

# 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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## Dear Experts.

By JW Dicks

**TAKE ACTION AND DO THE UNEXPECTED.** I don't know which book, seminar or mentor of mine ingrained in me the motivation to take action when I saw something I wanted, but it has been part of my personal philosophy as far back as I can remember. Sometimes, it has cost me financially when I made quick decisions to move on projects. However, by setting a new course when it didn't work out the way I had hoped and taking action again in the new direction I have always recovered, gained more knowledge, and grown more confident that you don't get anywhere without taking "calculated" risks and creating new ways of doing things that others don't see or don't want to see.

When I note others take action and reap the rewards, I smile knowing what the gamble felt like for them, appreciate the flack they took for doing the unexpected, and root as a team member for their success. Such is the case with 51 year old Linda Chorney, a new Grammy nominee this year in the Americana category.

Linda is a virtual unknown musician competing in a category whose other nominees have a combined 23 Grammy nominations to their name. Chorney's nomination was for her album, "Emotional JukeBox", she self produced and self released. She pressed only 1,000 copies funded by a longtime fan from her home town. Chorney has no national album wholesaler and is doing all her sales online. Although no sales were reported before the nomination I am buying one. In fact, her last two albums had total sales of 15 copies for

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# Your Celebrity Expert Status Starts on the Web! Seven SEO Mistakes to Avoid!

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

**L**ike it or not, your Celebrity Status starts on the web. The first thing anybody does before doing business is goes to the web. If they've heard about you from somewhere, they will Google your name or company name to see if you *really* are an expert. If they have a problem and they need a solution, they'll Google the problem.

You have to be everywhere!

Unfortunately, the world of SEO (Search Engine Optimization) is constantly changing. Google plays a substantial role in these fluctuations—every time the search giant tweaks its algorithms, SEO strategies must be tweaked to compensate. But in addition to Google-prompted change, there are new software programs, techniques, and strategies popping up regularly. It can be confusing, to say the least!

As a result, if you don't spend time on a weekly basis monitoring SEO best practices, it's easy to fall out of the loop. And unfortunately, sometimes being outside of the loop can lead to SEO practices that actually harm your website. So today, we are going to take a look at seven common SEO mistakes to avoid. Are you committing any of these?

1. **Keyword stuffing.** A popular early SEO strategy, the concept of keyword stuffing is simple—you use a huge volume of keywords over and over on a single page. The search engines picked up on those keywords and ranked the site accordingly. That strategy has been outdated for several years now, however, and keyword stuffing today will have a negative impact on your SEO results. You *should* feature your keywords in the content that you write—but only when they are relevant and natural. Don't force-feed keywords into your content!
2. **Poor keyword selection.** One of the very first and most important steps when it comes to SEO is keyword selection. Unfortunately, many website owners rush through this step and wind up investing valuable time and resources into the wrong keywords. There are two fundamental mistakes to be made here—the first is choosing a keyword that is *too* competitive. Unless you have a tremendous amount of resources to expend, going after competitive phrases like “in-

vestments” or “financial advice” is going to leave you frustrated. On the other hand, choosing keywords that have a low search volume won't help, either. The key is to select “long-tail” keywords that will deliver targeted traffic to your website, without being so popular that it's impossible to make the first page. For instance, “investment advisor Orlando” or “Financial advice for Florida retirees” would be better choices than the original examples I shared. There are a number of tools that can make the process of keyword selection easier—contact me to learn more!

3. **Focusing heavily on article directories.** Until about a year ago, submitting content to article directories across the web was a great way to build backlinks. Recently, however, Google has dramatically reduced the weight it gives to article directories. Continuing to post on these directories won't *hurt* your SEO results, but it won't help, either. This could change in the future, but as of now, utilizing article directories as a link-building strategy is essentially a waste of time and resources.
4. **Using hidden text.** This is another strategy that was effective years ago, but will now actually harm your SEO efforts. Whether it is hiding SEO content at the bottom of pages or utilizing other methods to conceal it, hidden text is simply a losing strategy. Focus on creating valuable content on your website and blog—don't utilize hidden text.
5. **Ignoring video and social media.** As strategies like keyword stuffing, hidden text, and article directory submission are phased out of Google's search algorithm, something has to take their place, right? Lately, Google and other search engines have placed an additional emphasis on social media sites like Twitter, Facebook, YouTube, LinkedIn, Google+ and Flickr. This is actually great news for reputable businesses—as it changes the focus of SEO strategies away from content that is more or less invisible to consumers, towards platforms that facilitate market interaction. As a result, not only is developing a strong social media presence a great way to interact with your customers and prospects, but it will also pay SEO dividends. Video content is particularly im-

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*"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*

portant—so if you haven't begun creating a presence on YouTube or other video sites, now is the time to get with the program. Contact me if you'd like help getting started!

- 6. Ignoring title tags and meta descriptions.** Title tags (the text at the very top of your browser window) are very important from an SEO standpoint. Many websites fail to utilize them and end up with title tags like "Home" and "Contact" that don't do anything for the search engines. Incorporate your keywords into your title tags—for instance, at CelebritySites.com, the title tag on our home page is "Orlando Social Media Agency | Orlando Online Marketing Agency". Make sure that your title tags are different from page to page, as well—otherwise you're basically telling Google that every page on your site is the same. Your meta description tags are critical as well—this is the text that often appears under your website on search engines. Don't engage in keyword stuffing, as you'll be penalized for it. Instead, summarize the content of each page accurately, while working in keywords naturally. Title tags and meta descriptions have a major impact on your SEO results, so don't overlook them!
- 7. Failure to track results.** At the end of the day, it's impossible to know how well your SEO strategy is playing out if you aren't tracking results. Without reviewing the data, you can't know which initiatives are working and which aren't. I recommend reviewing your SEO results on a monthly basis, if not more frequently. At a minimum, pay attention to your search engine rankings for your top keywords as well as traffic levels and sources to your website.

How does your SEO strategy measure up? Are you making any of these mistakes? If so, the good news is that now you know better! And even if you have been engaging in practices that harm your search rankings, the damage can be repaired—you simply need to stop what you've been doing and shift your resources to appropriate techniques. If you need help building your Celebrity Expert status online, feel free to get in touch with me today if you'd like to learn more about cutting edge SEO strategies that really work! ★



*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

**January is the month to start over – and do the things you’ve always wanted to do. We’ve got great ways for you to go big in 2012, with Best-Selling books, huge TV shows, our Big Print campaigns, and our GRAMMY event coming up soon!**

Email [info@DicksNanton.com](mailto: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 Jack Canfield! – We’ve signed a new publishing deal with the creator of the publishing phenomenon, *Chicken Soup for the Soul*, Jack Canfield. If you are interested in learning more about co-authoring a best-selling book with him, let us know today at 800-980-1626!

Are you a “Financial Trendsetter”? We’re looking for the financial world’s forward-thinking experts for a Big Print campaign in the Wall Street Journal! E-mail [info@DNAgency.com](mailto:info@DNAgency.com) for more details, or call 800-980-1626 and ask for Angie or Mike!

LAST CHANCE!! Are you one of America’s PremierExperts®? If you are, and you want to appear in our next America’s PremierExperts® TV show, we need to hear from you NOW! For more information on becoming one of our featured America’s PremierExperts® please email [Angie@DNAgency.com](mailto:Angie@DNAgency.com) or call her at 800-980-1626

How’s your “Digital DNA”? The DNA inside you contains the building blocks that make you who you are, but you hold the key to creating your “Digital DNA” – the combination of strands that personify your online presence, build massive awareness of you and your expertise, and convey everything you want the world to know about you. For more information about how we can improve your Digital DNA, e-mail Lindsay at [Lindsay@DNAgency.com](mailto:Lindsay@DNAgency.com).

## EVENT SCHEDULE

- JAN 4** Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**  
**JAN 5** Alwyn Cosgrove’s Fitness Pro Mastermind (Los Angeles, CA) **[Nick]**  
**JAN 16** Platinum Coaching Call-In Day, Available 2pm – 5pm **[Nick & Jack]**  
**JAN 25-27** New Masters of Real Estate / America’s PremierExperts® TV Show (Orlando, FL) **[Nick, Jack, Lindsay, Greg]**  
**FEB 1** Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**  
**FEB 9-11** Hollywood Mastermind & GRAMMY Awards Experience **[Nick, Jack, Lindsay, Greg]**. VERY LIMITED OPPORTUNITY. TO INQUIRE CONTACT [Angie@DNAgency.com](mailto:Angie@DNAgency.com).  
**FEB 16-17** Matt Zagula Event (Cleveland, OH) **[Nick]**  
**FEB 18-24** Northwestern Society of Plastic Surgeons Annual Conference (Oahu, HI) **[Nick]**  
**FEB 20** Platinum Coaching Call-In Day, Available 2pm – 5pm **[Nick & Jack]**  
**MAR 7** Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**  
**MAR 14-18** Elite Mastermind Meeting at Elbow Bay (Bermuda) **[Nick, Jack, Lindsay]**  
**MAR 19** Platinum Coaching Call-In Day, Available 2pm – 5pm **[Nick & Jack]**  
**MAR 19-21** Branded Film Shoot with Rod Polston (Norman, OK) **[Nick]**  
**MAR 29-31** World Fitness Elite™ TV Show Shoot (Orlando, FL) **[Nick, Jack, Lindsay, Greg]**  
**APR 2-4** InfusionCon (Phoenix, AZ) **[Nick]**  
**APR 4** Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**  
**APR 11-13** Michael Gerber TV Show (San Diego, CA) **[Nick, Jack, Lindsay]**  
**APR 16** Platinum Coaching Call-In Day, Available 2pm – 5pm **[Nick & Jack]**  
**APR 18-21** Glazer Kennedy SuperConference (Dallas, TX) **[Nick, Lindsay, Greg]**  
**APR 19-21** Branded Film Shoot with Nick Nemeth (Dallas, TX) **[Nick]**  
**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]**  
**MAY 10-11** Matt Zagula Event (Cleveland, OH) **[Nick]**  
**MAY 14-16** Branded Film Shoot with Cary Bryson (Baton Rouge, LA) **[Nick]**  
**MAY 21** Platinum Coaching Call-In Day, Available 2pm – 5pm **[Nick & Jack]**  
**MAY 24-29** Bootcamp Bootcamp (United Kingdom) **[Nick & Greg]**  
**JUNE 6** Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**  
**JUNE 18** Platinum Coaching Call-In Day, Available 2pm – 5pm **[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!

John Sullivan, Susan Kirkpatrick, Rene McGill, Ahzar Kahn, Rene Kamstra, JoLynn Bralye, Michele Wacek, Keith Hamilton, Matt Jennings, Joshua Werner, Daryl Salmon, Siou-Foon Lee, Edward Fajardo, Padmanabha Govindara, Pinny Ziegler, Elizabeth Potter, Mark Torok, Csaba Pecs, James Collyer, Jim Sayih, Jeffery Sherman, Barbara Walton, Harry Tomi Davies, Joseph Aben, Genevieve Kohn, Ginger Bell, Simone Hoa Aubrey, Robynne Hanus, Abrar Zafar, Diana Todd-Banks, Carlos Sanchez, Erfan Amidi, Bruce Langford, D. Rik Villegas, Elisabeth Mohlmann, Andrew Gaydosh, Isaac Ho, Carol Parks, Donald Wilson, Jennifer Hilburn, Ron Davis, Jonathan Woodman, Sarah Loy, Gloria Taylor-Boyce, Zsuzsanna Bak, Lee Tessier, Jonathan Quinn, Derek Decater, Jeffrey Luhrsen, Troy Price, Paulius Petretis, Asara Lovejoy, Kathryn Gilbert, Bryan Binkholder, Stephen Whittier, Elizabeth Williams, Janis Ashmore, Rev. Steven Craft, Lynne Corfield, Hersh Sandhoo, Samuel Salt, R. Alan Smith, Tim Keck, Donald Lowry, Donna Rippley, David Hull, Anastasia Chopelas, PHD, Gerald Meunier, Timothy Benson, Paula Joyce, Victoria Winterton, Alicia Streger, George McCranie IV, Jennifer Johnston, Evan Farr, Luba Winter, Todd Tramonte and Reggie Cochran

## CONGRATULATIONS TO OUR NEWEST BEST-SELLING AUTHORS!

For the Best-Selling Book *The FIT Formula*, Ron Jones, Brad Hall, Steve Long, Trevor Buccieri, Dustin Williams, Clint Howard, MS, Ryan Riley, CSCS, Luka Hovevar, Tony Larkin, Becky Williamson, Kyle Jakobe, Tyler English, Oliver Chapman, Dean Coulson, Mike Bach, Sam Feltham, John O’Connell, Damien Maher, Nicky Sehgal, Tim Saye, Graham Webb, Steve Butters, Pat Rigsby, Holly Rigsby, Nick Berry, Jon Le Tocq, Paul Mort, Alwyn Cosgrove, Rachel Cosgrove, Dax Moy and Timothy J. Ward

For the Best-Selling Book *Breaking The Tax Code, 2nd Edition*, Nate Hagerty, Michael Murray, CPA, MBA, Richard B. Soscia, MBA, CFP, DABFA, Peni Ingram, CPA, Jeffrey L. Upchurch, CPA, Salvatore P. Candela, EA, ABA, ATA, RFC, Jeramy Smith, CPA, Giina Weller, ABA, ATP, CEC, Gary D. Heldt, Jr., CPA, Linda Cochran, Jon Neal, CPA, MST, PFS, E. Dennis Bridges, CPA, Darrin Mish, Esq., Mark MacDonald, Larisa Humphrey, Richard Lindsey, CPA, Dominique Molina, CPA, CTC, James Henderson, CPA, John E. Walters, MBA, EA, and Gary D. Kane, CPA, MSA

# Spend A Little To Scale A Lot

By Greg Rollett

**M**y first commercial foray into the Internet Marketing world was the creation of an eCommerce site, where I was drop-shipping hammocks for \$150-200 a piece.

At the time I ran some competitive analysis tools from software bundles that I had purchased that determined that hammocks were going to be a good niche to be in, with decent profit margins and low competition.

Sounded good to a young 20-something looking for an opportunity to not have to go back to waiting tables as my music dreams continued to dwindle away.

Once I got the site up and running, I knew that performing on-page SEO was not an overnight solution and I needed to recoup my investment into the eCommerce platform a little more rapidly than submitting articles and one-liners into online directory services.

The answer for me was Yahoo Search Marketing. Even 5-6 years ago Google was priced out of my league and at the time I truly didn't understand some of the concepts that I am going to share with you in this article.

I thought I needed to buy any traffic that was cheap; dirt cheap that might be remotely interested in hammocks and that when I got this traffic, somewhere between 5-10% would buy a hammock.

So I started my first adventure into PPC Marketing. I used the Google AdWords keyword tool to compile a list of keywords that people interested in hammocks would be searching and I created a few ads for some of my more popular items including backyard hammocks, hammock swings, hammock stands and hammock accessories (including a pretty sweet beverage holder).



Now, mind you that I spent about \$3,000 for the eCommerce platform when I was a starry-eyed online newbie, but here I was about to make a huge mistake with my first website.

I told you that I wanted to buy cheap traffic, right. Well, guess what cheap traffic gets you?

Yea, nothing. And here's the kicker. I had a \$50 Yahoo credit, so I wasn't even paying for the first \$50 anyway. BIG MISTAKE.

I see it now, it was so obvious. I spent \$3,000 on the tools to start the business, but wouldn't spend a dime of my own money to buy a customer. And everyday I see business owners and entrepreneurs spending big money to get the product ready, to buy the next program or get the next shiny object, but not take that same investment and put it into direct marketing.

Over the past few years I have really learned the power of online advertising, relating it to direct marketing principles and the *“business owners’ magical recipe”*

even LinkedIn. They make it possible for every business around the world to target and find their ideal customer and do it for a cost that makes sense for their business.

Let's take a local business example. Here in Orlando, the Plaza Theatre, a music and concert venue places an ad in the Friday Calendar section of the newspaper. Every week they spend about \$300 for this ad. Doing simple math, this costs the company about \$1,200 a month on this one medium.

Now let's talk about advertising on Facebook, using a PPC (pay-per-click) scenario. If you break up the \$1,200 and split it evenly over 30 days, that would allow you to spend \$40/day.

Below you will see an image from the Facebook Ad Manager where I have looked for individuals between the ages of 25 and 35 that live in Orlando, FL and found out that there are over 501,000 of them. You will also see the suggested bid price from Facebook is \$0.53-\$0.84 per click.

The screenshot displays the Facebook Ad Manager 'Campaign & Budget' setup page. The 'Campaign Name' is 'Orlando Venue'. The 'Budget (USD)' is set to '70.00' with a frequency of 'Per day'. Below the budget, it asks 'What is the most you want to spend per day? (min 1.00 USD)'. Under 'Choose an existing campaign', there is a link to '?'. The 'Schedule' section shows 'Campaign Schedule' with the option 'Run my campaign continuously starting today' selected. The 'Pricing' section has two radio buttons: 'Pay for Impressions (CPM)' and 'Pay for Clicks (CPC)', with 'Pay for Clicks (CPC)' selected. Below this, the 'Max Bid (USD)' is set to '0.67', and the 'Suggested Bid' is shown as '0.53 - 0.84 USD'. A note at the bottom states: 'Note: Tax is not included in the bids, budgets and other amounts shown. Use Suggested Bid (Simple Mode)'. To the right of the main form, a box titled 'Estimated Reach (?)' shows '501,660 people' and lists three criteria: 'who live in the United States', 'who live within 50 miles of Orlando, FL', and 'between the ages of 25 and 35 inclusive'.

of turning a dollar into two. And then two into four. And so on.

## The Myth Of PPC Marketing

The myth around PPC Marketing is that you need to start with a big budget. They think they need to play with the big boys that are spending hundreds and thousands of dollars per day on PPC.

The truth is that PPC levels the playing field. I am talking about AdWords, Microsoft AdCenter, Facebook and

If you take the median suggested price per click as \$0.69, that means, on average with a \$40 per day spend, you can estimate that 57 people can click on your ad everyday.

Multiple that by 30 and you get 1,710 people clicking on your ad, going to a sales or landing page in just a month's time.

When is the last time that you ran a newspaper ad that resulted in 1,710 web visitors, callers or buyers?

## Taking Your \$40 And Turning It Into \$80

Making money off the money that you invest is the holy grail of marketing. In the above example, I truly only showed you how many people would click on your ad based on your budget alone.

What happens when you combine your budget with targeted marketing and an irresistible offer?

In the concert venue example, we were only targeting people that were in the age group of 25-35 who lived close to the venue. But with the data available through Facebook's ad platform, we can target much more directly.

This venue could target people in Orlando who are fans of the bands that are coming to play, or fans of bands that sound similar or are in the same genre.

They can target by birthday and advertise birthday party rates.

They can even target by people who list "concerts" or "live music" as things they like to do in their profile (and still find 6,000 people in Orlando between 25 and 35 to market to!).



When these people go to the Plaza Theatre's website, they are more interested in attending concerts, they may be fans of the bands playing and they are likely to engage with the venue and potentially buy tickets.

With an average ticket price of \$50, how many tickets do they need to sell everyday to make this worthwhile to them?

## How Can You Apply These Strategies

Getting started with Facebook Advertising, AdWords or other PPC traffic sources can be scary. Trust me, I've been there.

What you need to do is think about some of the following bullets before embarking on your PPC journey:

- What am I currently spending on advertising and marketing?
- What is my ROI on that current advertising?
- What is the average transaction size of my sales?
- How much can I afford to spend in order to land a new client or customer?

Answering these basic questions will start to give you an idea of what you can afford to spend.

Let's say that you know that you can spend \$100 to obtain a new, paying client for your business.

Here is a simple test to run. Spend \$10/day for the next 10 days and see if you get 1 client. Even paying \$1 per click that will give you 100 clicks to test your offer.

Once you have your initial test numbers you can start to move up because you know 2 things:

1. You know how much you can afford to spend
2. You know your conversion rate

Even converting at 1 out of 100, with this campaign you can make money in your business. And guess what? You can improve over time.

And now that you know you are converting 1 out of 100, you can bet that you can convert 2 out of 200, then 3 out of 300. And so on.

I wish I had known this type of marketing when I was first starting out. It might be bad for you because I might still be in the hammock business after all! ★

*I'd love to know your questions, comments and thoughts on running PPC campaigns in your business. Send me your feedback to <http://facebook.com/theproductpros> or to [greg@productprosystems.com](mailto:greg@productprosystems.com)*



**Nick:** Good afternoon everybody. Nick Nanton here for our one-on-one. This month, as usual, I've got another awesome guest. Today, I've got another good friend of mine, Pat Rigsby. Pat has been called the Godfather of Fitness marketing. I kind of like that name.

Pat has done everything under the sun in fitness. He's part of the International Youth Conditioning Association, which is a large association that helps coaches who are coaching youth athletes. He has two franchises in the fitness business and I don't even know what else he has going on. Pat, I welcome you to this call.

**Pat:** Well yeah, thanks, the godfather thing was nice. Man I don't even want to try to top that. So that's funny.

**Nick:** Cool. So the purpose of these calls is really to help everyone on the line and those of you who read the transcript or listen to it later, really understand how to grow their business. And I think one of the ways I love to do it most is by highlighting a celebrity's expertise, success and their path, and while none of us will have the same path, I do think that success leaves clues.

So let's start with, Pat, how did you get into the fitness business?

**Pat:** Well, I was Head Baseball Coach and Collegiate Strength Coach for quite a while, and actually did some personal training on the side, because if anybody understands, working small college athletics it's a pretty short path to being broke. So I did a lot of that other stuff on the side, but somewhere along the way I kind of figured out that I didn't make for a very good employee. I wanted to own my own business. I guess that came from seeing the coaching thing where we were, it was pretty much black and white. We're measured by wins and losses. If you lose then you know what? You're bad at your job, you get fired.

So I knew I wanted that same type of autonomy, that same type of responsibility for what was going to



happen in my life long term. So I went out and, it sounds kind of backwards, but I took a job working in, at the time, the largest Gold's Gym franchise in the country. Ended up getting a job managing one department. Kind of turned that around and before you knew it, I was managing all their training in the entire state of Kentucky in all their different locations.

And then, I also did a lot of researching different businesses and entrepreneurs that I respected – to kind of be my crash course, post-graduate study in business. And along the way, I met Nick Berry, who's now my business partner and we got an opportunity to secure the rights to own a training department and all the retail services within a new health club that was going to be opening up in a small town in Kentucky.

So we did that. This town had 23,000 people and within about a year we had over 400 clients. So honestly, that sort of number would probably turn heads in somewhere like New York or L.A., but in Elizabethtown, Kentucky it was really, really staggering.

But we started to get some attention from other gym owners, other small training studio owners.

So it just started off with local type consulting, and then I basically talked Nick into attending a Ryan Lee event. Ryan was kind of the first guy in the fitness industry to really embrace the internet and so we went up there. I looked at these guys on stage that are talking, and I'm like, these are their subject matter experts, but our business is probably about three times more successful than almost any of them.

So looking over at my business partner, Nick, I said, "Man, I think that we need to think bigger. We need to



think globally instead of locally. And the things that we are doing, yeah they're great, and it's nice that some local people are asking advice, but on a big scale they're pretty impressive now that we're seeing what these other people are doing all around the country." So we basically packaged up the exact systems we used, the exact protocol. I found a joint venture partner that already had an audience in the training community and got that first product out there, and then I did something at the time that seemed pretty sharp. I went out and found about 15 people that had audiences in the training community and basically said, "Hey look, I'm going to compile this book or this e-book. Each of you will do a chapter and you can sell it for 75% commission." But at that point, I was going to be **the toll booth guy**, and I was going to control the list. And that's basically how we built our initial audience and then it's really snowballed from there.

**Nick:** That's the kind of stuff I want to hear. So really, this industry kind of found you. Obviously the margin size. You did a lot of stuff. You knew your basics and the background. And look, I tell everybody who I work with to build expertise and celebrity expert status. If it's just hollow, you or I can do whatever to make you as big as you want to be, but you have no substance then. It's really going to crumble.

And so you, Pat, had the basics. You were becoming really successful just doing what you did, which I'd like to go into a little bit more too. So another lesson in there is no matter how good you are in your pond, no matter how big or small, you should always be looking to think bigger, and go to events. It's funny what happens, I mean I am not particularly a seminar guy. As you see me, I spend most of my time in seminars, particularly like the Dan Kennedy ones, networking with people and cutting joint ventures and stuff.

But before I learned how to do that, really, I wouldn't really spend a lot of money going to seminars and stuff. It wasn't that I didn't want to go. It was like, "Man, this sounds like a lot of money to go for a few days. What am I going to get out of it?" I was a little nervous about it. But my partner Jack is the opposite. He's spent, I don't even know how much money on books and tapes and courses and live seminars over the last 30 years. And he said something that always strikes me; he says, "You never know what's going to happen when you go somewhere." You're going to meet somebody you wouldn't have met. You're going to learn something you wouldn't have learned and what does it really take to pay back the fee of going to a seminar, of paying to go to a seminar, a few thousand dollars in most cases, two or \$3,000 dollars.

Can one idea make that back for you tenfold? So then, sitting there in the audience, you didn't get intimidated

by the guy. You said, "I can do this too." And one of the things I hate that people do is, if I recommend a book to somebody, or if someone listens to an audio CD on something like this and they go, or they read his book, and say, "That's cool." And then they move on. That's, "No, no, no." It's really, "How can I do that too?"

So I love the fact that you took the method of "how can I do this?" to "how can I take it on?" You then did something that I absolutely love. You put together a bunch of smart people who could drive some traffic. You gave them 75% of the money from selling e-books to their audience, but you were capturing the list. Obviously a brilliant move, and the fact that you're providing them value and I assume that, as you said, here's the starting nucleus of your list for fitness marketing. What did you do next?

**Pat:** Well at that point I really would love to tell you that I knew things that evolved to where they are now, but at that point, we were trying to basically build our local businesses. We were just going to simply package what we were doing successfully in our local businesses and find different ways to disseminate that information. So our philosophy was really, really simple at this point. Our philosophy was that *we wanted to focus on adding value rather than extracting value.*

(See note below...)\*\*

**Nick:** Love it. So thanks for doing what you do, man. I appreciate having you on. And I look forward to seeing you sometime soon. Thanks for sharing all your knowledge with people and I know if people want to find you, a quick Google search will point them in the right direction.

**Pat:** Yeah thank you Nick. It's been great. Anytime I can talk to an audience, nothing we do is rocket science. We love what we do. We follow our passion. We deliver as much value as possible then we provide as many high quality solutions as we can. I think if anybody follows that path, and you're a great example of this, if anybody follows that path they're going to have success. Thank you, I really appreciate being able to share, and always enjoy being able to speak with you. So thanks a lot.

**Nick:** Awesome man. My pleasure. Thanks Pat. Bye. ★

[\*\*]In this article, Nick and Pat talk about the transition of Pat's business from regional to global. The complete interview, which discusses the steps Pat went through from 'Start Up' to Mastermind is detail laden, insightful and a great example for those who wish to go in that direction or compare how they got there. For a copy of the complete interview, contact [mandy@dicksnanton.com](mailto:mandy@dicksnanton.com) and request one.]

# Test Your Limits and Find New Success

by Nick Nanton, Esq.



A few weeks ago, I got an invitation I couldn't pass up. As most of you know, Jack and I have a great working relationship with Dan Kennedy. (We are actually going to be hosting a private event with Dan very soon at the Kentucky Derby) Dan connected me with a guy named Matt Zagula, who is a financial advisor who runs a coaching group, alongside Dan, for some of the top advisors in the country. Dan suggested that there may be some great opportunities for joint ventures between us, and it was probably worth the trip to Weirton, West Virginia-- so I contacted Matt. I flew into Pittsburgh, which is only about 25 minutes from Weirton, and apparently once in Weirton, we were like 100 yards from Ohio. Who knew? I got a great geography lesson, but I also learned a ton. Now, you've got to know that Matt is no "average" or even "really great" financial advisor. Matt is an intensely smart guy, a very hard worker, and has that "Weirton Charm" that brings in the business-- so, I'll just call him an "Insanely Excellent" financial advisor. He's one of the top producers in the country, and they don't let you on that list for no reason!

Matt and I spent most of the day brainstorming between his appointments, and then I sat in on



a few advising sessions with him. I learned a massive amount about the business and sales side of financial advising, which was great, but even better was seeing a guy like Matt go to work. It was energetic and fast paced. Just the way I like it!

Matt and I were really starting to see some progress by the end of the evening, after dinner and a few Celebrity Sours (if I haven't told you how to make one yet, email me—they go down easy!), we still weren't where we wanted to be to finish up our conversation, so we moved my hotel room from Pittsburgh to Weirton and he and I agreed to meet the next day. As I was getting ready to go into my hotel, Matt rolled down the window of his Range Rover and said, "hey, you want to work out

with me in the morning? I'm going to be training with a guy who is a golden glove champion, a jiu jitsu champion and (insert any other kind of manly sport champion you can think of here, the list was long!)". I was a little intimidated because I've never done any of that kind of training, but I do like working out and sports, so I was intrigued. Then, I realized I hadn't brought my workout clothes since I was only going to be in town for 1 night (I know, I know fitness guys and gals reading this—that's really just an excuse. Duly noted :) and it won't happen again!) In any event, Matt said he had some clothes I could wear, so if I wanted in, then we were good to go. Never one to say no, I figured I'd give it a shot.

The next morning Matt and I went to his private workout room in the back of his office, and I met our trainer. Now, like I said, Matt is fast paced, intense and smart-- so, his private workout room



is directly through a door that connects to his office. From the looks of it, it used to be another office, or a board room. Under the wrestling mat, I could see that there was more hardwood flooring. And along the wall was a bookcase that was now a rack that held all sorts of workout and martial arts stuff. Then walks in our trainer, a long lanky guy from Pittsburgh, but he had that kind of look where you know he's not hunched over, but his back muscles are so big, that he looks like he's bending over....but he wasn't. We did about an hour of boxing, martial arts, jiu jitsu grappling and ended with "shoulder death" which was perfect because I have two torn rotator cuffs anyway. (Insert laugh here) In any event, I'm so glad I got in on the action.

It was a great workout, and a ton of fun. I also realized one big lesson:

When Matt starts out the day with that aggressive of a workout—punching, kicking, grappling, and of course shoulder death—the rest of the day is a piece of cake. Think about the mental switch. When you get that much adrenaline flowing, and you train that aggressively, it takes you to a whole new comfort zone, so the rest of the day, you are on fire and nothing really phases you (except for your shoulders that feel like they want to fall off—but I digress).

I definitely pushed my limits, and I loved it. I had to ask where the puke room was once or twice, but I never had to go there. I also got nicknamed "The Trash Talking, Tequila Drinking, Christian, Lawyer." Lol. It kinda' has a ring to it, doesn't it?!

But, most of all, I got to thinking about how often many of us get caught in the same routine, and don't do a lot to shake it up. And while it's kind of obvious, you probably don't do it enough. You've absolutely got to find ways to push the limits and find new boundaries all the time. It gives you a huge rush of accomplishment, gives you a boost in creativity, and it teaches you to open your eyes a bit and look outside your walls to see what opportunities you might be missing.



So, I'll leave you with that...and a few amusing photos Matt took of me while he was taking a rest.

Test your limits, and find new success!

Nick ★

## ◀ Dear Experts cont. from p1

one and 18 for the other. I know, you think I am kidding but I am not.

So how did Chorney get her Grammy nomination?

When the applications for Grammy nominations came around this year she nominated her own album in eight different categories and placed it on the ballot mailed to all of the Grammy voters including Nick.

Now this probably rubs some people wrong because when I was going up you were told you shouldn't ever nominate or vote for yourself. Rules you might guess I never paid much attention to. In this case, Chorney went even a step further, took bold action and did the unexpected. She personally (not a mass email), contacted 6,000 voting members online, using the special Grammy 365 site that operates like FaceBook and allows fellow members to accept or Like you. She says it took her two weeks to do it. In the end, over 2,000 voters accepted her and a link to her music and that connection got enough votes to get her the nomination.

While the campaign and the method of getting her nomination has stirred a mild uproar, the Grammy folks have been very clear that all of the rules were followed and in fact said they were "fairly open to solicitation". The difference is that no one had ever done it before, at least this way.

This February when we take our Hollywood MasterMind group to the Grammys I am going to have my personal favorite to win. Chorney says she is going to campaign again to try and win and I am going to twist Nick's arm to cast at least one vote her way.

Who will ultimately win this Grammy category is important to Chorney and the other nominations to get sales and music gigs. How she won the award is important to me and a lesson to us all. If you want to be successful you have to go where other people don't want to go, do the unexpected that other people don't want to do and take action at every possible opportunity. If you do that each time you will be a winner inside and out.

**TRUST AND COMPETENCE.** In a recent study done by The Relational Capital Group, and

researchers at Princeton University, it revealed that the instinctive process that governs how we perceive and interact with people also drives our purchase decisions and loyalty to the people we do business with. The process, called The Warmth & Competence Model has been well documented as the universal thought process that governs how we all perceive and build relationship with each other. (if you want more, send me an email and I will send you the research, [jwdicks@DNAgency.com](mailto:jwdicks@DNAgency.com)) The new research, shows how this connection affects how we select brands to do business with and then development of our loyalty to them.

In the Warmth and Competence Model, warmth is defined as your feeling of the intentions of the individual or group towards you, (friend or foe). Competence is defined as your feeling regarding their ability to act on those intentions.

Through studies in 36 countries, people lots smarter than me have determined dimensions of warmth to include traits such as friendliness, helpfulness, trustworthiness, and honesty. Competence is reflected by traits such as intelligence, skill, creativity, efficiency and effectiveness.

The new study done by the Relational Capital Group, found that consumers perception of Warmth and Competence was highly predictive of both purchase intent and brand loyalty. This was a new view presented to the marketing and advertising industry that has traditionally held that sales were inherently made as a result of your ability to convey features and benefits of your product or service. This is not to say that features and benefits are not important... they are... but that building on warmth (which I see as trust) and competence, (showing your ability to deliver (through credentials in the beginning and actions after the sale to continue the relationship) are so important.

The two most critical but under-developed dimension of Brand loyalty are, "acts in my best interest" and "honest and trustworthy". Without these, "genuine human trust and brand loyalty are impossible".

The study went on to point out that early brands were the faces of people and that today's large corporations need to learn how to put the faces and connections



to people back in their business. These findings even suggest social media as one of the places to make these connections along with customer service that involves people to people connection.

To us, this study reinforces our basic proposition that. “People Buy People”. The more you connect with your customer with trust and competence the more you will be accepted and the greater likelihood of them buying your product or service that offers the benefits they want. This is why we encourage you to use testimonials, media credentials, content marketing and your own personal brand position to build the connection of trust as to who you are and what your mission is as quickly as possible. Additionally, after the relationship is started, you must continue to reinforce the trust competence connection in order to build lasting loyalty and strengthen the desire to refer others to you. This is done through newsletters, website, social media, personal contact and other “touches” after the sale to continue the relationship with your fan base.

**THE NEW YEAR NEW YOU!** Its show time! In many businesses as much as 50% of your revenue comes from the first quarter of the year so it is important to get off to a great start. Hopefully the articles above and throughout this newsletter give you more ideas about positioning yourself as the Celebrity Expert in your business and how to take advantage of your unique position.

Look at you calendar now and see where there are holes that need to be filled in your schedule for the upcoming year. You’ll know because you will see some glaring gaps and those holes are for adding new business opportunities to expand your business.

Ask yourself now and every month what are you are doing that a press release could be generated on and then sent to both your existing prospects and customers but also out to the media to stir up some action.

Take a list of your current data base and go through it to see who might need a call or an encouragement to do more business or who you can help match together in a meaning full business venture.

Ask yourself when you should invite local clients out to a social event and what you could do to encourage

them to invite their friends who might also become customers. This is a low cost high impact form of referral source and one geared towards creating a relationship before asking for a sale.

Look at your list of the 22 marketing channels and clarify the ones you have developed and see which ones you should add right now to your regular list of activities to prospect. (if you don’t have a list of the 22 Marketing channels, email me I will send you my Marketing Matrix which has them laid out for you. email [JWDicks@DNAgency.com](mailto:JWDicks@DNAgency.com)

What is your Unique Selling Proposition and is it working or does it need updating. If it isn’t unique what can you do to make it better and keep you on top?

What is the irresistible offer you make to every prospect you see and hear about that makes them respond? If you aren’t sure or you don’t have a good one, what can you do right now, to improve it and make it irresistible?

Was your pricing right last year for your products or services and can you raise them now that the economy is improving. If you don’t think so, test it anyway with a small group of people and see if it works and if so expand to an ever increasing number until you get resistance.

If you have a marketing plan that is working and every time you spend a dollar you get at least the dollar back, increase the amount you are spending and if the numbers hold increase it again.

Make a list of people you can eat lunch with each day that can help your business and you help them. Call them up and offer to take them out to lunch as your guest. There is an endless supply of good prospects that would love to go to lunch and will feel great about you taking them out.

If you don’t have a Facebook fan page for your business start one this month and use it to connect and help people who like you.

Use this list as your starting point for a great new year. If you do just this and take action you will see amazing results.

Have a Happy New Year! ★

# The Best Investment for 2012!



I saw a Doctor I know casually at a holiday Christmas party the other day and I overheard his conversation on investing. Listing with one ear, I was caught a little off guard when he asked me what I was investing in and I answered out of reflex that I was investing in building my list and our relationship with all the people on it. He and the audience of two that had been listening to him in rapped attention talk about something he really knew very little about were stopped in their tracks by my recommendation. Well, as you might guess, he knew less about building a list and I am quite sure he and his audience of two thought I had lost my mind thinking about a customer list as an investment.

In many ways it is funny and sad. I have even found myself investing in traditional investments such as stocks and real estate, humoring myself into believing that these were investments I knew lots about and because they are in a category labeled investments they were better. Logical but wrong.

There are two investments that will always produce a great return and much better than real estate or stocks and that is your list of customers and prospects. There is a third investment that long term produces a better return than real estate or stocks but it can throw you some curves along the way and that investment is a specific successful marketing campaign.

If you are reading this letter than you are likely trying to build yourself as the Expert in your industry or do things that maintain your status of Expert if you have reached it. You are the one that should pay heed to my investment philosophy and your returns will be better short term and long if you put your money into building your business list and build the relationship with the people on it.

There really are two parts to the list building equation and we all forget it from time to time. This is why you will always hear me refer to the term farming as often as use list building because it is easy to visualize that you have to plant right, nurture your crops and log time taking care of your farm before the fruit is harvested. In list building terminology that is the same as building a relationship. Both require considerable time and patience which are two very scarce commodities these days if they were ever very plentiful.

The Third investment is an interesting one. Somewhere out of the 22 key marketing channels you should find and build

an ever green marketing campaign that you can use often, if not all the time. Hence the term, “ever green”. When you find one you use it till it stops pulling a return you are happy with and if that takes year so much the better. And while you are using the winning marketing strategy you must start on another one to try and have two or more going at the same time. The last suggestion is a very important point I want to make because it is the key that I have forgotten at times in my life much to my chagrin.

If you only have one great marketing plan that works, no matter how great it is, start working on another because you are extremely exposed and the threat of losing it all is not an exaggeration. I have been heavy into marketing using commercials for myself and clients when all of a sudden with no warning they stopped pulling a decent ROI. The last Presidential election was one of those times, when I ROI went negative overnight and I am reminding myself and you that we are going into the same circumstances right now.

When political ads start running, the cost of your business ads you place on television and other media skyrocket because of the political ads. It is marketing gouge time. When that happens, your ROI on a campaign may come to a stop and your ads start quickly costing you more than get in up-front return and eat your cash flow like Pacman. This is also true of other media such as newspapers advertising whose prices will also spike. Just keep it in mind. Direct mail is not affected as bad but because people start getting more flyers in the mail, yours may be tossed faster than have been recently because they get lumped in with everything else. Watch this year for the first time PPC and Facebook ad campaigns may also be affected. The politicians are going to pummel everyone who has an email and they care little of the after affects.

Having hopefully cast a caution warning about potential hazards ahead, I return to my theme of saying the third best investment is to build multiple marketing channels and keep them all afloat. So if you do email marketing then at least add a direct mail campaign. First the two different mediums will help each other because different people are attracted by different media. And second, having two lines in the water at the same time with the right bait increases your opportunity to catch a fish. (This line though true for marketing and fishing now lets me write off my boat as a marketing research expense...Just Kidding. ★