

CelebrityExpert®

I N S I D E R

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

INSIDE THIS ISSUE:

- p1... Forty Years Ago I was Taught a Lesson...
- p2... Seven Ways Your New Website Will Revolutionize Your Business
- p4... Inside The Agency
- p5... It's Not Just The Ad. It's About Attention
- p7... One-On-One with Nick Nanton featuring Jeffrey Hayzlett
- p11... Self-Discipline & Customer Service will make you a Champ!
- p13... Using Celebrity Branding to Build Your Business
- p14... The Last Word



Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.
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Forty Years Ago I was Taught a Lesson...

HOPEFULLY, YOU CAN NOW GAIN BY THAT LESSON.

By JW Dicks

Forty years ago I worked for my father-in-law in the real estate business. I thought I knew everything. Dad knew I knew nothing. So to give me a boost over my college boy learning, he sent me to hear all of the sales and success trainers of the day. These included Cavett Roberts (founder of NSA), Dale Carnegie, Gary Halbert and many others including Tommy Hopkins or Tom as he now calls himself.

This past week, Nick and I signed Tom, to do a co-authored

book with our clients (and yes, if you are interested in being in the book, please let us know), and I smiled to know that once again life proves to be a circle and I would also now be in a book, destined to become a Best Seller with a man who taught me many things and never knew who I was.

One of the most powerful lessons Tom taught me and truly one I have used in every career I have had was the concept of “farming”.

Some of you will know this idea and use it. Some of you have heard of it but not applied it. Everyone should have this prospecting process in their daily business lives as one of your key marketing tools. The idea is simple enough. Find an area of a market to specialize in, cultivate the prospects in that area that fit your market, and farm the prospects just as an agricultural farmer tends his crops, day after day, month after month, year after year. Loving your

cont. on p9 ►



Seven Ways Your New Website Will Revolutionize Your Business

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

If you are like most business owners (myself included), you are always looking for ways to take your company to the next level. Whether it is hiring more employees, securing additional funds to invest, or launching a new marketing campaign, business owners will leave no stone unturned when it comes to growing their business. Now, in the years I've spent both working on my own business and working with clients, I have identified many strategies which lead to increased profitability and sustained growth. However, over that time, no investment has been more consistently successful than the creation of a dynamic, content-centered website. (and web presence in general). You may already have a website. You may even be receiving some business through your website. But don't underestimate the value that a new, dynamic website can add to your business. Below are some of the benefits you can expect from a new, content centered website:

- 1. Your new website will brand you as an expert in your field.** A good website is designed with the intent to make the business owner look like a celebrity within his or her market. No, you don't need to become the next Brad Pitt or Angelina Jolie—but you do need to be branded as a credible expert. If you're a dentist, you should be positioned as the go-to guru in your market. When your customers view your website side-by-side with the website of your competition, you'll be the easy choice! Everybody wants to work with an expert, and that's exactly how your new website should position you.
- 2. Your new website will showcase your knowledge and enhance your credibility.** Your new website should feature a space for your blog entries and articles—allowing you to display your knowledge of your industry. When a prospect visits your site, he or she will see that, in addition to looking like an expert, you also have the expertise to write knowledgeably on subjects that relate directly to your target market. Nothing builds credibility more efficiently than writing on topics that are relevant to your industry, and your new website should provide the perfect forum.

- 3. Your new website will plug you in to the exciting and fast-growing world of social media.**

As social media platforms such as Facebook, Twitter, LinkedIn and yes, Google+ continue to explode in popularity, it is more important than ever that you and your company are engaged. Your site should be designed to be integrated into your social media presence—resulting in a vibrant, dynamic website that keeps you plugged in to the fast-paced world of social media. These days, it is not enough to have a static, standalone website. Your new website should seamlessly connect to your various social media profiles, allowing you to present exciting content to your audience across the social media universe.

- 4. Google will love your new website.** You can have the most beautiful website the Internet has ever seen, but if Google doesn't love it, its effectiveness will be dramatically reduced. Why? Because a sizeable percentage of the traffic to any business website results from search engines like Google. If your website doesn't show up on the first page of Google for the right keywords, you simply aren't going to get the traffic that you should be getting. Your new site should be designed not only to look good to humans, but also to look good to Google. By featuring expertly created content and a SEO-friendly layout, your site can attract more traffic—which ultimately translates to more business.

- 5. Your new website will appeal to journalists and other media members.** As you probably know, media coverage can dramatically increase the level of interest in you and your business. Therefore, it makes good business sense to have a website that will appeal to the media. When reporters and journalists are looking for a source to quote or a business to feature in a story, they look for credible experts. Your site should be designed to maximize credibility—so that when a journalist visits your website, there is no doubt that they have found an expert.

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

6. Your new website will capture information from clients who aren't ready to buy today—but might be next month. Too many websites are focused on generating immediate sales, to the point that if a visitor is only looking for information, he or she leaves without initiating any contact whatsoever. The reality is that many visitors to a website are only browsing, "window shopping" if you will, and have no intention of making a purchase at the time. When they see something that interests them, however, they are often interested in learning more—and therefore are willing to provide their contact information. A properly designed website will effectively capture this information. Once you have it, you can continue to provide information about your products and services as you build your relationship. When they are finally ready to commit, you will have positioned yourself perfectly to gain their business.

7. Your new website will generate leads effectively and with no effort on your part. The bottom line, when it comes to judging a business website, is lead generation. It's not enough to simply attract traffic—your website needs to capture the information of potential customers. This requires a multi-pronged approach to site design that accomplishes several things: It must look good, and make you look good. It must present you as a credible expert in your market. It must compel your visitors to sign up for your services—or at the least, provide their contact information and request further information. And it must be optimized for maximum appeal to Google and other search engines, in order to draw potential customers. A site that accomplishes all this will be much more than simply a web page—it will be a sales machine.

If you are looking for the best way to take your business to the next level, a dynamic, content-centered website is the answer. If you'd like more information, you know where to reach me! ★



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're producing Second Seasons of our Breakout Hit TV Shows
The Brian Tracy Show AND Meet the Experts with Arielle Ford and Mike Koenigs!
Want to be a guest on either of the shows and get Guaranteed Appearances on NBC, CBS, ABC and FOX
Affiliates around the country?**

Email Angie@DicksNanton.com or call her at 800-980-1626 ASAP to learn more!

NEW EVENTS AND OPPORTUNITIES

Hollywood Mastermind and Grammys 2012. Limited Applications now available. This event is sold out every year. If you are interested, please get on the Red Carpet Wait List now. E-mail Angie@DicksNanton.com for more details, or call 800-980-1626

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

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

Want to be on the Brian Tracy Show and get GUARANTEED Appearances on NBC, CBS, ABC and FOX affiliates around the country?! Now is your chance! We'll be filming the second season in Orlando November 13-15. We have sold out more than half of the spots at the time of this writing, so if you want to get in on it, you'd better act fast! Email Angie@DicksNanton.com and she can hook you up!

OR, if you're on the West Coast, you can be on Meet the Experts with Arielle Ford and Mike Koenigs and get GUARANTEED Appearances on NBC, CBS, ABC and FOX affiliates around the country! We'll be filming the second season in San Diego December 1-3 We are just starting to open this opportunity up at the time of this writing, so if you want to get in on it, you'd better act fast! Email Angie@DicksNanton.com and she can hook you up!

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

EVENT SCHEDULE

OCT 5 Platinum Coaching Call 2:00 PM EST **[Nick & Jack]**
OCT 13 BlackFin Tax Franchise Conference (Oklahoma City, OK) **[Nick]**
OCT 14-16 Arielle Ford & Mike Koenigs' 21st Century Book Marketing Conference (San Diego, CA) **[Nick & Lindsay]**
OCT 15 PILMMA Annual Conference (Las Vegas, NV) **[Nick]**
OCT 16 Bootcamp Bootcamp (Louisville, KY) **[Nick]**
OCT 17-18 Kinder Reese Annual Real Estate Conference (Dallas, TX) **[Nick]**
OCT 19 Elite Mastermind Mid-Year Meeting (Hollywood, CA) **[Nick, Jack, Lindsay, Greg]**
OCT 20-21 National Academy of Best-Selling Authors Best-Sellers' Summit & Awards Gala with Brian Tracy, James Malinchak and Mike Koenigs (Hollywood, CA) **[Nick, Jack, Lindsay, Greg]** For registration contact Lisa@dicksnanton.com
NOV 2 Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**
NOV 3-5 Glazer-Kennedy InfoSummit **[Nick, Jack, Greg]** Let's meet up and do some business together.
NOV 13-15 Brian Tracy TV Shoot (Orlando, FL) **[Nick, Jack, Lindsay, Greg]** Early notice if you have interest in being on a TV show with Brian.
NOV 21 Platinum Coaching Call-In Day, Available 2pm – 5pm **[Nick & Jack]**
DEC 1-3 Arielle Ford TV Shoot (San Diego, CA) **[Nick, Jack, Lindsay, Greg]**
DEC 7 Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**
2012
JAN 4 Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**
JAN 16 Platinum Coaching Call-In Day, Available 2pm – 5pm **[Nick & Jack]**
FEB 1 Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**
FEB 10-12 Hollywood Mastermind & GRAMMY Awards Experience **[Nick, Jack, Lindsay, Greg]**. VERY LIMITED OPPORTUNITY. TO INQUIRE CONTACT ANGIE@CELEBRITYBRANDINGAGENCY.COM.
FEB 18-24 Northwestern Society of Plastic Surgeons Annual Conference Keynote (Oahu, HI) **[Nick]**
MAR 7 Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**
MAR 14-16 Elite Mastermind Meeting at Elbow Bay (Bermuda) **[Nick, Jack, Lindsay]**
MAR 19 Platinum Coaching Call-In Day, Available 2pm – 5pm **[Nick & Jack]**
MAR 29-31 World Fitness Elite™ TV Show Shoot (Orlando, FL) **[Nick, Jack, Lindsay, Greg]**
APR 2-4 InfusionCon (Phoenix, AZ) **[Nick & Greg]**
APR 4 Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**
APR 19-21 Glazer Kennedy SuperConference (Dallas, TX) **[Nick, Lindsay, Greg]**
MAY 2 Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**
MAY 4-6 Kentucky Derby Mastermind WITH Special Guest Dan Kennedy! (Louisville, KY) **[Nick, Jack, Lindsay, Greg]**
JUNE 6 Platinum Coaching Call – 2:00 PM EST **[Nick & Jack]**
JULY 25-26 Platinum Coaching Live Event (Orlando, FL) **[Nick & Jack]**
SEPT 26 Elite Mastermind Meeting (Hollywood, CA) **[Nick, Jack, Lindsay, Greg]**
SEPT 26-28 National Academy of Best-Selling Authors Best-Sellers' Summit & Awards Gala (Hollywood, CA) **[Nick, Jack, Lindsay, Greg]**

Congratulations to our New Agency Clients!

Tim Autrey, John Miziolek, Deborah Ruth Neubauer, Ricahrd C. Wilson, Terry Lorrane Hawkins, John Thomas Moranville, Philip Cioppa, Dr. Serena Reep, Daniel James Summers, Sallie K. Felton, Dexter Tenison, Inger Pols, Lisa Mercier, Dorothy Jantzen, Katrina Luise Everhart, Warren T. Martin, Kristen & Kevin Harvey, Sincere Hogan, David Krainiak, Diane Scarazzini, Doug Duerr, Ann Hodgskiss, Camille Scielzi, Gregg S. Viscuso, Gavin Kent, Michael Coleman, Raymond Barbarite, Joseph Martin and Linda McCarthy

Congratulations to our Newest Best-Selling Authors!

For the Best-Selling Book The New Masters of Online Marketing, Neil Stafford, A J Roberts, Cheryl T. Campbell, Brian Evans, Paul Gunter, Andrew Shorten, Dr. Paul Toote, D.O., Jeff Vacek, Ken Preuss, David White, Jack Mize, Ben Glass, Esq., Greg Rollett, Michael Budowski, Dr. Charman Douglas-Pinkard, DMD, Carolyn "CJ" Matthews and Brian Horn

For the Best-Selling Book The Definitive Guide To Burning Fat and Building Muscle, Matt Furey, George W. Childs, Dr. Jennifer Rada, D.C., Steve Grzymkowski, Jim Bradley, Chris Villafano, Dr. Merick Abrajano, D.C., Mike Sbonik, Jeff Tardiff, Valery Fedorenko, Jeff STreu, Victor Crawford, Mike Starks, Eddie Baran, Rob Colasanti and Paul Reddick

For the Best-Selling Book Win: 35 Winning Strategies from Today's Leading Entrepreneurs, Daryn Ray Clark, Dr. Veronica Anderson, Nancy Kruschke, CPO, Peggy Lusk, Laura Treonze, Mike W. Denison, Melinda Hutchings, William R. Benner, Jr., William Gold, Jim Stacey, Grace Daly, Dr. Phil Selinsky, Angelika Christie, Hollis Colquhoun, Frank LaPlaca, Kathy Wensel, Wes Pittman, Esq., Francisco Yanez, Greg Rollett, Summer Knight, MD, MBA, Loretta R. Washburn, Michael Mazzella, Bart Queen, Glenna Griffin, David Schwab, Ph.D., Denise Y. Mose, Ph.D., Brant Phillips, John Ledford, Todd Thoma, Cliff Morgan, Susan Mary Ferreira, Victor G. Holman, Dr. Emma Jean Thompson, Master Gary A. Schill, Jeff Peoples and David Elzey

For the Best-Selling Book Building The Ultimate Network, Dr. Ivan Misner, Chuck Boyce, TR Garland, Tony Wolfe, Ed Craine, Emory G. Cowan, Jr., Ph.D., Marjorie S. Cowan, Victoria Mavis, SPHR, Nicholas J. Zolfo, Shirley Pheasant, Sandy Marie Donovan, Rena Striegel, Todd Delmay, Samantha Rathling, Elayne Lieberman, Mark M. Deutsch, MBA, Brad Leppla, Alana McKinney, Michelle Villalobos, Steve Hand, Paula Frazier, Wendy Lloyd Curley, Lance Gordon and Greg Rollett

It's Not Just The Ad. It's About Attention

By Greg Rollett



In the marketing and advertising world we can get very caught up in what we are doing and lose sight of the big picture. Our days are filled with meetings, phone calls, emails, business dealings and then actually getting to our work.

So when our marketing team, or advertising agency flashes an ad across our desk, or into our inbox, we skim it, proof it and send it back.

We have an idea of what we want our ads to look like. If they are in print we need our logos, strong images, phone numbers and websites and possibly a promo code for the offer we are promoting so we can potentially track the ad.

Online we know we need to grab attention quickly, often in milliseconds, drawing the eye to look at our message while they are spending their time reading the news or watching their news feed.

Knowing what gets their attention to act on our ads is a very crucial factor in the process. Without the attention of the market it doesn't matter what product or service we are offering. And it serves us right to spend our time making sure that our message is heard.

I have been spending an awful lot of time working with Facebook Ads and have seen trends come and go and attention come and go as well.

One of my favorite things to do is to click on ads. Nearly all of them get my attention to at least give them a click and cost them around a buck for my intrigue.

When I am clicking on these ads I always look for a few things. I start with the ad:

- What was the image?
- Why do I think they used the image?

- How did the image relate to the title and text of the ad?
- What was their title or headline in the ad?
- Who are they trying to attract with that title?
- Do they have a call-to-action in the text or description of the ad?
- Is the ad telling me what I need to do after I click?

Then I click. And then the real marketing happens.

You see, your money, or your return on that ad doesn't happen at the click. And although the click is important, the click alone doesn't guarantee anything but a few seconds of attention that gets centered on you.

What are you going to do with that attention?

When it comes to attention there are many theories on what to do from headlines to empathy to auto-playing videos to sending them to 'Like' your Facebook page or getting them to opt-into your lead list.

Picking any of the above strategies will give you a varying degree of results from good to bad to great to disaster.

When you are spending money to make money, i.e. running ads or buying traffic you need to ensure that your whole prospect visiting process matches the advertising and delivers on the needs of the attention you have been so graciously given.

If you are placing an ad for Tickle Me Elmos and when they visit the link and land on your site they see Oscar The Grouch, the attention is lost.

And this is what I see time and time again on Facebook.

Marketers are spending 80% of their time on making an ad that stands out, creates attention and gets the coveted 'click.' And then when visitors get to the site, they have not thought about the strategy that will keep that

attention once they have it.

Creating An Optimal Advertising System

When looking to go about paying for customer acquisition you need to start with a planning session. This planning session needs to cover every aspect of the campaign, not just the fancy designs of your ad and the ad placements.

- You must look at the target market.
- You must look at where you are placing your ads.
- You must look at your offer and if it matches the ad placement and your target market.
- You must look at the needs, pain points, frustrations, dreams and aspirations of your target market and if that matches the market of your ad placement.
- Then you must create your ads to match your market.
- You must create landing pages that match the ads, the pain points and the desires of your market.
- You must ensure that you offer matches these same needs.
- You must create a follow up sequence for each pain point, each landing page and each situation to convert the maximum number of prospects into customers.
- You must track your analytics at every stage to see if your assumptions, your market, your ads, your landing pages and your follow up sequence are converting at the level that continues to grow your business and bring in new qualified customers.

If that seems like a lot it is.

And it is why you must plan out your advertising cam-

paigns from start to finish and not just attract eyeballs. Buying eyeballs is the easy part. Doing something with those eyeballs is much, much more important.

And always remember that a large percentage (very realistically 50%+) comes from the follow up after your prospect has landed in your store, on your landing page or joined your mailing list, not at the initial point of contact.

The below chart is a very basic detail of the process you should look at when building out your advertising campaigns.

Your Next Advertising Campaign

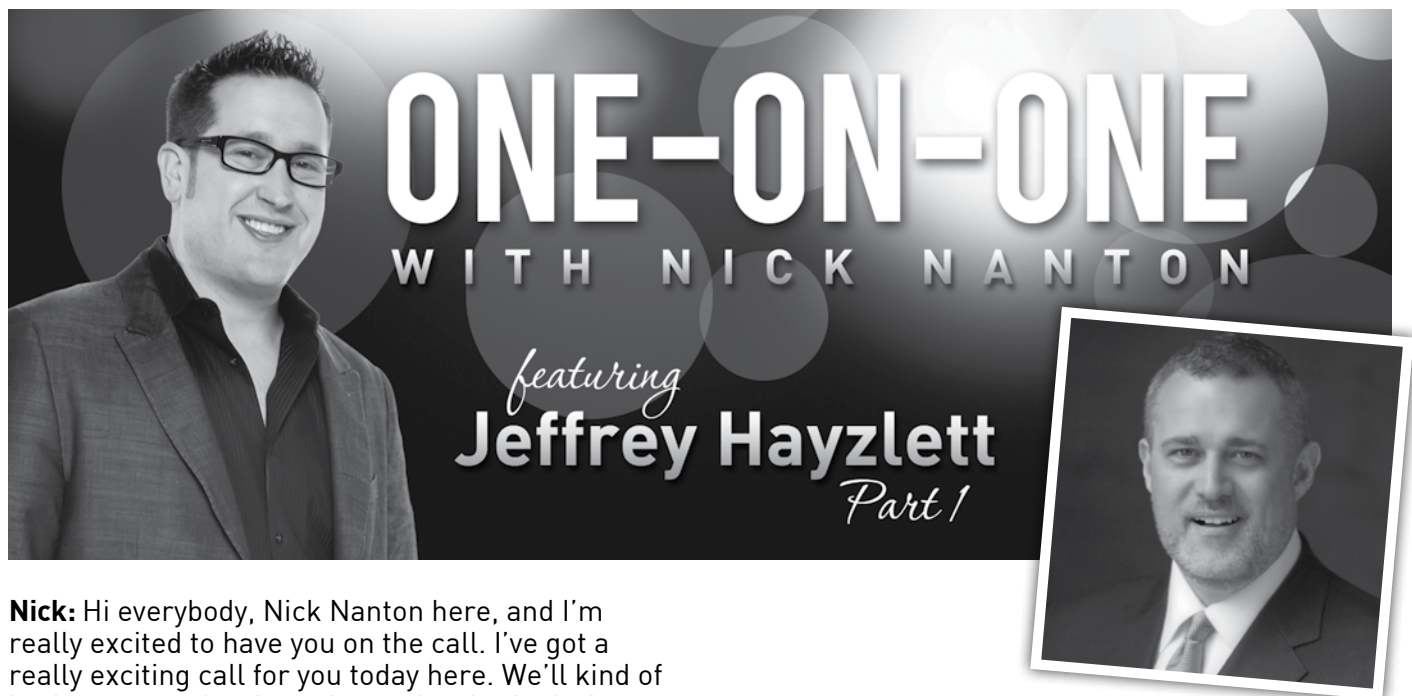
No matter where you buy your media, I urge you to think. I urge you to map out the entire path that your prospect is going to walk through.

Put yourself in their shoes from the point of contact (seeing you ad), to getting them to see, signup and consume your offer, service or product.

When we work with clients we want them to see this big picture so everyone can walk out in a win-win-win situation. With advertising remember it isn't about the flashy graphics, but about getting into the heads of your prospects and fitting your message to their thoughts and matching your materials to those thoughts at every stop along the way to getting them into your coveted customer base. ★

Have an advertising question. Send it along to greg@productprosystems.com.





Nick: Hi everybody, Nick Nanton here, and I'm really excited to have you on the call. I've got a really exciting call for you today here. We'll kind of brainstorm and we're going to do a brain drain on my good friend, Jeffrey Hayzlett here today.

So before I get started, I'm going to read you guys Jeff's bio, because it's extremely impressive and we'll get started in just a second.

Jeffrey Hayzlett is a best-selling author, global business celebrity and sometime cowboy, and we'll get to the cowboy part because I love that. Jeffrey Hayzlett is a global business celebrity and former Fortune 100 executive. From small businesses to international corporations, he's put his creativity and extraordinary entrepreneurial skills into play by launching ventures, blending his leadership perspectives, lending insight into professional development, mass marketing prowess and using social media.

He's a well-traveled public speaker, the author of the best-selling book, *The Mirror Test*, which you should all definitely check out. He is the Celebrity Editor of one of the largest circulation business publications, and one of the most compelling figures in global business. Jeffrey successfully leveraged multiple media appearances on programs like Fox Business News, MSNBC's *Your Business* and, of course, NBC's *Celebrity Apprentice* with Donald Trump.

He's a turnaround architect of the highest order, a maverick marketer who delivers scalable campaigns, embraces traditional modes of customer engagement, and possesses a remarkable cache of mentorship, corporate governance and brand building. So with all that Jeffrey, welcome to the call, man. How are you?

Jeff: I am wonderful. Thanks for having me. I really appreciate it. It's going to be a lot of fun today.

Nick: I've got a lot of questions I want to ask you, but obviously what I would say is that most people are intrigued by is the fact that you were the chief marketing officer of Kodak. And I know you've always been an entrepreneur. So would you mind telling us if you consider yourself a serial entrepreneur and if so, how did you end up in such a big company role?

Jeff: I do consider myself an entrepreneur. In fact that's the thing I always go to. No matter what I see or wherever I'm at, I'm always looking for how you can make money with it and do it in different ways and that's always been very exciting for me. And there's no difference between Main Street and Wall Street, I like to say, except for the numbers of zeros behind the number. And if you look at it that way, I went to Kodak from a small company in South Dakota, where I was running a three-person public relations firm, although I owned a couple of franchises as well. But really, the difference was I went from, let's say I had 27 employees, to 27,000 employees. Again it's just zeros. And I really looked at it like a start-up. For Kodak, it was like a restart. It was very much like a start-up mentality except that it already had some assets there and already had some things there that we could use, but I really didn't see much difference between the two.

Nick: Very, very interesting. So tell us a little bit about the state Kodak was in when you got there. Obviously, from my understanding they had been reeling from the digital explosion, the conversion to digital.

Jeff: Yeah. Well, they're still reeling from that. There's a company that, in it's heyday, had more market cap than all the car manufacturers in the world combined. So when you look at it, it's a massive company with a couple hundred thousand employees at one time. Today it's about, I don't know, 15-20,000 employees. It's a fraction of what it used to be, but it was still a very positive brand, had a lot of brand value, and that was pretty cool.

A lot of the time when you get to a company, everybody's part of a transformation. They're transformation fatigued, all worn down to a point where they don't know what they're going to do and how they're going to do it. So what we had to do is go in and change the mood. You've really got to get in there and change the mood and change the way you're thinking because they think, "Oh, my best days are behind me." Well, you can't think that way. If you think that way you're dead. You're just not going to be able to move. And you really have to say, "Look, I like the way I used to look when I was 20, but I look better now." And that's what you have to bring to a company like that, and bring the sense of ... "we can do it." ... "We can make things happen." ... "Let's just get it going."

Nick: So you really were kind of an entrepreneur brought into Kodak. You didn't climb the ranks in any way?

Jeff: No, not at all. In fact I never worked for a big company like that in my life. But no, I was learning a lot of the rules. That's how you win, which got me in a lot of trouble sometimes, because I don't like a lot of rules and regulations.

Nick: As an entrepreneur and a cowboy I can imagine those are two things, rules and regulations, that aren't on your to-do list.

Jeff: Yeah. I hate the man even when I am the man.

Nick: That's funny. So tell me this, it sounds like a story thing to happen to somebody. Pay me a great salary and put me in a role like that at a company that the credibility is just through the roof." Huge company. Would you do that again or not?

Jeff: Would I do again? I've been offered a lot of other CMO jobs, all these CEO jobs, a lot of different public companies and I like doing what I'm doing. When you say that, would I consider it? Yeah, I'd consider it. But yeah, it was a dream come true. To go work for one of the biggest brands in the world, one of the most iconic brands in the world. To be a marketing guy and to be working for my own small, little company and then all of a

sudden, get the call, it's kind of like the guy who always wants to be a professional pitcher and he gets the call. But, as you think about this thing and you think about how tough it is to be a pro athlete, it's even tougher to break in the top 100, top 200 of the C suite of business. And it's even harder than being a pro athlete.

Nick: Got that. Cool. But as an entrepreneur, being that you've been an entrepreneur all your life, what do you think the biggest mistake, the couple biggest mistakes that you've seen people make?

Jeff: I think the biggest thing that we do is we go off and do things without asking why we're in the game. We should constantly be asking ourselves, why are we doing it? I don't think we ask the right kinds of questions. And I think we have to spend a lot more time really getting to know why it is we're doing what we're doing, and then measure ourselves against that to go back to it.

For instance, Nick, right now I won't do something if it doesn't meet three criteria. And when you ask me about would I go back and do it again? My three criteria quite frankly are real simple.

1. I have to have fun. If I don't have fun I'm not interested.
2. I have to build wealth for my family. So if I can't have a chance to make money, so that's not everything, but well, quite frankly, that's how you keep score.
3. And then the third thing is, grow professionally.

And those are the three things that meet my criteria. And so even when I'm working with new clients now, new companies that want to have high growth and they hire the Hayzlett Group, for instance, or we invest in their company or help them with their public relations and their marketing strategies, I'm not interested if I can't meet those three criteria. ★

[Note: This fascinating and content-loaded interview is continued. Jeff Hayzlett states his position on Conditions Of Mutual Satisfaction, his description of Social Media and strategies to work with it (incl. the tools to monitor it), as well as several other topics of keen marketing interest. He closes out the interview by answering audience questions on advertising and on selling with Social Media.]

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

◀ Taught a Lesson cont. from p1

crops, supporting and taking care of them are just as important in “Business Farming” as it is in agriculture. Constant attention and constant and consistent touches result in a bumper crop.

If the concept of Business Farming seems simple, that is because it is. Some might say that is why I picked that technique to be the mainstay of my business prospecting, but the reality was that it made sense to me from the beginning and perhaps because I came from a long line of family farmers in the agriculture world. The genes are strong.

When we and others encourage you to niche your business it is because that is the essential element of working a select field with a certain crop. The more you know your market, the more you can connect with your prospects. In the real estate business where Tom began his training, he would teach you to pick a specific neighborhood. If you could afford to live in the neighborhood it was better for your farming. If you could not live there, the plan was to walk the streets as often as possible, get to know people by name, support the local schools and PTA, and most importantly, mail regularly your own monthly newsletter where you talk about the neighborhood, the property values and also important, sharing a little about yourself so people would get to know. Tom even recommended, like my father-in-law did that you put your picture on your business cards, stationery and newsletter so people could identify with you personally. Of course this element of a personality or celebrity expert driven business is what we teach today as the backbone of our business and from these roots it was derived.

I have personally used the concept of Business Farming in real estate, training, law, marketing, financial planning, branding, and coaching and consulting all businesses I have been part of. As a business advisor I have introduced the same concept to clients who are CPA's, Dentist, Doctors, Chiropractors, entrepreneurs and in reality almost every discipline you could take up as a living. In all of them the concept works. And it works to the degree you work and that is the secret ingredient most people miss.

Farming is work. It isn't a Tim Ferris, 4-hour work week kind of thing. But if you are looking in life for a single idea that works and will provide for your family day in and day out, this is it. Further, and many people miss this. The idea is scalable. My father-in-law taught everyone in our real estate office to farm an area so he leveraged the concept to create a bigger business that if he just did it himself. We teach farming to our employees and clients at the Celebrity Branding Agency. In your business, you can add as many sales people as you want to string together and grow your business as big as you want and it still works...as long as you work it.

Please adopt Business Farming in your business. It will make Tom Hopkins and me and all of the other people who have used it happy to know we passed on a lesson you can always feed your family with.

THE INSURANCE DILEMMA...

We all know that insurance is a rigged game. Because it's rigged, we hate it. Some people I know even chose not to get insurance because they think it is wiser to self insure. Maybe they are right, but that is not for me and it rarely will that be right for you.

To self insure you have got to have lots of available cash if you need it and available at the right time. This takes discipline and the ability to always make the right choices. Hmm...

This past week my beach house where Linda and I live half the time got flooded when a plastic connector piece broke. I wasn't smart enough to have a water shut off valve to switch when you leave your home for a few days, so I have major destruction caused by a \$10 piece of plastic. Fortunately, I have insurance or my personal economy would have faced a personal depression. Hmm...

My sister-in-law is right now battling breast cancer. She has to endure some experimental and very expensive trial drugs. Had she not gotten personal health insurance when she was laid off at her work some years ago she would not be able to pay for the treatment she is getting. Today, you have to have insurance even to get in the door. Hmm...

My view of the insurance issue is that it is a topic people don't like especially when you write the check for the policy. I know I don't like it either and I have three different types of policies on both of my homes. My experience right now is to tell you to write the check for the policy, get the security and go about making some more money.

THE REFERRAL SOLUTION...

Some business coaches tout the referral as the Holy Grail of getting business. The numbers they say speak for them self and demonstrate how referrals are more profitable because you don't have to spend money to get the client who is given to you by your existing customers. The reality is that's pretty misleading. Referrals don't always cost money, but they do have a cost and if you aren't getting any referral business then part of the reason is because you bought into the fact that they are free. They aren't.

To get referrals you have to spend money. The expense is either in the cost of providing terrific customer service and support (which you should have and it does cost), or it is the form of referral fees, or affiliate programs which also have a cost. Nothing wrong with this either.

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The point I want to make is that you should not buy into the fact that referrals are free and you should spend money to set up a very definite method of getting the referral.

One method often overlooked is letting your current customers invite friends to your parties or an event that you put on. The referring client feels good they can invite someone to an event and not have to pay. The referral is likely to come because they were invited to a party or event that should be a good time. You should at the event have a strategy in place to meet them and make sure they are connected with you or your company.

This planned orchestration of a referral system works. I think it is exceptional because you really are getting both an endorsement from your client, letting the prospect have a good time at an event you are doing, get to know you with no pressure, and leave with a good feeling about the entire experience. A doctor friend and client of mine has events like this on a fairly regular basis and has a great turnout, with lots of champagne and door prizes that lead to free services. People love it and the doctor always books new business. What does he do wrong...Not have enough of the events.

Adopt this event referral strategy in your business, but make sure it is structured before, during and after the event. The event must be well run. People must have fun. You must have a system at the event to secure names and addresses, (the price of admission) and you must have a follow up system that has multiple touches. By this I mean don't just send an email, also send a note and a follow up such as giving first time customers a reduce price on their first visit. This is a great marketing channel and will make you lots of money if done right. BUT SPEND THE MONEY TO DO IT RIGHT. And if you aren't sure what doing it right means in great detail, hire someone who does. Money well spent.

THE NEXT TREND AT ITS BEGINNING...

Big money is always made at the beginning of a new trend and going into the swell of the trend wave. The problem of course is to catch the wave at the beginning and not after it breaks as was the problem for many in the recent real estate crash and to some extent the stock market correction.

For over a year now I have been preaching the continued rise of the done for you (DFY) service over the DIY (do it yourself trend which is falling).

There are many reasons for the shift including the growing desire of the American worker to work less and make more (aka the Tim Ferris 4-hour Work Week nonsense). Every time I tried to point out to people going all gaga about the possibility of making big money working only four hours a week, that Tim was working more than

4-hours a week just doing a small percentage of the radio shows he was on, I could only smile when listeners quietly moved to the other side of the room looking for someone who agreed with them.

The new trend is paying for people to do something for you that you don't like to do. As long as there are people with money and the desire not to work anymore this trend is going to develop faster and faster. You can see the signs in new franchises that offer services like dog walking to gutter cleaning.

In elder care which is in itself a hot trend, the market is supplying everything from full service top hotel concierge type service to gourmet meal delivery, and personal care preformed at your home. There will be more of this for sure as the elder care market continues to grow with the age wave demographics but already the DFY services are bleeding over into all ages including child care, and baby training. "If you build it they will come", finally rings true in the DFY arena.

If you want to see a soup to nuts example of DFY from end to end, just fly into Orlando on a trip to Disney. You only need to get off the plane and you are swept away by Disney's Express private bus service that will whisk you off to the Magic Kingdom without you dropping a dime at any other vendor in the Orlando area. Everything is provided that you could possibly want or need and at prices you can't imagine when you get the bill.

Even in this day of slow growth high unemployment people are spending on what they want and what they want is to enjoy themselves and let someone else clean the pool, mow the grass and pick up the poop. And please don't get me wrong, I am not saying there is anything wrong with this, I am just showing you the growth of a new trend in business right before your eyes.

In the branding world we live in, the promise we give is guaranteed media, marketing and PR, deliverables. You want to be a Best Selling Author...no problem...get on TV, we can do it...appear in the Wall Street Journal...got you covered there too. We do it for you, and get you the media credentials you need to make more money and have a great time doing it at the same time.

Think carefully how you can do the very same thing in your business for your clients. Even better if you can offer the irresistible service you provide under an area exclusive license like clients of ours are doing in the trades, law, chiropractic, roofing, plumbing, real estate, cost recovery, barber shops and more. There is a level of service you can recreate in any business that does for people what they want, when they want it and in a manner that makes them feel emotionally good. Find this product or service and it will boost your business faster than you dreamed. But it does take more than 4-hours a week... ★

Self-Discipline & Customer Service will make you a Champ!

By Lorne C. Poon, MD



American President Theodore Roosevelt said: “With self-discipline most anything is possible.” I have applied this principle to every aspect of my business with great success. Follow my lead and you can grow your business to levels you might only have dreamed possible. Simple self-discipline to complete one task efficiently and effectively before proceeding to the next, is the **key ingredient** in creating a successful business.

In any business, one might feel the need to move as quickly as possible from one client to the next in order to garner the most business in the least time. However, my experience tells me that a more disciplined approach of taking the amount of time the *client needs* will result in greater business. Why? Your client is relying upon your expertise and your ability. You don’t want to come across as the proverbial used car salesman who wants to hurriedly sell a bunch of features without listening to what your client’s real needs are.

Self-discipline to slow down and get to know your client and his needs will get you greater long-term rewards than a hasty, power-sell. The best practice in our office is to focus on best results, *not* number of procedures. By taking the time to really hear what the client is saying and offering strong customer service, you will reap repeated rewards with referrals and repeat business. Our Surgery Consultant is trained to not only *listen* to the client about their needs, but also to really *hear* what the client is saying. The ability to listen between the words is an art form and cannot be rushed – another example of how self-discipline is critical

Which brings me to the idea -- have the self-discipline to delegate. I have found that rather than have one person wear multiple hats, it is far more effective to give each person a different jurisdiction over which to preside. My office manager does just that. She keeps the office running smoothly and the schedules in place. Her mastery of that job, in turn, allows me to focus on my patient schedule. A separate marketing specialist focuses on growing our business with new patients from new avenues. This is not to say that I do not take an interest in managing or marketing! It means that I have the self-discipline to keep myself focused on my special interest, which is cosmetic procedures.

Behind every successful business is the expert or visionary who brought it to life. If your business is that of a landscaper and you spend half of your day doing paperwork in an office, how many clients can you meet or homes can you improve the landscape of? You are allowing your greatest business asset to be wasted. Yes, paperwork does need to be done. Invoices must be mailed. Bills must be paid. If you cannot afford to hire someone to whom you can delegate, then you must schedule your day so that your best hours are in front of your customers.

Schedule your day in a way that will make you the most efficient. Prioritize, then follow through. Do it! Schedule your time based on priorities. If your schedule dictates that you should be seeing clients for three hours of your day in order to be effective, then you cannot allow any of those three hours to be consumed by something other than client meetings

The advancement of computer multitasking has made it so that a computer can accurately do several tasks at once, but humans are not computers. It is my personal belief that “multi-tasking” does not, in fact, help a person to get more done. Actually, I have found that when attempting to do many things at once, one becomes more of a jack-of-all-trades and master of none! *Remember*, simple, self-discipline to complete one task efficiently and effectively before proceeding to the next is the **key ingredient** in creating a successful business.

Twitter, email, Facebook, the Internet, cell phones and text messaging are all useful tools that we can no longer remember how we lived without. But how much of your day can these “tools” destroy if you haven’t the self-discipline to avoid them? Distraction is your enemy. When you are scheduled to work – be WORKING.

In my own practice, I schedule every moment of my day: we schedule phone calls for in- between patients, time for staff meetings, time for marketing and time to review emails. I even schedule time to work ON my business. “Work ON your business?” Isn’t that what you are doing all day? Truthfully, many of us are so consumed working IN our business that we forget to work ON it.

At our office we schedule a weekly review with the key players in the office. This is a time to focus on what is working well, as well as what areas in which we can improve for the next week. Part of the reason this works is that I have taken the time to train my staff well. A well-trained staff takes discipline. It takes discipline to invest the time to teach them how you would like something done, but it also takes self-discipline to allow them to do their jobs without being micro-managed. When I free my office manager to do her job; I free myself to do mine as well.

Many new clients are gained because someone took the time to get them enough information. Self-disciplined staff with specific jobs can spend the time needed to convert inquiries to office visits. One thing that has been hugely successful for us has been the “Ask Our Consultant” feature recently added to our website. By allowing potential clients to ask questions via our website, our Cosmetic Surgery Consultant has been able to provide the information that many people needed in order to make the decision to consult with me personally. There is no way that I, alone, would have been able to personally answer all their questions and still provide the cosmetic procedures that my patients desire. Again, self-discipline to delegate, train and trust translates to a bigger, better return on investment. Your biggest investment is your time.

Finally, the self-discipline to have a well-trained staff extends to the owner, partner or practitioner as well. Of course, additional training to remain current in one’s industry can take time. Maybe you believe you know what you need to know and don’t require further training.

Perhaps, you already have a strong, successful business using tried and true techniques for 20 years. Be self-disciplined by investing the time to grow as a provider. Can you achieve greater results by tweaking what you already do to increase your success further? Conversely, be diligent in your investigation of new equipment to see if the opposite might be true. Just because something is the newest, latest and greatest thing does not mean it is the right thing for your office. It is your responsibility to set aside the time to investigate, learn about and possibly test new procedures or new equipment to make sure that any changes implemented will garner the results that you are trying to achieve.

Consistent self-discipline is the secret of my success. Now I have shared my secret with you. Your self-discipline can make the impossible become possible for your business. Discipline yourself to schedule, delegate and grow. You know in your heart that your clients want the best. Discipline yourself to be the best! ★

About Dr. Lorne

Dr. Lorne C. Poon dedicated the first 20 years of his practice to family medicine in Edmonton, Alberta. Dr. Poon received his MD at the prestigious University of Alberta and completed his residency at the University of Western Ontario.

In 2003, his passion for cosmetic medicine led him to study cosmetic procedures extensively - including Botox™, Dermal fillers and Sclerotherapy for varicose veins. Dr. Poon opened his new cosmetic practice, New Image Cosmetic & Medical Centre, in 2009 in the heart of Edmonton. He is committed to actively pursuing ongoing training in the most modern techniques and procedures for skin rejuvenation and leg vein treatments.

Dr. Poon has a special interest in Bio-Identical Hormone Replacement Therapy (BHRT). The treatment of BHRT helps patients to restore youth and vitality by treating the symptoms of peri-menopause, menopause and post menopause. BHRT, Dr. Poon says, “isn’t only for women, men also experience a gradual loss of hormones, mainly testosterone (male menopause). He also states, “Insufficiency of hormones is a major element in the process of aging.” Dr. Poon creates a cocktail of hormones that is uniquely tailored for each individual patient. These hormones include estrogen, melatonin, progesterone (thyroid hormone), testosterone and DHEA. BHRT has proven to be the ultimate in preventative medicine technology against the aging process.

Dr. Poon is a long-term member of The American College of Phlebology, the Canadian Society of Phlebology, and the President of the Edmonton Chinese Canadian Medical Association.

Guest Expert

Using Celebrity Branding to Build Your Business

It's always great to see our clients use our Celebrity Branding opportunities in smart and impactful ways to build their businesses. That's why we wanted to call attention to how Dr. Mitch Levin recently did just that to promote a seminar he held in late September

Mitch provides investment and wealth management consulting services to his clients. To gain the interest of new prospects, he planned a special "dinner event" entitled, "The 7 Secrets to Preserve and Protect Your Wealth from Creditors, Predators and a Government Gone Wild."

Mitch, of course, had already built up an incredible reputation as an investment expert, but he still needed to demonstrate his knowledge and financial acumen to a larger circle of potential clients to further expand his business. That's because these folks may not have known anything about Mitch - so they may not have been inclined to attend his seminar. For this kind of subject matter, obviously they would need to feel comfortable with the speaker and his level of expertise.

Mitch tackled this head-on with the direct mail piece he sent out. Take a look at it:



As you can see, Mitch took full advantage of all the multiple media channels we helped him gain access to – his appearances on FOX, ABC, NBC and CBS affiliates, his pieces in Newsweek, USA Today and The Wall Street Journal, as well as his membership in the National Academy of Best-Selling Authors.

Inside the direct mailing, Mitch continues using these credibility-builders and refers to himself as a National Best-Selling Author – which he is, thanks to appearances in two of our CelebrityPress books, "Shift Happens" and "Power Principles of Success."

This is exactly why we recommend our clients take part in this kind of high-profile activity. When people see that you've appeared in all these prestigious media outlets and authored a best-seller, they can't help but gain respect for who you are, what you do and your leadership in your specific field.

Congrats to Mitch for doing an amazing job of bringing it all together for maximum impact where it counts – courting new clients.



Secrets From The Best

By JW Dicks



Someday, if you visit my home you will find my library office full of old books and classics from marketing, business development, inspiration, and motivation.

I know I can't remember everything I read and so I keep these books and records nearby so I can turn to them when I need.

This month I want to share with you from a man considered a pioneer in direct marketing. Someone who has personally "done it" and produced results for some of the biggest Companies in America for more than forty years.

Bob Stone, was cofounder of the successful firm of Stone and Adler. His client list included Sears, Montgomery Ward, Allstate Insurance, and Hewlett Packard. He is a member of the Direct Marketing Hall of Fame and has won virtually every award for direct marketing excellence. He was the Best Selling author of *Direct Marketing Methods*, a classic that is still available on Amazon.com.

I tell you these credentials only to frame for you the fact that this was a man that knew what he was talking about when it came to direct marketing. Here are Bob Stone's Thirty Direct Marketing Principles which I have pulled for your review with a few comments of my own.

1. All customers are not created equal. Give or take a few percentage points, 80% of repeat business for goods and services will come from 20% of your customer base.
2. The most important order you ever get from a customer is the second order. Why? Because a two-time buyer is at least twice as likely to buy again as a one-time buyer. So continue to segment your list by number of orders and frequency. A segmented list allows you to create special offers for you best customers and allows you to reward them for their loyalty.
3. Maximizing direct mail success depends first upon the list you use, second upon the offers you make, and third upon the copy and graphics you create. Most people spend all of their efforts in reverse order.
4. If, on a given list "hotline" names (the most current) don't work, the other list categories offer little opportunity for success. This means that you should conduct your test with the hotline names. If that test doesn't work, nothing else will, either.
5. Merge/purge names appearing on two or more lists will pull out any single list names from which the names have been extracted. Most people eliminate the Dups when these names are on more list because they are stronger buyers.
6. Direct response lists will usually out pull compiled lists.
7. Overlays on lists (enhancements) such as lifestyle characteristics, income, education, age, marital status, and propensity to respond by mail or phone, will always improve response.
8. A follow-up to the same list within 30 days will pull 40% to 50% of the first mailing. This can enhance your ROI substantially.
9. Yes/No offers consistently produce more orders than offers that don't request a "no."
10. The "take rate" for negative-option offers will always out pull positive-option offers at least two to one.
11. Credit card privileges will out perform cash with orders at least two to one.

12. Credit card privileges will increase the size of the average catalog order by 20% or more.
13. Time-limit offers, particularly those that give a specific date, out pull offers with no time limit practically every time.
14. Free gift offers, particularly ones where the gift appeals to self-interest, consistently out pull discount offers.
15. Sweepstakes, particularly in conjunction with impulse purchases, will increase order volume 35% or more.
16. You will collect far more money in a fund-raising effort if you ask for a specific amount from a purchaser. Likewise, you will collect more money if the appeal is tied to a specific project.
17. People buy benefits, not features.
18. The longer you can keep someone reading your copy, the better your chance of success.
19. The timing and frequency of renewal letters is vital. But, I can report nothing but failure over a period of 40 years in attempts to hype renewals with "improved copy." I've concluded that the product is "the" factor in making a renewal decision.
20. Self-mailers are cheaper to produce, but they practically never out pull envelope-enclosed letter mailings.
21. A preprint of a forthcoming ad, accompanied by a letter and response form, will out pull a post print mail package by 50% or more.
22. It is easier to increase the average dollar amount of an order than it is to increase percentage of response. (This is why bumps on the telephone orders are especially helpful.)
23. You will get far more new catalog customers if you put your proven winners in the front pages of your catalog.
24. Assuming items of similar appeal, you will always get a higher response rate from a 32-page catalog than from a 24-page catalog.
25. A new catalog mailed to an existing catalog customer base will out-pull a cold list by 400% to 800%.
26. A print ad with a bind-in card will out-pull the same ad without a bind-in up to 600%.
27. A direct response, direct sale television commercial of 120 seconds will outpull a 60-second direct-response commercial better than two to one.
28. A television support commercial will increase response from a newspaper insert up to 50%.
29. The closure rate from qualified leads can be from two to four times as effective as cold calls.
30. Telephone-generated leads are likely to close four to six times greater than mail-generated leads.

If you did nothing but skim these 30 principles, then you learned some hard facts that will make or save you money. If you study the ideas, you can see they are truly a crash-course on direct response marketing. Everything you always wondered is answered in a few simple, easy to read lessons. Isn't that what you wanted?

Wishing you the best!

Jack