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SPECIAL
REPORT

The Truth



About Celebrity Branding

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DICKS + NANTON AGENCY LLC

The Truth About Celebrity Branding

Andy Warhol, the successful American painter, said, "In the future, everyone will get their 15 minutes of fame." In truth, we Americans love our celebrities, and we are always creating new ones. This is becoming even more prevalent with the culture of blockbuster television shows like "American Idol" and "Dancing with the Stars." If you can become a celebrity, the world is yours, albeit hopefully for more than 15 minutes.

In our Marketing Agency practice, we have consistently seen the power of celebrity attachment to a product or service and how it produces an increase in the acceptance and sale of the product or service. Over the years, we have come to realize that the simple reason for this is that people would rather buy "people" than they would the inanimate object of a product. By using a celebrity personality in the form of an expert, it enhances the acceptance and increases the value of the product to the buyer.

How can you use this knowledge to help your product or service be more successful?

Celebrity branding is not about becoming a "fake" celebrity. Celebrity branding is about discovering who you are, and what you are an expert at. As an expert in your field, celebrity branding allows you to market yourself to your target market in an exciting way that produces a response that your prospect notices and then reacts to in the form of buying your product or service because you are the expert.

You become a celebrity because you are good at what you do, and the world finally learns about it. We accelerate that process for our clients by getting the word out faster. We also help our clients structure their product or service in a way that is welcomed in the marketplace and generates the highest-perceived value.



Who are you?

To become a celebrity brand, you must discover yourself in a unique and compelling way. You must understand who your client or customer really is and what they need from you. Without understanding this basic core of building your brand, the business structure you build will be hollow and unsustainable. Even after you are successful at building your celebrity brand, you must be flexible to change and adapt to your market. Some of the most successful celebrities of all time, like Cher and Madonna, have been the best at adapting and changing with the times by reinventing themselves while constantly delivering what their target audience wanted. They are successful to a great degree because they never lose focus on their market and always fulfill the needs and desires of their customers.

While we can't answer the question of "who you are" for you, we often help our clients find the answer of "who they are" by looking at the things that we all seem to gloss over when we attempt to look at ourselves objectively. Here are a few questions that will help you figure this out:

- What skills do you have that people find interesting?
- What brought you to your current job status? Personal status? Financial status?
- When people refer business to you, what do they tell others about you? (If you don't know the answer to this question, you should ask!)
- Why do your clients continually return to you and your products or services?
- What do you do when providing a product or service that is different than "what everyone else does?"

There are many more questions like this, but you get the idea. When analyzing a client, we concentrate on the things that most people gloss over and say, "That's no big deal." In fact, we are here to tell you that it is a big deal. You got to this exact point in your life based on a series of events, some memorable, some forgettable, some great, some not so great, but all of those events brought you to this moment in time and have had a lasting effect on you. No other individual in the world has the exact same story as you, so don't hide who you are and where you came from. That's what makes you unique. An important factor to consider when "finding" your story is to allow an objective third party to help you weed through the story, pull out the fluff, and keep the meat of the story.

We know it is hard to be objective about your own work, so every time we write something, we always turn it over to a team of trusted colleagues, family and friends, for their opinion. That is also what we do for our clients; help you be objective.

What is your mission?

The next question the world wants answered, once they know who you are is, "What is your mission?" In other words, "How can you help me?" That's really what it all boils down to. What is it that you do that makes life easier, better more fun or profitable for your customers?

The easiest way to answer this question is by looking at an old marketing phrase "Tell your prospects about benefits, not features." To understand this concept, let's look at a few examples:

Feature:

- Open 24 Hours!
- We offer many loan programs!
- We handle corporate law

Benefit:

- Come in when it's convenient for you!
- We can help you find a loan with the right payment options for you!
- Let us handle your corporate paperwork so you can do what you do best, run your business.

Who is your target market?

After you learn who you are, you must discover who your target market is. If you do not understand who your market is, then you may go broke trying to reach them. The reason is that in today's market, advertising is one of the greatest expenses of any business. To keep this cost down, and more money in your pocket, you must be able to target your market as carefully as possible so that the dollars you can allocate to advertising yield the greatest return on investment (ROI).

In selecting your target market, pick a market that you can feel passionate about. Tony Robbins, the great motivational speaker said, "Live your life with passion." Most people do not do that. Too often, we get in a rut



and feel trapped about our business. This feeling drains you in many ways and always leads to frustration and unhappiness because you are no longer living with passion.

You are not alone if you have had this feeling of being in a rut, we have too. We have also known doctors who are tired of working with sick patients and lawyers who cannot stand the thought of practicing law anymore. Often, this is a natural progression of life, but frequently it happens because people choose their area of specialty for the wrong reason. Maybe it was for money. Maybe it was for a

family member who always wanted a doctor in the family. Whatever the reason, time catches up to them. If that is you, then commit yourself to using this time to reinvent yourself and reenergize yourself to live with passion and serve a target market that makes you feel alive and enjoy what you do.

Ask yourself these questions:

- What groups of people use your product or service now?
- Which of these groups would you most enjoy working with?
- Do you feel motivated and energized when you think of providing your product or service to this group of people?

If the answer to these questions is yes, then you may well have found your targeted group. If you have not found the answer, then discuss it with a close friend who knows you best. Sometimes we all have trouble "seeing the forest for the trees," especially when the answer is right under our nose. In this case, there is nothing better than a loyal objective observer.

What does your market want or need?

People react for one of two reasons -- to get pleasure or to avoid pain. Think about it. Pretty simple really.

These are the two predominant forces in how we react to products or services. We want to buy a car because it gives us pleasure. We go to a doctor to get well and ease pain. If you are really fortunate, your product or service can do both. A health club, for example, might help you feel better and avoid pain. It can also help you look better and give you pleasure. To be the most successful in that field, you would be wise to help your clients understand what the benefits are, and as they are reaping the benefits, you should reinforce the benefits and the clients' success. Rarely do business owners do this, but they should. If your clients aren't being reinforced in a positive manner, they lose the passion in whatever it is you are providing for them, just like you do. Ever heard the question, "What have you done for me lately?" Enough said.

How does your product or service fulfill your market's needs?

The next step in your progress of Celebrity Branding is to analyze how your service fills the need of your market. What will it do for them? This answer needs to be conveyed in the form of specific benefits your client will receive.

If your market wants to look younger, then the benefit is that your product can do just that -- make them look younger. Interestingly, the benefit must also outweigh the cost (cost is a pain people want to avoid). So, if your product makes them look younger but costs more than what they get in terms of time and money, your sales won't be what you want. The results (benefits) have to be worth the invested cost.

Many of you likely sell a service that helps people make or save money. Our own program "Celebrity Branding You" is an example of that type of product. If we asked people to buy a book for \$25 and they made \$25 using what they learned, would they be happy? Probably not, because they also invested their time in reading it.

What if the information helps the reader to make 10 times the invested amount, will that increase the satisfaction of their investment? Of course it would, and that is exactly the balance point you have to find in your product or service. Is it five times? Ten times? Twenty times? Whatever the number, once you find it you will have a group of very happy clients beating a path to your door.



Remember, it does not have to just be a monetary return; it can easily be a "quality of life" return. Often a person follows a favorite author from book to book. They buy not because of the dollar investment return but for the quality of life enjoyment they get while reading the book. A key role in your job of developing your successful product or service is to find the "tipping point" on the balance beam that moves your client to begin to feel the value they receive is worth more than the cost. Then you must continue to put pressure on the value side of the bar.

What is your Brand?

Your brand is what makes you uniquely different from everyone else in your target market. Your brand should be readily identifiable so that people can quickly say, "That is what I need, and that is the person I want to solve my need."

5WH

Journalists are taught that the secret formula for writing a compelling article is to answer 5WH. Who, what, when, where, why and how. This is the same with a brand. To have a good brand, you must answer the following questions to convey what you do for your target market:

Who are you?

What do you do and what are the expected results?

When can you do it and over what period of time?

Where do you perform your service?

Why do you do it?

How do you accomplish it?

Let me give you an example using our own business.

Who: We are Dicks+Nanton: Celebrity Branding You. We chose the three words that involve what we uniquely do... turn business people into celebrity experts. The brand is unique and has a strong appeal to a specific target audience.

What we do and the expected results: We answer this in our slogan and through the use of testimonials. Third party testimonials are one of the most powerful tools you can use because interested readers will be much more compelled to act based on what someone else says about you than what you say about yourself. Whenever we get the chance, we let our clients speak about results.

When can we turn you into a Celebrity Expert and over what period of time: We answer this in multiple ways for our prospective clients by giving them options. Some people retain us for a single task based on our reputation, and when they experience the results they want, they seek more permanent on-going solutions for their marketing efforts. Other clients cut to the chase and want everything we can give them as fast as we can give it. Naturally, these are usually the fun clients, but sometimes that is not the case and we wind up turning them down on long-term work. The reason we do goes back to quality of life. If it is not fun, and you have a choice, don't do it.

Where do we perform our service: While our services are available nationwide, we have a practical limitation on the number of clients we can personally handle at any time and that limitation is easily filled in our geographical

area. So naturally, we take most of our clients from our surrounding geographic areas, but we do also handle clients in other parts of the country and, thanks to technology, we can perform our services anywhere. We could expand and add more staff, but that changes the nature of who we are and the lifestyle of what we do. Once you find this tipping point on the scale, you will find yourself much happier in your own business.

Why we do it: This is always the telling and sharing part of your story. In our case, (even with the wide range in our age) we both live and breathe business growth and marketing ideas. We are also both lawyers, but law school for both of us was just a strategy to use so we could answer legal questions for ourselves and understand how to solve business problems that might come up. In fact, Nick tells the story that he always thought he was a little strange in the way he thought about creatively coming up with new business ideas until he met me and realized he was not alone on the planet. We both began building and growing our own



businesses at a young age, each loving the entrepreneur life. Nick choosing the entertainment business and Jack focusing on business development. Now, we choose to combine the skills we have both honed in order to turn business people into celebrities in their niche using proven proprietary strategies that we have developed through years of practice. We get to “play,” be creative and make money in all sorts of different enterprises. It is like Christmas everyday.

How do we do what we do: Many years ago, we discovered that business is formulaic. If you learn the formula for a successful business, your business will grow. Please note that we did not say there will not be problems in your business, because

there will be. All businesses face problems, and sometimes they cannot be resolved fast enough. We have experienced this personally and have seen some of our clients go through it. What we have learned along with our successful clients is that you have to learn from all experiences, adapt to the problems and move on. When you are in the eye of the hurricane this is not easy to see clearly, which is often a very valuable service we give our clients. Experience is a great teacher, but learning from someone who has been there and can keep you out of harm’s way is a much better plan.

These are the answers to our own brand questions. We use the answers in all of our communications with clients and prospects. The ones who like our answers stay with us, and the ones who do not fire themselves before we get the chance. And yes, before you ask, we do fire clients. It is a MUST. Remember, quality of life. Working with who you want and the people whom you can provide the greatest help to because of their openness to your ideas and strategies is what brings excitement and passion to work. It also frees you up to do what you do best, with “real clients.”

Part Two How To Create Celebrity Expert Status!

Your Keystone Branding Strategy

The keystone in building is the stone on which the foundation and all of the construction rests. Remove the keystone, and the foundation is unstable.

In today's business environment, the keystone is your Web site and Internet strategy. Please note, we have said two things. Your Web site AND your Internet strategy. Together we call these tools your Online Business Platform™. Indeed, you cannot have one with out the other. While putting up a Web site is helpful, you must understand what you want to get out of it. This is where most businesses fail. They believe that having a Web site is all they need, and they are surprised when it doesn't generate the business that they thought it would.

What is the purpose of your Web site?

Your Web site is one of the most cost effective and geographically limitless opportunities to build yourself as the "Celebrity Expert" that you are.

Better than any other form of marketing, your Web site gives you the opportunity to celebrity brand yourself in a manner that makes you and your services come alive. You control what people see, hear (through audio or video) and read.

You can create and project your personality by letting people see you in the form of pictures. And, if you are a good speaker, you can add audio and even video to your site. Video, which was very expensive and hard to

deliver online even a couple of years ago, is now a commonly used tool because almost everyone is using extremely fast broadband connections that make delivering great quality video online possible.

By using this technology, your Web persona can now travel across the globe and appear in your prospects living room or office. Even interactive discussions are possible, although time zones make this somewhat difficult. Nevertheless, the barriers are crumbling rapidly and you will soon be able to go anywhere at anytime and even be in multiple places at once! Right now, we are using the Web to deliver live trainings and even take control of clients computers if they need help navigating them to learn a difficult concept.



Your Web site never sleeps. This is a very distinct advantage, and one you don't fully appreciate until the first morning you wake up and see some of your products or services have been purchased from across the globe in a different time zone while you slept. This suspension of time allows you to leverage your work during times you previously couldn't have and, hopefully, encourages you to take more time off while your Web site keeps working in your place.

Your Web site is also a unique filtering device. As we all know, not everyone is immediately ready for your service. Potential prospects can visit your Web site, gather information about you and mentally file it away for a future time when they need your service. If you have properly designed your site, to offer proper motivation for people to sign up for free information they are interested in, you can capture their contact information. Once you have their contact information, you can continue to market to them using a soft-sell, "drip" marketing system that "automatically" stays in touch with prospects with a constant supply of information they want and need.

While you are supplying valuable and interesting information to your prospects, you are also creating a database of future clients who are learning about you over time and are more likely to turn to you when they need your product or service in the future.

Because of this powerful contact system, your Web site should be devoted to creating extraordinary value for the people who visit. We are constantly amazed at the number of major corporations that "miss the boat" on their Web site and use it more as an institutional business card about their company. Bad thinking. Use your Web site to be personal with everyone who visits. Make the time that prospects spend on your site a valuable experience, and give them an opportunity to do some business with you, even if it is nothing more than giving you their name and email address in return for a special report or e-newsletter you offer.

What type of Web site do you need?

This question confuses many people who don't understand that there are many different types of Web sites with different purposes. Most people only have one Web site, if any at all. Unfortunately, having one Web site reduces your opportunities to present your story to different people in different ways. Not using the right type of web site to convey your story is also a waste of time.

Clearly, everyone needs a main Web site as the hub of their business; however, you should consider an additional site for each target market that you serve or even each product or service that you offer. By having more than one Web site, people can access you and get the specific information they need instantly, without being confused by things that aren't relevant to their





needs. While at any of your sites, you always have the opportunity to lead them to your main site where they can get more information about your expanded array of products or services.

A blog is another example of the power in multiple sites. A blog is a Web site devoted to your journal of thoughts on your expert topic. People who find your blog through your promotional efforts get instant gratification of what they were looking for, and based on your blog's design, you can let them know there is more information

available back on your main site and have a quick link that takes them there.

There are many other ways to use multiple Web sites to increase your exposure. Think about having a dedicated Web site with a sales letter for each specific product or service you offer. It's a great thought isn't it? And... YES, it works.

For now, concentrate on your main site, and when it's fully developed into your Online Business Platform™, remember to be open to new opportunities to expand on the Web.

What is your Internet strategy?

The second part of being active on the Web is to create an Internet strategy. You can't just put up a Web site and expect prospects to beat a path to your door. You have to find out where your prospects are and lead them to you by developing an ongoing Web-marketing strategy.

Search Engine Optimization (SEO) is the buzz phrase today for starting your Web site marketing. As the name implies, you attempt to optimize your Web site's ranking on a search engine when a key word or phrase related to what you do is typed into a search engine such as Google or Yahoo.

The first step in the process is to get your Web site listed with the search engines so they at least know you're out there. You can take control of this yourself by submitting your site directly to the search engines to let them know you are alive and kicking, or you can sit back and wait for the search engines to discover you as they crawl the Web with their "spiders" looking for new sites. Obviously, we believe you should take the bull by the horns and contact the search engines directly. Please note, however, that we're not saying that going through this process will get you a higher ranking, nor will paying the fee some engine's charge to "expedite" your discovery and listing in their directory.

The next step in getting yourself a higher ranking on a search engine is to make sure your site is "optimized" with specific keywords relating to your target market. If you are selling condos in Orlando, Florida for example,

you should make sure your site has some good information, specifically text, about “condos in Orlando.” The more text about this subject, the more weight the search engines will assign to your site. When a person types in those key words in the engine’s search box, up comes your site’s information.

Because of the competitive nature of searches these days, it is taking longer and longer to get your information picked up and added to the search engine rankings. To speed up the ranking process, you can take a little more control yourself by advertising on the search engine pages where your keyword search would appear. You have likely noticed these ads at either the top of the page or down the right side of the page when you conducted a search. These ads are paid for on a “pay-per-click” basis, and the price of the ad is determined on an auction system. The good news is that you only pay for the word when someone clicks and goes to your site. The bad news is that unless you capture the person’s email address when they come to your site, you can spend money without any benefit. There are a number of places you can go to find out about advertising and keywords. We suggest starting with www.adwords.google.com.

We like pay-per-click advertising because you can budget the amount of money you pay per day, and you can, with a little work, create a formula for continued success. Once you know the amount of customers you convert to make a profit from each ad you place, it is only a matter of knowing the average value of that customer to you over a certain period of time. If your equation shows you that spending X amount yields an acceptable Y result, then you have a marketing campaign that is “scalable” as far as you want. In a scalable situation, if you increase your number of ads, then you increase your income. That is marketing and advertising at its best.

Conclusion.

We hope this summary of Celebrity Branding You has given you some new ideas about the importance of positioning yourself in the marketplace and how to start the process. There is much more. In fact, once you become a Celebrity Expert, the next level of growth and success is to capitalize on your position by “licensing” your product or service to others nationally. This brings a whole new level of profit potential, which anyone who has a unique niche needs to explore at least once in their lifetime. If you would like to explore licensing, franchising and all of the opportunities available to you, plus the possibilities of “Celebrity Branding You,” please contact us at: info@DicksNantonAgency or call us at 407-215-7564. We look forward to speaking with you!

**Have Questions?
Ready to Get Started?**

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We Look Forward to Helping You!



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