

CelebrityExpert®

I N S I D E R

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

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

Dear Clients,

While everyone sunbathed on the beach in Waikiki, I decided to do just the opposite and mine for money.

Sometimes you have to do what no one else is doing – or at least go to places where other people are doing something else – in order to make the money you want. That is the image I want to leave you with through this picture of me and a metal detector looking for gold in Hawaii. I didn't find any gold with the metal detector and in truth I put my money in the guy's bucket in order for me to strap on his equipment for the photo. The guy was good-natured and really didn't want any money for loaning me his equipment – once I assured him I wouldn't be trying to go into competition.

The gold I did find in Hawaii were stories of new entrepreneurial launches and reminders that what works well in one place can be copied and used elsewhere.

On the back page in my last word column you will see a story of how two entrepreneurs found fame, fortune and a new home

with a local twist on yet another cheeseburger joint...Cheeseburger In Paradise. I fell in love with this one and after slurping down a special Mai-tai they serve, bought up souvenirs I could show you and wear at the same time, (see back page picture). The point will be made here that you don't have to think of all the great ideas yourself and can save one heck of a lot of time, money and effort just changing successful concepts and adding

cont. on p11 ►



JW mining for gold on Waikiki



Eight Ways to Use Social Media to Boost Your Celebrity Status

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

When it comes to personal branding, you have probably heard it said that *consistency* is critical. Since the objective of your branding efforts is to shape the way you are perceived by your audience, it's essential that you broadcast a consistent message. If your message lacks consistency, your audience doesn't know what to think—and you end up with a personal brand that is weak or nonexistent.

Consistency goes beyond your logo's colors. You must be consistent in your thoughts and beliefs as well as your promotions and the way you "act" online. It's all a part of your brand and what you do reflects highly on your brand. If you were a church you probably wouldn't be promoting drinking and smoking for example.

And while the specifics of your personal brand may vary, you know by now that the key to achieving the business success you desire is branding yourself as a *celebrity* within your industry. You're not just another "typical" business owner—you're a respected expert. This position gives you the ability to lock out your competition—to charge higher prices than your competitors and still win the business. And because most consumers prefer to work with an expert, your personal brand will make it easier to attract new clients and retain your current customers. Therefore, it's important that every element of your personal brand reflect the celebrity status you are working towards. From TV appearances to your social media presence, positioning yourself as a celebrity expert in your industry must be a primary goal.

In this article I wanted to give you specific ideas that you can focus on TODAY to start elevating your social media efforts—and specifically, how you can utilize your social media presence to establish yourself (and your brand) as the go-to guru within your market. Below are eight suggestions:

1. **Tweet analysis of breaking news.** Twitter is known as a great source for breaking news—and with good reason. While keeping your audience updated with regard to breaking news in your industry is helpful, I recommend taking it a step further—go ahead and post a link to a developing story, but take a moment to add your analysis. As a tax attorney, for instance, don't just report that a new law is making its way through congress... take the time to tell your audience what the new law could mean for them.
2. **Post pictures on Facebook and Twitter of yourself "in action".** If you take a look at my Facebook profile,

you'll see photos of myself and my partners working with clients in a variety of locations... at the Grammys, filming on location in Washington D.C., etc. Not only is it a fun way to keep people in the loop, but posting these pictures reminds my audience that I'm always hard at work helping my clients strengthen their celebrity status. Look for opportunities to do the same!

3. **Post video tips on YouTube.** Video tips are a great way to connect with your audience—as it's easier to bond with someone "face to face" than it is by reading their status updates and Twitter posts. Take the time to produce these well—you'll be amazed at how much mileage you can get out of a handful of well-produced video tips. In addition to the branding benefits, search engines are giving video sites like YouTube more weight than ever—so get involved!
4. **Share your blog entries and articles across Facebook, Twitter, and LinkedIn.** Hopefully by now you have listened to me and are regularly publishing blog entries and articles! (If not, it's time to get with the program!) In addition to sharing your content on your website, take the time to post them to your social media accounts. Doing so is a great way to drive traffic to your website, and it is a reminder to your audience that you're an expert in your industry!
5. **Answer questions your followers and connections may have.** One of the best parts of modern day social media platforms like Facebook and Twitter is the ability they provide to interact with your audience in real time. If you pay attention to the conversations that are taking place around you, you will often see individuals asking questions or looking for advice. When you see an opportunity to share your expertise, chime in! Not only will you be helping the person asking the question—you'll also be subtly demonstrating your expertise to your audience. People will take note—and over time you'll build a reputation as THE go-to person in your industry.
6. **Get personal... but not TOO personal.** Social media platforms represent a great opportunity to get to know your audience... and vice versa. It doesn't have to be all business, all the time. Let your audience know what you're up to—where you're travelling, what restaurant you're eating at... whatever you're comfortable with. The best part of this is that you have the opportunity to have fun and be yourself... while at the same time building your brand. In

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don't know where to start?**

**Do you currently have a business blog
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**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

my case, comments on a Gator game, a status update about a trip to Bloomys (Bloomington as *you* may call it) a picture of my favorite bottle of wine, or my new favorite recipe I found on Pinterest... it's all a way to strengthen my personal brand. It's important not to drop your guard too much, as yes, we are mixing business with pleasure! But you do need a happy medium of both- I like to think of the social media world as a giant cocktail party. Have fun, relax, tell jokes... but keep it classy!

- 7. Share actionable tips for your customers and prospects.** Sharing information with your audience is great... but providing them with actionable, easily digestible tips is even better. Whether you're a real estate broker sharing tips for adding value to a home, or a landscaper sharing advice for dealing with garden pests, providing actionable tips demonstrates your industry knowledge convincingly.
- 8. Post valuable content from authoritative sources... and add your commentary.** When it comes to sharing content, you don't have to limit yourself to content you've created. Of course, you won't want to promote your competitors, but posting content from other authoritative sources shows your audience that you are "in the loop" with regards to developments in your industry. Take it a step further and add your own analysis!

At the end of the day, your overarching social media goal should be to provide value to your audience. If you aren't doing so, they are going to tune you out. What good does it do you to have 1,000 followers on Twitter if none of them are paying any attention?

Look for opportunities to make their lives easier—by sharing tips, by keeping them up to date in regards to developments in your industry, and by analyzing breaking news. This will keep your audience engaged... and when you incorporate these celebrity branding tips, you'll be reinforcing your standing as an expert with each and every interaction. ★



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

For our Celebrity Experts®, March comes in like a lion and stays that way! This month, take advantage of your chance to join Marketing Genius Dan Kennedy at the Kentucky Derby, plan for our upcoming Celebrity Expert Platinum Coaching event in Orlando, and be interviewed on The Michael Gerber TV Show...

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

NEW EVENTS AND OPPORTUNITIES

- Join Marketing Guru Dan Kennedy at the with your fellow MasterMinds – and also Co-Author his next Best-Seller, *Marketing Miracles!* Contact us today at 800-980-1626 and ask for Angie or Mike!
- If you're an entrepreneur, you need to be seen on this show hosted by the celebrated author of *The E-Myth*. Find out more by calling 800-980-1626 and asking for Angie or Mike!
- You can appear in the *Wall Street Journal* and receive the credit you deserve for being a Financial Trendsetter! E-mail info@DNAgency.com for more details, or call 800-980-1626 and ask for Angie or Mike!
- The biggest event of the year is shaping up for this September's National Academy of Best Selling Authors' Thought Leader Summit and Golden Gala Awards at the historic Roosevelt Hotel in Hollywood. The early birds get the best rooms, so e-mail info@DNAgency.com, or call us NOW at 800-980-1626 for more information!
- We're planning a lot of excitement for this June's Platinum Coaching event, and you'll want to be here with us in Orlando! E-mail info@DNAgency.com, or call us NOW at 800-980-1626!
- 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.

EVENT SCHEDULE

MAR 1-3	GKIC Trust-Based Marketing Seminar (Cleveland, OH) [Nick & Jack]	MAY 3-6	Kentucky Derby Mastermind WITH Special Guest Dan Kennedy! (Louisville, KY) [Nick, Jack, Lindsay, Greg]
MAR 7	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]	MAY 9	One on One Call – 3pm EST [Nick]
MAR 14	One on One Call – 3pm EST [Nick]	MAY 10-11	Matt Zagula Event (Cleveland, OH) [Nick]
MAR 14-18	Elite Mastermind Meeting at Elbow Bay (Bermuda) [Nick, Jack, Lindsay]	MAY 14-16	Branded Film Shoot with Cary Bryson (Baton Rouge, LA) [Nick]
MAR 19	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]	MAY 21	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
MAR 19-21	Branded Film Shoot with Rod Polston (Norman, OK) [Nick]	MAY 24-29	Bootcamp Bootcamp (United Kingdom) [Nick & Greg]
MAR 29-31	World Fitness Elite™ TV Show Shoot (Orlando, FL) [Nick, Jack, Lindsay, Greg]	JUNE 6	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
APR 2-4	InfusionCon (Phoenix, AZ) [Nick]	JUNE 7-9	Celebrity Expert Platinum Coaching Event (Orlando, FL) [Nick, Jack, Lindsay, Greg]
APR 4	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]	JUNE 11-13	Branded Film Shoot with Mark McCollough (Battle Creek, MI) [Nick]
APR 11	One on One Call – 3pm EST [Nick]	JUNE 13	One on One Call – 3pm EST [Nick]
APR 11-13	Michael Gerber TV Show (San Diego, CA) [Nick, Jack, Lindsay]	JUNE 18	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
APR 16	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]	JUNE 20-22	Ben Glass / APE TV Show (Washington DC) [Nick, Jack, Lindsay, Greg]
APR 18-21	Glazer Kennedy SuperConference (Dallas, TX) [Nick, Lindsay, Greg]	JULY 11-13	Branded Film Shoot with Tim Autry (Swansey, NH) [Nick]
APR 19-21	Branded Film Shoot with Nick Nemeth (Dallas, TX) [Nick]	SEPT 26	Elite Mastermind Meeting (Hollywood, CA) [Nick, Jack, Lindsay, Greg]
APR 26	Speaking Empire Event [Nick]	SEPT 26-28	National Academy of Best-Selling Authors Best-Sellers' Summit & Golden Gala (Hollywood, CA) [Nick, Jack, Lindsay, Greg]
MAY 2	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]		

CONGRATULATIONS TO OUR NEWEST BEST-SELLING AUTHORS!

For the Best-Selling Book *Champions: Knockout Strategies for Health, Wealth and Success*, Ryan Lee, Steve Fox, Greg Rollett, Paul Mann, TJ Tillman, Priscilla Pelgen, Esq., Lorne C. Poon, MD, Loretta M. Wollering, Dominick (Rusty) Bianca, Esq., Hanna Hasl-Kelchner, Esq., Jeff Slayter, Kane Minkus, Martina Blumenthal, Ph.D, Gary Martin Hays, Esq., Adam Weart, Steve Jack, Brian Cannone, James Ballidis, Esq., Lance Miller, Cathy Parlitsis, Chris Verrone and Robert Santarossa

CONGRATULATIONS TO SOME OF OUR NEW AGENCY CLIENTS!

Michael Conduff, Matt Hancocks, Rich Lee, Tinka Millinovic, Nicholas Osbourne, Edward Lake, Charles Mixson, Daniel Fishel, Luba Rusyn, Sunil Tulsiani, Ken Nunn, Tim Byrd, Jim Bernardi, Derek Decater, David Robinson, Juanita Scoggan, Laura Waage, Nicole Wright, Brian Beckner and Matt Luxton

3 Unique Ways To Create The Product That Your Customers Really Need

By Greg Rollett



People love sharing information. Just take a quick glance at your Facebook or Twitter page and see all the things that people want to let the world know about.

The reality is that most of this information is not exactly what you want to see, nor will it help make your business or life better (most of the time).

When authors, marketers and professionals come to work with us to create their products, they also want to share a message with the world, but it is usually very vague and doesn't solve a problem for a specific person.

And that is where you need to start. You need to identify the exact person that you want to help.

Let's say that you want to help sales professionals get more sales. That sounds like a pretty good group of people that always need help, right?

Yes, but the more specific that you can get, the greater impact you will have on someone and the more likely it will be to get a sale of your product.

Instead of the example above, what if you narrowed it down to cultivating leads for insurance sales professionals?

Or closing techniques for real estate agents?

If a realtor needed to close more deals to make sure he put food on the table, which program

sounds more appealing and will help him in his business right now?

"Sales Professionals Success System" or "Closing Techniques For Real Estate Agents"?

Once you narrow your market down, it's time to figure out what their innermost needs are. These are the things that have an emotional and financial hold on them right now and they will do whatever it takes to get past this road-block or learn the one secret that is holding them back.

Below are 3 unique ways to find that need and desire that your market has.

1. Ask Them.

This sounds so simple, yet so many people simply do not do it. When you have access to a group of people, be it an e-mail list, a customer support team, your Facebook Fan Page or even people walking into your office, the best and most direct way to find out about them is to simply ask.

You can also do this by listening when they talk. When you listen you will start to hear recurring themes that all of your customers are experiencing.

The quickest way to ask your prospects and customers about their needs is to send out a

quick survey. You can use any number of online survey services like SurveyMokey.com or SurveyBuilder.com.

I always love to send quick 2-3 question surveys that don't take my clients and customers very long to fill out. I also include a bonus for completing it. This can be a discount on one of your products and services, or a free video or report. This is very powerful when conveyed in your e-mail to them.

When sending the e-mail, my message will be similar to this,

"Hi John,

We have spent the past year helping X number of people just like you develop extremely valuable and financially rewarding information products and while we love what we have done so far, we know we can turn it up a notch.

This is where I need your help. I just created a quick little 3 question survey that I would love for you to fill out so we can better serve you.

Link to survey goes here.

As a little thank you, I just shot a new training video on some marketing tactics that our top clients are using to sell their products, and I want to give it to you for filling out the survey.

It should only take a minute or 2 and it would mean a lot to us here.

Another link to survey

Talk soon,

Greg"

2. Look At Amazon.com Reviews.

Amazon.com is the world's biggest online retailer and one of the biggest benefits that Amazon has over its competitors is what their customers think about the products they buy.

Whenever we are looking to create a new product and need to find out what the market is missing, or what we can do better than any-

one out there, we look at Amazon.com to get our edge. Here is how you can do it, too.

First, head on over to Amazon.com and do a search for the keywords in your niche. Again, let's go with sales training. I want you to pay special attention to the books and DVD sections.

One of the books that comes up is Zig Ziglar's famous "Selling 101." As you can see in the image on the next page, there are 31 customer reviews for this book. While many of the reviews are positive (4 and 5 stars), there are 8 reviews that are 3 stars in *Figure 1 on page 7.

These are the reviews that you want to look at. The reason is simple. The readers of the book will tell you exactly what they didn't like about the book and what they wish the book covered.

This will tell you in minutes what you need to include in your product. One review from customer Matt, is very telling about some things that your market wants addressed:

"I've recently transitioned into a sales role with my company and from the description and reviews I thought that this book would give me more of a sales perspective. Instead it is basically a waste of money. If you're a sales nut maybe this is motivational but it won't provide any real tools. If you are new to sales or wanted to understand how to sell better, this book will leave you either wanting to get out of sales or buy a book that will teach you about sales."

I suppose I should have read more reviews but I was also disappointed in the size of the book, it is more like a small quote book than anything else."

This review shows that this market wants more actionable content, not just quotes or motivation. That is very powerful to know when crafting your product.

Use this method in your own market and begin to put a list of all the needs of your market together, before you spend the time outlining and recording your product.

3. Use Facebook.

In this third approach there are 3 ways to look at social media sites to find out what your customers really want or need. One is by looking at your own business pages and going through the profiles of the people who like your page and learning more about them. People share everything on Facebook and by doing some digging you again will start to see some similarities in tone, in the people they follow, in the pages they like and the statuses they post.

The second method is for those that don't have a big fan base on Facebook. If your fan page only has a few followers, then look at your biggest competitors' fan pages. See what types of information they post that gets the most response from their fans.

Look through their fans and see what you can find in common. This will give you a big insight into the needs and desires of your market.

The other way to use Facebook for market research before you create your product is to create Facebook Ads that address different pain points in your market and see which

get the biggest response. Split test a few ads, sending them to an opt-in page that addresses their needs.

After spending just a few bucks, you will see which strikes a nerve that people will respond to and which is not at the top of their minds.

Using This Information To Create Your Product

The 3 tips I have shared are by no means scientific, but they will give you a much better indication of what your market needs in order to have a better business or live a better life.

It is also better than spending days, weeks and months creating a product that you think people will like.

You now have the tools to create a very valuable product. It's up to you to use them! ★

If you have any questions about the above methods or about product creation in general, please send an email to greg@productprosystems.com or join our community on Facebook at <http://facebook.com/theproductpros>.

Customer Reviews

Selling 101: What Every Successful Sales Professional Needs to Know

31 Reviews
5 star: (15)
4 star: (8)
3 star: (1)
2 star: (2)
1 star: (5)

Average Customer Review
★★★★☆ (31 customer reviews)
Share your thoughts with other customers
[Create your own review](#)

Search Customer Reviews

☒ Only search this product's reviews [GO](#)

The most helpful favorable review

44 of 46 people found the following review helpful:

★★★★★ **A Handy Primer**
'Selling 101' is an easy to read and understand introduction to sales technique for those new to selling, or a quick review for experienced sales people who need a refresher. The book can be read quickly, but to get the most out of it return to each section and determine how you can apply the principles there to improve your skills.

There are chapters on overcoming...

[Read the full review >](#)
Published on December 6, 2003 by Cathy Stucker

> See more **5 star, 4 star** reviews

The most helpful critical review

80 of 106 people found the following review helpful:

★★★★☆ **You're Kidding Me, Right?**
This book is basically a collection of "daily affirmations." Its a feel-good book. It has very little in the way of "actionable" advice. At only 100-pages, I expected a collection of greatest hits. This is the first, only, and last Zig Zigler book I will ever buy. For people with a serious interest in tangible advice on how to increase sales effectiveness, I would...

[Read the full review >](#)
Published on July 16, 2003

> See more **3 star, 2 star, 1 star** reviews

*Figure 1



NICK: Hey everybody! It's Nick Nanton here for *One-On-One With Nick Nanton*. And this month I've got a friend of mine in the business who I see all the time at lots of different events, sometimes speaking, sometimes coaching top speakers on the stage and oftentimes both. So I'm going to introduce you here to Mr. Dave VanHoose.

I don't have a formal bio for Dave but I will tell you that many of the top secrets in the industry that you and I know, even guys who've been speaking for 20, 30 years go to Dave, because he can help them make their presentations more effective, and by more effective I don't just mean communicate better – which he's good at too – but also selling better through structure.

Dave, first of all, welcome to the call. I appreciate you coming on.

DAVE: Oh thanks Nick, thank you very much. I'm just really excited to be on this call. It is a huge challenge to a lot of speakers and a lot of business owners if they don't know how to write and make a presentation.

NICK: And that's really the bottom line of what we're talking about, how to write and script a presentation that converts and that can be converted into dollars. This really can be used in group-presentations or one-on-one certainly, but as you and I both know, where we would find the real leverage point is in group presentations. So most of our examples are going to be for that.

So Dave let's start out with why you would want to script a presentation. Most people would say, "Man I just can't do that. I don't want to be a robot." "I like being 'off the cuff. So why don't we talk a little bit about why you'd want to script a presentation.

DAVE: Yeah that's a great question, Nick, and let me just tell you a quick little story about how I kind of fell into the speaking business and how I found scripting to be very, very important. It was about eight years ago, I had a product/service called Foreclosures Daily. And this product was a membership community and it was a system that sold people on how to get rich in real estate.



And the reason you really want to be scripted is because you want to have consistent results. I see a lot of communicators, a lot of speakers all across the country that are changing their presentations dramatically each time out, and I got to share that with you. *It's not what you want to do.* You want to have a script so that way you can know your ROI, know your outcome, even before you get up on the stage.

And that's what's very, very important about scripting. It is really about getting consistent results, because if you do a webinar to somebody's list or you get on somebody's stage, they're going to want to make sure that you convert and close or you're never going to speak on stage again. So scripting is the key to your success.

NICK: I could not agree more. Now we're going to get into some of the things that you need to have in a presentation too, but before we do, a few people's eyes might glaze over, they don't know what the term 'anchoring down' is, and they don't know what trial closes are. So why don't you tell us a little bit more about some of those techniques?

DAVE: Great, great, great. Majority of people really don't know that there's some very advanced communication skills. A lot of people think persuasion and influence is the total picture. But actually, in the presentation equation, that's just a small percentage of persuasion, actually seven percent. The majority of communications is done through tonality and through body language and so you can really become a very effective communicator when you understand how it works.

NICK: Great point. But other than that, you have to fundamentally believe that what you do is the best thing in the world, and that everybody who goes a day without hiring you or buying your product is making a mistake and wasting money somewhere else that they should be spending with you – because you know you can help that much. And so

that's what these strategies are all about.

So again, Dave, what are some of the five things you need to have in a presentation, and would you go through how to script a presentation correctly, whether it's live or webinar? Also, can you talk just for a second about anchoring and the concept behind that? Obviously it's an NLP technique, which is neuro-linguistic programming, and you could probably explain that better than I can.

DAVE: Yeah it's a very, very, very empowering technique. But I just really want to hit this home where you had a great point, Nick. Really, you have to believe in your product or service to really effectively be able to use these tactics yourself. I just want to share a quick little story, Nick.

When I first started speaking, I was terrified. And I'm up on the stage and I'm going over the benefits of becoming a real estate investor and I'm going over the techniques of how I made a lot of money. I said, "Everybody get up right now. Get to the back table and sit down to register. And a bunch of people came running back there. And I'll never forget, Nick, one gentleman comes back there who can barely speak English. He says, "Hey, my name's Jose. I just come to this country. Me want to the Foreclosures Daily system." And I take the order and he gets signed up and tells me his story on how he just moved to this country.

So I decided in my mind, I'm like, "Well, maybe this isn't for you." So I took the order form back and I tried to 'unsell' it. He goes, "No, me want real estate millions. Me come to this country. Me going to sign up." And he signed up that day. And I went home that day and I felt so bad, I couldn't sleep that night. Why did I take money from a gentleman who just came to the country?

Four months went by, and back then I used to keep track of who really made it and had been successful making money, and I called my partner up. "Whatever happened to that guy, Jose?" He goes on to tell me, "Oh my gosh, Dave, that guy took the system, bought seven houses and made \$300,000 dollars."

And at that time, Nick, I was reading a spiritual book, and it was a book about selling, and it said, "Who are you to be God to determine who can and can't make it in this world? Your job is to provide the best service and help people get into the action." Does that make sense?

NICK: Absolutely man, and I couldn't agree more. Great story! I'm now going to get you back on this concept of anchoring and then we'll move onto some presentation things.

DAVE: Yeah, anchoring is a very powerful technique that I teach. So what I'm going to do is I'm going to teach you through stories. Anchoring is a very, very powerful technique. And I'll give you an example. In my old presentation, I had this part where I said, "I have never, ever, ever, ever seen a better time to get involved in foreclosures." I used to do this with my hand. I used to wave it and say, "The stars are aligned perfectly to do this and this." And I would point. And

the reason why it worked is I moved my hand. And I would point to the back table. So what I was doing is, I was anchoring down the back table.

Now when I write a presentation, there's five key components to writing a presentation. So in my presentation blueprint I made it very easy. Five keys.

The first thing that I'm going to talk to you about is the intro, how the introduction's one of the most important things.

The second thing in your presentation, number two is story. You're going to tell your story, how stories sell, back sell.

Number three is the body of the presentation.

Number four is basically the social proof.

And number five is the most important thing, which is the close. The close is the most important thing.

NICK: Good stuff. Well hey, we've only got a few minutes left here, so I do want to let everybody know about your next event. The web address is GoToInfoProfits.com. Dave, why don't you tell them about the kinds of things they can learn at your event.

DAVE: Yeah, what this event is, is that it teaches speakers, info marketers, entrepreneurs really, how to grow their business by doing webinars, by doing events, selling coaching, really, to effectively build a huge business. And so at this four-day training event, I'm going to teach platform closing. I'm going to teach how to write webinars. We're going to go over product launches and how to create coaching programs. I'm going to share with you how to really explode your business through speaking.

Now for this event people paid up \$2,000 to \$3,000 dollars to be at this training. What I'm going to do for your folks, Nick, is something special. What we're going to do for your folks is just cover my cost, which is \$200 dollars to come to this amazing event. And you can sign up. And what's the website to sign up, Nick?

NICK: It's GoToInfoProfits.com and if you guys can't find it, feel free to email me at my address: Nick@CelebrityBrandingAgency.com. I don't benefit from you paying a registration fee. You'll learn a lot of great stuff and I think you'll really benefit from it.

So Dave thanks for being on the call with me today, man.

DAVE: All right. Thank you very much Nick.

NICK: Take care. Bye. ★

(This is an abridged version of this interview. For reasons of space, we were unable to replicate the interview in its entirety. The complete version with the many detailed tips and techniques you might wish to use in your own presentations is available to you for the asking. For a copy of the complete interview, contact mandy@dicksnanton.com and request one.)

Guest Expert



The Renegade Millionaire Way

The Power Of Mastery

By Dan S. Kennedy

I am about to tell you how to add \$25,000.00, \$50,000.00, maybe \$100,00.00 a year to your yearly income - without spending even a penny more on advertising or marketing.

One of my featured guest speakers at a past SuperConference was Michael Vance. Michael worked side-by-side with Walt Disney for a number of years. As I was listening to Mike, I made a mental note to start talking about a Walt Disney quote about marketing that I used to use a lot.

What Walt Disney said about Marketing is:

“Do what you do so well - and so uniquely – that people can’t resist telling others about you.”

In every field, there are “masters”. People just so darned good at what they do that people are compelled to tell others about them.

Mike Vance is that kind of speaker, and there are darned few in that category. Actors like Paul Newman, Al Pacino, Robert DeNiro. The salesman I used to buy my cars from, Bill Glazner, at Sanderson Ford in Phoenix - he puts every other car guy I’ve ever seen to shame. There are a couple chiropractors I know who put on such a great “report of findings” (their equivalent of the Printing Audit) that they enjoy 100% conversions and can easily sell large dollar “pre-pays.” There’s a shoe-shine guy at the Atlanta Airport who still rubs wax in by hand, snaps the towel with authority, slaps the leather, makes the brush sing. And this is important: these people are “master performers.” They are not just masters at whatever technical thing they do, they are masters at presentation.

So, here’s a very simple, very practical question: after a customer buys from you for the first time, do they - without any prodding from you - rush to the phone, call an associate, and tell them about the amazing buying experience they just had? Are the first words out of their mouth to the next person they see about you?

If it is, here’s the economic impact: your need to invest money in acquiring new customers will diminish over time as your business converts to being 100% referral driven. This means you can take all the money you now spend on advertising, direct mail, telemarketing, etc. and put it into your pocket instead. This means you will have more

people calling and waiting in line for you than you have time, because each client will multiply.

“Mastery” can quite easily be worth an extra \$50,000.00 to \$200,000.00 or even more to you each year you remain in this business. (Bank it all at even modest interest and in just five years you can retire a cash millionaire.)

To get that good, you must dedicate yourself to doing so: I’ve always been impressed with the late Yul Brenner, who performed the “King and I” a record number of times on Broadway - and still rehearsed his lines, gestures and facial expressions everyday, before every performance, right up until his last one. How many times have you written out your own, complete sales script word for word? Recorded it and listened to it on tape? Role-played it with family or mastermind group members? Practiced in front of a mirror? Ever? This month?

Get this: I can predict your future bank balances if I know what you read, what you listen to, what educational functions you attend, who you hang out with and what you work on (practice) regularly. Oh, and years ago, Joe Karbo wrote this wonderful ad headline: are you too busy making a living to make a fortune? Are you?

Discover how you can sneak into the closed door meeting and eavesdrop on the free-wheeling, no holds barred discussions of arguably the most elite and extraordinary group of marketing and moneymaking “masters” ever assembled in one place, at one time! ★

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

your own twist. In this case it was a new twist on a cheeseburger restaurant and bar. In our Kennedy's All-American Barber Clubs, the twist is combining old-fashioned haircuts and shaves with continuity membership programs. In Miami and a growing number of other cities, it's an upscale burger and fries, combined with beer and wine, in a new look sit down restaurant called BurgerFi.

Keep your eyes and ears open to marketing campaigns, new businesses, even a single ad that seems unique and compelling and think about how you can use it yourself in your own business, and by doing so adopt what is already working instead of having to create everything from scratch yourself.

At the recent Hollywood MasterMind and Grammy's Event, Nick and I shared a passel of ideas about how to grow your business no matter what it is and presented some very new and unique ideas our clients are using to market that are working. Among some of the ideas was a lesson I taught on how important it is to look at the "fortune at your feet" and not always try to stir up a new idea when you have plenty hitting you in the face every day.

Here are some key points to remember:

1. Look at other businesses to model both in and out of your own profession that are successful. What ideas can you take from them that you can adapt to your present business? Our client, Dr. Scott Schumann, is a successful dentist in Ohio who is adding an energy product to his practice but he also secured the exclusive rights to market the product throughout the US. This product opportunity came about because he was looking for new products to add to his practice. Because he was "out looking," he saw the opportunity that would not have otherwise presented itself.
2. When you see something going on in another business, ask yourself the simple questions, "How can I do that?" or "How can I buy it?" What does that person have in their business that I can use in mine? During the Hollywood MasterMind, one idea that came up was with a person who had a distribution system overseas that others in the group could tap into. In this case more than one person could benefit. The person with the distribution system could make more money by putting good products into his existing system and people with existing products could benefit by not having to try and set up their own distribution system.
3. Be open to reinvention. This can be a reinvention of you or any product or service you offer. The Grammys offered many examples of people reinventing themselves from Paul McCartney to the Beach Boys.
4. Look for the bigger Opportunity in what you are doing. Dr. Mark McCullough is a successful Chiropractor but the bigger opportunity for him is likely in the creation of a training program for new chiropractors. This program will lead to practice participation or at a minimum new coaching fees and consulting services based on Best Practices learned by Mark and his partner.
5. Add another niche to whatever you are doing. While we often talk about the value and importance to niching yourself in a field, it doesn't mean you can't have more than one niche. In fact, you should develop more to keep out competition. Multiple niches offer you more control of your market, flexibility, faster growth, and the ability to sell off one of your niches after you develop it in order to take some money off the table.
6. Add additional versions of your product or service – including a

high-end version that appeals to the affluent end of your market willing to pay more for more services.

7. Combine and package some of your products or services in logical ways that offer more value to your clients and higher prices for you. Alternatively, unbundle some of your offerings into smaller, "one-off" versions of a product or service for specific clients or as a new promotion.
8. Go deep with services in your niche. Most people limit themselves in what they offer even though their clients would buy more. Recently, while interviewing a new lawn service, I asked if they also did planting of new flowers. The answer was "yes" to that – as well as house pressure washing, gutter cleaning, cleaning and removal, sprinkler repair and in general, anything outside the home. While I was frankly amazed at a lawn company going this deep with services, the next logical step should be an entire line of services for inside the home. And, if they really don't want to do it themselves, JV the opportunity with someone else that is good in that area.
9. Offer distribution channels you have developed to other non-competing products or services who have not developed a distribution channel for their own businesses.
10. Look for new vertical or horizontal business opportunities. Let's say you are in the marketing business and you work primarily with financial planners as your niche. A vertical opportunity would be another product or service that you could offer to the financial planning community such as a newsletter for their clients. A horizontal opportunity would be to add another niche group you service such as real estate agents. A growth pattern for a business in this case would be to add more verticals and horizontals you could support as fast as you can build them out.
11. Take your successful ads or marketing campaigns and sell them to people in your industry in other markets. One of our chiropractic clients has done this on four different occasions and built entire lines of business worth hundreds of thousands of dollars each with little work after developing the first proven ad.
12. Duplication or multiplication. Oprah has used this concept very effectively by inventing and building business lines similar to her own through TV shows featuring her top guests Dr. Phil, Dr. Oz and Rachael Ray. American Idol has now spawned The X Factor, following the successful formula of the first show developed in England.
13. Go through your list of company and personal assets and see what you may not have used. These assets include intellectual property, underutilized staff, company contacts, partners that have unexplored opportunity, land underused and many more.
14. What do clients and prospects tell you they want but you don't yet offer? If one tells you, clearly there are others that feel the same way and you have discovered a hidden opportunity to develop.
15. Find the missing piece. In every business, there is a missing piece – something you could do or add which would make the business more successful. Sometimes, you hold the missing piece and sometimes you have to look to others to supply it in either a joint venture or a paid fee for services arrangement. Keep your eye out for the missing piece because it can often be a game changer that propels your business ahead faster than the track you are currently on. ★

CHEESEBURGER!

Editor's Note: The big lessons are "find your niche" and "sell it with a story!"

Once upon a time there were two girls from Southern California who were picture framers at the Orange County Swap Meet, but longed for adventure in faraway places. The beautiful Island of Maui beckoned and for a while they considered opening a picture framing business there because the Island was so breathtakingly beautiful. While vacationing on the Valley Isle, Laren Gartner and Edna Bayliff lingered in Lahaina. After eating the fish special of the day for \$21.95 for several weeks, Laren remarked, "I sure would like a big gooey, five napkin Cheeseburger." The girls returned to California and resumed their life at the Swap Meet until one day Laren, throwing caution to the four winds, said "Let's go back to Lahaina and open a Cheeseburger Restaurant!" And so they did.

Picking one of the hardest industries in the world in which to achieve success, they jumped off the cliff into the unknown. Boy did they ever! Borrowing a half a million dollars from family and friends, leaving the cats with Aunt Celeste and Uncle Jeff and selling their little framing business, they sailed for Maui. They made every mistake in the book and why wouldn't they? Neither one of them had ever worked in the restaurant business before! But how hard could this be? They were good consumers. They knew what they liked and making a Cheeseburger wasn't brain surgery after all.

Starting with a world class oceanfront location in Lahaina (their original deal was the back end of a five year lease with an option to renew that was lost in a poker game) and a great idea (that a Cheeseburger might be more fun than Hamburgers), they pursued their dream. With Cheeseburgers, Mai Tais & Rock N Roll as their slogan, Laren and Edna opened their first Cheeseburger Restaurant in 1989. Today, Cheeseburger, Lahaina serves over 1200 guests per day, 18,000 Cheeseburgers With An Attitude per month, and has become a legend not only in the Hawaiian Islands, but the Whole Wide World!

In 1997, Cheeseburger, Waikiki Beach opened on the most famous beach in the world with standing room

only. Today, it is one of Waikiki's most popular restaurants serving over 1400 guests each day! Next, the girls went back to Maui to open unit Number Three in Magical Wailea in the summer of 2001. Cheeseburger, Island Style is spectacularly located in the prestigious Shops at Wailea and was an overnight success bringing Cheeseburgerland to guests at the newest luxury hotels on Maui's south side.

The girls found their next Adventure in Las Vegas and were granted three wishes by a Genie: a tower just like the Aloha Tower in Waikiki, unending sunsets just like Maui and the biggest Cheeseburger sign in the world to announce Cheeseburger, Las Vegas at the Planet Hollywood Hotel and Casino. Still, it's hard to beat Hawaii, so the girls opened their fifth Cheeseburger Restaurant in A second spectacular location in Waikiki. Cheeseburger, Waikiki is stunningly situated at the Gateway to Waikiki. They were running out of room in Hawaii so Laren and Edna chose Florida to open their next Cheeseburger Restaurant.

Cheeseburger, Key West, unit number six!

Wow, guess what? We did find more room in Hawaii right in the middle of Waikiki at the fabulous new Reach Walk Shopping Center, Cheeseburger Beachwalk Waikiki, unit -number seven.

So here it is. Cheeseburger ... and we built it just for you. They say that adventures are made by adventurous people. When we founded Cheeseburger, some called us adventurous, some called us just plain crazy. We're Laren Gartner and Edna Bayliff, founders of the wildly popular Cheeseburger Concept. We're the chief architects here at Cheeseburgerland. Sit back, enjoy your Cheeseburger, dig into some Ono Onion Rings and a Maui Mai Tai. It is our pleasure to serve you and welcome you to our dream.

And did we mention that you nerd to buy a Tee Shirt And a hat?

www.cheeseburgerland.com

