

# CelebrityExpert®

I N S I D E R

Editors: JW Dicks, Esq., Nick Nanton, Esq. & Lindsay Dicks

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

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Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.  
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## Dear Client,

### THANK YOU!

Thanks to all of you who helped make this year's National Academy of Best-Selling Authors® Summit and Gala twice as big as last year's and a huge success. From the thrill of honoring each of our Best-Selling Authors with their Quill Statues to the humble experience of honoring Brian Tracy with his Lifetime Achievement award for the 50+ books he has written, over 300 video and audio tapes produced and the talks he has made to over 5,000,000 people-- and still adding 250,000 more people per year. Yes that is indeed an achievement to have touched the lives of so many people in such an impactful way.

I want to recognize the Academy's Author of the Year award winner, Bart Queen, for his terrific chapter on The Power of Your Core Story: How to Win by Creating the Competitive Advantage and the Competitive Differentiator. We will be featuring Bart's chapter in an upcoming edition of the newsletter for you to enjoy and learn from.

Your Core Story is the key to developing a connection to your clients in a way that makes competition irrelevant. By focusing on who you are and the values you have, you naturally attract the people who want to do business with you because they relate to you and your story. You move your relationship from selling to sharing and build a bond on trust and common understanding. Think about this and

cont. on p11 ►



# Use Your Social Media Presence to Increase Credibility and Establish Yourself as an Expert

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

The rising popularity of social media platforms such as Twitter, Facebook, Flickr, Pinterest, LinkedIn, and YouTube present a valuable opportunity for business owners.

But before we get there, let's talk about a common misconception about social media.

Many marketers seem to believe that social media is a new development.

But social media is not new – in fact, it is thousands of years old. Digital tools like Twitter are simply the latest version.

Humans are relationally oriented... we like to talk, gossip, share experiences, and strengthen friendships. This was true in 3000 BC, and it is true today. Sure, modern technology makes connecting faster, easier, and more convenient than ever before—but there is nothing new about our desire to connect with one another.

Understanding how social media fits into everyday life is the key to unlocking its power. Today, many people use social media like the telephone was used 20 years ago. On a daily basis, I personally use Facebook to not only share personal stories and photos but also for business tips and events. I also regularly use Pinterest, Twitter, LinkedIn, YouTube as well as social bookmarking sites to share both business and personal stories.

Sharing is nothing new here. Social media doesn't represent a mystical fourth dimension—it's just a tool that people can use as they see fit. And once a business owner understands this reality, they can create and execute a strategy designed to engage with customers and prospects in their market.

**Used correctly, a business owner's social media presence can provide increased visibility, credibility, and ultimately more business.** Here's how to begin:

- 1. Create profile pages that reflect your expertise.** Whether it is Facebook, Twitter, LinkedIn, or another social network, it is critical that your profile page

represents your personal brand (and personality) and establishes you as an expert. From the choice of your picture to your written biography, be sure that every element of your social media profiles communicate the brand and image that you want to convey.

- 2. Use your social media presence to share and break down developments that impact your industry.** By reporting and analyzing news that matters to your industry, you position yourself as well connected and knowledgeable. For instance, as a retirement advisor, you could note the passage of a new law through congress—and then break down the implications of this new law for your clients and potential clients. As a dentist, you could break down the benefits and drawbacks of a new toothpaste or mouthwash. A real estate broker could break down recent market trends, provide projections for the future, or keep his or her audience in the loop regarding homebuyer assistance programs. Whatever your area of expertise, the key is to report and analyze the news authoritatively—and in a way that makes sense to your customers, clients, and prospects.
- 3. Interact with your followers and fans—answer questions and share suggestions.** If you spend much time on Twitter, in particular, you will notice that users are constantly asking questions on a wide variety of subjects. As a dentist, obviously, you should pay attention to questions that pertain to oral health. Whenever possible, answer the question... or provide a link to a helpful resource. This type of interaction is a win on two fronts—most obviously, it provides a great boost to the relationship between yourself and the individual that you assist. But even more importantly, it sends a strong message to your entire audience. Answering questions makes it obvious that you know what you are talking about—and it makes you appear friendly and approachable as well.
- 4. Regularly share tips or hints that help your audience.** Many business owners have discovered the value in publishing blog entries and articles that provide actionable tips to their audience—and this

## 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*

approach works well for social media networks as well, albeit on a smaller scale. As a real estate agent, for instance, you could post a "homebuyers tip of the week" every Monday. This could feature financing tips, help for buyers seeking to narrow down a huge list of homes to a small number of final choices, or whatever you think would be helpful to your audience. This is a great way to provide value to your current customers—and it's a great way to position yourself as an expert in the eyes of your audience.

- 5. Engage in conversation—don't make a sales pitch.** This is an area that many business owners go off course, and the error stems from a fundamental misunderstanding of social media users. As we discussed earlier in this article, social media is a tool used to communicate. In fact, I like to think of social media networks as a giant cocktail party. You wouldn't walk into a party shouting "I SELL INSURANCE!" at the top of your lungs, would you? More likely, you'd buy drinks for people and engage in conversation. Obviously, it's ideal if these conversations center upon your industry, but it's also a good idea to invest in creating relationships with your followers and fans, even if the conversation doesn't directly correlate to your business. Remember that "people buy people"—and that anything you can do to establish trust in a relationship is a positive.

Do you have a social media presence? If not, it's time to get in the game! Thousands of potential customers join networks such as Facebook and Twitter every day—and if you aren't actively seeking to engage them, you can bet that your competitors are!

If you ARE active on social media, great—but are you utilizing your presence to build credibility and position yourself as an expert within your industry? The five tips I've shared above will help you move in the right direction. If you'd like more information or aren't sure where to begin, feel free to get in touch with me today! ★



*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've got Tons of New Opportunities This Month! Including Some Industry Specific Stuff!

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

### NEW EVENTS AND OPPORTUNITIES

Co-Author a Best-Selling Book with Tom Hopkins! – we've signed an exclusive publishing deal with the legendary sales trainer, Tom Hopkins. If you are interested in learning more about co-authoring a best-selling book with him, let us know asap!

In the Fitness Business? We've got a new TV show and a big feature in USA Today coming up JUST for people in the fitness business! **E-mail [info@DicksNanton.com](mailto:info@DicksNanton.com) for more details, or call 800-980-1626 and ask for Angie or Mike!**

**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](mailto: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](mailto:Angie@DicksNanton.com) or call her at 800-980-1626**

**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](mailto: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 [Lindsay@DicksNanton.com](mailto:Lindsay@DicksNanton.com).

### EVENT SCHEDULE

- 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 4** James Malinchal's Speaker Boot Camp (Los Angeles, CA) **[Nick]**  
**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](mailto: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!

Tony Montgomery, Peter Gibbs, Christopher Page, John Kuchta, Philipo Cook, Stacy Ward, Daniel Iversen, Tobias Watson, Adam Robinson, Dennis DeSouza, Yael Lazar, Mary King, Cary Bryson, Steven Leahy, Nick Nemeth, Roderick Polston, John Willis, IV, Anthony Parent, Jeffrey Jones, James Gilland, Laura McKinnon, John Cimino, Debra Shifrin, Francis Jackson, Michael Ponce, Jonathan Modene, Tait Zimmerman, Henry Benito, Jon Maniscalco, Gregory Cooper, Jerome Pinkas, Michael Mosteller, Daniel Hamilton, Kenneth Duckwald, Marie Quattrone, Jared Chamberlain, Derek Bauer, Randy Huntley, John Mikesh, Daryl Zipp, Donald Wilson, Jeremy Mellick, Jeremy Eide, Hugo Balarezo, Matthew O'Neill, Sandy Steen, Joseph Schlager, Jr., Mike Grbic, Kim Williams, Dionne Malush, Jason Secor, Clayton Gits, Pamela Heinold, Lars Hedenborg, John Miller, Christopher Upham, Debora Atchley, Brian Reed, Jose Segarra, Emmett Carr, Patricia LaMotte, Erin Catron, David Connart, Jon Dewy, Brian Flynn, Jeff Cook, Alexandra Kennedy, Jason Cianflone, Kevin Clancy, William Haney, Adam Briley, Joe Hochman, T. Scott Ashbaugh, Lueretia Pinnock, Kristy Lynam, Mark Stock, Matthew Sipera, Brett Jennings, Heath Higgins, Joseph Saccone, Elisabeth Mohlmann, Leah Santos, Todd Tramonte, Sabreena CopeLyn, Simone Withers, Helen Thamm, Mallory Cargile, Lisa Fox, La Varne Parris, Briar Munro, Justine SanFilippo, Colin Watson, Katherine Hughes, Thomas Lee, Darren Johnson, Lorelei Kraft, Michael Cheng, John Stuckenschneider, Mikkel Pitzner, Paul Streitz, Jennifer Aderhold, Antiqua Libbey, Amelia Pinter, John Miller, Mark McCullough, Loreley Pelino, Christian Isquendo, Rob King, September Woods

### Congratulations to our Newest Best-Selling Authors!

For the Best-Selling Book *TrendSetters*, Adam Morden, Philip Bruley, Jennifer Blouin, Dr. Lisa Lang, Dr. Allen Smudde, Dr. Kelly Smudde, Hugh Smith Jr., Kathy Van Liere, Ryan Lee, Ruth Ann Reese, Kelly Colby, Corinne Rita, Barbara Batt, Michael Reese, Karen Leung, Tiffany Prinster, Linda Prinster, James Engel, Thom Garlock, Jay Kinder, Dr. Jill Howe, Dr. Ritamarie Losscalzo, D.C., Alex Wathen, Esq., Megan Morris, Ken Granger, Clate Mask, Scott Martineau, Ralph Case, Ozzie Jurock, Karen Benner, Diamond Leone, Heather Huddleston, Dr. Benny Morris, Christine Rae, Gary Hays, Esq., Stephen Brooks, Esq., Michael Saletta, Peter Howley, Tom Tomblin, Larr Goeckel, Jr., Gary Schill, Mark Kuncle, Wayne Justin, Rebecca Barcy, Greg Rollett, Ron LeGrand and Joel Sangerman

For the Best-Selling Book *More Than A Mouthful*, Chris Griffin, DDS, Steve Johnson, DDS, Chris Port, DMD, Zan Beaver, DMD, Jesse Chai, DDS, Clifford Brown, DDS, Roy Wrather, DDS, John F. Lhota, DMD, Janice Frederick, DDS, Greg Phillips, DDS, Kelly Smudde, DDS, Allen Smudde, DDS, Charmen Douglas, DMD, Thomas M. Kachorek, DDS, William Donhiser, DDS, Scott Schumann, DDS and Mark Fixari, DDS

For the Best-Selling Book *Pushing To The Front*, Brian Tracy, Alison Hamner Craig, Michael Conduff, Chuck Mitchell, Tarik Alsharafi, Melissa D. Whitaker, Diane Ciotta, Alan & Bonnie Cashman, Nancy Phillips, Renata Kronowetterova, Tracey Plympton, Mfon Ekpo, Dulcee Loehn, Dominic Knight, Ying Han, Loulie Key Scharf, Phap Trinh, Rick Wallace, Sugar Singleton, M.D., John Stuckenschneider, Charles Sikora, Michael D'Adamo, Robert Vitelli, Dr. Paul Toote, Michael E. Budowski, Jon Sarver, David Domos, William Lam, Dr. Carolyn Anderson, Tracy Myers, Dr. Emma Jean Thompson and Forest Hamilton

# What Is Your Next Step?

By Greg Rollett



**A**t the end of last month's newsletter JW snuck in 30 amazing direct marketing secrets from legendary marketer Bob Stone. Number 2 really got me thinking. The secret stated:

"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."

I wanted to dig a little more into this subject this month and talk about your next step. That might sound odd as many of you may still be working on your first step.

Others yet are working to build large and variable sales funnels based on their customer's behaviors in that buying cycle. Or you may still be testing ideas to see where their place is going to end up in that funnel.

The important thing is that you create a funnel. And no, one product or service is not a funnel.

## **Authors Are Not Just Authors**

For those of you that have become Best-Selling Authors you now have a very unique opportunity and platform in front of you. When I speak with many authors they are thinking about book sales and the doors that will open due to this new title.

And those are not bad things to be thinking about. But have you thought about this? What are you going to provide to the people that want more? What is the next step?

Do you have a product or service to offer them? Free

reports or blog posts to keep their attention? How about coaching or consulting?

This is just one of the many different scenarios for authors to create that next step. You see, as a best-selling author, you have naturally created a platform as an expert on the topic that you wrote about. People are going to turn to you for information, to learn more and to help them with their problems with the issues relating to the topic that you wrote on.

People always want more from people they look up to. I always love to relate things back to the music industry, so here is an example of how to apply this strategy into your own business.

Do you remember the first time you heard an amazing song on the radio? Let's take Coldplay as an example. You heard them on the radio and went over to iTunes to buy their CD. Think of that as your book.

After you pick up the CD you start looking online to see if they have any other albums that you would like. Think of this as blog posts, free reports, other books you have written and other content that is online for people to learn from.

Once someone really becomes a fan they start to look through Ticketmaster to see when this artist is coming into town. They look for shirts, hats, bumper stickers, post on Facebook about the band, share songs, and so on and so on.

## **This is where you need to create your next step.**

As a big Dan Kennedy fan, I was going through a product that he created about products. The biggest takeaway I got from that package was to always be

thinking about where you want your customer to be when they finish one thing, and get them thinking about the next thing.

For many of the fitness trainers that I work with in product creation, the whole purpose of the product is to get the customer to believe that they are the person that can help them get in shape or lose pounds. They do this through their tonality, their expertise, through the emotions and exercises that explain throughout the products.

The whole goal for the trainer is to move the prospect into what is next. For most trainers this is to get them into their gym for a free class, or a trial fitness and nutrition session.

What's next is to have them sign onto a membership.

On the surface to the customer, here is the cycle and psychology.

1. They learn about a local fitness trainer who has a best-selling book out
2. They visit the trainer's website to learn more about what they do and to see if they have any other tips or strategies that can help them get into shape
3. They see a front-end product that will help them take the first steps towards getting into shape, burning fat and eating right
4. They love the product and it plants a seed in their mind, but again they need more, and this time they want to visit the trainer and have the trainer put them to work
5. They come in for a free fitness consultation and feel like they know the trainer already through their books and products and are impressed with their gym
6. They sign up and become long-term customers, potentially referring friends, buying recommended products or supplements and continue to be a great client for years on end

I hope that you can see the value here in the next step and why you need to think about having next steps in your business.

### **Creating The Next Step For Your Business**

Now, let's talk about how to start thinking about

next steps in your business.

First you need to look at where your current prospects and customers are coming from. Get out a sheet of paper and quickly write down the answers to the questions below.

- What is their greatest need?
- What is the magic bullet that will help them get there?
- What other related problems, concerns and fears do they have?

Now let's talk about your existing products and services. Continue to use the same sheet of paper as before (I'm watching you, so make sure you are going through this exercise).

- What is the ideal outcome that someone should have after buying and using your product or service?
- What is your product or service missing that would help to satisfy the needs of your customers?
- What are the skillsets and values that you can add onto your products and services more complete?
- How can you add more touch points – from customer service to live events, one-on-one mentoring to coaching and consulting?

Now that you have answers to the above questions, what are the opportunities that you see right now, that you can take advantage of to give your customers more of what they want?

When planning to write your next book chapter, create your next product or free report, or even talk to the media – think about the next step. After hearing your information, as the expert in your field, people are going to want more from you.

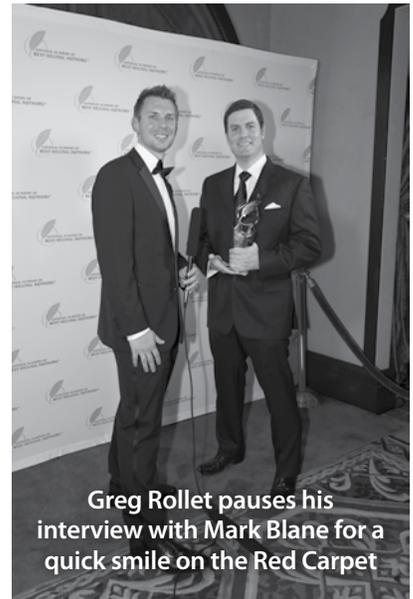
Your job is to guide them along, teaching them valuable lessons and then moving them into the next step in your sales funnel.

**I want you to tell me what your next step is.** Share your next step, or your comments and questions about this month's article over on our Facebook page, <http://facebook.com/theproductpros>. ★

# NATIONAL ACADEMY OF BEST SELLING AUTHOR'S SUMMIT AND AWARDS GALA



A proud Mike Reese hold his Quilly Award up high for all the world to see



Greg Rollet pauses his interview with Mark Blane for a quick smile on the Red Carpet



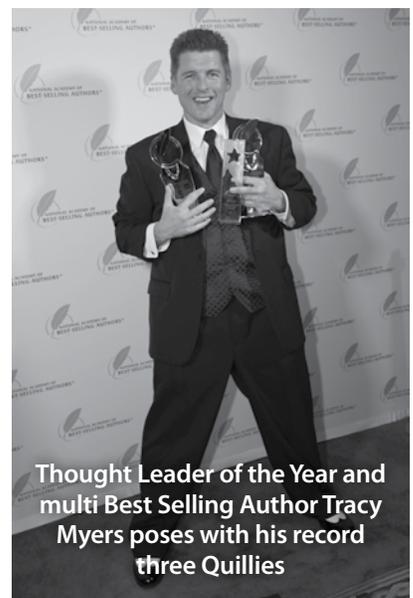
Brian Chase poses with his new Quilly



Dr. Scott Schumann smiles proud with his new Quilly Award



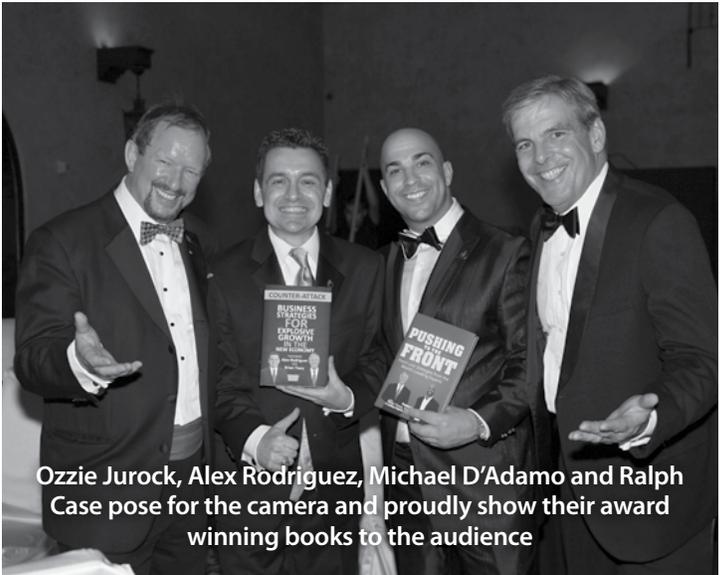
Lindsay Dicks interviews Ralph Case on the Red Carpet after being presented his Best Seller Quilly



Thought Leader of the Year and multi Best Selling Author Tracy Myers poses with his record three Quillies



JW Dicks and Nick Nanton congratulate Brian Tracy (center) with his Lifetime Achievement Award



Ozzie Jurock, Alex Rodríguez, Michael D'Adamo and Ralph Case pose for the camera and proudly show their award winning books to the audience



Nick Nanton, Clate Mask and JW Dicks pose for Clate's Award presentation



A proud Dr. Charmen Douglas displays her new Quilly award for her fans



Nick Nanton, Christine Rae and JW Dicks pause to congratulate Christine for her work and new Best Seller Award



Forest Hamilton receives his Thought Leader of The Year Award and is recognized by Nick Nanton, Brian Tracy and JW Dicks



**Nick:** Andrew, today I want to talk about some of the things in your book, *Harvesting Intangible Assets*. Would you give me your insight into what you consider intangible assets?

**Andrew:** Well I think the key point is that every company has them. I don't care if you're high tech or low tech – every company has both tangible assets (e.g., desks, chairs, computers) and intangible assets. The accountants used to call it goodwill. It's kind of like coins under the sofa cushion. If you don't get up and look under the sofa cushion, you'll never know what things of value are right under you.

**Nick:** Got it. So now let's talk a little bit about innovation. Certainly, we think of the recent passing of Steve Jobs, who was an amazing innovator. But talking about innovation, what would you say that's wrong with, or at very least, missing from, the standard business approach to innovation?

**Andrew:** Well there are a lot of sub-questions in that question. First of all, Steve Jobs, one of the great innovators of all time. Steve Jobs, like Thomas Edison, believed in what I call customer-centric innovation. It's innovating for the delight and pleasure of the customer, and not suffering *Inventor Syndrome* – which is when the innovator is innovating to please his peers and not his customers.

As far as innovation goes, there's two types of innovation. First, there's **breakthrough innovation**, which is literally: send a man to the moon, a cure for cancer. Secondly, and its one of the things that we Americans are very good at, is **incremental innovation**. Think about it, Ray Kroc did not invent the cheeseburger. Tom Moynihan did not invent pizza. These are all incremental innovators bringing business model innovation.

The Lion King was the number one selling movie last year. Hello? Lion King came out 15 years ago, but the digital version, the incremental innovation of Lion King moved ahead of all the brand new movies.

So every company is capable of incremental innovation, even if they don't have the budget for breakthrough innovation.

**Nick:** Awesome. Moving from there back into your book, *Harvesting Intangible Assets*. Here, you focus on the importance of not just supporting innovation at the individual, team or department level, but also on fostering an organizational culture of innovation. Where do I start to plant those seeds?

**Andrew:** Well Nick, it's a great question, one that's really on my mind the most. If I could get a bit political for a second, we are looking at a 9.1% or so unemployment rate, which everyone knows is completely unacceptable.

But the bigger crisis that no one's talking about, the elephant in the room, is the 40 to 50% *under-employment* rate. Do you know that a study just came out in the U.K. that stated 59% of workers in the private sector in the U.K. are dissatisfied? In the U.S., the numbers are not far below that. Our *under-employment* rate is a bigger problem in the country than the unemployment rate. So, a culture of innovation begins with a basic premise of putting people in jobs that they're capable of doing, and producing the results that they're capable of producing.

Now what can an entrepreneur do once they've started to put the right people in the right seats on the right bus? They can talk to their HR departments about creating the right rewards for innovation. Remember that the definition of insanity is if you keep doing what you're doing and then expect different results.

We worked with a large Japanese company that kept rewarding their engineers for patents issued. What do you think patents issued gets you in terms of revenues? It gets you nothing.

But if you reward people for harvesting those patents, then you'll reward people for producing results from the patent. So you see the fine distinction I make.

**Nick:** I get it.

**Andrew:** We still have a very archaic reward system inside many companies for rewarding innovation

and for fostering true shareholder value from that innovation. There's a lot of companies still out there whose reward and compensation systems are not geared towards driving innovation.

**Nick:** True. Now let's talk about some concrete examples of intangible assets.

**Andrew:** Well, I'll give you a good example of a small company a few years ago that was in the toy business. They had about 10 patents around a particular toy. I can't disclose details, but we found up to 23 other applications for other products and services that sat inside their patent claims.

Now to your point, Nick, that company doesn't have the resources to exploit 23 new products or services. But that's why God created licensing. All they need to do is start writing up some of the lowest-hanging fruit among those claims, and see if there weren't licensees out there for them. The licensing revenue from those applications of their patents could be highly profitable, because there's not a lot of cost attached to it.

**Nick:** Really interesting.

One time I went to a seminar on how to sell your business for the most money, and learned about this guy who had a machine shop in the Northwest. He made pieces that ended up going into big John Deere industrial machines. He wanted to sell his company and retire. Well another guy comes in and realizes what he's doing. And then there's this Japanese company that's been trying for five years to get distribution through John Deere. So his buyer ends up re-selling the guy's company to the Japanese company, because the intangible asset they had was a distribution channel with John Deere.

So why would you encourage businesses to really find true innovation and harvest those intangible assets?

**Andrew:** Well it's up to them. I guess it's one of those things I shouldn't have to beg them to do.

But, if you choose not to harvest it, then you can be like the farmer who lets his corn rot in the field. It's your call.

**Nick:** And how would your typical business guy figure that out?

**Andrew:** Well I think you start with an IP audit, a strategic audit. And there's going to be an investment of some time and consulting fees with that.

**Nick:** Also, in the book you stress the importance of Intrepreneurship. And that's Intrepreneurship with an 'I' instead of Entrepreneurship with an 'E'.

**Andrew:** Well Intrepreneurship is essentially the practice of entrepreneurship inside a larger organization. What I talk about is how do you mimic the creativity and innovation that comes out of entrepreneurial companies by liberating people to be more intreprenurial.

**Nick:** You also talk about a CIO?

**Andrew:** CIO is a Chief Information Officer. There's a lot of CIO's out there. Then there's the Chief Innovation Officer. I talk in the book about how innovation needs to be integrated with each HR, integrated with finance, etc.

**Nick:** So you're advocating creating this position that is not already there but not just letting it fall under a chief information officer, because they are usually IT-oriented, data people.

**Andrew:** Exactly.

**Nick:** So let's talk about the book again, where you talked about intellectual asset-management.

**Andrew:** Well yeah. This is one of my hot buttons. So if your primary asset is intangibles, how could you not have an intangible asset management system? And that's the biggest problem out there in corporate America.

**Nick:** One of the things that I've been involved in for years is music and film. Now, there's a lot of controversy and confusion surrounding the protection of intellectual property. Can you give us all some basics to live by, and some basic legal facts we need to know about intellectual property and protecting it?

**Andrew:** Yeah, it's interesting. But one of the coolest things about this country is where patent and copyright laws come from. They actually come from the U.S. Constitution. Article I, Section VIII. And so we're the only country in the world that has intellectual property laws baked into our Constitution.

So CEOs need to really wrap their mind around that. This is one of the fundamental rights of being a U.S. citizen and to understand how these laws can help drive their business, protect their competitive edge. Still, companies believe that you go out and you get a patent or a trademark to build a bigger and deeper mote around your castle, not to use them to take over more territory.

**Nick:** Well cool. Last question for you – what are you most optimistic about in the future of innovation and the way it can impact American businesses?

**Andrew:** Well I'll tell you I don't want to feel like I'm singing the National Anthem here, but I'm still very bullish on America. I still think we're the most entrepreneurial and innovative country in the world. I think most countries look to us for thought leadership and best practices, and I think that we need to get our head out of another body part that I won't name and start recapturing our mojo.

**Nick:** Awesome. For anybody out there who wants to learn more, they can go to Amazon and pick up a copy of the book – Harvesting Intangible Assets.

**Andrew:** Thank you. Thanks for having me on the show and my best to everybody down there in Winter Park.

**Nick:** All right man, take care. ★

how you can tell your core story and make that kind of connection with your prospects and clients.

I also want to recognize our three “Thought Leader of the Year” recipients, Tracy Myers, William “Coach Bill” Lam, and Forest Hamilton for their powerful, winning presentations to all of our attendees.

This year’s National Academy of Best-Selling Authors® Summit and Awards Gala was exciting, rewarding and a blast to put on. We doubled last year’s size with more attendees and more speakers. The content was awesome as our Authors vied for “Thought Leader of The Year” making polished presentations with content rich information. Our keynote speakers, Brian Tracy, James Malinchak and Mike Koenigs delivered spot on, content-rich presentations that gave us actionable ideas to go home with.

It was also great to see people growing their businesses and teeing up JV’s with their fellow attendees. Nick’s new facilitated networking time was a huge success as everyone got to meet each other and learn how to make quick presentations they could follow up on. It isn’t always something you get to do at other events, but this was unique and different. I think the only problem was breaking up people once they got going, because they had to move to the next opportunity! This part of the program was so successful it was an area attendees wanted us to expand next year—so, we will!

We can’t wait for next year’s Summit and will begin announcing more details soon! Hope to see you there!

## **BUSINESS BRIEFINGS.**

**The next 60 days can be very** big for you from a marketing perspective. The calendar is full with promotion ties in potential with Thanksgiving, Black Friday, Christmas, Hanukkah, New Years, and Championship football games at the college level and pros.

Use these dates as an opportunity to reach out to your prospects and clients with special offers. Using holidays as point of promotion allows you to step into the conversation that is already going on in their head and makes it easier to make a connection because you are talking about things that are of current interest to them.

The other big point to mention is how important it is to plan your marketing and event calendar for the first quarter of 2012 right now. The first quarter of the year is one of the most active and often the most profitable quarter of the year because everyone is ready to try new things and get their New Year’s resolutions and goals off to a quick start. Unfortunately, if you don’t start lining

up your plans now it is easy to come out of the holidays not ready for the quick start and get back logged from the holiday time off. Plan an active schedule of marketing now and you can get a head start on everyone and put your offers on the top of the pile.

**Mining Money.** You have heard us often say that the real value of any business is in the list of your prospects and particularly your buyers on the list. This is why it is so important to carefully document who your clients are and gather as much information about them as you can.

Recently, we created a new media franchise property that is directed to women and discovered much to our dismay and now that I have told you... public embarrassment, that we had not done a good job of sorting our list of names by men and women. The result was some lost time and money going back and trying to update the list. Don’t make our mistake. Carefully load in your names and as much data as possible about your buyers. It will prove valuable.

Recently, MasterMind member, Richard Seppala, [Richard@yourroiguy.com](mailto:Richard@yourroiguy.com) shared with us his extensive research on a new service he has produced called Database DNA™. This service allows him to take the database of any business and perform over 1,000 match points to see the complete profile of who your buyers are. Once he has gone through your list he can tell you all of the commonalities your buyers have and then cross reference that to other huge master databases to produce more new prospects just like your buyer.

For instance, with a dental office he showed us an example; he was able to determine the income of the best patients for the office, where they were located, what they read, what their credit score was and what they liked. Using his search tools, he could then pick not only zip codes that were likely to produce more patients but specific houses and the names of the owners where they lived. Using this information he then designed a series of three post card mailers and tested the return for each. Although I thought all produced a good response, one produced almost three times better than the other two and now an entire campaign can be rolled out to these qualified people without wasting time and money on unqualified prospect mailing. Once you have this type of information you can continue to mine your new prospect list in a larger and larger circle away from the office until the results diminish. Interesting though, once you have this data, you could use it to locate the exact place to build another office and expand with a known list of prospects that met your buyer’s profile. This is a combination of high tech and high touch marketing that can build a business based on a very specific profile... your best buyer. ★

## Guest Expert

# Call To Action

## *An introduction to the art of direct marketing*

by Alan Paul

If you have ever owned a business, you are almost certainly aware of the different types of marketing that can be used to increase your brand awareness and attract more customers. (There are even special types of marketing that can be used to retain your customers once they've purchased your products or services.) To name just a few, you can create advertisements for newspapers, magazines, and television stations. You can print and distribute fliers, postcards and newsletters. You can e-mail your clients and reward them if they visit your website. You can even plaster your face on a billboard and secure a spot on the highway.

While all of these forms of marketing work in their own ways – and there are hundreds of other strategies you can employ to “get your name out,” – I have always found the most success using classic direct marketing methods. This could be because I appreciate the ability to track results, and no result is more welcome than an incoming call or visit to the store (the intended result of many direct marketing campaigns). Direct marketing is all about the “Call to Action,” the customer activity that you want to see happen, and it is uniquely rewarding to see a direct marketing campaign lead to the exact results you desire for your business. In this article, I'm going to walk through one direct marketing campaign and show you some of the tactics you can employ to increase your sales.

Direct marketing emphasizes trackable, measurable results from customers, no matter what medium is used to distribute your message. For example, you could hang 1,000 door hangers around your neighborhood with a picture of your store and its address, and that would probably not count as direct marketing. However, if you include a coupon on your hanger, when 250 of them are redeemed you have evidence that your campaign has reached 25% of your intended audience. When you add to this the fact that you can attribute sales figures to your coupons (how much each coupon redeemer spent in your store), you now have a direct marketing campaign with a measurable result that can be expressed in revenue.

So, if the door hangers cost you \$1 each (which would be

high), and you had some volunteers place them around your neighborhood, your cost for the campaign was \$1,000.

Let's say the coupon offered 25% off on sales of \$100 or more (and you had already determined that the 25% was covered by your margin – you spent \$50 on each \$100 of merchandise, so you're seeing a profit of at least \$25 with each coupon redeemed). Now, when we factor in the 250 coupons redeemed, we see that you grossed \$25 x 250, or \$6,250, and you spent \$1,000, leaving you with a net profit of \$5,250!

But to really see the benefits of direct marketing, you can employ a few other DM tricks with this example. On the coupon, for instance, you could include a place for a new customer to provide contact information to become a part of your mailing list. To me, this is the classic direct marketing exchange, and I fall for it willingly almost every time I encounter it, as well. Am I willing to give my contact information to receive a deal (or the promise of future deals)? Nine times out of ten, I'm very willing to do this with merchants or service providers who offer something which interests me.

When you collect your coupons, you then add this client information into your database, which means you now have many new ways to encourage repeat sales (and most of them are easier than hanging anything on a door!). With address information, you can mail postcards and fliers to your new customer – hopefully with new coupons they'll be excited to use. With e-mail information, you can even more inexpensively communicate with your customer, and perhaps even send them messages that can instantly help your bottom line.

Maybe you accidentally wound up with too much seasonal merchandise. An e-mail out to your contacts telling them that a clearance sale is taking place will not only attract those list members to your store, it can also make them feel that they are part of a select group (and because they are your most valued customers, perhaps they get an extra hour before the general public to receive the best deals!).

You might decide that you'll put together a catalog each year, and mail it to the names on your list. Please note – catalogs are not just for Sears and IKEA! Many of my clients have used the catalog form to share descriptions of their services. For example, are you a public speaker? You can create a catalog that shows off the presentations you are currently offering. A catalog can even become a two-way communication, by giving your customers a chance to respond with their suggestions as to what you might provide in the future. I know of at least one catalog that shows off potential products to their customers, and invites them to vote online as to what should actually be produced. Think of how valuable this information is, and how much money it saves the vendor to basically produce a product to order!

As indicated by its name, “direct marketing” is a communication directly to your customer. Unlike brand marketing, which is designed to communicate an image or impression about a product or service to as many people as possible (for example, a billboard that says, “Coke adds life!” doesn't tell you where you can buy that Coke, or give you any direct benefit for doing so), direct marketing is a chance for you to share not only your business but your own personality with your customers.

Think of what an opportunity this provides! You have almost certainly seen examples of CEOs and business leaders taking advantage of direct marketing channels to both sell their products and share their wisdom. Like him or not, GoDaddy.com's Bob Parsons has turned a domain registration website into a platform for his personal messages (“Bob steps you through 10 reasons why entrepreneurs are not successful...”), and the fact that his video blog is bordered by 25% off GoDaddy coupons is the financial explanation for his communication.

There is no reason why you can't take advantage of the same tools. The internet has made direct communication with your customers incredibly easy and cost-effective. If you have a message, you can point your iPhone at yourself and record a video, then upload it to YouTube. Now you can craft an e-mail with a link to the video and send it to your customer list. Cost? Nothing. (Okay, you spent something for your iPhone...). If your customers find that they receive value from your communications – whether that value be financial or more abstract (perhaps one of Mr. Parsons' reasons applies to your entrepreneurial endeavors) – they'll keep coming back for more direct communication. And once your messages are connecting with an audience, you'll have a great place to encourage conversation. Again, it's always a good idea to let your customers tell you what they want (which you can then give them!), and you may find that you're carefully reviewing the comments on your YouTube video page. Every time you can directly communicate with your customer or potential customer, you have a chance to increase your sales.

While there is science behind direct marketing – testing campaigns, evaluating results, retesting – there is also a terrific opportunity to connect with your buyers again and again. You develop an offer with an associated call to action – the thing you want your customer to do (pick up the phone, rush to your store, provide their contact information, whatever...) – and you use your direct marketing tool as a way to express what makes you and your business unique. Once you've determined what works with your audience, you can try variations on your message to see what, if any, effect they have.

Over the next few weeks, take a look at how you promote yourself and your business, and think about the types of direct offers you can make to both new customers and your current clientele. How can you share your offer? If you already have a database, you could use e-mail. If you have a website or blog, you can post your offer. If you have a printer and a roll of stamps, you can use USPS. If you are interested in new ideas, you could start a podcast, or discuss your offer in your Facebook account (or business fan page). As you decide on your offer, make sure you include something you can track – like a coupon or a phone number – and be ready to record your results.

With luck, and a little bit of work, you'll soon be using direct marketing methods to boost sales and create stronger relationships with your customers! ★

Alan Paul

P.S. What kind of direct marketer would I be if I didn't include my own CTA? Let me know what you think – send me an e-mail with questions about direct marketing, or ideas for future columns: [alan@dicksnanton.com](mailto:alan@dicksnanton.com)



# Taking Ownership

By JW Dicks



**M**y wife, Linda, is the Chief Photographer, at the D+N Agency events and was on hand during the recent National Academy of Best-Selling Authors™ Summit and Awards Gala. As you might imagine, taking photos for everyone means you have to be good at snapping pictures and fleet of foot if you want to get all of the good shots. Linda excels at both and everyone loves to get the pictures she takes and tag and share them on Facebook, their websites and with clients and friends.

The only problem for us this time was that the night before the event started, Linda broke her toe. If you have broken your toe you will know that while it isn't life threatening, it hurts enough to make you think it is.

It would have been easy for Linda to beg off her assignment and have someone else take pictures for her while she put her foot up and rested it, but that isn't Linda. She had a job to do and she was going to do it and not just, "show up" because that is the way she was taught by her Mom and Dad. If you have a job to do, you do it to the best of your ability even if it is inconvenient. Linda and I have worked hard to pass on this philosophy to our girls when they were growing up and to our employees in the many companies we have had.

Melissa Evans, our operations manager had to step up herself while we were all out of town for the Summit and Gala and short handed back home. She did just that and was the reason some of our material made it to the event. Melissa made extra trips to overnight books and brochures to us long after her normal office hours are closed. She too could have just stopped work when her, "shift ended" as is often the custom in business today.

These are just two examples of a company culture of "taking ownership" as we have labeled it. You don't treat the company like a foreign entity; you treat it and the people

around you like family. You help each other out and you do what you need to do to make the group successful. If that means working when it isn't comfortable or timely then you do it because that is your responsibility to the business family. If this way of doing things becomes part of your company culture then your business can grow to be what you want it to be. If it is not, growth is difficult and frustrating for everyone who are only concerned by the, "what's in it for me" culture prevalent in many businesses today.

I am proud of Linda, Melissa and others on the Agency team that step up when needed to make sure you, our client, get what you need because you are also part of our business family. We recognize that without you, we don't get to have the business we love and the opportunity to grow the way we have.

It isn't always smooth sailing here at the Agency and just like all families; our business family has its share of squabbles. But what we want to represent to you and all of our clients is more than just a faceless entity. Our team is a growing group of dedicated people that believe what they do is more than just a job. Our goal is to help you become the recognized expert in your field so that you can help others with your message and expertise. We believe achieving that goal is a privilege and we are all thankful for the opportunity to be part of something bigger than ourselves.

We want to thank you too for being part of our business family. We know you have alternative choices of people to work with to build your business and we are thankful that you have placed your trust and confidence in us. We hope this holiday season is a special time and may you and your family share a very happy and blessed Thanksgiving!

From all of us at the Agency!

JW Dicks ★