

# 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.  
www.CelebrityBrandingAgency.com

By JW Dicks

## Dear Clients,

### YOU Can Learn a Lot Watching Ryan Seacrest.

First of all Seacrest is the consummate Celebrity Expert®. Not only does he make \$14 million a year doing his day job as host for *American Idol*, he is smart to use the popularity and publicity from the show as launch leverage for his other work including his radio show *On Air With Ryan Seacrest*, plus a weekly top-40 countdown. I guess these other two would be his part time

jobs. But as the saying goes, “but wait there is more...” Seacrest used all of these high profile gigs to build his own production studio which now has as its lead show, *Keeping Up With The Kardashians*, plus 5 other television shows, three of which are Kardashian spinoffs.

If we use Ryan as a lab rat we see an Expert business model that can be duplicated. I am not going to suggest everyone can get a gig like *American Idol* but on a smaller scale you can use any number of positions as a starting point.

cont. on p12 ►



# Become an Internet Celebrity: Seven Ways Your Website Can Build Your Personal Brand

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

**E**stablishing yourself as a celebrity within your market is the key to locking out your competition and growing your business. If you can become the “celebrity-expert” within your industry, you will never have trouble attracting new customers or clients—and you’ll be able to charge premium rates and still win the business. Of course, positioning yourself as such an expert doesn’t happen overnight. It requires a carefully crafted personal branding campaign—and your website has an integral role to play. Below are seven ways that your website can build your personal brand while establishing you as the go-to celebrity-expert within your market:

- 1. Feature a biography which positions you as an expert.** Take a look at your “about” page. Does your biography establish you as an expert? Is it professionally written? Does it focus on your unique accomplishments and qualifications? If not, you are missing out on a golden opportunity. When website visitors want to learn more about you, they will often head straight for your bio—so make sure it is as strong as possible!
- 2. Highlight your expertise and experience.** Why are you uniquely qualified to handle the needs of your customers? Do you have any special training, certifications, or qualifications? List everything that is appropriate—because the more convincing a case you can make for yourself, the better. In addition, emphasize the experience you have accumulated over the years. Consumers want to feel like they are working with someone who really “gets it”, and showcasing your experience sends this message loud and clear. Your track record is an asset, so leverage it.
- 3. Feature glowing testimonials from satisfied customers.** Testimonials are an important element for every website—but doubly so when the website is also designed to promote your personal brand. Glowing reviews from your customers lend credibility to the rest of your site... because it’s not *you* making claims about yourself—instead, a real-life consumer is chiming in. If possible, feature reviews that use words like “expert”, “premier”, and “superior”. The goal of your website is to position you far above the competition in your industry, so select testimonials that make this case as well! In addition to traditional testimonials, if you can find a way to incorporate video testimonials, do so!
- 4. Showcase your social media activity.** It is important that every business owner be involved in the world of social media. Social media sites like Twitter, YouTube, LinkedIn, and Facebook offer the opportunity to connect directly with consumers in a manner that establishes you as an expert within your market. Therefore, it’s important that you showcase your social media presence to as large of an audience as possible... and your website is a valuable tool in this effort. In addition to prominently featuring links to your social media pages, your website can also feature recent tweets, YouTube videos, and even Flickr photos. Feature your social media presence throughout your website and maximize the exposure you receive.
- 5. Host an expertly written blog.** Blogging is a fantastic way to demonstrate your expertise and position yourself as a celebrity within your industry. Whether it is breaking down recent events that impact your customers (such as changes to the tax code if you are a CPA), sharing practical advice, or answering common questions that you hear from customers, your blog allows you to connect with your audience while building your personal brand. Therefore, it is important that your blog is prominently featured on your site so that visitors are likely to see it. In addition to the branding benefits, a blog is also very helpful in terms of SEO (Search Engine Optimization.) A blog that is frequently updated with relevant content can give your website a significant boost in the search engines.
- 6. Feature the right picture.** It is important that you choose the right picture of yourself to share on your site. Ideally, you will choose a picture that represents your personal brand while still appearing approachable and friendly. It is often difficult to objectively select a picture of yourself—so seek input from family, friends, employees, and others.

## New Media Opportunity

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**Email [Lindsay@CelebritySites.com](mailto:Lindsay@CelebritySites.com)  
or call 407-215-1739 and ask for Lindsay  
to get started today!**

*"I originally learned about Nick and Jack through their blog on FastCompany.com. Their content was obviously very solid content, but I also knew that they must be credible because they were blogging on FastCompany.com. That led me to click through to their website, learn more about them and sign up for more information. When I got an offer to do business with Nick and Jack on their email list, there's no doubt in my mind that the fact that I was introduced to them by FastCompany.com made it much easier to make a significant investment with them in growing our business."*

*~ Maureen Day*

It is also important that you are not shy about your picture. Everyone feels self-conscious... so get over it! One of the primary goals of your website is to establish a trust factor between yourself and your customers, and the right picture goes a long way towards building this relationship.

- 7. Communicate what makes you different from the competition.** Why should your website visitors choose you instead of other providers in your market? An effective website focuses on the points of differentiation that make you different from your competitors. Whether it is your experience, your qualifications, your business model, or the unique benefits you offer, it is essential that your website focus on the elements that set you apart from the pack. Essentially, your website should highlight the three or four most compelling answers to this simple question: why should consumers choose you? Don't stray from this message!

In today's day and age, your website is more important than ever. Nowadays, potential customers don't open up the phone book when they need services—they go to Google. And when they find their way to your website, it is important that your personal brand is clearly communicated. In addition, with the surge in popularity of social media sites like Facebook and Twitter, your website must also serve as a "hub" for your online presence—which means it must accurately reflect you and your business.

When it comes to personal branding, consistency is key. A strong brand is consistent across all platforms—whether you are appearing on local TV, giving a speech at a local networking event, or designing your website, ensure that your brand has the same look and feel. Your website is a powerful platform for your personal branding efforts—contact me today to learn more! ★



*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

In February, we *love* giving you the deals that can build your brand awareness. Don't miss out on your chances to co-author a Jack Canfield Best-Seller, appear on a new Michael E. Gerber TV show, or secure your place at the gate for the Kentucky Derby (plus many more!!)

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

## NEW EVENTS AND OPPORTUNITIES

**Co-Author a Best-Selling Book with Jack Canfield!** – We've signed a new publishing deal with the creator of the publishing phenomenon *Chicken Soup for the Soul*, Jack Canfield, and spots are filling up fast. If you are interested in learning more about co-authoring *The Success Secret* with him, let us know ASAP at 800-980-1626!

**Are you a "Financial Trendsetter"?** We're still looking for a few more of the financial world's forward-thinking experts for a Big Print campaign in the Wall Street Journal! E-mail [info@DNAgency.com](mailto:info@DNAgency.com) for more details, or call 800-980-1626!

**Masterminds – the race is on!** Join Marketing Guru Dan Kennedy at the **2012 Kentucky Derby** with your fellow Masterminds. When spaces fill up for this premium event, your chance goes away. Contact us today at 800-980-1626!

**New Michael E. Gerber TV show is looking for guests -- will you be one?** We'll be taping next month, and there's still time for you to be on Mr. Gerber's guest list. Find out more by calling 800-980-1626!

**Bermuda calls** -- our Elite Masterminds will be meeting soon in Bermuda, and if you're part of that elite group, and need more information, call us TODAY: 800-980-1626.

**Another Big Print campaign can put you in the spotlight in USA TODAY!** If you're a "Gamechanger," you need to be featured in this piece. Check with the Agency today to be a part of our own "Gamechanging" campaign! E-mail [info@DNAgency.com](mailto:info@DNAgency.com), or call us NOW at 800-980-1626!

**How's your "Digital DNA"?** The DNA inside you contains the building blocks that make you who you are, but you hold the key to creating your "Digital DNA" – the combination of strands that personify your online presence, build massive awareness of you and your expertise, and convey everything you want the world to know about you. For more information about how we can improve your Digital DNA, e-mail Lindsay at [Lindsay@DNAgency.com](mailto:Lindsay@DNAgency.com).

## EVENT SCHEDULE

<b>FEB 1</b>	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]	<b>APR 11-13</b>	Michael Gerber TV Show (San Diego, CA) [Nick, Jack, Lindsay]
<b>FEB 9-11</b>	Hollywood Mastermind & GRAMMY Awards Experience [Nick, Jack, Lindsay, Greg]. <b>VERY LIMITED OPPORTUNITY.</b> TO INQUIRE CONTACT <a href="mailto:Angie@DNAgency.com">Angie@DNAgency.com</a> .	<b>APR 16</b>	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
<b>FEB 16-17</b>	Matt Zagula Event (Cleveland, OH) [Nick]	<b>APR 18-21</b>	Glazer Kennedy SuperConference (Dallas, TX) [Nick, Lindsay, Greg]
<b>FEB 18-24</b>	Northwestern Society of Plastic Surgeons Annual Conference Keynote (Oahu, HI) [Nick]	<b>APR 19-21</b>	Branded Film Shoot with Nick Nemeth (Dallas, TX) [Nick]
<b>FEB 20</b>	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]	<b>MAY 2</b>	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
<b>MAR 1-3</b>	GKIC Trust-Based Marketing Seminar (Cleveland, OH) [Nick & Jack]	<b>MAY 3-6</b>	Kentucky Derby Mastermind WITH Special Guest Dan Kennedy! (Louisville, KY) [Nick, Jack, Lindsay, Greg]
<b>MAR 4-6</b>	Health & Wellness Today TV Show Shoot (Orlando, FL) [Nick, Jack, Lindsay, Greg]	<b>MAY 10-11</b>	Matt Zagula Event (Cleveland, OH) [Nick]
<b>MAR 7</b>	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]	<b>MAY 14-16</b>	Branded Film Shoot with Cary Bryson (Baton Rouge, LA) [Nick]
<b>MAR 14-18</b>	Elite Mastermind Meeting at Elbow Bay (Bermuda) [Nick, Jack, Lindsay]	<b>MAY 21</b>	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
<b>MAR 19</b>	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]	<b>MAY 24-29</b>	Bootcamp Bootcamp (United Kingdom) [Nick & Greg]
<b>MAR 19-21</b>	Branded Film Shoot with Rod Polston (Norman, OK) [Nick]	<b>JUNE 6</b>	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
<b>MAR 29-31</b>	World Fitness Elite™ TV Show Shoot (Orlando, FL) [Nick, Jack, Lindsay, Greg]	<b>JUNE 11-13</b>	Branded Film Shoot with Mark McCollough (Battle Creek, MI) [Nick]
<b>APR 2-4</b>	InfusionCon (Phoenix, AZ) [Nick]	<b>JUNE 18</b>	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
<b>APR 4</b>	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]	<b>JULY 11-13</b>	Branded Film Shoot with Tim Autry (Swanzey, NH) [Nick]
		<b>SEPT 26</b>	Elite Mastermind Meeting (Hollywood, CA) [Nick, Jack, Lindsay, Greg]
		<b>SEPT 26-28</b>	National Academy of Best-Selling Authors Best-Sellers' Summit & Golden Gala (Hollywood, CA) [Nick, Jack, Lindsay, Greg]

## CONGRATULATIONS TO OUR NEW AGENCY CLIENTS!

Genny Williams, Laura Kelly, Annielette Manuel, Joseph Morstad, Travis Barnes, Diane Scope, Aaron Benes, Cecily Casey, John Farkas, James P. Wilson, Joshua Henkin, Gary Steffensen, Jannette LaSota, Heather Binns, Philip Deer, Douglas L. Schwaberow, Travis Motley, Cameron Makarchuk, Lisa Welko, Cecilia Walker, Chad Skrederstu, Seth Bobbitt, Robert D. Yontz, David A. Clower, Jennifer L. Parker, Meika L. Pierre, Shannon Austin, Brad Lakin, Alana McKinney, Richard Benvin, Kathleen Van Liere, Robert Blair, Andrew Eilers, Laura Clancy, Deb Farrell, Nik Herold, Peter Hudson, Brad Askren, Darren Garland, Benjamin Dearman, Ong Whatt Kim, Isioma Anizor, James Thomas, Edward Dougherty Jr., Ramin Moradi, Michael Steinberg, Jamine Rogers, Hisham Kaloti, Raymond Mascolo, Henry Bradford III, Joseph Gaudio, Dr. Herbert Schneider, Donald Galbo, Daniel Wolter, Paul Eckstein, Ronald Briglia DMD, Hugh Stewart, Alice Baland, Paul Prestwich and Colt Sherman

# 3 Ways You Never Thought About Using Information Products In Your Business

By Greg Rollett



I bet that when I mention information products to most of you, you think about eBooks and marketing products, video programs and yes, maybe even some cassette programs that you had in your car from Tony Robbins or Dan Kennedy.

And you would be right. That is how I first came to see information products. It was a simple formula for using the things that you know to help someone else solve a problem.

In fact, that was the story behind my first information product. I came from the music industry and had some knowledge in marketing music on the Internet and knew that musicians and bands all over the world had the problem of “I wish more people would listen to and download my music.”

That problem became a 4-part information product I called the New Music Economy. And to this day, that program sells from one of my websites and helps musicians all over the world.

But that is only one way to use products to help your business. It’s a great way, but only one way.

For many of you, a product in this fashion doesn’t really work into your business model. That doesn’t mean that having products can’t help you, your customers and your bottom line.

In fact, having products and NOT selling them can actually be hugely profitable to your core business. This month I want to walk you down 3 paths where having and using information products in your

business can further build you as the Celebrity Expert in your business and position you as the hero to your customers, clients and prospects.

3 Ways To Use Information Products In Your Celebrity Expert Business:

## 1. As Free Material To Drive Leads

The lifeblood of every business is getting more customers in the door. As Celebrity Experts we want people knocking down our doors to do business with us, but that’s not always the case.

People are always looking. Google helped with that. Now with the stroke of a few keys people can find you, along with all your competitors within seconds.

And when they are searching they are looking for solutions to their problems – solutions that your business can help them solve. Most websites, even today, are filled with generic, brochure-like information.

Using a free product can help you stand out from the rest of the websites and offer real value and solutions to someone who is in need. This helps to build trust with a prospect and show them that you are in fact the leader in your market and someone they should call to solve their whole problem.

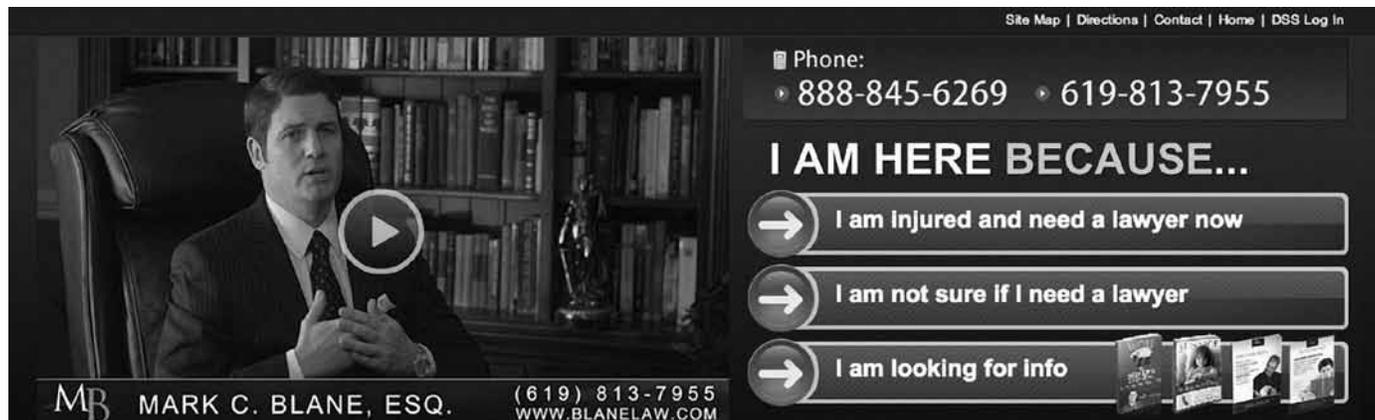
A great example of this is from Attorney Mark Blane. Mark wrote a chapter in *A Wolf In Sheep’s Clothing* and turned his chapter into an informa-

tion product that he is giving away for free on his website along with some other amazing guides, reports, videos and books.

As a personal injury lawyer, Mark is giving his cli-

and you cannot properly cash flow your business. That's bad.

But what if you used information and information products to teach people how to become inves-



**Note Mark's strong call to action for people looking for information.**

ents and prospects the information that they need right now, in their time of need. When you get in an accident you have questions, concerns and thoughts popping in your head. When you are going through these circumstances you want answers and Mark uses products in a great way to build trust and a relationship first, thus creating a more informed clientele.

How can you use free products in your business to gain trust and recognition in your business?

## **2. As A Way To Educate Future Partners**

For some business owners, you can grow your business by creating more people just like you, who want to learn the business, how to get involved and how to get started.

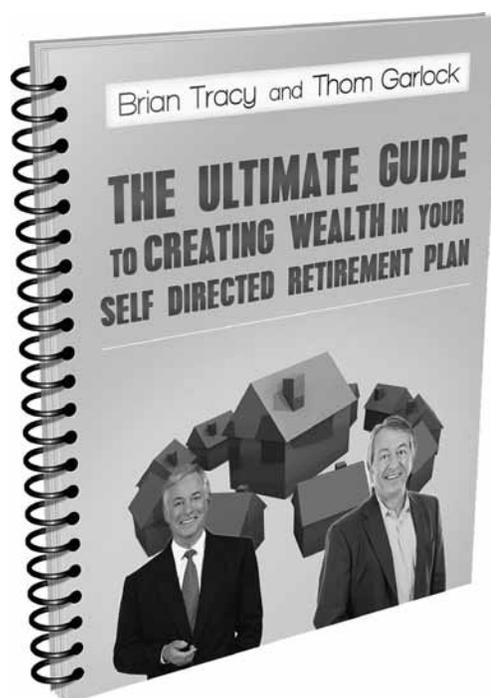
You can also use this logic to build the pool of customers and create demand that might not have been there without you educating them.

A great example of this is in the real estate investment market. Let's say you buy homes via foreclosure or short sales, fix them up and then look to investors to buy them.

What happens when there is a shortage of investors? You get stuck with some extra properties

tors? You would help them learn how to buy and sell houses using the techniques and strategies that you used when you first got started.

In effect what you are doing is training people that you can then turn to with new deals and create a whole new set of investors that can bring you deals as well.



Recently Thom Garlock and I created a product to do just that. Thom has a great way of buying real estate through retirement accounts and wanted to share this strategy with others in his market.

When Thom releases this product he will become a thought leader and expert on using retirement accounts to buy and hold real estate and will be teaching new investors how to find him deals, bring him new opportunities and ultimately grow his business, while helping others do the same.

How can you train others in your marketplace that will help you grow your business while also changing their lives through your business models and systems?

### 3. Post Purchase Education

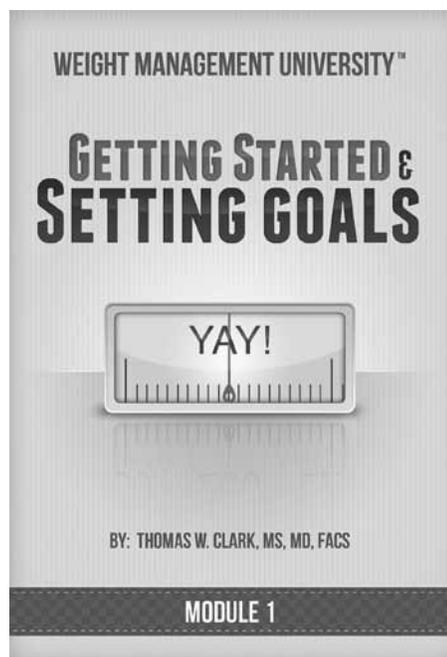
Many businesses stop when the sale ends. The great businesses know that this is just where it really begins. The best customers are the ones that rant and rave about you, your products and your services, so continuing to communicate and educate them is crucial.

When someone buys something, no matter what it is, they usually have some questions about how to use it. That's why electronics come with instructional manuals.

But if you are in the service industry you can create products that act as instruction manuals. These products would be used to teach your new customers how best to maximize what they have bought, how others are using it to better themselves and to increase interaction and consumption.

Other benefits to creating post purchase products would be to decrease refunds, complaints or even someone suing you and your business.

A great example of this is Dr. Thomas Clark from the Center For Weight Loss Success. Dr. Clark is a bariatric surgeon who knows that a good number of his patients will simply gain their weight back after surgery because they have not made a life-style change in their diets or exercise habits.



By creating a post-surgery information product, Dr. Clark is hoping to really help his patients change their lives for good, creating life-lasting mental programming to eat right, exercise, create goals and live better. This product will not only decrease the number of patients that gain their weight back, but will also be something that his patients can pass onto others, as a testament to the knowledge and expertise that Dr. Clark shares.

How can you use post purchase products in your business to build your Celebrity Expert status and become the hero in your marketplace?

I hope you can see some of the tremendous value in these examples for your own business. Just thinking through your business I am positive that you can think of ways to use products to create a better customer experience, drive more business and create goodwill in your marketplace. ★

*If you would like to talk about how these principles can be used in your business, feel free to send me a message at [greg@productprosystems.com](mailto:greg@productprosystems.com) or start a conversation with others interested in using products in their business at [www.facebook.com/theproductpros](http://www.facebook.com/theproductpros)*



**Nick:** Hey everyone. Nick Nanton here, and I'm excited to have you along this afternoon for our next One-on-One Call. We're going to dive right into it today, because we've got something that clients of mine are seeing lots of results with.



But the reason why I'm interviewing my good friend Tracy Myers today is because what he's going to talk about plays in really well with a lot of things we've been talking about recently with core stories. Some of you've seen Bart Queen's article on core stories in our newsletter. And so I guess the real concept here is what I call *story selling*, but before I get too far into that, Tracy, I just want to acknowledge and say hello. Thanks for joining me on the call, man.

**Tracy:** Hey Nick. Good to be here, man. Thanks for having me.

**Nick:** My pleasure. And I'll tell you guys a little bit more about Tracy in a minute. Very cool guy. I've started calling this whole concept 'story selling' and it's the concept where, if you tell your story effectively, it sells for you. You don't have to get into what I call a sales mode, because when you tell the story and if it's structured correctly, the only obvious solution is what you're selling, because that's the story you're going to tell.

And again one of the things I like to point out when I talk about telling a story, it's something we're going to talk about with Tracy. In life, you are where you are for a reason -- there's a bunch of ingredients and experiences that leads you to where you are now. And I think a lot of people have a tendency to take experiences, whether they're good or bad, shut the door on them and move on to something new.

And so I tell my story of how I started out in the entertainment business -- and then I kept going, went off to college and got to work with a bunch of entertainers there and I learned some secrets from

them. I paired up with Jack. We combined our talents and we became an agent instead of staying in the entertainment industry; I became the first business agent in the world to represent entrepreneurs, authors and speakers. And it's funny because certainly not everything that I did along the way was successful.

The first thing you've got to understand before we dig into this concept of a branded film, you've got to understand that all this stuff revolves around your story. And everyone of you has a story to tell. I would guess that, quite frankly, for many of you the only thing you might be unsure of is how to tell that story so that it's effective for you, and so it actually helps you make money, because that's really key in this whole concept of storytelling.

So I've been intrigued by story telling and story selling for a long time. I've also been intrigued by media. Most of you know I've produced music videos and lots of TV shows. And also, most of you know the story about how I produced the short film, *Jacob's Turn* -- about a little boy named Jacob with Down's Syndrome. Jacob is four years old and played t-ball out of Floyds Knobs, Indiana. I told the story, did it in film, and we won an Emmy for it. So I figured out that we kind of knew how to do this.

And so the next thing that people started asking me was, "Hey, is that the only kind of story you can tell? ... Because it probably would be pretty cool to tell some business stories of people. And it would probably be an amazing promotional tool for them because of the way you can tell the story." So now, enter Tracy. Tracy and I have been working on stuff for a couple years now? Is that about right?

**Tracy:** Yep. A couple years.

**Nick:** Tracy, like many of you on the call, has become a best-selling author along with us. He has been on some of our TV shows on NBC, CBS, ABC and Fox. He is coming to the Grammys, been involved in some of our masterminds, and been to our Best Seller Summit.

You're in the Winston-Salem area in North Carolina and you're constantly winning awards for everything under the sun. You're resourceful with the opportunities that come up and use any opportunity you can find to utilize it to promote your business. I think the most important thing to me is that you run a great pre-owned car lot, used car lot. You sell a lot of cars. You've won the top award in the industry out of all the dealers in the country, and you're a great marketer and promoter. That's why I have invited you here, but if I've missed anything, just remind me.

**Tracy:** I think that's about it. And all the awards and accolades they're great, but at the end of the day, if you can't work those into your marketing in a way where your potential clients and your potential customers don't see it as marketing, then it really is not doing you any good. So we had to find a way to use everything, including the branded film, to where we're continually telling our story in a way that people are interested in hearing it, where it doesn't seem like you're bragging or boasting.

So we've found a really good way to do that.

**Nick:** You have, and we're going to walk through step-by-step how you did that for everyone; but also one of the things you said was so important and it's that everything you get -- it's funny, I've met so many people who spend a ton of time getting certifications or going to conferences or get awards and then they don't do anything with them. Quite frankly, in my line of work, an Emmy is as good as it gets, but for most people, their life changes zero from the day before they get the Emmy to the day after they get the Emmy. Literally, they got to a level of success that was great, and then they expect they're going to continue having that success, but there really is nothing else spectacularly amazing. No aliens come down and give you a million dollars. None of these things happen.

The concept of a branded film really is using the film, using the medium of video to tell your story with all the characters that come into play, along with the locations that come into play. They're shot cinematically; so to be able to show your story and tell your story with characters who play into the story locations, as well as cinematic photography, all those things together just create magic, right?

**Tracy:** Well yeah, we actually had, and we'll talk about

this later, but we had a red carpet premiere in an actual movie theatre and black tie, red carpet, the whole nine... The mayor showed up and they had a lot of bigwigs and people in the community there. But when you're there and looking at it, it looks like a film. It is a film, but it looks like a film when it's on the big screen. It doesn't look like a television show or a cheap production that's been half put together that you just threw up on the movie screen. It looks like something you would actually see in the movie theatre.

**Nick:** But what went through your mind and what made you realize that this could be an opportunity you might never get again?

**Tracy:** Well, for us it was a fairly easy decision, because we'd been looking for a way for many years to be able to separate ourselves from the competition, to where we're not just in the commodities business. Because selling used cars, used trucks, used vans are just a commodity. And of course, we've got to do those things at the end of the day, or we can't keep the doors open.

However, when we're just in the commodities business and there's no story behind it, then we're forced to do one thing and that's to compete on price, and when we compete just on price and there's no story, no emotion, no feeling behind what we do, then everyone's going to lose, especially us. So we've been looking for a way to tell our story and get it out in a quality, professional way without it being braggadocios or standing on a soap box, or in a marketing way, if you will, for 10 to 15 years. When you came to me about this project I knew right away that this was perfect. And when we saw the end result, I knew immediately that this was the catapult, if you will, that would take the car dealership that was successful already, and be able to tell our story to the masses in a way that there was an emotion tied to it. It would give the community a reason to shop here instead of, well, do you have the best price? \*\*See note below...

**Nick:** Awesome man. Well that's killer. Thanks so much for joining me. If any of you guys have a question about this stuff you know how to find me –

Nick@CelebrityBrandingAgency.com.

Tracy, thanks for sharing all these secrets and for your enthusiasm and just for being great at what you do. I certainly appreciate you. So thanks so much.

**Tracy:** Thanks man. Appreciate it. You have a good day. ★

*\*\*In this article, Nick and Tracy continue to discuss the marketing of Tracy's business using the branded film. The complete interview, which discusses the marketing steps Tracy went through, is detail-laden, insightful and a model for those who wish to learn more about promoting their own business. For a free copy of the complete interview, contact [mandy@dicksnanton.com](mailto:mandy@dicksnanton.com) and request one.*

## Guest Expert



The Renegade Millionaire Way

# Mastering Your Inner Game

By Dan S. Kennedy

**W**e're going to talk about the inner game of building your business. I believe that the inner game is simply all-important. "The inner game" is a new term for a classic idea explained many different times, many different ways by virtually every success educator, and even philosophers.

In the book *Think and Grow Rich*, Napoleon Hill reveals the secret using the words, "thoughts are things." Dennis Waitley has worked with U.S. astronauts and Olympic athletes on their inner games. Author Tim Galloway explores the ideas of his books, *The Inner Game of Golf*, *The Inner Game of Tennis* and *The Inner Game of Selling*.

Interestingly, there is a never-ending connection between the inner game in sport and the inner game in business, allowing experts like Waitley, Galloway, ex-quarterback Fran Tarkenton and golfer Arnold Palmer, among others, to step back and forth between expounding on success techniques in the athletic and business worlds.

In all cases, these people speak much more about attitudes than aptitudes for a good reason. Surveys, studies and research consistently reaffirm that 85% of your success will depend on attitudinal factors, 15% on aptitude.

Yet in your formal education and in most continuing education, the emphasis is on the opposite - 15% on attitude, 85% on aptitude.

Certainly technical knowledge and skills are important. In your profession, you must deliver excellence based on your staying up to date in techniques, products, materials and ideas.

However, such excellence alone will never build a successful, growing, profitable business. The excellence that will be an excellence created and sustained in your own mind. This is the most difficult, least tangible aspect of building your business that we'll ever talk about, but it is also probably the most important.

## Yeah, but what is it?

So what is the inner game? The way I see it, the inner game can be broken down into four major components:

- Self esteem

- Self image
- Self confidence
- Self discipline

Quality in these four areas is a necessary foundation to personal and professional success.

## Self Esteem

Self Esteem is essentially your feelings of worth. How much success do you deserve? How much money should you make? How much is your time worth?

Here, briefly, are seven ideas for strengthening self-esteem:

1. Establish worthwhile, meaningful goals and values.
2. Take massive action to get your own financial house in order if it isn't now. Reduce debt, bring expenses under income, and invest every single month.
3. Give yourself recognition for each and every accomplishment.
4. Manage your time productively. Procrastination and disorganization rob many people of their self-esteem.
5. Associate with positive-minded, happy people who encourage and motivate you. Don't hang out with folks who are negative, unhappy, critical or jealous.
6. Continually acquire new know-how in your profession and in the areas of business, sales and communication.
7. Regularly invest in improving your office and home environments, tools and equipment, wardrobe and other external things that impact on your attitudes.

## Self Image

Self-image is how you see yourself; it's who you think you are. Your self-image is controlled mostly by self-imposed limits. Very few people ever perform beyond those self-imposed limits.

A salesman whose father never earned more than \$25,000 a year in his life may well see himself as a \$25,000 a year guy. And he will subconsciously screw up the opportunities to earn more that come his way.

In the financial area, the controversial Reverend Ike calls this a money rejection syndrome, and I am convinced that

such a thing definitely exists. One man I know, who made over \$100 million in his business in its first three years from scratch, had gone broke in business several times before. After the three years of remarkable success, he said, "Making \$100 million is about the easiest thing I've ever done. Believing it could happen to me was the hard part that took 20 years."

Your self-image was created and is sustained through self talk, the use of affirmations - and that is also the method you can use to alter and modify your self image, literally as you wish.

I call the process self image goal setting, because most people who set goals set only "to get" and "to have" goals; they fail to set "to be" goals. I encourage you to balance your approach to goal setting by including some self-image modification.

## Self Discipline

Self-Discipline, the fourth component of the inner game, is quite possibly the most important.

Success lecturer Jim Rohn says that most people do not associate lack of discipline with lack of success.

Most people think of failure as one earth-shattering event, such as a company going out of business or a home being foreclosed on. This, however, Jim Rohn says, is how failure happens.

Failure is rarely the result of some isolated event; rather, it is a consequence of a long list of accumulated little failures, which happen as a result of too little discipline. I agree. I find that most people understandably tend to look everywhere but in the mirror for the sources of their failures as well as the victories.

I'm here to tell you it's not the town you're in, not your location, not the economy, not the weather, not your competitors - it's your own discipline that makes the difference between excellence or mediocrity, between getting by or getting rich.

It's interesting to observe professionals. I often say to my associates, "Let me watch the professional's behavior before, during and after the seminar, and I'll guess his annual income within a few thousand dollars." It's actually pretty easy to do.

Jim Rohn says that discipline is the bridge between thought and accomplishment.

I'd encourage you to take the self-discipline challenge very seriously.

Select those areas that you know are your weakest links

- timely paperwork, punctuality, daily self-improvement study, being happy and enthusiastic first thing in the morning, whatever your personal stumbling blocks are - and apply new, tough, demanding disciplines to yourself in those areas.

You'll find that success in these particular areas of your day-to-day life will roll over into greater success in all parts of you life.

For example, let's look at the ultimate game players - professional football players. A pro ball player knows that every single moment of his on-the-job performance is recorded on film, to be replayed and reviewed later in stop-action slow motion, for critique by his superiors and co-workers.

If your day was filmed and reviewed, how would you feel during the replay?

Of course, the professional football players who have to put up with this sort of thing are highly paid.

Yes, the inner game stuff is tough. If being a big success were easy, everybody would be one. You've got to decide what you really want to be, do, have, accomplish - and decide whether or not you're willing to adhere to the disciplines necessary to get it.

In order to have the opportunity to accomplish virtually any goals you honestly desire, you must accept the related responsibility for everything you get. ★

*DAN S. KENNEDY is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; advisor to countless first-generation, from-scratch multi-millionaire and 7-figure income entrepreneurs and professionals; and, in his personal practice, one of the very highest paid direct-response copywriters in America. As a speaker, he has delivered over 2,000 compensated presentations, appearing repeatedly on programs with the likes of Donald Trump, Gene Simmons (KISS), Debbi Fields (Mrs. Fields Cookies), and many other celebrity-entrepreneurs, for former U.S. Presidents and other world leaders, and other leading business speakers like Zig Ziglar, Brian Tracy and Tom Hopkins, often addressing audiences of 1,000 to 10,000 and up. His popular books have been favorably recognized by Forbes, Business Week, Inc. and Entrepreneur Magazine. His NO B.S. MARKETING LETTER, one of the business newsletters published for Members of Glazer-Kennedy Insider's Circle, is the largest paid subscription newsletter in its genre in the world. [www.WeRecommendDan.com](http://www.WeRecommendDan.com)*

## ◀ Dear Clients cont. from p1

Many times in our articles and books we have talked about local attorneys, CPAs, doctors, financial advisors, real estate agents and even a roofer who created a radio show to launch their business. I once had a daily radio show syndicated to 53 cities and used it to develop clients for a financial service business. Today, we produce and air our own syndicated TV shows that our clients appear on (certainly some of you reading this have been our guest) and in turn, the clients use their TV show appearances and insert it in their own marketing to leverage their appearance multiple times over.

Another lesson from Seacrest is to see how he has created multiple vertical businesses all from the initial host position on *Idol*. You can copy this strategy as well.

Recently, our client, Tracy Myers, who owns a family car business, used a Branded Film™ Nick produced and directed for him to air at one of his town's movie theatres. This leveraged into more local media knocking at his door interested in what he was doing and how he got to star in a movie. Tracy is now using his knowledge gained from the marketing he does in his car business to show other car dealers how to use the same marketing in their town. All of this interest and attention in his expertise is turning into an Area Exclusive Program with coaching that he is developing for car dealers.

A strategy common to many of our book authors who become Best-Selling Authors is to leverage the book chapter into a product that they can sell or give away to prospects and customers. In turn, by continuing to use the material created to promote yourself or an aspect of your business, other opportunities begin to open. Dr. Tom Clark took a product we helped develop for him as a post-surgery educational tool and a large hospital is already talking about licensing the product's use or creating their own similar products with his help. What was one product idea is being leveraged

into a concept that can be used in many different ways by different types of doctors, hospitals, and service providers.

Your strategic business opportunity is to lay out all of the things you are doing right now and ask yourself who else could benefit from knowing how to do what you have created either within your same industry or in others. Although staying in your industry might be easier, the greater opportunities may lie in other industries doing the same thing.

In our Seacrest example, today he is expanding on both his brand position as a host and as a producer. As he expands those vertical businesses, other opportunities will develop. Just like Oprah went from host to television network owner, the possibilities are endless. You just have to keep thinking about the avenues and opportunities as they open up.

### **Obama...The Leading Celebrity Expert Makes His Pitch.**

Would you like to know who the leading Celebrity Expert in America is right now? Barack Obama, the President of the United States.

Ok, let me set the stage. I am a Republican... certainly fiscally, if nothing else. So my professional expert analysis is actually biased against the President getting elected. However, if you missed the State of the Union Address you missed one of the best displays of Celebrity Expert status I have seen in a long time, and skipping the political ramifications, my job is to call to your attention to the best in the business and the lessons you can learn.

If you missed the State of the Union, you missed a show. A show well orchestrated and if you are interested in the marketing of your business you have to appreciate what went on (and skip the political rhetoric).\*

When the President came through the doors of Congress, for the first time I have ever seen, he was shot close frame (which made him look good) and miked (so the TV audience could hear the accolades bestowed on him) as he walked down through a sea of supporters kissing, hugging and pulling on the cape (well, it seemed like he was wearing a cape). If you didn't actually see a cape, trust me it was there, because this super hero flew in as though he had just conquered something even if no one could figure out what it was. I even saw some of the diehard Republicans shaking the king's hand and was amazed when I saw Justice Ruth Ginsburg actually hug the President as he went through his victory walk even before he spoke. If you have ever watched the "Supremes" during an address like this, you know the Supreme Court Justices do not indicate they are approving in any way. True at least until last night. If you saw the hug, you also saw Justice Ginsburg quickly remember who she was and where, and her entire demeanor changed and she bowed her head realizing that she had stepped out of her sheep's clothing.

But that was just the beginning. The rest of the speech was remarkable for the support I saw from people who aren't supposed to support the Democratic President – especially in an election year. From my observation just on people dynamics to a charismatic President, the Republicans have a problem.

So let's skip the Brand position and move to the next level. The President spoke to the voters. Not to the dogma of the Democrats but the voters themselves. He spoke of "optimistic populism" a term I guess he invented because I haven't heard it before. Well who could be against that? Optimism... populism... it all seems good to me. But what the President did was take positive words and create his own meaning for what they are. (A lesson in creating your brand and position).

So let's talk about what the President did for

branding himself and his position from the lessons we try to teach.

1. He took Mass media... in his case, prime time TV.
2. Developed his own message, carefully crafted.
3. Inserted the bullet point message into direct media which will be retold directly to his prospects and customers through Digital media and Mass media from now until the election. (Don't believe it? I challenge you to take notes of the number of times this message will be repeated in the campaign to come. Tonight was just a "test" and before I finish this column, pollsters will be tabulating the best words and phrases from the speech for further use. And there were a lot of good ones to choose from...)
4. The entire message will now be broken into small bites and constantly used in the President's direct media – and social media -- delivered in multiple forms directly to his prospects and customers.

This is the formula we constantly teach for building an Expert status. Build your mass media credentials, video, pictures, article content, etc., and then insert it in your own direct deliverables to prospects and customers so that they are the ones who see who you are and what you are doing.

Please do not miss the points in this article because you are mad at me because I told you the Democratic leader may be on his way to a White House Victory Cruise. That is not what this commentary is about. Please look at it as an example of what you can do in your own business if you know what your target market wants and you give it to them. That is the message here: a terrific presidential example of message to market match. ★

# Happy Valentine's Day To You!

By JW Dicks



For many years Valentine's Day was not my favorite holiday. I called it a "sneak holiday", meaning it always snuck up on me and since I had already racked my brain and bank account for the best Christmas present to give, Valentine's Day sort of found me and my present ideas a bit lacking.

A few years ago, I came up with a way to overcome that surprise by convincing Linda that we should redecorate the former Christmas tree into a Valentine's Day tree. We could do this because allergies prevent us from having a live tree so we weren't creating a fire hazard. It also meant I didn't have to actually take down the tree for a couple of more months! I got smiles from Linda's friends when they thought me such a wonderful husband to think of Valentine's Day so far in advance, and it helped me remember to get Linda a present. The truth be known, this is probably why she relented and let me have the Valentine's Day tree in the first place.

The interesting thing is, because I now face Valentine's Day every day for two extra months, the holiday works on me. I start to think about the good old Valentine's Days of past and the new ones with the grandchildren, and the idea occurs that yes, maybe there is a reason to think about your sweetheart in a special way at least once a year.

I hope you also have a wonderful Valentine's Day with your sweetheart. And not to get too sappy, I also want you to know you have a special place in our hearts as clients – and for many of you even more – as we get to know each other and share business ideas we work on together. The truth is, Nick, Lindsay, and I really, really, really love what we do. It is absolutely the most fun and personally rewarding business I have ever had... and I have had many. We speak often about the opportunity we have been given of helping you grow your Celebrity Expert® status and through it, you helping others as well. In

fact, it was on one of these talks about you and the business that Nick coined what has now become our Agency goal and mission statement: "Helping the most people, help the most people." It is something we always want to live by.

It doesn't surprise me when our clients seem to have the same goal. Yesterday, out of the blue, I got a call from Bill Umansky, a client of ours and a top criminal lawyer. Bill is a good guy that had a tough time in a tough neighborhood when he was a kid in school. He called just to say thanks for getting him moving in a new direction for his law practice, and tell us how well it was going as he adopted the importance of media, marketing and PR. He related the story (now a legend in his own mind) about how... during our brand positioning consult... he and we were struggling for a position niche for him in criminal law. One moment Bill said, "I just want to give people a second chance." And instantly we knew that was it. From that moment on Bill became the "Second Chance criminal lawyer". But he didn't stop with just the name – he went further and founded a nonprofit by that name to fund kids' second chances in life. He also started a scholarship club that promotes others, not just himself, who give scholarships to kids of all ages. In a way, Bill too has found his second chance and is paying it forward every day.

This Valentine's Day think about your sweetheart but also think about what's in your heart. Where are you going in life? What can you do that makes your business and life a mission that is bigger than you? When you find it and incorporate it in your work day, it will change the way you look, act and feel. It will give you new purpose and a mission statement to focus on.

Happy Valentine's Day!

Jack

