

Introduction

GREG: Hi, this is Greg Rollett, the CEO of Celebrity Expert Marketing. Welcome to this Celebrity Expert Marketing masterclass. Now, this program is based on creating your 365 day promotional calendar. What you're about to listen to is a live presentation that I gave in January 2013 at the Celebrity Expert's Marketing Academy. It goes through the process that we use here in our own business and with our clients to create and craft a marketing and promotional calendar.

This is one of the backbones of our business and it drives all the marketing and promotions that we do. You're going to hear exactly how we create our calendars and how you can create your calendar too. You're also going to hear and see examples of how to use the calendar to your advantage, including holidays and ways to use the months of the year as well as the conversations that are going on in the heads of your prospects and clients during different months of the year.

Again, this is based off of a live presentation so you may hear me reference things from materials you may not have. We've done our best to provide you with slides and the Action Guide that will share some of those resources that we shared with the audience so you can follow along as well.

With that said, I want to welcome you to the Celebrity Expert Marketing Class. Please enjoy.

Sequential Email Marketing

Let's go over calendars. The first part of this might be review for some of you but this is literally our marketing calendar – the most valuable piece of paper in our entire business. The reason for that is because it tells us everything that's going on in our business and everything that's bringing in money. That's what we ultimately want. Every single dot on here is a dollar sign. Some of it is code so you may not know what they mean; I get that. But I wanted you to see how many things are going on for any given day in our business.

Our Marketing Calendar

Marketing Calendar							Dec 2012 (Eastern Time)	
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
25	26	27	28	29	30	1		
2	3 10am - Email 1- Plat	4 10am - Media Alert- Inc. 2pm - Tim Byrd Book Call	5 10am - Reminder- Plat 1:45pm - 15 Min Reminder- 2pm - Platinum Coaching	6 10am - NROS EMAIL 1	7	8		
9	10 10am - Email 1 One on One 10am - NROS Email 2	11 10am - NROS Email 3 10am - Reminder NROS Call 1:45pm - Reminder NROS 2pm - New Rules of	12 Acapulco Trip - Nick Out 10am - Email 4 NROS 10am - Reminder- One on 2:45pm - Reminder- One on 3pm - One On One Call	13 10am - Email 1- USA Today 10am - Reminder NROS 10am - Rob Russell/DNA on 1:45pm - Reminder NROS 2pm - NROS Encore Call	14 10am - NROS Replay	15		
16 Acapulco Trip - Nick Out	17 10am - Email 2- USA Today 10am - Reminder- Call in 1:45pm - 15 Min Reminder- 2pm - Call in Hours @	18 10am - Email 3- USA Today 10am - PCC Email 1 10am - Reminder USA 1:45pm - Reminder USA 2pm - USA Today	19 10am - Email 4- USA Today	20 10am - PCC Reminder 10am - USA Today 12:45pm - PCC Reminder 1pm - Platinum Coaching 1:45pm - USA Today 2pm - USA Today	21 Newsletter Articles Due 10am - USA Today	22		
23 CHRISTMAS EVE	24 CHRISTMAS	25 CHRISTMAS	26 10am - Marketing Webinar	27 2pm - Marketing Webinar	28 10am - Marketing Webinar	29		
30 New Years Eve	31	1	2	3	4	5		

So this is from December. What I'd love for you to look at is December 6th. It should say NROS Email 1. In our sequence, that was for a book called "New Rules Of Success" (Hence, the shorthand) and email 1. That says that someone needs to write the copy, log into InfusionSoft and trigger Email 1 on December 6th.

What that does is it sends an email to our entire mailing list to get them to register for the teleseminar. Makes a lot of sense. If it's not on the calendar, it won't be sent. On December 6th, I was in South Florida and Nick was in Canada. So, if this isn't planned out on our calendar, it's not going to happen, right? It has to be on the calendar.

If you look at the 10th, you have NROS Email 2. That's the second email. What that means is that all the people who didn't open the first email are sent the second one. If you didn't open it on Thursday, maybe we need to change the subject line and you'll open it that time. So now we've given two chances to register. Maybe Thursday was a bad day. Maybe Thursday you thought, "Screw it! I've got 200 emails! I'm deleting them all." I don't know! But we'll send you another one.

On the 11th, NROS Email 3. We'll send you a third one! If you haven't registered yet, I don't know why you haven't registered but I'll remind you to register again. And once again, that email copy has to be written, loaded into InfusionSoft, approved...all of that needs to happen before the 11th. On the 11th at 10:00am, you'll see that a reminder NROS call goes out. That's NROS call serves a reminder to those who already registered that they have a call coming up. It will reiterate the time and phone number to call so they can lock that into their calendar and make sure they make the call.

Reality is, if someone registered for the call on Monday, there's a 99% chance that they forgot they registered for it by Thursday. So

you need to remind them! But if that copy is not written and the reminder isn't ready to go, that's not going to happen.

The call is at 2:00 so at 1:45, they get queued for another email. This will remind them that they have a call in 15 minutes. 99% of these people have their emails open every hour of the day so that 15 minute reminder is huge! Our open rates on that 15 minute reminder are close to 80%.

At 2:00, we have the call. Now, what happens if Nick is in Canada at 2:00 and he's in a meeting. Does the call still happen? Of course! That just means we have to prepare. Sometime before that date, Nick has to record that call. Then we have to edit the call and load them into the teleseminar program and make sure that it runs properly. All of that has to happen before the date.

If it's live, then we just need to make sure there's a quiet space to record, that everything is set up and that everyone knows not to disturb that time on the phone. As soon as that call happens, at 3:00, we get an email from teleseminar with a link to the recorded call and we edit that recording right away. Then we get ready for an encore. We have to get ready for a replay, a CD and a transcription for a special report.

All of that happens because we put it on the calendar. That's how important the calendar portion is. The biggest part of this is knowing how much a promotion is worth to you. We know that every time we do a teleseminar, it's worth X number of dollars. If I look at this calendar, I know that Christmas is the 25th. We can't do anything on that day. If I miss a promotion for one week, we'd lose all that revenue. Just because it's Christmas on Tuesday doesn't mean we can't have a promotion on Thursday. I actually did a marketing webinar that Thursday that promoted this event. We had more attendees here for this event because of that promotion.

So, every Tuesday, we sit down and look at this calendar. That's when we'll notice holes in the schedule or timing issues. Maybe the partner backed out, there was a timing problem in someone else's schedule...whatever the reason, there's a hole in the schedule. We decide how to fill that hole as quickly and effectively as possible. Once you know how much these promotions are worth and you have a hole, you'll realize how important it is to fill any holes.

Second, you have to plan out your resources. On the coming pages, you'll see all the stuff that we put into our teleseminar sequences. Whether you're doing live events, seminars, mailing postcards or direct mail, a lot of stuff goes into all of that. You need to learn to effectively allocate your own time as well as the time of your staff. You need to know when you need to have materials to the printer, when you need to know your drop dates, the best timing for your mail outs and all of these different moving pieces.

This will also keep your partners in line. Maybe you're working with joint venture partners or have other people emailing on your behalf – these people can be some of the worst in the world! We were doing a call last week with someone and the day of the call, he says, "Oh! We have a call today?" So, without this calendar, joint venture partners will most definitely forget.

Now let's take a look at all the stuff we have to finish in order to make these teleseminars happen. Here are the things we take care of for ONE teleseminar sequence.

Using The Calendar To Run Your Teleseminar System

Below is the list of all the moving pieces that need to be completed for one teleseminar event. Take a look at our checklist as well as the examples of each piece on the following pages.

- ✓ Registration Page
- ✓ Thank You Page
- ✓ What You Get Page
- ✓ Application Page
- ✓ Shopping Cart Links
- ✓ Promo Email #1
- ✓ Promo Email #2
- ✓ Promo Email #3
- ✓ Reminder Email (day of)
- ✓ Reminder Email (15 min before)
- ✓ Encore Email #1
- ✓ Encore Email #2
- ✓ Replay Email #1
- ✓ CD Replay Of Call Sent To Select List
- ✓ Postcard Promotion Sent To List
- ✓ Newsletter Insert
- ✓ Last Chance Video


Call Registration Page


The screenshot shows a web browser window with the address bar displaying 'www.celebritybrandingyou.com/ape20_cal.html'. The page content is centered on a white background with a dark grey border. At the top, it says 'Be a Guest on' followed by the 'America's PremierExperts' logo. Below this, it says 'TV Show and get GUARANTEED Appearances on' followed by logos for NBC, CBS, ABC, and FOX, and the text 'affiliates!!'. A paragraph of text follows, explaining the opportunity. Below this is a line: 'You're invited to a FREE Teleseminar with Nick Nanton and J.W. Dicks, Super Agents to Celebrity Experts around the world.' Two headshots of Nick Nanton and J.W. Dicks are shown, each with a caption below it. Another paragraph of text follows. A large red button with white text says 'Reserve Your Spot Now! Click Here!'. Below the button, it says 'Get on NBC, CBS, ABC and FOX affiliates on The America's PremierExperts TV Show To Build Your Brand, Your Platform, and Your Income!'. The date and time are listed: 'Tuesday October 2nd at 2:00pm EST / 11:00am PST'. A small line of text says 'On this special presentation, Nick and Jack will peel back the curtain and show you how you can:'. A list of three bullet points follows, each with a red checkmark icon.

Be a Guest on
America's PremierExperts
TV Show and get **GUARANTEED**
Appearances on
NBC CBS ABC FOX affiliates!!

Join us on this exciting call where we'll reveal how you can appear on our new television show and use it to build your personal brand, grow your business, and separate yourself from your competition.

You're invited to a FREE Teleseminar with Nick Nanton and J.W. Dicks, Super Agents to Celebrity Experts around the world.


Nick Nanton, Esq.


J.W. Dicks, Esq.

Nick and Jack will reveal how to grow your platform, your fan base, and your business by building your personal brand and then solidifying your brand position through media placements. This will greatly help you grow your business. Nick will explain how he made this discovery, the big names you know that are using it themselves, and how you can take advantage of the process right now in your own business. This is the game changer that will separate you from your marketplace!

Reserve Your Spot Now!
[Click Here!](#)

**Get on NBC, CBS, ABC and FOX affiliates on
The America's PremierExperts TV Show
To Build Your Brand, Your Platform, and Your Income!**

Tuesday October 2nd at 2:00pm EST / 11:00am PST

On this special presentation, Nick and Jack will peel back the curtain and show you how you can:

- ☒ Personally appear as a guest on The America's PremierExperts TV show
- ☒ Appear and be interviewed on ABC, NBC, CBS and FOX Affiliates around the country to build your media resume "as seen on TV" to boost both your business Celebrity status as well as media credibility
- ☒ Use your interview and the media appearances to generate content and press releases that will elevate your celebrity status in your market both online and off -- and Nick will explain exactly how


Notice that a lot of design goes into this page. We need to attract people to the call with sharp design and easy-to-locate buttons.

Call Registration Page (cont)

www.celebritybrandingyou.com/ape20_call.html

☒ Use your television appearances to drive traffic and lead generation on your website, elevate its search rankings and attract the right people
☒ Create your Brand Position and launch it in your marketplace so you become the dominant expert in your field
☒ And much, much more!

Nick Nanton, Esq.




An Emmy Award Winning Director and Producer, Nick Nanton, Esq., is known as The Celebrity Lawyer and Agent to top Celebrity Experts for his role in developing and marketing business and professional experts, through personal branding, media, marketing and PR to help them gain credibility and recognition for their accomplishments. Nick is recognized as the nation's leading expert on personal branding as Fast Company Magazine's Expert Blogger on the subject and lectures regularly on the topic at major universities around the world.

The CEO of The Dicks + Nanton Celebrity Branding Agency, Nick is an award winning director, producer and songwriter who has worked on everything from large scale events to television shows with the likes of Jack Canfield (co-creator of the Chicken Soup of rate Soul Series), Michael E. Gerber (The E-Mynt), Brian Tracy, Dan Kennedy, Dr. Ivan Misner (founder of BNI), Matt Smith, Robert Allen, Jay Conrad Levinson and many more.

Nick is recognized as one of the top thought-leaders in the business world and has co-authored 16 best-selling books, including the breakthrough hit Celebrity Branding You!, that has been used as a college textbook on personal branding. Nick serves as publisher of Celebrity Press, a publishing company that produces and releases books by top Business Experts. CelebrityPress has published books by many celebrity experts and Nick has led the marketing and PR campaigns that have driven more than 700 authors to Best-Seller status. Nick has been seen in USA Today, The Wall St. Journal, Newsweek, Inc. Magazine, The New York Times, Entrepreneur Magazine, FastCompany.com and has appeared on ABC, NBC, CBS, and FOX television affiliates around the country, as well as on CNN, FOX News, CNBC and MSNBC in major markets across the nation, speaking on subjects ranging from branding, marketing and law, to American Idol.

Nick is a member of the Florida Bar, holds a JD from the University of Florida Levin College of Law, as well as a BSSA in Finance from the University of Florida's Warrington College of Business. Nick is a voting member of The National Academy of Recording Arts & Sciences (NARAS, Home to The GRAMMYs), a member of The National Academy of Television Arts & Sciences (Home to the Emmy Awards) co-founder of the National Academy of Best-Selling Authors, a 15-time Telly Award winner, and spends his spare time working with Young Life and Downtown Credo Orlando as well as rooting for the Florida Gators with his wife Kristina and their three children, Brook, Bowen and Addison.

J.W. Dicks, Esq.



J.W. Dicks, Esq. is America's foremost authority on personal branding to become the Expert in your business or professional niche to attract more clients and accelerate business growth. He has developed some of the most successful business marketing campaigns using strategic media to make Experts the Celebrity in their field and built multi-million dollar businesses on the back their recognized status.

JW shares with his clients why "Celebrity Branding You8", the title of his Best-Selling book, is critical to separate yourself from all of the competition in your marketplace. By becoming the Expert brand, and even the Celebrity Expert, you become the person people want to do business with and they also become less focused on what you charge and more focused on what you deliver.

Reserve your seat NOW for this FREE
Teleseminar... and discover how you too can be on
NBC, CBS, ABC and FOX on the America's
PremierExperts TV Show!

Fill out the form below and you'll immediately
receive access to the call-in details.

First Name *

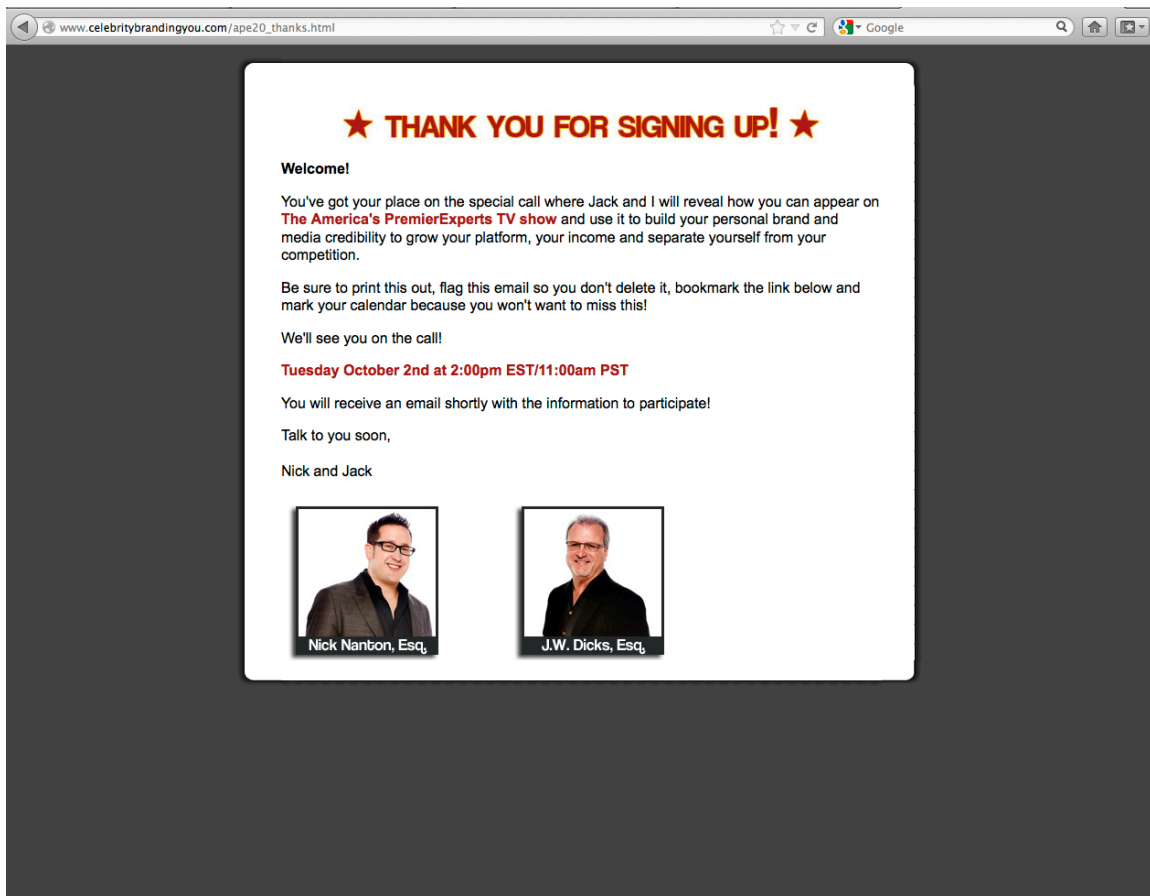
Last Name *

Email *

Phone

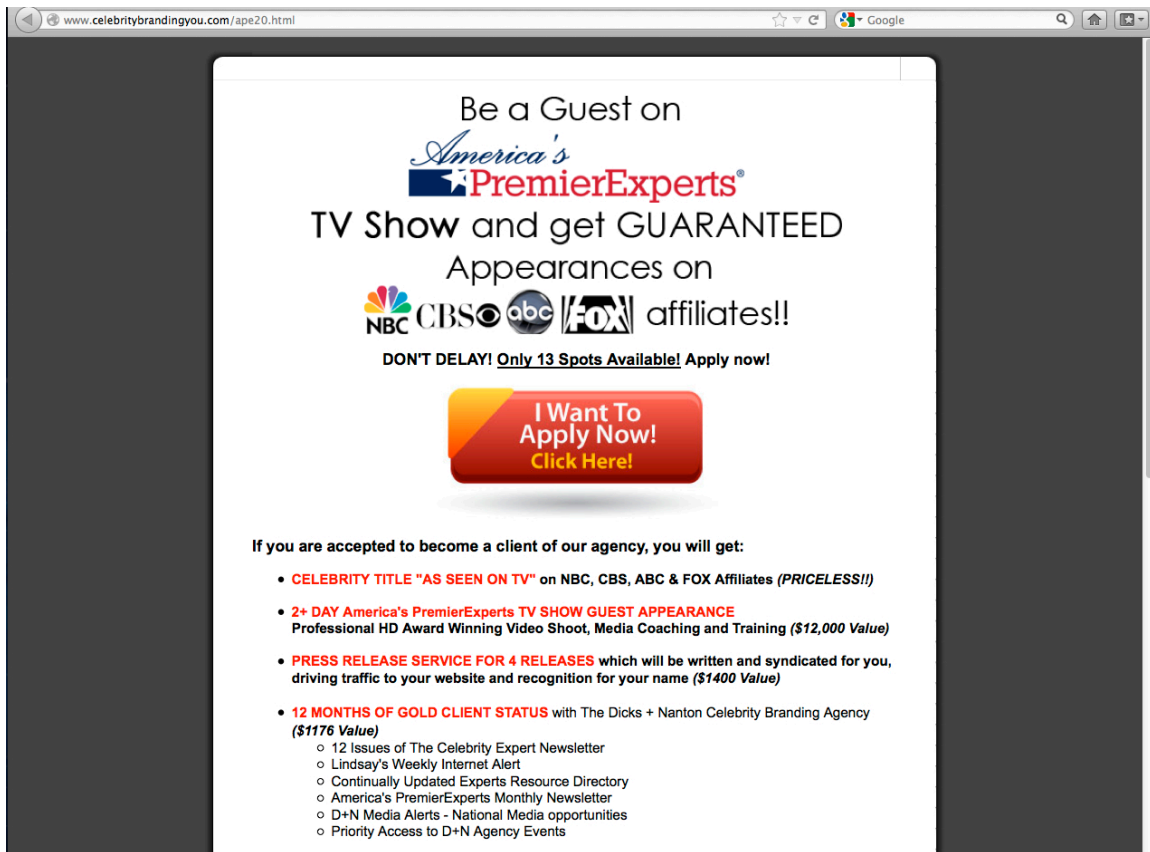
This is the bottom of the registration page. Here, you'll notice there's an email form and space for first, last name and phone number. All of that goes into InfusionSoft so we can trigger their reminders for later. We always offer a digital reward in return for their emails. Many of you who are best-selling authors can give away free copies of your digital chapter for free. Then offer a physical copy in exchange for their mailing address and the other information listed on the application/shopping cart pages.

Thank You Page



Once you fill out that registration form from the previous pages, you'll be directed to this Thank You page. We don't want people to go through all the trouble to fill out a form and get some random InfusionSoft "thanks for filling this out" page. So we send them a personal thanks and welcome and give more information on what to expect. It's really important to reassure people of their purchase! Absolutely crucial. We're all a little unsure of purchases made online without personal connection. This eliminates that worry.

What You Get Page



Be a Guest on
America's
PremierExperts®
TV Show and get GUARANTEED
Appearances on
NBC CBS abc FOX affiliates!!
DON'T DELAY! Only 13 Spots Available! Apply now!

**I Want To
Apply Now!
Click Here!**

If you are accepted to become a client of our agency, you will get:

- **CELEBRITY TITLE "AS SEEN ON TV"** on NBC, CBS, ABC & FOX Affiliates (*PRICELESS!!*)
- **2+ DAY America's PremierExperts TV SHOW GUEST APPEARANCE**
Professional HD Award Winning Video Shoot, Media Coaching and Training (\$12,000 Value)
- **PRESS RELEASE SERVICE FOR 4 RELEASES** which will be written and syndicated for you,
driving traffic to your website and recognition for your name (\$1400 Value)
- **12 MONTHS OF GOLD CLIENT STATUS** with The Dicks + Nanton Celebrity Branding Agency
(*\$1176 Value*)
 - 12 Issues of The Celebrity Expert Newsletter
 - Lindsay's Weekly Internet Alert
 - Continually Updated Experts Resource Directory
 - America's PremierExperts Monthly Newsletter
 - D+N Media Alerts - National Media opportunities
 - Priority Access to D+N Agency Events


This is designed to showcase all the stuff you'll get with our promotion. It's important to design this well, again, to show clients and potential clients what they can achieve by linking up with you.

What You Get Page (cont)

www.celebritybrandingyou.com/ape20.html

Google

- **12 MONTHS OF MEMBERSHIP IN America's PremierExperts (\$360 Value)**
 - Dedicated Web Profile in the America's PremierExperts Directory
 - Press Release Written and Released Honoring your Induction
 - America's PremierExperts Certificate of Recognition
 - Authorization to use the Official Logo
 - Article, Blog and Press Release Posting & Syndication
 - National Columnist on America's PremierExperts.com
 - Feature Inclusion in our Monthly Ezine to consumers and journalists!



Save more than \$10,000 today! **DON'T DELAY! Only 13 Spots Available! Apply now!**

I Want To Apply Now!
Click Here!

Application Page

★ PLEASE FILL OUT THE APPLICATION ★

HAVE QUESTIONS?
Please don't hesitate to call us at 1-800-980-1626 or email us at info@celebritybrandingagency.com

All information supplied will be held strictly confidential.

First Name *

Last Name *

Email *

Phone *

Fax

Street Address *

Street Address 2

City *

State *

Postal Code *

Website *

Brief Description of Who You Are and What You Do *

Years In Business *

Gross Revenue from Your Business * Please select one

Have you been charged by a state or federal agency with a violat * Please select one

Have you ever been convicted of a felony * Please select one

If you answered yes to either question, please explain

Comments

Submit

We do a 2-step checkout process. For any of you selling online, or even doing leads online, we suggest this 2-step process. This increases your odds of collecting data. If you have a single step, where all their information is needed, it's much easier for the potential customer to walk away without giving you anything. The first form doesn't have any credit card requests on it. This makes it less intrusive. We simply ask for name, email, address and sometimes felony information. When they hit submit, that tags them as an applicant to that program.

Shopping Cart Page

The screenshot shows a web browser window with the URL: <https://dicksnanton.infusionsoft.com/app/manageCart/showManageOrder?cartSkinId=64&productId=694&productQuantity=1>. The page is titled "Shopping Cart Page" and contains the following sections:

Order Items

Name	Description	Qty	Unit Price
UCBE 20 - APE TV Show (Dec 2012) Remove		1	7140.0

[UPDATE QUANTITY](#)

Order Summary

Special Code: [APPLY](#)

Order Items Subtotal: **\$7,140.00**

Available Pay Plans:

- ☒ Single payment of \$7,140.00
- ☐ 12 payments of \$595.00

Total Due Today* : \$7,140.00

* Does not include shipping or tax.

[CONTINUE SHOPPING](#)

Billing Information

Your billing name & address must be entered exactly as it appears on your credit card statement. Please check your statement for accuracy to avoid delays in processing your order.

* First Name * Last Name

Company Name

* Address - Line 1

Address - Line 2

* City * State * Zip Code

* Country

* Phone Number

* Email Address

Applicants will immediately be redirected to this page where they are asked for their credit card information. If they don't fill out this shopping cart: maybe they got scared, maybe they didn't want to give their card online. Whatever the reason, InfusionSoft will send triggers to our sales team that informs us of applicants that didn't complete the purchase. That way, our sales team can contact these leads and help convert the lead. That will lead them to the follow-up sequence, shown below.

Promo Email #1

Sent: Thursday Before Call

Subject: Your final chance in 2012 to join me in Orlando to be on TV!

Hey ~Contact.FirstName~,

Are you ready to be seen as one of America's PremierExperts®?

We think you are and we'd like to showcase your brand on the next season of America's PremierExperts® TV show, filming in Orlando. We are excited to bring Media, Marketing and PR GUARANTEED to both you and your business and get you off on the right foot for 2013!

As you've probably seen, I've produced a TON of TV shows. I've helped well over 300 of my clients get their place in the spotlight and be interviewed on shows that have appeared on ABC, NBC, CBS and FOX affiliates around the country, and even on CNN, FOX News, CNBC and MSNBC from coast to coast. And you'll also notice that I KEEP ON DOING IT. Why? Because it really works! I had a client email me not long ago telling me that when she added the clip of her being interviewed on America's PremierExperts® TV show to her marketing, her income tripled!

Now, we can't all expect 300% growth in our income, but I do know the strategy works, because I've used it over and over again, and so have my clients. The bottom line is you've got to have media credibility to get people to listen these days, and I've got an amazing way for you to do it on my next show.

Of all the TV shows I work on throughout the year, our signature television series, America's PremierExperts, may be the most fulfilling, for me personally, and now's the exciting time when we figure out who our next big guests are going to be!

America's PremierExperts is the show we produce to offer business owners, entrepreneurs, and professionals like you an exclusive opportunity for further exposure and growth in the marketplace, and right now we're finalizing the latest round of guests for our next show in Orlando! This show will be seen on ABC, NBC, CBS and FOX affiliates around the country - and I'd love for you to join me on my call next Tuesday with my partner, JW Dicks, so we can give you all of the details you need to be a part of this production. Clear your calendar, and register NOW for next Tuesday's big call:

Tuesday, October 2nd, at 2:00pm Eastern / 11:00am Pacific

CLICK HERE TO REGISTER NOW!

- On the call you'll learn:
- Just how the TV show generates instant - and lasting - recognition
- The Secret Formula for Media Success
- The Business Trifecta that will explain why Media and PR don't work for most people
- Why my first media feature in the New York Times was a flop because I didn't know how to leverage it
- How you can learn more than 30 ways to use any media appearance in your marketing
- And much, much more!

But you've got to be on the call to learn all of this great stuff. In fact, click on the link below NOW to register for our informative - and fun - call:

Tuesday, October 2nd, at 2:00pm Eastern / 11:00am Pacific

CLICK HERE TO REGISTER NOW!

I wish we could feature everyone who deserves the title a place on America's PremierExperts, but unfortunately, there are only a limited number of interview subjects for the show that we are taping in Orlando, and we already have some of them reserved. Do yourself a favor and get the inside edge by joining my Celebrity Branding Agency co-founder JW Dicks, and me, tomorrow as we explain all of the benefits of appearing on the TV show that officially presents you to the nation as one of America's PremierExperts!

Tuesday, October 2nd, at 2:00pm Eastern / 11:00am Pacific

CLICK HERE TO REGISTER NOW!

Dedicated to Bringing Out the Celebrity in You!

Nick

P.S. All of your questions about America's PremierExperts will be answered on my call. Whether or not you have ever been on a TV show before, I don't want you to miss out on this opportunity! Tuesday, October 2nd, at 2:00pm Eastern / 11:00am Pacific - **CLICK HERE TO REGISTER NOW!**

Promo Email #2

Sent Day Before Call

Subject : ~Contact.FirstName~, Ready To Go Out With A Bang In 2012?

Dear ~Contact.FirstName~,

Are you ready to be seen as one of America's PremierExperts®? We think you are and we'd like to showcase your brand on the next season of America's PremierExperts® TV show, filming in Orlando. We are excited to bring Media, Marketing and PR GUARANTEED to both you and your business and get you off on the right foot for 2013!

As you've probably seen, I've produced a TON of TV shows. I've helped well over 300 of my clients get their place in the spotlight and be interviewed on shows that have appeared on ABC, NBC, CBS and FOX affiliates around the country, and even on CNN, FOX News, CNBC and MSNBC from coast to coast. And you'll also notice that I KEEP ON DOING IT. Why? Because it really works! I had a client email me not long ago telling me that when she added the clip of her being interviewed on America's PremierExperts® TV show to her marketing, her income tripled!

Now, we can't all expect 300% growth in our income, but I do know the strategy works, because I've used it over and over again, and so have my clients. The bottom line is you've got to have media credibility to get people to listen these days, and I've got an amazing way for you to do it on my next show.

Tomorrow! October 2nd at 2:00pm Eastern / 11:00am Pacific
CLICK HERE TO REGISTER NOW!

We'll be talking about how our show attracts the kind of attention that will work for you time and time again, and how America's PremierExperts® has enhanced the careers of the business owners, entrepreneurs, professional speakers, teachers, lecturers, authors, professionals and corporate CEOs who have appeared on previous editions of the show. This will be a call you won't want to miss, with important information that can transform your branding, your public awareness, and even your life.

If you've ever wondered what you could do to rise above your competitors and have your voice heard over the national media noise, join me for our upcoming call to secure your spot on America's PremierExperts in Orlando - so register NOW: Tomorrow! October 2nd at 2:00pm Eastern / 11:00am Pacific

CLICK HERE TO REGISTER NOW!

The sooner you can register, the better - just like the spots are filling for our next taping of America's PremierExperts, so are the lines for this call, and I want you to be able to join us!

And speaking of the show, on this call you'll learn exactly how we're selecting the guests for our taping in Orlando. Jack and I are actively seeking experts in every field for discussions that will reveal your unique skills, and I'll be providing information on our call about what you need to do to be one of our selected interview subjects.

America's PremierExperts is a show that sparks interest in our guests from all media, and now is the perfect time for you to have your unique skills and knowledge showcased on ABC, NBC, CBS and FOX affiliates around the country.

Don't miss this call!! Register NOW:

Tomorrow! October 2nd at 2:00pm Eastern / 11:00am Pacific
CLICK HERE TO REGISTER NOW!

We'll see you tomorrow!

Nick

P.S. Our call will answer all of your questions about appearing on a TV show (and how easy it can be!). I don't want you to miss out on this opportunity! Tomorrow, October 2nd at 2:00pm Eastern / 11:00am Pacific - **CLICK HERE TO REGISTER NOW!**

Promo Email #3

Sent Morning of Call

Subject: ~Contact.FirstName~, It's D Day - Will You Be Our guest expert on NBC, CBS, ABC and FOX?

Dear ~Contact.FirstName~

I've got to get ready for my call this afternoon with Jack, but I promised I'd send out one more e-mail in case you haven't registered yet! You don't want to miss this chance to be on our exclusive TV show, America's PremierExperts, filming in Sunny Orlando, Florida so make sure you click on the link to register, NOW!

Today! October 2nd at 2:00pm Eastern / 11:00am Pacific
CLICK HERE TO REGISTER NOW!

Today's conversation will reveal the benefits of being interviewed on a professionally produced television show seen on ABC, NBC, CBS and FOX affiliates around the country- and we promise you'll learn how you can be one of the selected few appearing on the show when you register and join our call!

I can't wait to get started on the actual shooting, but it's important for Jack and I to give you the information you need about appearing on the show before we shoot in Orlando. Our call today will talk about what you can do to secure your spot on America's PremierExperts - along with some other great advice on new ways you can magnify your Celebrity Brand.

On the call you'll learn:

- Just how the TV show generates instant - and lasting - recognition
- The Secret Formula for Media Success
- The Business Trifecta that will explain why Media and PR don't work for most people
- How and why my first media feature in the New York Times was a flop because I didn't know how to leverage it
- How you can learn more than 30 ways to use any media appearance in your marketing
- And much, much more!

But you've got to be on the call to learn all of this great stuff. In fact, click on the link below NOW to register for our informative - and fun - call:

Just click on the link below NOW:

Today! October 2nd at 2:00pm Eastern / 11:00am Pacific
CLICK HERE TO REGISTER NOW!

Okay... my time's running short, and I want to be sharp for you later today. Get ready for a tremendous conversation that I guarantee can open new doors for you. If you've ever wanted the notoriety you deserve, and you've believed that you should be seen and known by people around the country, we want you to be named one of America's PremierExperts.

It's just takes one click to get started, so register NOW!
Today! October 2nd at 2:00pm Eastern / 11:00am Pacific

I hope you'll join me later today!

Nick

Reminder Email – Day Of

Subject: [Call reminder] Today is the day you can make the decision to be a guest expert on my TV Show and get on NBC, CBS, ABC and FOX affiliates around the country!

Hey ~Contact.FirstName~,

Just a reminder about the special call where Jack and I will reveal the benefits of being interviewed on a professionally produced television show seen on ABC, NBC, CBS and FOX affiliates around the country- and we promise you'll learn how you can be one of the selected few appearing on the show when you join our call!

Be sure to tune into the call THIS AFTERNOON!

REVEALED: How to become a Celebrity Expert, and learn how to be on my TV Show and get on NBC, CBS, ABC and FOX affiliates around the country!

FREE Call on how to be a guest expert on my TV Show and get on NBC, CBS, ABC and FOX affiliates around the country!

TODAY! Tuesday October 2nd

2:00pm Eastern / 11:00am Pacific

Call Information

Phone Number: 321-354-6946

PinCode: 627705#

If you have any issues connecting to the call, please check <http://instantteleseminar.com/local/> for your local call in

number.

If you are calling in via Skype, please follow the instructions here, <http://instantteleseminar.com/skype/> to connect.

Dedicated to creating opportunities for your success,

Nick

Reminder Email – 15 Minutes Before Call

Subject: It Starts in 15 Minutes!

Hey ~Contact.FirstName~,

Just a reminder that the special call with Jack, and I starts in 15 minutes!

On the call we'll reveal **How to become a Celebrity Expert, and learn how to be on my TV Show and get on NBC, CBS, ABC and FOX affiliates around the country!**

TODAY! Tuesday October 2nd

2:00pm Eastern / 11:00am Pacific

Call Information:

Phone Number: 321-354-6946

PinCode: 627705#

If you have any issues connecting to the call, please check <http://instantteleseminar.com/local/> for your local call in number.

If you are calling in via Skype, please follow the instructions here, <http://instantteleseminar.com/skype/> to connect.

Dedicated to creating opportunities for your success,

Nick

Replay Email

Subject: [Replay inside] Time is running out to learn how you can get on NBC, CBS, ABC and FOX affiliates around the country!

Hey ~Contact.FirstName~,

If you missed out on the call where my partner Jack and I told you about the opportunity to be on on America's PremierExperts®TV Show, I'm going to give you another shot at it.

If you want one of the guest appearances on the show, make sure you listen now and apply asap! If you'd like to listen to the call again [click here to listen now!](#)

If you're ready to be on America's PremierExperts® TV show that will air GUARANTEED on NBC, CBS, ABC and FOX affiliates around the country to build your business and your income, [click here now to apply for one of the spots!](#) Before it's too late!

Dedicated to bringing your success!

Nick

P.S. - Remember, if you want one of the guest appearances on the show, make sure you listen now and apply asap! If you'd like to listen to the call again, [click here to listen now!](#) If you're ready to be on America's PremierExperts® TV show that will air GUARANTEED on NBC, CBS, ABC and FOX affiliates around the country, to build your business and your income, [click here now to apply for one of the spots! Before it's too late!](#)

Teleseminar CD Mailing



We send these out in clear, clamshell cases. With the photos on the CD, you'll recognize that the CD is from us. We include the number that tracks calls specifically generated from this CD mail out. That way, we know how well we did with it. On the back, we include a yellow sticky note that says, "From the desk of Nick Nanton. We only have a few slots left in this show. We want to let you know about it, give us a call at..." and Nick signs it and says, "Lindsay, please make sure this gets to [Name]. Here's his best address." That makes it look handwritten.

Plan Your Next Event Driven Marketing Campaign

Create an event for your business, whether it be a sale, a presentation or a workshop. Then follow the checklist for each step of the planning process. Check off each element when it's completed. Follow this guideline any time you put an event on your business calendar.

What event will you be planning? When is the event scheduled?
Write your event on the calendar provided in this manual

☐ Copy

What marketing materials will you plan to use for this event?

When do you need your copy completed by? Mark this date on your calendar as well.

Who will you delegate this task to?

☐ **Design**

What elements will you need design work for?

When do you need your design completed by?

Who will you delegate this task to? Who will you hire to complete the task?

☐ **Print**

When do you to send your marketing elements to the printer? By when do you need to receive your printed materials?

Who will you delegate this task to? What printing resource will you use?

☐ **Mail**

When do you need to send out your direct mail and/or email marketing materials?

Who will you delegate this task to?

☐ **Response**

What will be your response mechanism?

Who will be responsible for taking care of these responses?

☐ **RSVP**

When do you need RSVP's?

Who will be in charge of the guest list?

☐ **Post-Event Sequence**

When will you send your follow-ups to the event? How often?

What is your plan for follow-up?

Who will you delegate this task to?

Using Big Events To Connect With Clients

Alright, now we're going to talk about personality-driven marketing to the extreme. This is for those people that think, "I don't have anything to say! I don't have any content. No one wants to hear my stuff!" This whole section is for you!

You'll notice Nick Nanton on the following page. Last year, Nick spoke at a plastic surgeon's conference in Hawaii. So, while they were in Hawaii, they knew it would be a great opportunity to not only tell people they were there but also to tell them about something else clients should be a part of.

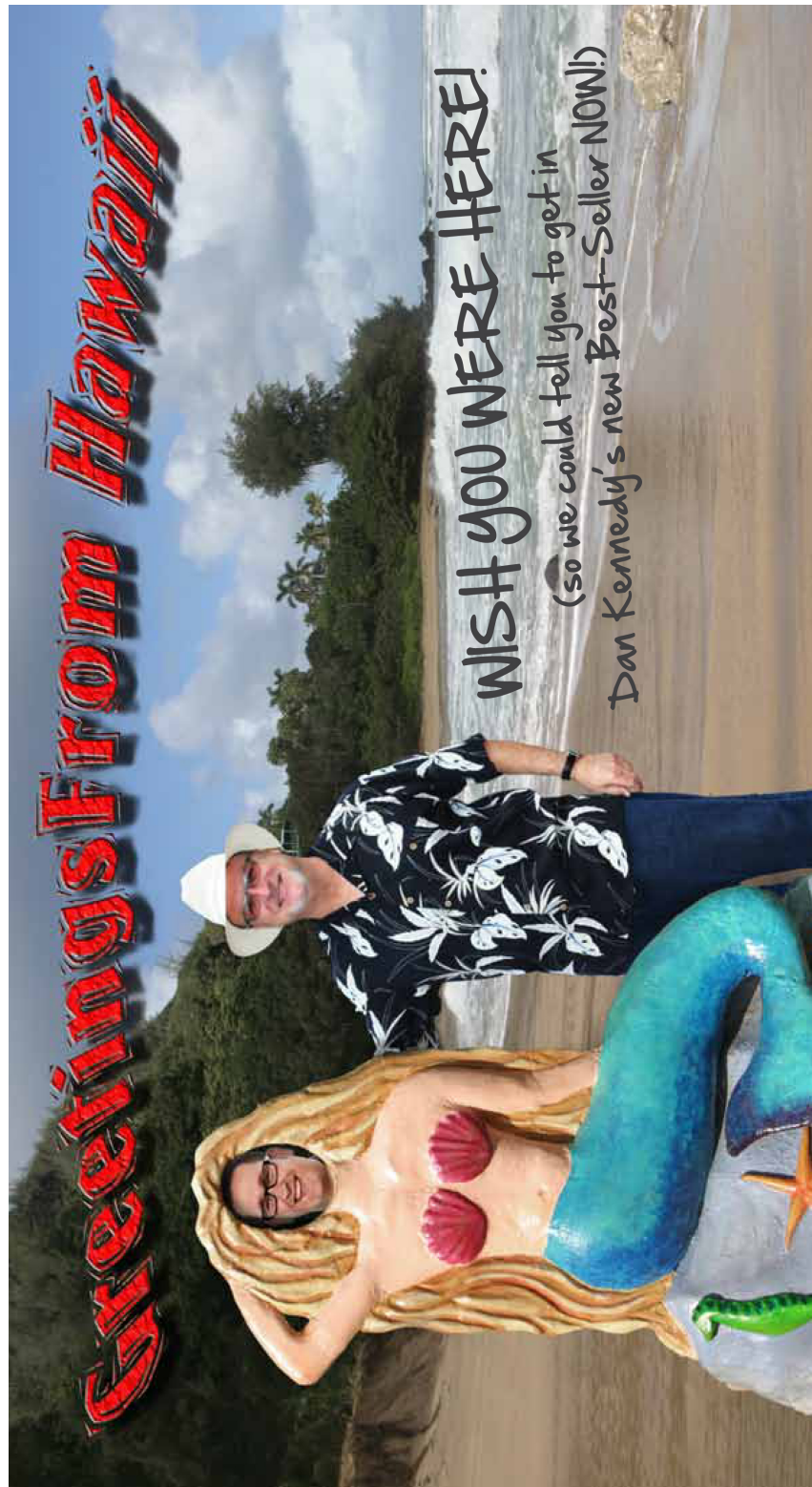
They're basically saying, "Hey! We travel the world. We do all these really cool things. You should do all these cool things with us as well."

So, while we were in Hawaii, we designed this before they went to Hawaii, got them printed, brought the postcards with them and dropped them from the hotel in Hawaii so they could have the Hawaii stamp on it.

It's a "we wish you were here" card, something we love to get from our friends and family. That's why we sent it. On the back of the postcard, it reminds clients about the Kentucky Derby opportunity with us. So, we're saying, "Hey, you may have missed Hawaii with us but you can still join in during the Kentucky Derby!"

Any big event is an opportunity to utilize a tool like this.

Nick And Jack In Hawaii Postcard



Nick And Jack In Hawaii Postcard

WISH YOU WERE HERE!
 (so we could tell you to get in
 Dan Kennedy's new Best-Seller NOW!)

Greetings from beautiful Hawaii!! We're here for a Plastic Surgery Conference (can you tell?). Despite the gorgeous weather, the lush beaches (and the poolside bars), our minds are still on the 2012 Kentucky Derby MasterMind event with Marketing Genius Dan Kennedy. We know you want to enjoy the Kentucky Derby, network with your fellow Celebrity Experts®, and see marketing genius Dan Kennedy in action - and you should absolutely not miss the opportunity to co-author Dan's new Best-Seller, Marketing Miracles: Odd, Unusual, Breakthrough Strategies That Build Great Businesses. But time - and tide - wait for no man, and we're running out of both. Please call (866) 833-0311 NOW to ride your wave to success with Dan Kennedy!


Call (866) 833-0311 NOW !!

Co-author Dan Kennedy's Best-Seller, Marketing Miracles - and join Dan at the 2012 Kentucky Derby MasterMind event April 3 - 6, 2012!

CALL (866) 833-0311 TODAY!!

CNA
 THE DICKS + NANTON CELEBRITY BRANDING® AGENCY
 520 N. Orlando Ave.
 Loft 2
 Winter Park, FL 32789

Derby



CNA

Using Holidays To Connect With Clients

This next postcard was probably one of the most fun and corny things that I've done. It seems too corny but it really connects with your audience. This was a Thanksgiving message that we sent out in our newsletter envelope. You can see our corny little pilgrim hats that Nick, Jack, Lindsay and I wore. This is the design of our newsletter envelopes.

All we did was have our designer put the corny little hats on there and the big clipart turkey. But inside, (which you'll see on the next page) we had our staff take a picture in the beginning of October, because we planned it out in advance. It was just a quick way to say "Happy Thanksgiving from our family to yours."

You see Nick and myself and all of our staff behind waving, being goofy and having a good time. You'll then see the message that we included in this Thanksgiving card. This goes back to personality driven marketing and knowing your brand. So, in the card, we are trying to relate clients to Thanksgiving AND our business.

In that package, we included a DVD with a sales message to join us in Mexico. So, we hit you with a card that lets you know we're thinking about you and then send you that special message while we have you wrapped up in our Thanksgiving greeting.

Do not miss the opportunity to sell in these greetings and Holiday efforts.

DNA Thanksgiving Card



THE DICKS + NANTON CELEBRITY BRANDING® AGENCY

520 N. Orlando Avenue Loft 2
Winter Park, FL 32789-2946

First Class

REVEALED INSIDE: OUR
SPECIAL THANKSGIVING
MESSAGE FOR YOU!"



Nick Nanton, Esq. + JW Dicks, Esq. + Lindsay Dicks + Greg Rollett

DNA Thanksgiving Card



THE DICKS + NANTON CELEBRITY BRANDING® AGENCY
520 N. Orlando Ave., #2
Winter Park, FL 32789

DNA Thanksgiving Card

<<Firstname>>,

John Smith might have been the first true American Celebrity Expert®, with his entire village eventually looking up to him for choosing his own path with Pocahontas. And now he is celebrated with books, toys and even a Disney movie.

And this Thanksgiving we wanted to say thank you for allowing us to help you become a Celebrity Expert® in your business.

We hope you spend this time with great friends and family and know that the entire **Dicks + Nanton** team is thinking about you while enjoying some of Jack's famous turkey and Nick's famous stuffing.

Happy Thanksgiving from the team at the **Dicks + Nanton** Celebrity Branding Agency!



Deb Cheslow Christmas Card



This postcard is from one of our clients, Deb Cheslow. She did an amazing job with this. It's just a simple Christmas card. But she sent it, it arrived on time and the best part? She put an offer inside. And she had lots of people take her up on that offer.

To take this concept to the next level by maybe including a holiday or themed coupon code.

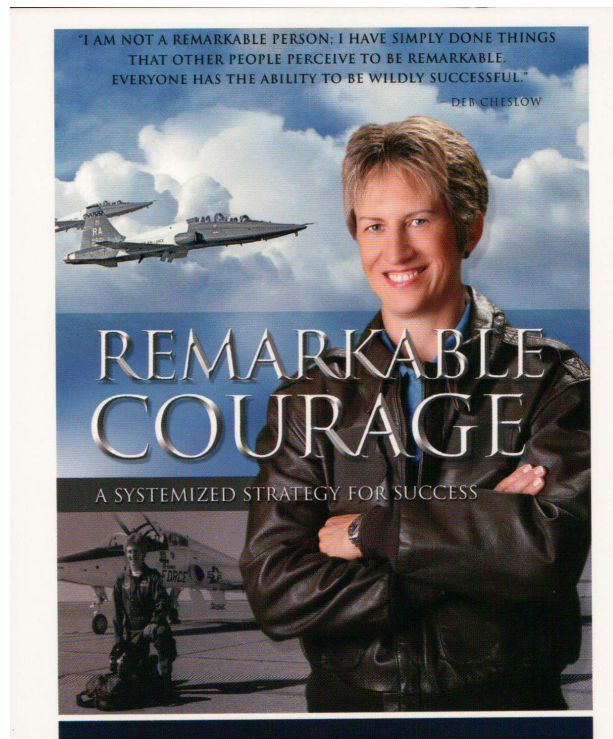
Deb Cheslow Christmas Card

*Warmest Thoughts and Best Wishes
for a Wonderful Holiday
and every Happiness in the New Year*

From: Deb, and the entire Florida staff at



Deb Cheslow Christmas Card



**Jump Start 2013 With the
Ultimate Systemized
Strategy for Success**

**Order Your Copy of
"REMARKABLE
COURAGE" Today!**

**Save 15% at checkout
Use promo code "COURAGE"
www.DebCheslow.com**



(386) 308-2155
info@DebCheslow.com
www.DebCheslow.com

Using Your Personal Life to Connect With Clients

The following is a really cool direct mail piece. This was from our Bestsellers Summit. I wasn't there because we were having a baby! So I put this in the mail. I wrote it from my son's perspective and voice. It's a very powerful thing to do.

We use a young, handwritten style font in places, did his little footprint signature at the bottom, and the whole thing is just "Sorry that my daddy missed the summit!"

We played along with the entire baby theme. He was less than a week old when we took that picture. We just took a little onesie and used sticky letters to say, "Future Bestseller" since this went to bestselling authors who were at the Bestseller's Summit. Follow along with your theme!

People also really related with this. 99% of my clients that I encounter ask me how my son is doing because they feel connected. These kinds of pieces are a conversation point.

Jack did the same thing for Halloween. He took pictures of him and his granddaughter at Disney World's Not-So-Scary Halloween Party to share with clients.

Same thing with the attached 7 Lessons article. I thought, "What can I write about?" Well, I was dealing with fatherhood so I wrote about what I knew. And that connected me with my audience even more. I got an email from a client that said, "Hey, excellent article on the 7 Lessons you wrote recently. My wife intercepted it, highlighted a few parts and then woke me up to a welcoming presentation of it. Congratulations on your new baby!"

This guy will be a fan forever. (and his wife too!) So think about ways to integrate your life. You're a real person who just happens to do marketing. Be authentic.

You'll also see Mike Reese's ads. He's a financial advisor and does an incredible job using his dog, Charlie. He has a TV show that airs locally in his market. He brings Charlie on there and Charlie is sort of the mascot for his brand.

He also has these little cardboard cutouts that he and his clients take on vacation. So you'll see Charlie skiing, hanging in the city and there are literally hundreds of these photos from all over the place!

Take a look at the examples on the following pages and try to use them in your own business. Use pets, use kids, use anything that you possibly can to connect with your audience and send stuff out.

Colten Direct Mail Piece

Sorry my daddy missed The Summit! It was my Fault And now I want To make It up To You!!

At the Best-Seller's Summit in Hollywood, you saw my daddy on the big screen, teaching you the 5 Rules Of Celebrity Expert Marketing. Personally, I can tell you that seeing him in "real life" is much more exciting, even though the video was pretty good (he keeps making me watch it when I wake up from my naps!!).

Because he was waiting for me to come into the world and could not be there with you, I wanted to send you this letter and some free gifts to make up for it and help you in your business.

Inside This Package, You will See 3 Really cool gifts Greg (aka my dad) Put Together Just For You!

1. A DVD of his presentation from the Best-Seller's Summit. Just in case you missed it, he talked too fast or you want to go back and jot down some more notes, now you can relive the 5 Rules Of Celebrity Expert Marketing anytime you want, from your computer to your DVD player!
2. A copy of the brand new Celebrity Expert Marketing Magalog. My daddy had to explain to me what this word "magalog" was all about, and he said it's an entertaining, educational magazine that showcases the 6 steps that Nick, JW and Greg use to help develop Celebrity Experts in dozens of marketplaces, in dozens of countries all over the world. See how you can use some of the examples and ideas in your own business so you can visit us again next year at the Best-Seller's Summit, or at the Celebrity Experts Marketing Academy this January in Orlando (I might even make a special guest appearance if it isn't past my bed time).
3. And finally, if you have questions about how to use this kind of marketing in your own business, there is an opportunity for you to get on the phone, one-on-one with my dad and go through a Celebrity Expert® Marketing Assessment. He is only doing 10 of these so he doesn't interfere my my play time. Turn this page over to see the incredible deal he has put together for you!!

I hope you had a great time in Hollywood with all the Best-Selling Authors, with Nick, JW, Lindsay, Jack Canfield and all of the other superstars that were at the Roosevelt.

I also hope that you enjoy these gifts from my dad and put them to good use!



Colten Rollett



NATIONAL ACADEMY OF
BEST-SELLING AUTHORS™

If you want to talk to him, you can always send him an email to greg@dnagency.com or call **800.980.1626**.

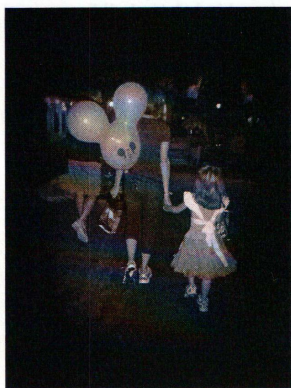
JW and Kendal At Disney

The Last Word: Happy... Not So Scary Halloween!

By JW Dicks

Our family is all about creating traditions. The running joke is that we have to be careful not to do something more than once or it gets classified as a tradition and you can never stop it.

One of our new traditions is to go to Disney World and stay at one of the Disney resorts the weekend of my birthday and my daughter Jennifer's birthday, which are September 12 and 14. This is our third year of making this trip, so it is carved into the lore of tradition.



I like going to Disney because the company has been a long time role model for my business and I pass along the lessons I learn from them to you. Here is one for you.

In addition to being our birthday weekend, it was also Mickey's Not So Scary Halloween Party where everyone, except me, goes dressed in costume to trick or treat throughout the park. This is an added \$60 per person on top of regular admission so they can afford to give out candy as they do at some 15 "free" candy stations scattered throughout the park. Having an event right after another event is an interesting lesson in and of itself so make sure you don't forget it.

But here was the big lesson. Here are two pictures of my granddaughter, Kendal, walking through the park, carrying her balloon. What you see in picture 1 is only the inside of the balloon because the outside part popped. How a \$20 balloon popped I have no idea, but it did.

The second picture is of Kendal after we walked down Main Street and another balloon vendor saw her busted balloon and asked Jennifer, Kendal's Mom, if he could fix it for her.

"Fix it?", she asked quizzically. "You can fix it?" she asked questioningly.

"Well," said the young vendor. "I can't fix it... but I can fix the problem" and he promptly traded in her old balloon for a brand new one without charge, but with a smile matched by the rest of ours. And it only took that little gesture.

Disney apparently gave the vendor authority to solve a problem when they see it in order to create a happy experience for their guests. What was that cost? Next to nothing. What was the value?...lots. Happy customers. A new customer, Kendal, for the rest of her life, this article to you about the story and lesson, and Jennifer's blog article, thesuburbanmom.com, which is read by thousands of moms around the world.

Of course the vendor didn't know the extent this story would be heard and neither did Disney. They just both did the right thing at the right time and will, as a result reap a ton of goodwill benefits.

What authority do you give your employees to make goodwill decisions to save a customer and build a relationship of goodwill? It's a great lesson. ★



12

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Greg Using Colten In A Newsletter Article

7 Marketing Lessons From The First 7 Weeks Of Fatherhood

By Greg Rollett



It's crazy to think that just 7 weeks ago that my wife woke me up from a dead sleep at 3 in the morning and just a few hours later I was holding my little man in my arms. Colten Connor Rollett was born on October 1st and to say that life has changed would be an understatement.

And now, almost 2 months later, during the week before Thanksgiving I wanted to reflect both about some of the crazy changes in my life and give them a marketing spin for you and your business as you get ready to create your strategy and plan of attack for 2013 (which should include a trip to Orlando in January for our Celebrity Expert's® Marketing Academy).

Here are 7 marketing lessons to think about this December, courtesy of the wild world of Colten Connor!

1. When something stinks, change it. Yes, I just went there. Of course I am talking about diapers, but sometimes there are some things in your marketing that are stinking up the joint. Sometimes you just need to throw things out the window and start fresh.

This could be a marketing campaign or sale that didn't go as planned. It could be a webinar or teleseminar that didn't produce the leads or sales that you had hoped for. Hey, it happens. If everything worked every time, there would be no need for hundreds of marketing channels, even more marketing gurus and the constant reminder to test, test, test.

If something didn't pan out, change your approach. Instead of a webinar, try a livestream. Change up your offer and make it more irresistible. Add some more personality into your marketing.

There is no need for me to have Colten running around in a dirty diaper all day and there is no reason for you to be running around with bad or ineffective marketing and advertising. Stop the stink, throw it out and move onto the next promotion.

2. If your baby is crying in your arms, move him to your shoulder. You learn this one quickly. When it's 4am and you desperately want those extra 2 hours of sleep, you try every trick in the book until something works and calms down your baby.

In your marketing this is equally as important. Much like changing the ineffective marketing from point 1, sometimes it's a simple tweak that makes all the difference in your results. Did you have the right hook or headline? Did you select the right list to send the offer to?

Instead of having them call the office, can they go to a landing page or vice-versa. In order to make these changes you need to be effectively tracking your marketing and the effectiveness of each piece. Only then can you make strategic changes to your marketing and improve your results.

With Colten, my wife keeps a list in her iPhone of his nap times, his awake times, when he eats, what and when she eats and then looks at how they affect his moods and his sleep. This is helping us to make adjustments so we have the best chance of getting a good night sleep.

Again, not every night is perfect, but we want to give ourselves the best chance to win, just as you would in your business.

3. Take the baby for a walk in the fresh air. One of the best things we have done over the past 7 weeks is to get outside the 4 walls of our home. The fresh air brings life to Colten and gets him to smile and soothe.

In our businesses we can also get caught staying inside our little box. When we do this we restrict our thinking and miss out on opportunities, ideas and concepts from other industries, other marketers and other situations.

Over the past 7 weeks we have ventured out to a UCF Football Game, a Chili Cookoff, the beach, downtown Park Avenue and other locations. This is opening him up to new experiences and atmospheres that he would miss were we to sit in the living room and watch TV all day.

In your business look for events (I heard the Celebrity Expert's® Marketing Academy is going to be a good one), take a lunch with other entrepreneurs and Celebrity Experts® or spend an afternoon writing content or going through emails sitting outside, at a park or even in a Starbucks. Change up the location

Greg Using Colten In A Newsletter Article



and the atmosphere and new marketing ideas are bound to pop into your head.

4. It takes 2 (or more) to make a thing go right. Ciesey Rob Base and EZ Rock references aside, this has been the biggest growth opportunity for me both as a parent and as an entrepreneur/marketer.

Ask for help. Get feedback. Be open to opinions and to learning. I have been very fortunate to have a great team at home starting with my wife. Then we have her parents and her sister to lend a hand when needed.

Here at the Agency, when we are working on new marketing pieces and promotions, the biggest winners come when Nick, JW and I are all brainstorming together. Typically I'll write the initial copy, get feedback from Nick and JW, make changes and get it designed. Then we work together to talk about packaging, shipping, offers, timing and everything else that goes into a winning campaign.

If you are blocking out the outside world from helping you with your marketing you are very potentially overlooking elements that are hurting your own success.

If you don't have that person in your practice or business, find a coach, hire someone to work with you or join a Mastermind Group to get the feedback you need to continue growing your business.

5. Take a lot of photos to remember the good times.

Yes, my wife is a perpetual photo taker. And I love it. It keeps our memories and will be great to show Colten as he grows up and wants to know about his first few years.

When developing your marketing it is vitally important for you to create and keep a swipe file. This is essentially other pieces of marketing, whether it is yours, marketing

from a competitor or from other sources that you both like and are effective.

Every time I see a great ad in a magazine I either tear it out or take a photo of it with my phone. I then take that photo and put it into Evernote and tag it with the qualities that I liked from it, be it the headline, the offer, the sales copy, the photos, etc.

Now when I need to create a marketing piece, I have an entire collection of inspiration to go from. This helps with any writer's block and also ensures that you are following a winning formula.

Your action item is to start your own swipe file. First go back through all your winning marketing pieces from this year. No need to keep the duds (remember, throw them out and move on). Next, start subscribing to your competitor's newsletters, websites, blogs, magazines and other pieces of media. Start seeing what you like and what appears to be working. Finally, go outside your industry as we talked about in point #3 and find the best marketing from other industries.

This past political season was a great place to find winning postcards, direct mail pieces, emails and more as more money was spent on the political races this year than at anytime in our history. Take advantage of that and see how the marketing was effective for the winners and ineffective for those that didn't make office.

6. Game day is only as good as the strategic thinking and planning you do before the game.

The day that Colten was born was an emotional roller coaster. Then you have to throw in the fact that I had never held any baby at anytime before in my life. But I did make my way into a Daddy Bootcamp, read a few books and had that great support team around me. Now when Colten cries,

Greg Using Colten In A Newsletter Article

or needs that quick change, I am able to rise to the occasion and know exactly what I need to do.

When you are creating your marketing pieces, do you know what to do when the marketing works? Does your staff know the offer and how to handle questions about the promotion? Do they know how to process the order and get the deliverables out to the new client?

Creating a great ad or marketing piece that gets a lot of response is amazing, but you need to be ready to handle the customers, take care of them and turn that marketing into dollars in your business.

Too many times I see restaurant employees or retail staff that have no idea about a coupon or sale that management has paid good money to put out into the world. Heck, sometimes it happens to us. We will send out a direct mail package and forget to tell our sales team to be ready for the calls, or letting them know what was in the package.

The more time you spend thinking about the entire setup, the sequence, the offer and everything that needs to transpire, the better your business is going to be. NFL athletes cannot wing their defensive strategy in the playoffs (even though the Dolphins always look like they are winning it). Neither should you. This means developing marketing systems in your business that run like clockwork, the same way that I know to change a diaper these days. It has become a system that is followed (nearly) every time so the baby gets clean and happy.

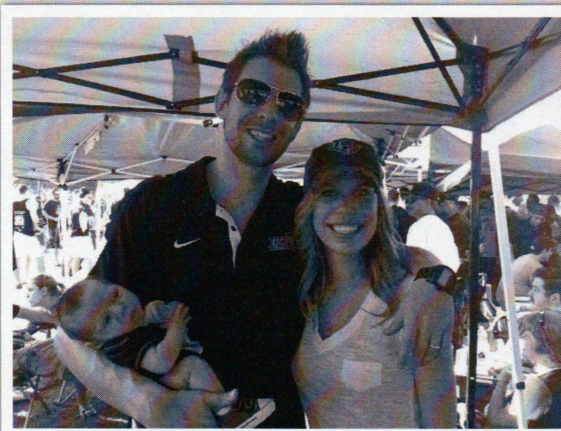
7. There is nothing like having a package show up unexpectedly at your door. This is a fun one and I thought a great way to end this month's article. Look, I get a ton of email. You do too. When Colten was born we got hundreds of Facebook messages. We loved and appreciated them all.

But we really noticed when the UPS man showed up at the house. It was fun and exciting.

Your clients and customers are the same way. Taking the extra time and effort to send them something in the mail can make all the difference in their commitment to being a lifetime customer. We remember the people that do the little things that are not always the easy things.

That is why we have made it a point to send a lot of things to our clients in the mail. From Welcome Kits to flyers, special reports to this newsletter. It has a different feel to it than an email or an instant message.

As you are thinking about the ways to grow your business in 2013, think about how you can add touch



points directly to your clients and prospects. This can be adding Shock And Awe packages to qualified prospects. Maybe it's a Welcome Kit that features your Best-Selling Book, or DVD from your appearance on one of our shows. Maybe it's a tear sheet from your appearance in Inc Magazine or Forbes.

Find a way to connect with people at a level beyond the inbox. Your relationships, your referrals and your lifetime value will be much higher when you take that relationship to the next level.

This month we had a little fun, but there were also some key business and marketing lessons that I do want you to take away and put into practice.

And again if you want to see how we do it, join us this January in Orlando at the Celebrity Expert's® Marketing Academy. You can still claim your ticket at www.celebrityexpertmarketing.com/academy.

And as always, you can send me a message to greg@dnagency.com for any questions on this month's article or about how I can help you put them into play in your own business. Merry Christmas and Happy New Year to everyone, from my family to yours! ★

Greg Rollett is the CMO of the Agency and the CEO of Celebrity Expert Marketing, a turn-key marketing solution for Celebrity Experts®, professionals and entrepreneurs who are looking to use personality driven, sequential marketing in their businesses. For information on a marketing assessment of your business, please email Greg at greg@dnagency.com or call 800.980.1626.

Mike Reese And Charlie



The screenshot shows the Michael Reese website with a maroon header. The logo features the letters 'MR' in a circle, with 'MICHAEL REESE' and 'financial security in any economy' below it. Navigation links include Home, About, Television, Events, Centennial Wealth Advisory, Blog, and Contact. Social media icons for Facebook, Twitter, LinkedIn, and Google+ are present. A sidebar on the right promotes 'I WANT TO STAY INFORMED' with a 'CLICK HERE' button and mentions 'THE REESE REPORT'. The main content area is titled 'Ask Charlie' and features a photo of a brown and white dog named Charlie with the text 'the MICHAEL REESE show' and 'Ask Charlie'. Below the photo are logos for USA Today, FOX, abc, NBC, and CBS.

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f t in g+

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Ask Charlie

the MICHAEL REESE show

Ask Charlie

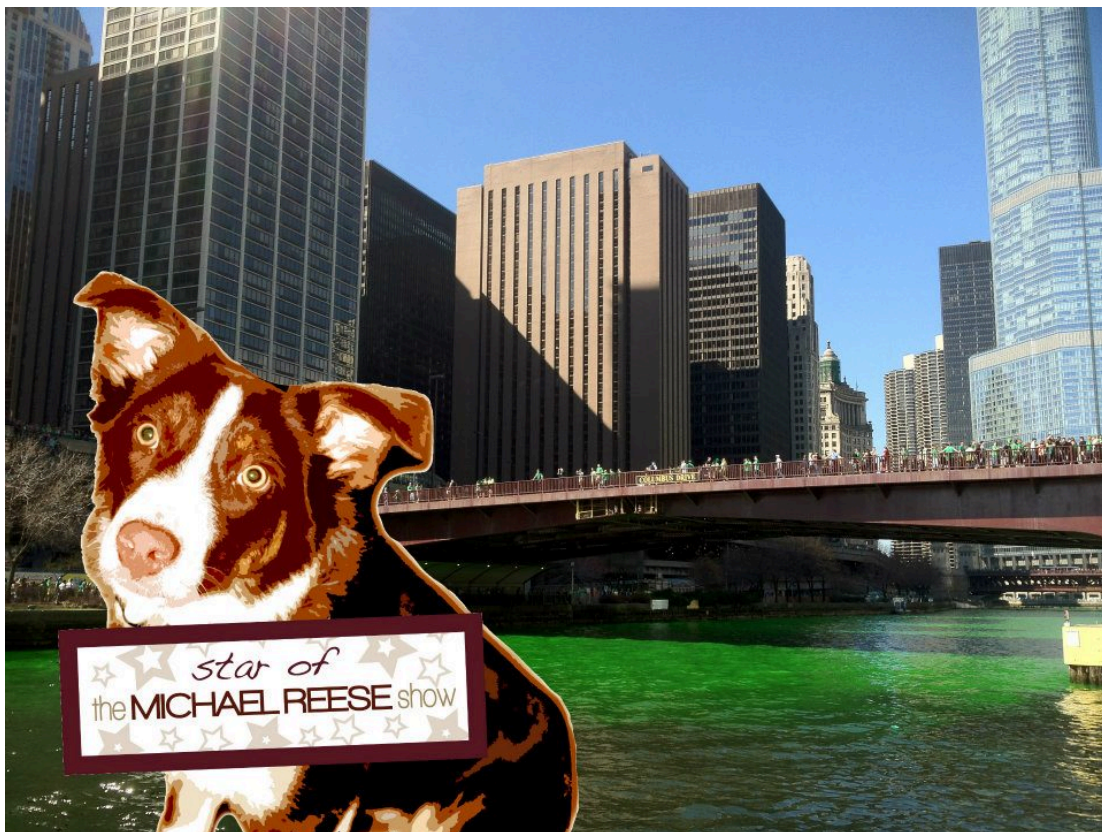
I WANT TO STAY INFORMED
CLICK HERE

to sign up for Michael's weekly eNewsletter, **THE REESE REPORT**, that features relevant and timely financial planning news and advice.

As Seen In

USA TODAY FOX
abc NBC CBS





What Can You Promote This Month?

Think of sales and promotions, personal events, current popular events or holidays to help you come up with 4 reasons to connect with your prospects and clients. Feel free to use our cheat sheets, that list holidays throughout the month. But however you come up with them, the point is to just connect with your clients!

What are 4 reasons to talk to your prospects and clients in January?

What are 4 reasons to talk to your prospects and clients in February?

What are 4 reasons to talk to your prospects and clients in March?

What are 4 reasons to talk to your prospects and clients in April?

What are 4 reasons to talk to your prospects and clients in May?

What are 4 reasons to talk to your prospects and clients in June?

What are 4 reasons to talk to your prospects and clients in July?

What are 4 reasons to talk to your prospects and clients in August?

What are 4 reasons to talk to your prospects and clients in September?

What are 4 reasons to talk to your prospects and clients in October?

What are 4 reasons to talk to your prospects and clients in November?

What are 4 reasons to talk to your prospects and clients in December?

Holiday Cheat Sheets

January	
Eye Care Month Hot Tea Month National Blood Donor Month National Braille Literacy Month National Hobby Month	National Staying Healthy Month National Thank You Month Oatmeal Month National Soup Month National Soup Month
Jan. 8 th	Elvis Presley's Birthday
Jan. 10 th	Peculiar People Day
Jan. 12 th	National Pharmacist's Day
Jan. 17 th	Benjamin Franklin's Birthday
Jan. 20 th	Inauguration Day
Jan. 23 rd	National Handwriting Day
Jan. 29 th	National Puzzle Day
Jan. 31 st	Jackie Robinson's Birthday

February	
American History Month	National Cherry Month
American Heart Month	National Embroidery Month
Black History Month	National Grapefruit Month
Children's Dental Health Month	National Snack Food Month
International Friendship Month	National Wild Bird Feeding Month
	Responsible Pet Owners' Month
Feb. 1 st	National Freedom Day
Feb. 2 nd	Groundhog Day
Feb. 5 th	Disaster Day
Feb. 7 th	Send A Card To A Friend Day
Feb. 14 th	Valentine's Day
Feb. 16 th	Do A Grouch A Favor Day
Feb. 18 th	President's Day
Feb. 22 nd	Be Humble Day

March	
American Red Cross Month	National Noodle Month
Irish-American Heritage Month	National Nutrition Month
Music In Our School's Month	Woman's History Month
National Craft Month	Youth Art Month
	National Frozen Food Month
March 1 st	Peanut Butter Lover's Day
March 3 rd	National Anthem Day
March 6 th	Dentist Day
March 10 th	Daylight Savings
March 14 th	Albert Einstein's Birthday
March 17 th	St. Patrick's Day
March 20 th	Big Bird's Birthday
March 25 th	International Waffle Day
March 30 th	Doctor's Day
March 31 st	Easter

April	
Autism Awareness Month	National Garden Month
International Guitar Month	National Humor Month
Keep America Beautiful Month	National Parkinson's Awareness Month
National Child Abuse Prevention Month	National Volunteer Month
National Frog Month	National Mathematics Education Month
Stress Awareness Month	National Poetry Month
April 1 st	April Fool's Day
April 7 th	No Housework Day
April 10 th	National Sibling Day
April 13 th	Scrabble Day
April 15 th	Income Tax Day
April 18 th	Pet Owner's Day
April 22 nd	Earth Day
April 25 th	National Telephone Day
April 26 th	Arbor Day

May	
Asthma & Allergy Awareness Month	National Bar-B-Que Month
Better Hearing & Speech Month	National Hamburger Month
National Physical Awareness & Sports Month	National Mental Health Month
National Strawberry Month	National Salad Month
Older Americans Month	National Photo Month
	Transportation Month
May 4 th	Star Wars Day
May 5 th	Cinco De Mayo
May 6 th	International No Diet Day
May 7 th	National Teacher Day
May 8 th	National Train Day
May 9 th	Peter Pan Day
May 12 th	Mother's Day
May 29 th	Paper Clip Day
May 30 th	Memorial Day

June	
Great Outdoors Month	National Iced Tea Month
National Adopt-A-Cat Month	National Rose Month
National Drive Safe Month	National Safety Month
Zoo & Aquarium Month	National Tennis Month
	Turkey Lovers Month
June 1 st	Donut Day
June 4 th	Cheese Day
June 6 th	D-Day
June 12 th	Magic Day
June 14 th	Flag Day
June 16 th	Father's Day
June 17 th	Eat Your Vegetable's Day
June 21 st	First Day Of Summer
June 24 th	UFO Day
June 30 th	Superman's Birthday

July	
Anti-Boredom Month	National Picnic Month
National Blueberry Month	National Recreation Month
National Hot Dog Month	National Ice Cream Month
National Baked Bean Month	
July 4 th	U.S. Independence Day
July 6 th	National Fried Chicken Day
July 8 th	Video Games Day
July 11 th	Cheer Up The Lonely Day
July 21 st	National Junk Food Day
July 23 rd	Day That The Ice Cream Cone Was Invented (1904)
July 26 th	Aunt & Uncle Day
July 27 th	Bug's Bunny Day

August	
American Artist Appreciation Month	National Inventors Month
Foot Health Month	National Water Quality Month
Home Business Month	National Golf Month
National Catfish Month	
Aug. 1 st	MTV Debuted (1981)
Aug. 5 th	American Family Day
Aug. 8 th	Dollar Day (The Day The Dollar Was Created)
Aug. 11 th	Hulk Hogan's Birthday
Aug. 13 th	International Left-Hander's Day
Aug. 18 th	Bad Poetry Day
Aug. 20 th	National Radio Day
Aug. 26 th	National Dog Day
Aug. 30 th	Frankenstein Day

September	
Baby Safety Month	Classical Music Month
Better Breakfast Month	National Chicken Month
Cable TV Month	National Courtesy Month
Children's Eye Health & Safety Month	National Honey Month
National Piano Month	National Pediculosis Prevention Month
National Rice Month	National School Success Month
National Read-A-New-Book Month	National Sewing Month
	Women of Achievement Month

October	
Adopt-A-Shelter-Animal Month	Family History Month
Breast Cancer Awareness Month	Computer Learning Month

November	
Aviation Month	Good Nutrition Month
Child Safety & Protection Month	International Drum Month

December	
Hi Neighbor Month	Family History Month
National Stress Free Family Holiday Month	Computer Learning Month
Safe Toy & Gift Month	Universal Human Rights Month
	Write To A Friend Month