirrors my own approach as an author, spanning, now 32 years and more than 20 published books. (www.NoBSBooks.com), My scariest is *No B.S. Ruthless Management of People and Profits*.

One of the Eternal Truths that I quote in one of my books is: when you are up to your ass in alligators, it's difficult to remember that your original objective was to drain the swamp. It's easy to get so caught up in managing all the problem parts of a business that you never do anything else. And that's a sure path to where these two partners are now: burn out. I could give 'em the all-time killer sales letter, the best marketing campaign ever devised, and it wouldn't do them much good...when they go to the office each day wishing they weren't there, fatigued from first thing on, going through the motions, viewing their activities as drudgery...and end the day without any sense of measurable progress toward meaningful goals...their 'walking dead' aura pervades every nook and cranny, every employee, every customer, every aspect of their business. It's the psychic equal of trying to attract a lot of customers

to a restaurant that smells like rotting, burning flesh.

Prescription: each and every day, keep a pre-set, inviolate appointment with yourself or with one or two key people, out of sight and hearing of the alligator pit, no matter how many alligators there are or how hungry they are, to do nothing but focus and work on positive, productive plans and strategies that look to the future, that are linked to goals and progress, that you can be excited and optimistic about. Simplistically, this is a means of maintaining perspective. Even better, add taking one action, getting one thing done every day, no matter what, that you know moves you forward, toward positive goals. Go home if you must knowing you spent 7 hours and 58 minutes in the alligator pit, but at least you found 2 minutes to put something in motion that will improve things. ★

DAN S. KENNEDY is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; advisor to countless first-generation, from-scratch multi-millionaire and 7-figure income entrepreneurs and professionals; and, in his personal practice, one of the very highest paid direct-response copywriters in America. As a speaker, he has delivered over 2,000 compensated presentations, appearing repeatedly on programs with the likes of Donald Trump, Gene Simmons (KISS), Debbi Fields (Mrs. Fields Cookies), and many other celebrity-entrepreneurs, for former U.S. Presidents and other world leaders, and other leading business speakers like Zig Ziglar, Brian Tracy and Tom Hopkins, often addressing audiences of 1,000 to 10,000 and up. His popular books have been favorably recognized by Forbes, Business Week, Inc. and Entrepreneur Magazine. His NO B.S. MARKETING LETTER, one of the business newsletters published for Members of Glazer-Kennedy Insider's Circle, is the largest paid subscription newsletter in its genre in the world. www.WeRecommendDan.com

By JW Dicks

I first introduced this story to readers of a newsletter I was writing in 1996. I received many positive comments and you will see why. At the time I didn't know who the author was and listed the story as, "unknown". Time and technology has passed and today, Google quickly provided the answer. Enjoy the story and pass it along. Merry Christmas from us all at the Agency!



The Goose Story

*by Dr. Harry Clarke Noyes
ARCS NEWS, Vol. 7, No. 1, January 1992*

Next
fall, when
you see Geese
heading South for
the Winter, flying along
in V formation, you might
consider what science has discovered as to why they fly that way:
as each bird flaps its wings, it creates an
uplift for the bird immediately following. By
flying in V formation the whole flock adds at least
71% greater flying range than if each bird flew on its own.

***People who share a common direction and sense of community
can get where they are going more quickly and easily
because they are traveling on the thrust of one another.***

When
a goose falls
out of formation,
it suddenly feels the drag
and resistance of trying to go it alone
and quickly gets back into formation to take
advantage of the lifting power of the bird in front.

***If we have as much sense as a goose,
we will stay in formation
with those who are headed the same way we are.***

When
the Head Goose
gets tired, it rotates back
in the wing and another goose flies point.

***It is sensible to take turns doing demanding jobs
with people or with geese flying South.***

Geese
honk from behind to
encourage those up front to keep up their speed.

What do we say when we honk from behind?

Finally,
and this is important,
when a goose gets sick, or is
wounded by gunshots and falls out
of formation, two other geese fall out with that
goose and follow it down to lend help and protection.
They stay with the fallen goose until it is able to fly, or until
it dies. Only then do they launch out on their own, or with another
formation to catch up with their group.

***IF WE HAVE THE SENSE OF A GOOSE,
WE WILL STAND BY EACH OTHER
LIKE THAT.***