

# 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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By JW Dicks

## Dear Clients,

### Grow or Die!

If you listen to the news (and a lot of people don't these days), you would think little good is going on in the world or even in our small corner. The economy can't seem to turn the corner and story after story is repeated in the negative view. Although that view doesn't really help anything it gives people justification for not doing something with their lives and so you wind up with a sort of general malaise that the economy is bad – and that is the excuse for everything that goes wrong.

What I want to point out is that there are opportunities

in all economies – and the more you hear others complain in your own industry, the more you see them idle and not trying new marketing, the more you may see opportunities crop up that you can take advantage of.

I still represent clients who are acquiring businesses and I am beginning to see opportunities become available either because an owner is just tired of not hitting the revenue goal they wanted when they started the business, or they realize they don't want to pay the price of survival anymore. These opportunities usually present themselves in the form of takeovers with little or no cash passing hands. The current owner frequently is allowed to keep making what they are making now for some period of time without having the pressure of running their business, and for these frustrated business owners, that scenario is beginning to look pretty attractive.

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# The Next Big Thing: How Pinterest Can Help Your Business

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

**H**ave you heard about Pinterest yet? It's an innovative social networking site that is growing at an incredible rate. In January, it crossed the 10 million member mark—and it reached that milestone faster than any other website has. (Yes, even faster than Facebook.)

So what's the deal? Pinterest allows users to share and discover new interests, by "pinning" pictures to "pinboards." It's similar to posting content on a Facebook wall, except that each user has multiple boards and can organize them around a unifying theme. (For instance, "arts & crafts", "for the home", and "recipes" are all common.)

On a personal level, you could probably guess that Pinterest is right up my alley. Check out my profile (<http://pinterest.com/lindsaydicks/>) and you'll see the collection of recipes, clothes, and craft ideas that I've shared. Pinterest is an opportunity for endless window shopping... and what's not to love about that?

But in addition to being a fun way to share interests with friends, it's become apparent that Pinterest holds enormous potential for businesses. Major brands like General Electric, Samsung, Mercedes-Benz, and many more have jumped in with both feet. Here are a few examples of industries that would particularly benefit from Pinterest:

- Apparel—men's, women's and children's
- Food/beverages, especially recipe-driven
- Architecture
- Interior design
- Wedding themed
- Technology (gadgets)
- Sports
- Health care
- Personal care
- Home improvement/DIY accessories
- Pets
- Kids products/toys
- Travel
- Restaurant/ Recipes
- Salons
- Makeup
- Fitness
- Jewelry
- Etsy shops
- Paintings
- Cars

So where should you begin?

The first step is signing up and creating your profile. When you visit [www.pinterest.com](http://www.pinterest.com), you'll see the option to request

an invite. (It's still "invitation only", but it won't take long before you receive yours once you request it.) The quickest way to receive access is to request an invitation from a friend—shoot me an email and I'll be glad to invite you!

Once you've joined, go to the 'Settings' menu in order to optimize your profile. I recommend that you use your company name as your username and complete your profile information, including a company description, logo, and a link to your website.

Now that you're up and running, it's time to begin finding followers. Here are three ways to accomplish this:

- 1. Add the Pinterest follow button to your website.** You can do this by visiting <http://pinterest.com/about/goodies/>. I also recommend including your follow button in email newsletters, on your blog, etc.
- 2. Use the rest of your social network to promote your Pinterest presence.** Facebook, Twitter, LinkedIn, Google+... promote your new profile across your network. Simply post a message letting your audience know about your new profile and inviting them to connect with you—and of course, provide the link.
- 3. Follow others.** Just like Twitter, one of the most effective ways of attracting followers is simply following others. Identify people that you'd like to have following you, and follow them. Not everyone will reciprocate, but many of them will! Pinterest is a lifestyle-centered network, so look for users whose lifestyle will fit the products and service you offer.

Once you've created your site and built a following, it's time to start leveraging your new platform. Below are five ways to use Pinterest effectively for your business:

- 1. Feature your company visuals.** Pinterest is a visual medium, so start by pinning images that represent your business. Obviously your logo is a good starting place, but don't stop there. If you've got appealing pictures of your products, pin them! If you've got pictures of you and your team at work, pin them! Get creative here—think outside the box and look for images that represent what you and your business provide. Keep in mind Pinterest is about your lifestyle- so you may need to get a little creative with your business pins.
- 2. Let your personality out!** You know that I'm always talking about the importance of sharing your personality via social media, and Pinterest makes this easier than ever! Create a pinboard showcasing your interests, your

## New Media Opportunity

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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*

hobbies, and your daily life. Consider doing the same for your team—you could even create an "office life" pinboard that the rest of your team can collaborate on. Not only would this be fun for your employees, but it's a great way to let your audience get to know your own company!

- 3. Leverage video content.** In addition to images, Pinterest gives you the ability to pin videos as well. Consider creating a video pinboard—or interspersing videos alongside the images on your other boards. If you've got promotional videos, use them. If you've given a speech and have it on video, pin it! If you post video blogs, post them on Pinterest as well.
- 4. Interact with your audience.** Using social media effectively is all about creating community—and in that sense, Pinterest is no different than Facebook, Twitter, and LinkedIn. You can't expect your audience to pay much attention unless you work to create a relationship. Take the time to 'like' their pins. Re-pin content that your followers have pinned. Comment on their boards and their pins. Additionally, add commentary to your own pins. Post a picture along with a comment challenging your followers to guess where the picture was taken. Pin a picture of three empty coffees and lament the fact that you're about to move on to number four. Look for opportunities to interact!

The bottom line is that if you can make your Pinterest presence fun, valuable, and interactive, you'll be able to build a healthy base of followers. And doing so opens up a brand new channel of engagement—one that didn't even exist one year ago. The more you can keep your brand and your business fresh on the minds of your market, the better off you will be. Pinterest is a phenomenal tool for accomplishing this mission.

For some of you, this article may be the first you have heard of Pinterest. Others have heard the name but have no idea what it's all about. You've got a choice to make—ignore the buzz, or jump in. "Early adopters" of new technology have the ability to define their niche before the competition arrives... don't miss out on that opportunity! ★



*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

**We are off to a fast start this year with the Hollywood Grammy MasterMind and The Elite MasterMind group off to Bermuda to brainstorm business building ideas. Big plans are being made for the National Academy of Best Selling Authors Summit and Gala in September and we hope you will be a part of our biggest event ever. This month we are giving you advance notice of two new media opportunities, The Brian Tracy TV Show and also our America's PremierExperts® Show. Check the calendar below for all of the latest dates.**

Email [info@DNAgency.com](mailto:info@DNAgency.com) or call 800-980-1626 and ask for Mike or Angie ASAP to learn more!

## NEW EVENTS AND OPPORTUNITIES

- Limited spaces may still be available for our Kentucky Derby MasterMind event! As we go to print, there are still just a few spots available to join Dan Kennedy at the 2012 Kentucky Derby with your fellow MasterMinds – and also Co-Author his next Best-Seller, Marketing Miracles! If interested, you need to contact your agent today at 800-980-1626!
- Brian Tracy has announced another Best-Seller and you can be his co-author for Secrets of Winning Big. To be considered for this new book, e-mail [info@DNAgency.com](mailto:info@DNAgency.com) or call 800-980-1626 and ask for Angie or Mike!
- Our newest America's PremierExperts® TV Show is casting now, and this can be your chance to shine on our signature television interview program. Call your agent or e-mail us at [info@DNAgency.com](mailto:info@DNAgency.com) today for all the details.
- The biggest Best-Seller event of the year is this September's National Academy of Best-Selling Authors' Thought Leader Summit and Golden Gala Awards at the historic Roosevelt Hotel in Hollywood. You don't want to miss your opportunity to claim your Quilly™, so e-mail [info@DNAgency.com](mailto:info@DNAgency.com), or call us NOW at 800-980-1626 for more information!

## EVENT SCHEDULE

|                  |   |                   |  |
|------------------|---|-------------------|--|
| <b>APR 2-4</b>   | InfusionCon (Phoenix, AZ) <b>[Nick]</b>   | <b>MAY 24-29</b>  | Bootcamp Bootcamp (United Kingdom) <b>[Nick &amp; Greg]</b>  |
| <b>APR 2-4</b>   | Branded Film Shoot with Rob Russell (Dayton, OH) <b>[Nick]</b>  | <b>JUNE 6</b>     | Platinum Coaching Call – 2:00 PM EST <b>[Nick &amp; Jack]</b>  |
| <b>APR 4</b>     | Platinum Coaching Call – 2:00 PM EST <b>[Nick &amp; Jack]</b>   | <b>JUNE 5-7</b>   | Speaking Event in Nashville <b>[Nick]</b>  |
| <b>APR 11</b>    | One on One Call – 3pm EST <b>[Nick]</b>   | <b>JUNE 11-13</b> | Branded Film Shoot with Mark McCullough (Battle Creek, MI) <b>[Nick]</b>   |
| <b>APR 16</b>    | Platinum Coaching Call-In Day, Available 2pm – 5pm <b>[Nick &amp; Jack]</b>                                   | <b>JUNE 13</b>    | One on One Call – 3pm EST <b>[Nick]</b>  |
| <b>APR 18-21</b> | Glazer Kennedy SuperConference (Dallas, TX) <b>[Nick, Lindsay, Greg]</b>                                      | <b>JUNE 18</b>    | Platinum Coaching Call-In Day, Available 2pm – 5pm <b>[Nick &amp; Jack]</b>  |
| <b>APR 19-21</b> | Branded Film Shoot with Nick Nemeth (Dallas, TX) <b>[Nick]</b>  | <b>JUNE 27-29</b> | Consumer's Advocate/Financial Advisors TV Show (Orlando, FL) <b>[Nick, Jack, Lindsay, Greg]</b>                                |
| <b>APR 26</b>    | Speaking Empire Event <b>[Nick]</b>   | <b>JULY 4</b>     | Platinum Coaching Call – 2:00 PM EST <b>[Nick &amp; Jack]</b>  |
| <b>MAY 2</b>     | Platinum Coaching Call – 2:00 PM EST <b>[Nick &amp; Jack]</b>   | <b>JULY 11</b>    | One on One Call – 3pm EST <b>[Nick]</b>  |
| <b>MAY 3-6</b>   | Kentucky Derby Mastermind WITH Special Guest Dan Kennedy! (Louisville, KY) <b>[Nick, Jack, Lindsay, Greg]</b> | <b>JULY 11-13</b> | Branded Film Shoot with Tim Autrey (Swansey, NH) <b>[Nick]</b>   |
| <b>MAY 9</b>     | One on One Call – 3pm EST <b>[Nick]</b>   | <b>JULY 16</b>    | Platinum Coaching Call-In Day, Available 2pm – 5pm <b>[Nick &amp; Jack]</b>  |
| <b>MAY 10-11</b> | Matt Zagula Event (Cleveland, OH) <b>[Nick]</b>   | <b>SEPT 26</b>    | Elite Mastermind Meeting (Hollywood, CA) <b>[Nick, Jack, Lindsay, Greg]</b>  |
| <b>MAY 14-16</b> | Branded Film Shoot with Cary Bryson (Baton Rouge, LA) <b>[Nick]</b>   | <b>SEPT 26-28</b> | National Academy of Best-Selling Authors Best-Sellers' Summit & Golden Gala (Hollywood, CA) <b>[Nick, Jack, Lindsay, Greg]</b> |
| <b>MAY 17-19</b> | Health & Wellness Today / APE TV Show (Orlando, FL) <b>[Nick, Jack, Lindsay, Greg]</b>                        |                   |  |
| <b>MAY 21</b>    | Platinum Coaching Call-In Day, Available 2pm – 5pm <b>[Nick &amp; Jack]</b>                                   |                   |  |

## CONGRATULATIONS TO OUR NEWEST BEST-SELLING AUTHORS!

For the Best-Selling Book The Only Business Book You'll Ever Need, Brian Tracy, John Souza, Mfon Ekpo, Esq., William R. Benner, Jr., Chuck Boyce, Bryan Sullivan, Christine Rae, Joe Rickards, Nick Berry, Pat Rigsby, Forest Hamilton, Mark Cole, Grace Daly, Bertrand McHenry, Abdoul Diallo, Ed Alfke, Larry Benet, William Kustka, CPA, CCPS, MBA, John Ledford, CFP, Nicholas Rodriguez, Andre Voskuil, Gregory Herlean, Julie Guest, Cindy Speaker, Olga Rickards, Meny Hoffman, Kelly Borth, Erin T. Botsford, CFP, Greg Link, Karl R. Wolfe, Robert G. Allen, Janet Bray Attwood, Chris Attwood, Ron LeGrand, Mikkel Pitzner, Paul Edgewater and Leigh Steinberg

## CONGRATULATIONS TO OUR NEW AGENCY CLIENTS!

Teresa Bear, Jim Black, Lance Drury, Russ Jalbert, Catherine Scheers, Bryon Spicer, Aaron Weaver, Gregory Ricks, Joel Johnson, Michael Dinich, Jay Tyner, Pete Darruda, Christopher Gilman, David B. White, Maurice Stein, Michael Canet, Steve Sexton, Ryan Jobs, Gerald Higginbotham, William Caldon, Christopher Osorio, Sunil Tulsiani, Mariliza Lacap, Barbara Cooper, Aaron Rian, Charles (Chuck) Fisher, Thomas Bukacek, Robert Russell, Jay Radke, George Nenni, Jerry Thibau, Dale Gibbons, George Mateljan, Paul Mann, Brian Raleigh, Shereef Moawad, William Jordan, Richard Brownstin, Kristin Taylor, Mike Reese, Rich LoPresti, Richard Paul and Kazi Anam

# The Power Of Audio Products And Programs

By Greg Rollett



In today's multi-media world, where smart phones, tablets and laptops are commonplace not just in our business, but also in the hands of our prospects and customers, your need to be at the tip of their attention span should be at an all-time high.

Everywhere you look people are typing away, consuming media, reading newspapers, blogs and articles and giving someone a piece of their precious time.

Among all of this technology, audio is often forgotten. Yet audio is oftentimes the media that is most widely used and has the greatest opportunity for retention of information.

Even with all the hype surrounding video today, it is the message shared in the audio of those messages that helps to stimulate the mind and cause action to be taken.

When shooting video for the news, or recording a direct to camera video, the message is clearly in what you are saying. The way your message finds its way to the market and is then consumed and acted upon is the only thing that matters when trying to build your business. Here are 3 reasons why audio needs to play a factor in your marketing and product strategy:

## 1. Audio Is Still The Driving Force Of The Mobile Shift In Technology

In Tim Cook's first keynote address since taking over for the late Steve Jobs, he started out his presentation by sharing that in the 4th Quarter of 2011, Apple sold 172 million iPads, iPhones and iPods. That is a staggering number.

What that means to you in your business is that 172 million people are now instantly connected to iTunes, the world's leading content provider of audio. We're not just talking about music, but Podcasts, radio shows, applications and transferring audio files from their computers onto a portable device to take

anywhere in the world with them.

How is that for powerful?! And don't think it's just about Apple and their infrastructure. Google and Amazon are also big contributors to getting audio files on portable devices with the Android phone and tablet market as well as the newly introduced Kindle Fire.

While not Apple-like numbers, Amazon was able to sell 6 million of the Kindle Fire in the 4th Quarter of 2011 and have pushed towards moving their entire library of over 19,000,000 MP3 downloads onto devices just like this – all available instantly to whomever wants to listen!

To top it off, while technology has enabled everyone, everywhere (iTunes is now available in 90 countries), it is also the easiest format to record and edit.

Using tools like an Apple computer and Garageband, you can take a laptop out of the box, open up a piece of software and talk into your computer to instantly create your own audio programs and products.

Even non-Mac readers can use teleconference services to record audio files and programs on their way home from the office using their cell phone. Think about how much value you can provide your audience by recording a 15-20 minute audio program on the way home from the office a few times a week instead of listening to drive-time radio.

## 2. Celebrity Experts Are Embracing Audio In Addition To Other Forms Of Media

Just taking a quick look around your favorite radio stations, within iTunes Podcast Directory and across the web you will see some of your favorite Celebrity Experts, along with many niche and industry experts creating and syndicating audio programs on a regular basis.

Take Ryan Seacrest, for example. The entertainment and pop culture expert is part of TV's biggest franchise, American Idol, he hosts E! News on a nightly

basis and yet still can be heard on radio every single day of the week.

You would think that someone with his reach would have no need to continue to perform on radio, yet Ryan knows that his listeners come from all over the world and have different consumption habits. By being everywhere, he is able to reach a more global audience that might not be "Idol fans."

Outside of the entertainment field you have Celebrity Experts such as Dave Ramsey, from the financial niche, producing regular Podcasts in addition to his live events, blog content, books and other media. He knows that a large percentage of his audience will only listen to him in the car on the way to and from work and by missing out on this channel, he misses an opportunity to help them and then sell them into his programs.

What about Jillian Michaels from the weight loss industry? One would think the Biggest Loser audience, or the line of exercise products would be enough to grow her media empire – but the traffic she generates from helping others through her Podcast helps to push people into her other media properties. The audio allows her audience to know, like and trust Jillian before making a purchasing decision.

Then there is sales czar Zig Ziglar. While not creating new content, his brand and his company know how important a medium audio is, so they publish old recordings of Zig every week on his iTunes channel, which is still, to this day, ranked in the top 200 of all Podcasts on iTunes.

If these Celebrity Experts are using audio, shouldn't you?

### **3. How Your Clients And Customers Spend Their Days**

This final point is crucial to why audio is so vital to you and your business. Think about how you spend your day, and how most of your prospects and customers spend their days.

Thirty minutes to work in the morning. Thirty minutes again on the way home. Thirty minutes at the gym. Twenty minutes cooking dinner. Hours at a desk shuffling papers.

That's a good portion of the day where many people do what? Listen to audio!

From a recent study at TheStar.com, they found that in Toronto, the average commute time to work is 80 minutes! In the US, we spend about 48 minutes in the

car everyday.

And don't forget all of the people taking subways, metros, buses, trains or other forms of transportation!

These are prime opportunities to get your message in front of them, during times where they simply cannot do anything else. While driving home, your customers can't be on their XBOX or catching up on episodes of the Bachelor.

### **How Can You Use Audio In Your Business?**

Now that you know the why, you need to figure out a strategy to leverage audio in your business. Think about these strategies below for your business:

- Instead of a free report, or PDF, can you offer a free MP3 audio download on the special tips that will change their business and life?
- Can you get interviewed by an authority in your industry that will position yourself as the Celebrity Expert to your clients and prospects and give away the CD version of that interview in a 'Shock And Awe' kit?
- Can you create a weekly series of tips that you record on the phone on your way home that you syndicate on iTunes and link to from your blog, your e-mail signature and via free traffic from Google?
- Can you create a CD or MP3 product that solves a need in your market that can replace initial consultations or phone calls with FAQ's?

As you ponder how you can use audio in your business, I want to show you how we are using audio here at the ProductPros. Recently we held a teleseminar about using audio programs and today I want to give you that audio file to see how this process is working for us.

All you need to do is head to [www.celebrityexpertnetwork.com/free-audio](http://www.celebrityexpertnetwork.com/free-audio) to download a copy of the call and learn more ways that Celebrity Experts like you are using audio in their business.

And as always, if you have questions about this article, or how you can leverage this strategy, send us your question to [www.facebook.com/theproductpros](http://www.facebook.com/theproductpros). ★

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



# MasterMind Adventures...

*A Photo Album of our Agency's recent trips to the Hollywood MasterMind, Grammy Awards and Bermuda for our Elite MasterMind event!*



*Hollywood MasterMind members pose for a formal group shot just before the Grammy's.*



*Sheila Stewart, Luba Ruysn and Tommy Lee pause on the red carpet.*



*Nick, Lindsay and Jack pose from the skybox suite just before the opening act.*



*MasterMind member Rick Parkes (right), and wife Diane greet Grammy winners Michael Congdon and Dustin Faltz.*



*This is the view from our MasterMind Group's private skybox. What a blast!*



*Hollywood MasterMind members, Bill and Karen Benner, Robin and Dr. Scott Schumann, Angel and Chuck Boyce, all glam it up just before the Grammy's.*



*Greg, Jen, Lindsay and Eric.*

*Our After-Party kept MasterMinds going through the night!*



*Nick and Adam Bowen.*



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*In March, we gathered together in Bermuda – and gamely made our way around the island on our scooters!*

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*Our scooter instructor lectures about the hazards of not driving on the left side of the road.*



*Darrin Mish is ready to face Bermuda's traffic circles...*

*The open roads of Bermuda call all MasterMinds and their scooters!*





**Nick:** Hey everybody, Nick Nanton here. Welcome to our One-on-One call for the month. And I've got a cool call for you... a super great lady named Alice Mishica is on the line. She is the owner of Specialized Mailing and she does lots of very cool stuff with mail. And so Alice, welcome to the call.

**Alice:** Hi Nick. How are you today?

**Nick:** I am doing great, thank you. So let's talk a little bit about direct mail. Obviously, you guys do a lot of pretty interesting things with direct mail. Direct mail seemingly is not the most obvious choice for a lot of people. They think e-mail is the way to go because it is free, and who sends mail anymore? And even better yet, and I love this mentality, postage keeps going up, so I'm definitely not going to send anything by mail. I love that mentality because that means there's less people mailing to the mailboxes I want to get into. While I don't love that they keep increasing postage, it does however become a competitive advantage if you can still afford to mail.

So the thing I just want to go and explain real quick is why I think mail works so well – when used correctly. And the reason why I talk about it is because a lot of us use e-mail marketing and there's absolutely nothing wrong with it. It is effectively free, though there's some cost obviously.

Now, we all get hundreds of emails a day. First, there's correspondence from family and friends. Then there's newsletters and mail blasts from other marketing gurus or from Amazon.com or Zappos – and even stuff you're interested in. Some of that stuff you will want, maybe newsletters you've signed up for because you're a big fan of photography or bird watching or whatever.

Then we'll just go to some straight junk like all the phishing scams and that stuff. So basically, we all just take the junk and the scams and we just delete them. The other category of newsletters and other things we get, is the one we're really interested in.

We're going to keep those and just read them when we can and delete the rest.

And then we're also going to go down to the personal correspondence section, which is, "Hey Alice, what date is this mailing?" All these things. That's what our e-mail inbox looks like.

I always ask people, "By a show of hands, how many of you get regular, personal correspondence in your mailbox?" Maybe one percent of hands go up and probably not even a show of one percent.

But the fact of the matter is when you do good mail pieces, whether it's a newsletter or something else, it is the closest thing to personal correspondence someone is getting in their mailbox. The difference why your value is so much higher in the mailbox is because it is the closest thing to personal correspondence as opposed to an e-mail box. Even if we use the same writing style, the same format in the e-mail inbox, it's never going to rank as high because they have a lot more personal correspondence. So you go to #1 rank in the mailbox much faster than you do in the e-mail inbox.

So Alice, let's talk a little bit about how you have been helping clients now for years with direct mail. Obviously one of the things you're known for is tear sheets.

**Alice:** Well, we started doing tear sheets over 20 years ago with Gary Halbert. He kind of perfected the whole ambience of recreating, basically, an article that has been written in a newspaper or a magazine. Then we tear it out, fold it up and put a little Post-It note on it with a personal message, "Nick, thought you'd be interested. J." And then, either hand-address them or ink jet address them using a handwriting font and send them out. I've been doing thousands and thousands and thousands

of those for a lot of years.

A couple of things that got their start with newspaper tear sheets are Metorex. Then there was the Doctor Atkins' diet book – that was one. Those are some of the things that really got their start a lot of years ago and are still going strong.

**Nick:** Awesome. So let's talk a little bit about the personalized mail, the little sticky notes and stuff in there, like the Post-It. There are real interesting angles to that. I've heard that, and you can tell us if this is true or not, that 'J' is the most common first name initial? Isn't that why it's used?

**Alice:** Yeah, somebody did some research and figured out that "J" was the most common initial around.

**Nick:** Yeah, when I first got one I kind of freaked out because I got this newspaper article. It was addressed to me, hand addressed on the front. The envelope was a white envelope with no return address, which we call Sneak Up Mailing.

It was a full newspaper, like a sheet that looks like it's torn out of the newspaper, just like you said, article on both sides. It was folded strategically so that when I opened it up, it had the article it wanted me to read, which is an advertorial or article in a sales letter format, something that is meant to sell. And it had a Post-It Note and said, "Nick, thought you'd enjoy this" or "thought you'd want to see this," or something like that and was signed, "– J". And so I was like, "Who sent this to me?" I'm trying to think who's John, Joe, Jim? And what's most intriguing about it is that it actually looks and feels like someone took a white envelope out, tore something out of the newspaper, folded it up neatly and put a Post-It Note on the inside of it and then they hand-addressed the envelope and stamped it.

Comparing hand-addressing envelopes with using an ink jet font – an ink jet font is obviously a little less expensive. You tell me Alice, based on what you've heard, I would imagine the ink jet address doesn't perform quite as well as the handwriting.

**Alice:** Well, I've never had a client that wanted to do a head-to-head with the two, which is a little disappointing. I've got people who will only do the handwriting. They won't even test the ink jet addressing and they just dig in their heels. And other people, because we try really hard to kind of screw it up a little bit and it's not this perfect little straight-across line and everything's not lined up in perfect order on the address. And a lot of times when people see that, right off the bat they say, "I don't even want to bother doing the regular hand-addressing. I'll just do the ink addressing." And they have fine results with it.

**Nick:** Cool. Some of the stuff you just said is really important for people to note, too, if you're going to send out pieces, particularly if they are Sneak Up mailings, as I call them. Again, you don't want people to know who sent them. You just want them to open them. It's really important, actually, to have some irregularity to the writing on the front and with the stamps. We've heard Dan Kennedy say multiple times that the more stamps the better! If it's a weird dollar amount you have to put on it to send it, don't just try to get a stamp machine printed to that exact amount or use two stamps. If you can, do it with four stamps.

YOU DON'T WANT IT TO BE PERFECT. You want the stamps to be a little crooked. It's also got to be legible, and certainly some people have a little bit of a problem with it, saying, "Hey, I'm a professional service provider. I don't want it to look sloppy." That is true. You usually want to use more of those types of tactics, kind of a little sloppy and a little more irregular, when you're doing Sneak Up mailings than you would something on your own letterhead or something similar.

Anything else to add there, Alice?

**Alice:** Well it's just always fun to go ahead and put little extra things on the envelope, and personalize it. It's effective.

**Nick:** That's awesome. I think the coolest part everyone needs to get out of this call is that direct mail works great. You have to know how to do it. You have to do it right. Certainly I recommend Alice to you and just how do they reach you if they want to find you?

**Alice:** Well I'm at SpecializedMailing.com. That has all my contact information or they can call me here at Specialized Mailing. Phone number's there. Everything's there.

**Nick:** Okay. Very cool. And just a reminder you heard her on this call. Alice, I appreciate it and I look forward to doing some more mailings with you. Actually, I know we have one coming up shortly. So thank you very much.

**Alice:** Great, great. Thanks Nick. Have a fun afternoon.

**Nick:** You too. Take care! ★

*[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@dnagency.com](mailto:mandy@dnagency.com) and request one.]*





# ON A TEAR

## Use Tear Sheets to Prove How Valuable You Are

By Alan Paul

**Y**ou can't turn on a television these days without hearing a story about the death of the newspaper industry, but a recent study by the USC Annenberg Center for the Digital Future predicts that five years from now we will still be reading print versions of major daily papers such as *The New York Times*, *USA Today*, the *Washington Post*, and the *Wall Street Journal*.

Newspapers like these remain powerful because of their respected history, their tradition of excellent reporting, and their ability to record – and share – public opinion. For many newspaper readers, it feels that something hasn't happened until they've read it in their favorite paper. The heritage of newspaper reporting runs deep in American culture, and even for families that only receive the Sunday paper for the coupon booklets inside, newspapers have the ability to set trends, sway votes and, of course, promote their advertisers.

It's this last point that should be of interest to you if you are looking to make your business more successful. With all of the attention paid these days to advertising online (On Facebook! With Google Ads! Using your Twitter account!), you should not discount the impact that your appearance in a newspaper – especially one of the national ones noted above – can have for your business.

“But what help is an ad one day in the New York Times going to be for me?” you're probably asking, and it's a valid question. If you were to take out a full-page ad for yourself, and you wanted it to run on a specific day, you'd pay more than \$100,000 (about .10/subscriber), and many copies of your ad would assuredly wind up in recycling bins before the end of the week. But even with this predictable ROI, your money would probably not be wasted – especially if you acquired many copies of the paper that day for yourself, or arranged to receive “tear sheets” of your ad.

The fact is, your newspaper advertisement can and should have a life long after the day it runs, and more importantly, your advertisement will have more impact because it ran in the newspaper!

One of the biggest side effects of appearing in the newspa-

per – any newspaper, not just the big dailies – is the credibility that comes from putting your message in print for the public. We have been trained in our culture to respect what newspapers print, and that credibility extends even to the notices and advertisements within a beloved newspaper.

You can harness this respectability and brand recognition by requesting tear sheets from the newspaper – either individual sample pages displaying your feature (which were historically ripped from extra copies of the print publication by the newspaper staff, giving them the name “tear sheets”), or full issues of the edition in which your feature ran. Then, it's up to you how your feature can be used. You might:

- Frame a copy of your feature, and include a plaque in the frame saying, “As Featured in USA TODAY, April 15, 2012”
- Print multiple copies of your tear sheet and send it to customers and potential customers as a direct mail piece (You could include a post-it note that says something like, “See our recent feature in USA TODAY!!”)
- Post a picture of your tear sheet on your website, or Tweet a link to the picture to your followers

The possibilities are endless, and the trust that comes from your picture and bio in a national publication has a value far beyond the cost of advertising and repurposing.

As you know, the Dicks + Nanton Celebrity Branding Agency can help you receive tear sheets from the BigPrint campaigns we develop (we can even help with the framing!), but you should be aware that every time you are featured in a publication – whether it's your local paper, an industry magazine, or even an online newsletter or news site – you can usually request copies of the piece for your own purposes. (Just make sure you check with the publication for any limitations on republishing their content.)

Don't let your newspaper exposure be limited to one day – make sure your feature continues to provide brand notoriety into the future by requesting and using your tear sheets! ★

Acquisition is an excellent way to expand your business particularly in an area where you have a core competence. You can either just fold the acquired business into your own operation or run it parallel to yours under another brand but absorbing some of the cost of operations in your existing business. This merger of assets and expenses allows you to turn a better profit than the previous owner overnight. It is an acquisition concept to keep your eye out for opportunities and even alert business brokers of what you do and what you are looking for.

**The Money Spigot Is Turning On.** If you have missed the passage by the U.S. House of Representatives of a new securities law that will allow large amounts of money to be raised with little or no securities registration, start paying attention to it.

The Bill, titled The JOBS Act (Jump Start Our Business Startups) will authorize the crowdfunding sites that have cropped up to expand and offer more money with very little security regulation attention or licensing. Other changes will allow up to two million dollars and in some cases more raised through advertising and direct marketing, which you previously were not allowed to do. Although initiated as legislation to give new and easier funding to start ups, this legislation will be a real gamechanger in the real estate markets and you will see a return of the syndicated pools to buy short sale and foreclosed houses to rent and hold for the “one day” return of real estate price increases.

This may be the single best thing that could have been done to take out the glut in housing prices that banks have failed to help with. Syndicators big and small will start buying again and once the oversupply of homes is removed, competition will begin to boost prices again. Large block buyers with cash are exactly what this real estate market needs to change it.

If you are in the real estate business and can put together investors and manage properties for some years this will be a profitable game for you as well. Investors are sitting around just waiting on something to put their money in since neither stocks nor bonds are making money. A nice house will rent and it will provide income that may not be glamorous, but will beat the investment alternatives out there today.

If you are an investor, the advice is the same as always: Invest with people you know and trust. Even that strategy can get you in trouble, but as my mother always said, if you don't put all of your eggs in one basket you should be OK.

The new securities regulations won't just bring new

deals to the residential markets; you will also see commercial real estate and small business raising money this way (that's what the bill was actually designed for). The lenders are still not opening the vaults – but investors will, and then the banks will get jealous feeling they are missing out and the money will flow again.

I have been on many sides of the securities industry, as an attorney, investor and syndicator. I know these law changes are going to make a huge difference in markets in a relatively short time. Congress knows it too, and they want to get elected. The President is in favor of the law changes and he wants to get elected. Both will push for the Senate side of the bill to pass. While the regulators are concerned there will be some swindlers coming out of the woodwork when the law is enacted, and they are probably right, it is going to happen and you need to see where you might find your opportunity.

For now, the bill has to next be passed by the Senate and/or common ground needs to be found between what will then be two versions of the law. If you want to make some money and you want growth in real estate and small business again, urge your Congressman and Senators to get this bill passed as fast as they can.

**Linda, Thanks For Being My Wife And Best Friend For 40 Years.** It isn't often you get to thank and recognize your wife in front of thousands of business readers and clients but I know and appreciate all of you so I thought I would take the risk. Linda and I are celebrating our 40th year of marriage this month and while it is a little sappy to say, we both think it was the best move we ever made. It has been a true joint venture in business parlance and because of you guys as clients, we get to travel and work together at our Celebrity Events – she as our CPO, Chief Photographic Officer and me as Business Agent™, Advisor and Mentor getting to share the things I have learned over the years good and bad in many different professions.

Long marriages, like long partnerships, take a lot of work because there are times when one of you seems to be working harder or doing more than the other person. If you aren't careful you can get frustrated by the experience. When this happens, it typically leads to problems and that is again true in both marriage and a business partnerships. One time, a good friend of mine explained the truth rather simply when he said, “Marriage is never a 50/50 proposition as people think. At any one point in time, someone is always pulling the load harder than the other person. To avoid frustration, you always have to be careful not to take just a snapshot of the situation because the true picture will be blurred. Give it time and true strength evolves from the balance that comes.” ★

## Guest Expert



The Renegade Millionaire Way

# The Secret Of Getting Referrals

By Dan S. Kennedy

**T**here has never been any argument in advertising circles that the most effective business advertising is word-of-mouth advertising.

That's why direct selling is so dramatically successful as a method of marketing every imaginable product and service, and why direct selling is such a great business in which to be. As a direct salesperson conversationally telling another person why you like a particular product, you are a much more convincing advertisement than any TV commercial or magazine ad.

The tremendous persuasiveness of your personal endorsement of a product is what word-of-mouth advertising is all about. Much to the chagrin of professional ad agencies, such word-of-mouth advertising cannot be purchased. But you, as a direct salesperson, can put this special type of advertising power to work for your business.

Because you are fortunate to be on friendly, personal terms with your customers, you can enlist their aid in promoting your services. You can actually turn your present customers into a personal advertising department. All you need to do is master the right way to ask for their help.

### Develop Personal Relations

If you learn how to properly ask for their help, your customers will enthusiastically go to work advertising your business. This will help promote your services, lead you to scores of new services, and give you all the valuable benefits of word-of-mouth advertising. There are two types:

The customer actually becomes an advertising agent and tells others about you and the service you provide.

The customer gives you referrals to people who may be good prospects and allows you to use their name as an endorsement.

Either type can be extremely valuable in multiplying your customer list.

### Avoid Pressure

The most important thing to remember is that this kind of help cannot be bought from your customers. It must never seem like you are offering a bribe in exchange for a list of names. As a rule, people will not "sell" their friends to you. Offering an "inducement" also might raise doubts about the quality of your services. If they are as good as you say they are, why should you bribe people for their recommendations?

Remember two very important things about human nature: first, people usually enjoy telling others about products they try and like. Second, people like to be appreciated. One way they get appreciated is by being helpful to others.

In short, offer an incentive for help without appearing to be paying for it.

### Show Appreciation

In this way, you're thanking the person, not bribing them. They'll be pleased, won't feel guilty, and will be more willing the next time you ask.

The next time you call on that customer you should remember to again thank them for their help. Report to them on the reactions of the prospects they suggested. Let the person you know you did call on them, that Mrs. Jones did become a customer and purchased such and such, and that Mrs. Walters was interested but wished to purchase at a later date.

In many cases, after reporting these results, you can obtain a couple of additional prospects from them.

Prospects are the lifeblood of your business. Your greatest asset in direct sales is your inventory of prospective new customers. And there is no better way to maintain that inventory, converting prospects to customers, than by using the power of word-of-mouth advertising ...with recommendations from your present, satisfied customers. Put this power to work now and watch your profits and your list of customers multiply. ★

*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](http://www.WeRecommendDan.com)*