

The

Celebrity Branding® Blueprint

Featuring

Nick Nanton & Greg Rollett

Manual

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Introduction:

What is a Celebrity Brand?

Greg: Hi. Welcome to video number one in the Celebrity Branding Blueprint. My name is Greg Rollet and throughout this program, I am joined by Emmy award-winning director and best-selling author, Nick Nanton. How are you doing, my man?

Nick: Doing very good. Excited to do this. We've had the book, Celebrity Branding You, out for a long time and I realize that it's helped a lot of people, but a lot of people just don't read that much or don't have time to read or whatever, and I thought it'd be really fun to work with you just to break it all down. Give people the ins, the outs of everything they need to know and they can digest it however they want, but we're going to break it down with lots of fun and make it cool and make it understandable so that people can kind of get into the content more than just reading the book.

Greg: Definitely some implementable action steps. This is the blueprint, so we don't want you just watching these videos passively. While it is hopefully fun and entertaining, we do want you to take action on this, so if you don't have your action guide in front of you, as you're going through these videos, make sure that you have it because we want you to use this stuff because through the agency, you've been able to impact over 2,000 people in 33 different countries to use this stuff, right?

Nick: Yeah, that's the stuff we've actually done for them and then through our media placements and everything, we've reached millions of people with our concepts and we've certainly gotten a lot of great feedback that they work. We know they work. They're living proof that they work. We are living proof that they work. We built a multimillion-dollar

business on the back of these concepts, so if you just pay attention and try to implement this stuff, you may not get to everything. You may not implement all 100 things we talk about today, but if you implement one, two, three, four, five, six, you will see a huge shift in your business and a huge change because this is really the secret sauce.

Of all the people who we work with, all around the world, some of the biggest names in the business, I've had the pleasure of working on everything from large-scale events to reality TV shows with Bill Cosby, ex-President Bush, legendary basketball coach Bobby Knight ... he didn't throw a chair at me. We've worked with Steve Forbes, Jack Canfield of Chicken Soup for the Soul, Michael Gerber, Brian Tracy, Dan Kennedy. The names go on and on, but all of those guys understand these concepts we're talking about today, at least some of them, and that's really what brought it all together.

Greg: Definitely, so let me set the stage for what you guys are going through here in this program. In this video, we're going to give you an overview of what celebrity branding is all about and share with you two of our most fundamental processes and systems that you have to understand as you go through this program, and then over the next five videos, we're going to break down each of the five different steps in the Celebrity Branding Blueprint, so I want to get started by talking about just this concept of both building a celebrity brand, and then also one of the other terms that we throw around a lot ... a celebrity expert. A lot of people have that connotation of a celebrity. "I don't want to be Kim Kardsashian," but that's not what this is all about, right?

Nick: Not at all. If you have the ability to make money by not knowing anything, I highly encourage it.

Greg: Go for it.

Nick: Go for it. It's like winning the Lotto, though. That money usually doesn't last long. Most people cannot build an empire. Most of the empires that are built in entertainment ... let's say the Kardashians ... there's an awful lot of intelligent work going on behind the scenes, but Kim is famous for kind of being famous and some other things we're not going to talk about on camera, but that's just her deal. The thing is there's two types of people. There's celebrities, there's experts, and then there's celebrity experts, so ultimately three, I guess. A celebrity is somebody who's famous.

The word celebrity means famous or highly recognized, so that's like a daunting thing to most people, but there's a lot of systematic ways that you can become a celebrity ... and we'll talk about that ... when it's really you're only trying to appeal ... You don't have to be a celebrity to millions of people. Even if you're a celebrity to a thousand people who want to pay you money, that's a celebrity. Okay, so celebrity. Then there's experts. Experts are the top-notch knowledge bearers of what their industry is. That was an interesting phrase, but we'll use it. The top-notch knowledge bearers in their industry and they're people who know everything.

The problem with a lot of experts is they end up in basements of universities. They end up curing cancer, but nobody knows who they are. They may be in a very small

community through medical papers or white papers, whatever it is, but an expert is somebody who really knows their field well. They usually don't get paid well. Celebrities usually get paid well. We're not sure what they know, but they're able to add their name, their face, their brand to things, and they get paid for it. It's a great plan. Experts, we usually have no idea who they are and they don't get paid very well, but they're great at what they do.

The problem is many businesspeople become experts, but it doesn't help them out because they're an expert ... they're like the absolute best at this thing, but they don't know how to promote that. What we really want to do is we want to reach kind of the apex of this celebrity expert triangle and become the celebrity expert at the top. The celebrity expert is the person who not only is awesome at what they do, everyone knows who they are, and they can command top dollar because they're a celebrity. If you've ever worked with a celebrity ... I don't know if you have, but if you ever have, you have to pay the rate they request. There's no ins, outs, ifs, ands, buts, and the hotter that they are at the moment, the harder it is to actually get him there.

They actually start selecting whether they want to take your money or not. That's a great place to be for a businessperson. You want to be the person that everybody wants to work with and will pay whatever the rate is. When we talk about price ... I think we should say something about this for a second. There's no reason to charge billions of dollars just because you want to charge billions of dollars, but you've got to start creating a position and you charge the rate that you deserve and we want to help people charge that rate because when you do that, you really can

work less and make more, and spend the time doing things you want to be doing outside of your career, but also changing the most people's lives, so that's really kind of where it all comes together for me.

Greg: Definitely. Love that, so make sure you guys understand what the celebrity is, what the expert is, and then the top of that triangle, the celebrity expert, which is really where we're trying to take you here in this program and the program is called the Celebrity Branding Blueprint. It's obviously based on the best-selling book, *Celebrity Branding You*, so what is a celebrity brand, and again, from the business sense now, why would we want to get to that level of having a celebrity brand?

Nick: A celebrity brand ... we're talking about celebrity. Let's talk about branding for a second because branding is one of the most confused things, I think, in the world. The term's been thrown around. People try to confuse people what it means. I've always said this: Your brand is just your story. That's it. Simple. If you can just think of your brand ... when you hear the word "brand," just substitute "story." Branding is just storytelling, so celebrity branding is taking ... There's two types of celebrity branding, of course. There's Britney Spears perfume, celebrity-branded perfume. We're not talking about that.

We're talking about how to become a celebrity in business and build a brand, so the reason why you want to be a celebrity brand in your business is basically taking a personal brand, what you stand for, who you are, what you do, how you help people, and putting that out in front of your business to tell the story, so you, essentially, are the chief

storyteller. The story is told through your perspective or about you, and so the coolest part about that is that is the only place people can never compete with you because there's only one you.

There's ways to leverage that we'll get to talk about, too, because you can't do everything, but the fact of the matter is that if you become the best-known person for this one thing, people can try to knock you off all they want, but at the end of the day, if you've built your celebrity brand then the only way they can get what you have is to go through you, and again, that allows you to set your own terms, your own price, everything else. One of the things that I love the analogy to talk about ... It's like if you were a real estate agent, just as an easy example, and you've branded yourself the right way, you've followed these principles, let's say six months from after reading this course, you're doing it all.

The good news is that you're going to get that call on Saturday at 10:00am when you're at your kid's baseball game and you know what? You're going to be able to say ... there's times when you have emergencies. Don't get me wrong, but you're going to be able to say, "You know what? I'll call them back maybe later today, maybe tomorrow, perhaps Monday." Whatever the expectations are that you set up, but when you've created your celebrity brand correctly, it allows you, number one, to set the expectation of the client of what they're going to get and how they can communicate with you.

We've talked many times in many of our podcasts and everything else about one of our mentors, Dan Kennedy, the guy who only communicates by fax, does not have a

cellphone, you cannot call his phone unless you have a set appointment. You have to pay thousands of dollars to fly to see him in Cleveland, Ohio, because he has horses and that's where he races, but he sets up this expectation of "you're not going to get me quickly. If you want to reach me, you have to fax me," and then the faxes actually get FedExed to him, and then he FedExes back the response to his assistant and she will fax it back, but he sets up the expectation, but the reason you're willing to deal with that is the fact that you know what he has to offer.

He has to offer what nobody else can offer you and you're willing to pay the price for it and you're willing to be trained to communicate the way he wants to communicate. My only point with that is like the real estate agent, if you have not branded yourself correctly, you're constantly running at everyone else's pace, worried about whether they're just going to call somebody else, and I'm going to lose the deal. At the end of the day, if you set the expectation and you have a reason why they want to work with you ... I don't condone at all, by the way, lack of responsiveness or any of that stuff.

Greg: We're not saying to blow off business.

Nick: Usually, if you email me, I respond quickly because I like to respond at least within a day I'll respond, but the fact of the matter is when you build your celebrity expert status and you become a celebrity brand, you get to dictate life on your terms,, which is good for everybody, and then your clients will be receptive to the fact that you want to work this way and you're not always constantly worried about where's the next deal going to come from, but even more than that,

where am I going to lose this next deal if I'm not at every beck and call of a client or customer.

Greg: Definitely. I really like that definition of celebrity brand and, again, it's not confusing branding with maybe what you see from Burger King or Doritos or whatever it is, but even guys like Dan Kennedy have a brand. He's got the No B.S. He's got different things around it and he's kind of built this celebrity brand around who he is.

Nick: One of the things that I think is important to note here is so Dan Kennedy ... we do a lot of work with Dan ... and Dan is kind of the direct marketing guy. He's the guy who kind of outshines everyone else in that field and Dan, a lot of people on Planet Dan as we'll call it or in the direct marketing world say that branding is just garbage. What I think is important to note is even Dan Kennedy makes sure that you understand the fact that branding is not garbage. Branding without direct response, so like brand advertising like "Have a Coke and a smile," all that sort of stuff ... I'm sure there's some research that Coke can watch to see what's adjusting their sales and, at the point where you're spending billions of dollars in advertising or whatever they spend, you're trying everything you can find.

The problem is that's what most of us see. The reason why we can repeat things like that or "Save water. Drink beer," or "It's the most reliable," or whatever it is. Whatever someone's big ... "Melts in your mouth, not in your hand."

Greg: Slogan, tagline, yeah.

Nick: All that stuff, it's because of repetition. If you have the money to give repetition about your brand in the

marketplace on cable TV and billboards and all that stuff, it might work for you, but most small to medium sized businesses cannot compete on that scale. What I thought Dan Kennedy said is that ... what I loved about what he said was the fact that he said, “Look, direct marketing without branding is foolish, but branding without direct marketing is like suicide.” If you’re going to build a brand without asking for a direct response out of it, then you’re going to lose because you just don’t have enough money, you’re not making people get off their couch and call the number or whatever it is. You need to ask for a response or else you never know it’s working either.

You never know which piece is working, but if you’re going to go ahead and do direct response, you might as well ride along with a brand because you will get people to recognize the brand, you will get people to see it, and so it will be foolish not to go ahead and take advantage of that opportunity, but branding in and of itself is not an evil thing. That would be like saying storytelling is a bad idea. I think every marketer out there, whether they’re a direct response guy or a big brand advertiser would say, “Story’s where it’s at.”

Greg: Definitely, so in the rest of this video, we’re going to talk about media strategies because one of the biggest fundamentals, I think, is the difference between those who are not really seen as a celebrity and those who are is media. That’s really what they have that the regular business owner doesn’t.

Nick: Absolutely, so media is just a medium for telling your story. That’s what it is. When we send out what we call kind of a

shock-and-awe box ... that's a Dan Kennedy term again ... out to a client, the fact of the matter is when someone requests information, you want to be able to send them out something that's killer. If you're a lawyer and somebody's calling around checking pricing and they call three different law firms, when they call the three different law firms, what's going to happen is they're going to get maybe some PDFs sent to them. They might get an appointment booked or whatever.

What you want to be is you want to be that law firm that FedExes a box to this good client. You want to be able to afford to send that FedEx box, by the way, because one of the things that's commonsense, but not common knowledge if you hear it this way is the most successful businesses ... if you want to be the most successful person in your marketplace, the best thing you can do is to build your business so that you can afford to spend more money to get a lead and a closed conversion of client than anyone else in your marketplace. Now, most people go, "Wait a second. That's hard to understand. I should be wanting to spend money to acquire clients?"

Yes, if you can outspend your competition to get a client, they will always lose, so if you build your business based on being able to spend money to get those clients, you win. This sort of box ... one of the things we do is we create all the stuff that goes inside a shock-and-awe box. A shock-and-awe box is that box that if you wanted to make a connection with someone in your marketplace ... If you got in front of more people, you're not going to close everybody, but you're going to get more deals. So the shock-and-awe box is

that box you can send to these people and they will call you back.

We have used this concept to get celebrities to call us back, Steve Forbes, Jack Canfield, all this stuff. But the box ... What we do for our clients at the agency is we put the media they need to have in that box so you have to call back. It can be newspaper clippings from articles that they've been quoted in. It can be best-selling books. It can be movies. We've created documentaries about them that have aired on our series on Biography. It can be all those things, brochures, pamphlets, whatever it is, but in a way, that is all based on media and that media, in different ways, is telling their story.

Greg: Definitely, and what I love about all these different media pieces is that's where celebrities are seen in movies, celebrities are seen in the newspaper, celebrities are seen in their own magazine, and that's what we've created for them, and that is the media, and that's one of the biggest differentials, and so I want to talk about our two core concepts that everyone needs to understand going through this program. The first is this concept of the business trifecta. I love the story that you have to set up the business trifecta, but this is really important because a lot of people really are missing pieces in the trifecta.

Nick: Absolutely, so one of the reasons why people don't think media or marketing or PR work is because they don't understand how they fit together. I like to call it the business trifecta and the story I tell is when I was 16, I bought my first car. It was a Daihatsu Charade. It was a hatchback. It was sweet and it was stick shift, and I didn't realize it actually

only had three cylinders. I did not know they made cars that only had three cylinders, but this one did. What was weird about it was every time I wanted to get on the interstate, I'd have to turn the air conditioner off so I could get enough speed to get up on the interstate and so, as you might imagine, living in Florida, this was not the best sales point for getting a date. I still got dates...

Greg: Especially in the middle of August.

Nick: Yeah, I just didn't tell them till after, but so what happened was I took the car for an oil change or something one time and the guy's like, "Hey Nick, did you know that your car's only running on two cylinders?" Not only did I know they made three cylinder cars, I was only running on two out of the three, so I said, "No, I had no idea." He said, "Well, let me fix it for you." I paid the guy. He fixed it and now I could get on the interstate with air conditioning, my dates were happy again.

Greg: Life change. Everything was great.

Nick: Yeah, everything was bliss after that. The theme music came on, all that stuff. But it's like most of us are running our businesses that way because our businesses really need to run on three cylinders: Media, marketing, and PR. These are all three of the cylinders they've got to have: Media, marketing, and PR. Most people are running on one or maybe two of them, rarely three of them, and the only way to really grow your business is to have all three of these things working for you, so let me give you an example. I have people all the time who will say, "Hey Nick, I created this piece of media."

They don't typically say it that way, but "I got a business card," or "I got a brochure." "I made this DVD, this movie, whatever it is, and I got it, and I think I know what you're talking about Nick, but I've done some stuff. I put out a book, but it didn't grow my business at all." That's just the media.

Greg: That's the media part.

Nick: Media, again, is just the piece that tells your story. Just think of it that way, okay? Media is just the piece that tells your story. Then, on top of that, you have to have PR. There's two type of PR. There's pre-PR and post-PR. Pre-PR is really what ... people still do it, but it's kind of traditional style of PR, kind of old-style. Again, it still works, but it's when something big's about to happen or something big just happened, and you go out to major news outlets and you send out press releases in hopes that you're going to get interviews, coverage, someone's going to pick it up, and that's good.

When we won the first Emmy, I sent out that style of PR to all the organizations I'd been involved with at University of Florida and everywhere I thought might be interested in an alumni or a member winning an Emmy, so I did that and I got some pickup. Then there's post-PR which is really great in this Internet era, which is writing a press release. Press releases, first of all, are this amazing media format because they're written in third person, but you get to write them and you get to approve them, and so you get to say whatever you want about yourself in third person.

They've got to be honest, but it's not like a testimonial like most financial advisors, for instance, can't put out testimonials. They can't have testimonials, but you can put out press releases, so it's just an interesting format that's a testimonial you essentially get to write yourself in third person. Post-PR is taking something that just happened or something that's maybe only interesting in your industry. It may even just be to drive traffic and credibility, but like for our clients, let's say when they become a best-selling author, they get a press release that says they became a best-selling author.

We syndicate that online for them but we don't expect any media source to really pick that up, but it gets syndicated to hundreds and hundreds of websites, and what happens for our clients is when people are searching for them by name or their business name, one of the first things that comes up on Google is that they are a best-selling author in third person. When we sign them to a publishing deal, we do that, too. When they get on our TV shows, we do that, too. What happens is the first thing you do when you meet somebody new in the marketplace is you google them. There's one of several things that can happen. If they don't come up at all, you wonder if they're in the Witness Protection Program because there's got to be something...

Greg: Like, "Why is there?"

Nick: ... why is there nothing? This can't be right. Or something might come up that says they won top restaurant in 1987.

Greg: What have you done for me lately?

Nick: Exactly, so now we're wondering how are you relevant, so the best thing you can have is relevant content near the top. We do that through all sorts of media syndication with blogs and articles and press releases and all that, but one of the cool things when our clients, just for instance, when people go to google them, they find that they got a publishing deal, they were just on TV, they're a best-selling author, so now the validation's there, so I use PR to validate your position in the market.

Greg: It's great because it's not me saying, "Hey, I just got a publishing deal." Again, it's written in third person and now it's on a third-party website, not your website. It's on some PR site or whatever it is, so really great other credibility telling how great you are versus me saying how great I am because that only goes so far.

Nick: It validates your position in the market, but notice I didn't say anywhere in there that it will bring you revenue. I never once said that.

Greg: So we're still missing revenue in this whole equation.

Nick: We're still missing that. Marketing is the only thing that will truly drive revenue. The biggest mistake I see a lot of people make with PR is not that it doesn't work, it just has its own position for what it does. People mistake what it does for what it really does. If PR again validates, marketing is you going out into the marketplace and soliciting people to want to do business with you. If you have that PR to back it up and you have the media to tell your story, this game is so much easier to play, but I've got tons of people saying, "Hey Nick, I know you do all this PR stuff, but I've been ripped off

before. I spent five to ten thousand dollars a month trying to get on TV, trying to get in newspapers.”

Sometimes, look, PR agents work harder than anybody else I know. I’m not knocking them at all because they actually have to try to convince somebody else to put you on their show or whatever else.

Greg: On their platform, yeah.

Nick: On their platform, and that person is not interested in what you’re selling. They’re interested in great content for their platform.

Greg: Great content for their platform. Yeah, exactly.

Nick: So people will say, “Nick, PR doesn’t work.” I’ll say, “Well, PR does work. It works great, but it works for giving you relevance and credibility.” Marketing is what will actually drive revenue, so let’s talk about a second concept today and we’ll tie it all together.

Greg: That first concept again, the business trifecta ... It’s media, marketing, and PR. Make sure you really understand each of those. In your action guide, there’s a place that breaks those down. The second concept that we’re talking about here is the secret formula for media success because all media is not created equal, correct?

Nick: Absolutely not.

Greg: Let’s dive right in.

Nick: There’s really two types of media. There’s mass media and what we’ll call direct media. Mass media: Television, radio,

newspaper, magazines ... great formats. I'll explain it this way: My first big media placement ever was I got in the New York Times. I got quoted in an article about how to make a small business look bigger, and so I was really excited. Article runs and my mom and my friends who I told, they're all proud, but I literally only got one email about being in the article from someone I didn't know who was just saying, "Hey, you told me about this and I saw it. Good stuff. That was true."

I got one email from this one guy and his offer to me was to frame me being in the New York Times. That was the only solicitation or question. I didn't get any business is the point being here. The good news is I bought the frame and now it hangs on my wall in the office because now with all of our media ... as people come in the office, you'll see, our walls talk. It has all the stuff we've practically ever done and you're just blown away when you walk in. You then ask questions, but I don't have to say, "Hey, did you see me in the New York Times?" and the thing about most mass media formats is whether it's Good Morning America, whether it's a magazine placement in Forbes or Inc. or in USA Today or being on the radio, typically it runs once, and then it's gone.

In a daily newspaper, it's gone today and people are expecting the next one tomorrow. It's not going to do anything for you after that, so what people don't understand is that mass media is great for two things: Credibility and awareness. Get your hands on that however you can because you're going to need an archived form of that media. It can be tough when you don't own that media, so we have strategies at the agency where we always own our media, so we can use it more. That's mass media. Then,

direct media is what drives revenue. Direct media really is the concept of building an audience that actually cares about what you have to say, so it can be by collecting business cards, it could be by meeting people at trade shows, it could be by having an opt-in on your website.

It's all these things where you're basically collecting a list of people who actually could hire you, so for instance, we've got a great client who teaches moms how to lose the baby fat, so how to lose weight after you've had a baby. There's not a lot of 94-year-old men who are very interested in your content. They might be watching Good Morning America. You've got a lot of people who could never hire you. The concept of direct media is creating a list of people again through opt-ins, through meeting people, through networking ...

Greg: Buying direct mail lists, whatever the case is.

Nick: Buying direct mails lists, whatever it is. Lists that are relevant of people who actually could use your service and may want your service, and gathering that list and then spending your time, energy, and effort creating your own media to send out to those people. Your own media could be books, DVDs, CDs, newsletters, sales letters, postcards, all that sort of stuff. You then create your own media and send it out to those people. Really, that direct media, you could switch that word now for marketing. Direct media is really direct marketing. You're building a list of relevant people, and you're making offers to them through direct media.

The only problem with this strategy is you are missing credibility because when you're getting sold, you know

you're getting sold. You know that ... "Well, this is cool. I got this piece in the mail, but who is this guy or who is this person?" The secret formula for media success is taking mass media credentials and getting the fastest, easiest, most inexpensive way possible and then inserting them in your direct media. For a facetious example, if I showed up on your doorstep, you never heard of me before in a sales letter, it might start out with something like this.

It wouldn't actually be all of this, but if it did, it would get attention. "Hi, I'm Nick Nanton. You might have seen me recently on NBC, CBS, ABC, or Fox, on CNN, Fox News, MSNBC, or CNBC. Perhaps you've read one of my 33 best-selling books, or maybe you've seen one of my Emmy award-winning films or seen me in USA Today, Wall Street Journal, Inc. magazine." Anyway, you get the point.

Greg: Yeah, like, "Wow. Wow, this guy must be doing something."

Nick: Yeah. "Who is this guy? How come I never heard of him? Have I been in a coma?" That's the question you ask because you now realize you've missed the boat, so the fact of the matter is you've got to get on the train quickly if you want to be relevant in this marketplace, so using mass media credentials in your direct media is a secret formula for media success. That is what changes the game because you're using media to sell. You're using media as a form of marketing and, again, we always insert some PR in there, too, to make sure that people can validate who you say you are.

What they're going to do is they're going to go to Google and they're going to try to find you and they better be able

to find some of this stuff. You better have a good web presence, all that sort of stuff, but those are the two main concepts, I think. If people can understand those, the rest is gravy but you've got to understand the concepts. If you don't understand that or you don't understand why you'd want to be out in front of your business, you're really missing the boat. I think one of the things that I learned from our partner, Jack, people buy people.

If you don't understand the concept that people buy from people they know, like, and trust, and in today's day and age, sometimes because of all the content out there, you've got to get them to trust you first before they're even willing to know you and like you, but all three of those things, you need those things. Know you, like you, trust you. That's when they want to do business with you. Another thing I think that's important is the higher you get up the ladder of affluence with people with money, the more they really are looking for the guy or the girl to solve their problem. They're not looking for solutions.

They want the person, like, "Give me the guy. Give me the girl. I just want it done," so the more you climb up that ladder of affluence, the more you can charge, but that's where they really are truly looking for the person who can solve their problem, and that's what all of this stuff does ... personal branding, celebrity branding, and understanding those two main concepts.

Greg: Definitely, couldn't agree more. Here's something I want you to do as we begin to wrap up here in this first video is start looking at some of the media that you've created in your own business. Make two lists for me. Make the

credibility list, so if you've been interviewed in your local paper, if you've been on a local radio show, maybe you've been on Good Morning America, but find those clips because the second part of it is now how do you use that? You alluded to the Good Morning America.

If we take that clip now, put it on a DVD, and send it out in a direct mail or we have it in our website, or we say, "Enter your name and email address to see when I was on Good Morning America," now you're taking that mass media and putting it into play to get people to convert to become clients and prospects, so make that list. In your action guide, there's an exercise for you to get started where you can begin developing that list and if you come up and you don't have anything on that list, there is information on how we can help to do that for you in the fastest, most easy way ... a very great investment in your business to have these major media credibility and credentials and inserting them into your direct media.

As we begin to kind of wrap up here in this first module, let's kind of just give an overview of what people can expect throughout this program because now we have these two concepts. We know the importance of media. We know the importance of our story. Let's talk about what we're going to be going through here in this program.

Nick: Sure. We're going through really the five stages of building a celebrity branding business, the first one being finding your niche, or "neesh" depending on where you live in the world, but that's a huge piece again. You don't have to be famous to everybody. You need to be a celebrity to the people who actually could hire you. That's what we focus on because

that's a tangible amount of people and it's not just luck. It's something you can do very methodically. That's the first one. Stage Two is all about creating your brand. We're going to talk all about how to get there, what it looks like, and it's not just random stuff that you do. It's a step-by-step methodical process for creating your own personal brand.

Greg: Love it. In Stage Three, we're going to now take that brand and now develop it into that celebrity expert status, so taking the fact that you are the best in the market at what you do and now helping you to become the most known, so you can afford to command those fees and control your marketplace.

Nick: Then, Stage Four, we're going to talk about once you've built this, how to expand it. One of the biggest objections I get from people is that they say, "Well, Nick, if I build the business on the back of me, I'm never going to be able to sell it. I'm going to be stuck in the office all the time." Not true at all. You have to be the person standing out front. We've actually worked with several businesses where when the business got sold, the person who was the brand actually got paid to stay on and be like a celebrity spokesperson and there's lots of ways to transfer your celebrity status, your knowledge to other people.

One time, we had a big seminar system and we had multiple teams going out on the road every week, and we were worried that we only had one main guy who was on the infomercial, was on everything. This was the guy. What we did was we had the guy on everything. He would say on the infomercial, "We're coming out to see you," and he's talking about the business and, "We're coming out to see you," but

you took him off the road so he could do what he did best which was creating more media and then when they got there, his picture was on the sign.

His picture was everywhere, so they knew they were in the right place, but then someone from the road team would come up to the front of the room and say, “Hey guys, we’re about to get started but before we do, I wanted to play a message from our founder,” and they cue the video. The founder then does all this stuff and then starts building credibility and pushing it towards the speaker for the day, so he builds his own credibility or her credibility, and then the road leader comes back up and says, “Now would you please help me welcome to the stage, our speaker for today,” and whatever that person is.

That’s just a simple example of how we took a guy and took him out of the marketplace and then used him to build credibility for other people who could go out and do his job, and actually, the other people actually ended up having a higher closing percentage because he could say things about them and they could say things about him that you can’t say about yourself. It’s a form of verbal PR, we’ll call it.

Greg: I love it.

Nick: We’re talking about that and why you want to roll out and how you can roll out and expand in Stage Four. Then, Stage four, what do we got there, Greg?

Greg: Then we go into Stage Five, so after we roll this out and we start really building this empire, it’s all about selling your business and creating what JW, our partner, calls creating legacy dollars. I think this is going to be really important

because, at some point, we might want to exit the business or we might want to move on and we're going to go through that process as well.

Nick: Good. I'm looking forward to it. Stay tuned. We're going to have lots of fun and we'll probably go through lots of sparkling waters and bottled waters and all sorts of stuff. We're going to get down and dirty here. We're not going to get super polished. We're going to teach you what you need to know, and if you follow the things we talk about in this course, you will absolutely be able to achieve more success because these things work. We've done it for over 2,000 clients in 33 countries. They work anywhere you are. They're just tried and true principles, but you've got to implement them.

Here they are for you, the first time ever. We've broken them down with action guides and we're going to go through it all, so make sure you pay attention. We're going to try to be entertaining. We're going to try to keep you up. We won't be boring and I think you're going to enjoy it, so I'm looking forward to it.

Greg: Thanks for watching this first video. We'll see you in the next one where we help to develop your niche. Thanks, guys.

Stage One: Finding Your Niche

Greg: Hi. Welcome back to the Celebrity Branding Blueprint. My name is Greg Rollett and once again, I am joined by Emmy award-winning director, best-selling author, and the cofounder of the Celebrity Branding Agency, Mr. Nick Nanton, and here in this video, we're going through Stage 1 of the Celebrity Branding Blueprint which is all about finding your niche. This is like a super sexy topic to start this program off with, isn't it?

Nick: Yeah, it is, but you've got to understand this or else you're going to be out in the wilderness with nothing to eat, so the biggest mistake most people make is becoming a generalist because they can probably help a lot of people with what they do. For instance, if I'm a dentist ... it's what I do. I fix teeth. That's great and it's great that you can help everyone from babies to children to adults. That's great, but it's hard for me to identify why I would refer a friend or I would go to you over the other 10 million dentists, whatever it is. The fact of the matter is you've got to pick a niche.

You've got to pick a small section of the marketplace that you can, number one, afford to reach, you can speak their language, and you can help them understand why you are the best choice, but not only that, the only choice that they should be going to in order to get their dental work done. That's just a dentist example.

Greg: Let's talk about one of the things that we like to talk about when we have a live audience in front of us is the fact that if there were five dentists or five financial advisors or five brain surgeons, for that matter, in front of us, I don't know the difference between any of them and I don't think you do really either just by looking at them, right?

Nick: You have zero clue, so one of the things that we think we do very well in our businesses is we think that we do a great job of letting people know what we're doing, what's going on. It's kind of the equivalent of if you've ever had a significant other or spouse say, "You must think I can read your mind." You must think your clients and prospects can read your mind because they don't know what you know. They don't know the voluminous amounts of things you studied on pediatric dentistry or whatever it might be, and yes, looking at everyone, they essentially usually have the same diplomas, the same stuff on their walls.

That's one of the reasons why media credibility works so well, by the way, because most people in traditional fields don't have that much media credentials ... that many media credentials. I want to use correct grammar there. The fact of the matter is that is the point. It's hard to tell one person from the other and, the other thing about becoming niche down, you become a specialist, and specialties ... people are always willing to pay more money for a specialist than they are for a generalist. If the further you niche down inside of a specialty, the less people there are who have expertise in it, and so the more money people will pay to fix the problem they have because they truly need an expert.

It can be anything from fixing a heart problem ... the surgeon who's going to get paid the most amount of money is the guy who's done 10,000 surgeries on that one vein or whatever in there, and you know he's got great success, and if that's your problem, there's only one guy you want, but it can even go down to radio-controlled cars. If you've got a guy who specializes in teaching children 6 to 10 how to race radio-controlled cars, not with gas, but with battery and two

different types of controllers ... I don't know. I'm just making this stuff up, but then there's a desire in the marketplace.

No one wonders why you'd go to that hobby shop over the other one. You're saying, "Hey, go to this guy because this is what he's good at. Oh, you've got a six-year-old. He'd love this, and this is the guy that can help you get there." Or someone who helps in the marketplace with like we said before, we have a client who teaches moms how to lose the baby fat. Very obvious who she can help, who's great for her, and a woman who's looking to lose weight who's just had a baby, she might think that her trainer who's super skinny doesn't understand. "She's 19 years old, never had a baby. How could she possibly help me lose all this weight?"

One of the things I think is important to note is that in many businesses, this knowledge base is typically the same stuff, but people don't think that you understand their scenario, and so one of the biggest reasons besides being able to actually affordably reach a niche, that's one of the reasons to pick a niche. But the second reason is so that people think you're speaking their language. They actually believe that you can help them whether or not you could help everybody, and in many cases, I tell people, "Look, it doesn't mean you can't help other people. It doesn't mean you shouldn't be in 37 different niches, but you're going to have to talk to each one individually like you understand their problem like you've been digging through their trash and reading their mail."

That's what it takes in order to get people to pay attention and to trust you because everyone thinks they're different. Their problem is different there, and it is, within their

bubble, their scenario. I'm not minimizing that, but the same problem can be cured ... The same problem that 20 different people have in different circumstances, from the person who's the expert, they know how to cure them all with likely very similar strategies, right?

Greg: Yeah, I totally agree. A couple things ... we're going to hit on a lot of the points that you just covered there. That was an incredible overview. From the first video in this series, we talked about why we want to be a celebrity in our marketplace and the niche is really good for that because you, again, want to be the celebrity, but only to a small slice of the pie. I want to be able to walk around the mall and not get hounded, but to my specific market, I want to be their guy ... the person that they look to, that they turn to, that they're like, "There's no one else that can solve my problem but Greg," or Nick or insert-your-name here.

Talk a little bit about just being a celebrity to a certain marketplace. It even kind of goes back to both of our days in the music industry. You have death metal heavy band that plays Christian music. There's a certain number of fans that that appeals to, but again, they don't have to appeal to the pop crowd.

Nick: They don't have to appeal to the crowd, and the fact of the matter is the best way to explain this is to give an example, so when Jack and I first started this business and working in kind of the direct marketing world where we knew we could bring a different level of personal branding and media and stuff to that audience, because that's where we started, I went to this conference and it was about a thousand people. I went with a couple people from Orlando, so they knew

who I was but no one else knew who I was at all. I come back and Jack asked me how the conference was.

I said, “Good, but there was just a lot of people I was trying to meet, doing the typical networking thing, where I’m just trying to meet people and try to find out how you might be able to help people, how they can help you.” Jack said, “Well, I’ve got a strategy for you and what I want to do is we need to create a newsletter and we need to start sending it out.” I said, “Like a newsletter. What do you mean? Like an e-newsletter?” “No, a real, physical, hard-copy newsletter.”

Greg: Like on paper.

Nick: On real paper.

Greg: On real paper with a stamp on it. Its nuts.

Nick: One of the things that we’ll talk even more about newsletters later, but paper newsletters, if you do not have a paper newsletter in your business right now, the correct type of paper ... paper lizard I was going to say. I don’t what was that ... the correct type of paper newsletter will grow your business, bar none. I’ve never seen it not work when executed correctly, so I’m going to get off my soapbox now for a minute. He said, “Let’s create a physical newsletter and I want you to put together a list of the 100 most influential people in that world ... that are at that conference.”

We did that. We started creating a physical newsletter, started mailing it to them every month. When I got to the next convention six months later, people would be walking down the halls and they would be saying hello to me. They’d be wanting to tell me their side of my story. As again, Dan

Kennedy, one of the most quotable guys ever, a true living legend, says, “A good newsletter should be the equivalent of sitting down to have a good cup of coffee with a friend.” That’s what it should feel like when someone’s reading it. When I tell stories about my kids or I tell stories about my life or whatever it was, the fact of the matter is, people don’t really want to know the technicalities you know.

They want to know you’re a real person, how you help people, what you like to do, and you’ve got to tie it back to business lessons or whatever it is that you do to make it relevant. You don’t just want to read that you went to Chuck E. Cheese today and it was awesome. I spent 50 bucks and I got pizza and beer or whatever. They don’t want to hear that, but if you can tie it back in, but when you do that, you tell those stories through that form of media, people read it, and they start talking to you about it. I even had a guy come up to me. He had something circled, and said, “Hey, my business coach gave me this and told me I need to talk to you about this,” and so it was like a prospect who was heated up, ready to go because I had sent this thing.

His business coach said, “Oh, you need to go talk to Nick.” The guy, based on my picture ... one of the other reasons we use pictures in personal brands and everything ... based on my picture, he knew who I was walking down the hall. If I didn’t have my picture on there, nobody would have known who I was still, and so he knew who I was. He came up to me and talked to me, and wanted to meet with me, so that’s how it works. You’ve got to be able to ... we niched down right there to make sure these 100 people knew who we were because that, at the moment, was all we could afford,

and that was most important to us because we knew that they all had fan bases.

Greg: Their own spheres of influences.

Nick: Right, their own sphere of influence that could bring us more business.

Greg: So you niched just to a hundred people, and if you could get on the radar of those hundred people ... in your marketplace, it might be different. Maybe it's a thousand people. Maybe it's 20 people, but you identified those hundred influential key people and you made yourself the expert, the celebrity expert, just to that core group.

Nick: Absolutely, and one of the things that I think will make this easier to fathom ... because people will go, "Whoa. Wait. A hundred people? I need thousands of people," or you don't even know how many people you need ... one of the things you can do is you can break it down to kind of a million dollar business formula. This is a simple formula. You can make it a hundred million, 10 million, whatever you want, but let's say a million dollars. In order to make a million dollars or to gross a million dollars in revenue, you need a thousand people giving you a thousand dollars, or ...

Greg: Ten thousand people giving you a hundred dollars.

Nick: Or a hundred people giving you \$10,000. Now, this is starting to get easier. I think all of our zeroes are working out there.

Greg: I hope so.

Nick: Yeah, but you get the point.

Greg: We'll make sure that pyramid's in your action guide.

Nick: There you go. I'm not the math major here on this deal, but the point is if you simply break it down, it makes it so much easier to accomplish that goal of making a million dollars or whatever, and you can see how few people you really need to give you amounts of money to get to where you need to go. I can tell you from my point of view, we have clients who have very successful businesses by charging a little bit to a lot of people, but charging a fair amount to a lot less people is a great business model that you can build a million dollar business very quickly without having to pull your hair out, run all over the place.

I tell the story that the way I made our first million dollars in sales in this business was we wrote the book ... and we'll talk some about that ... and I went out and I traveled around to groups that had ... they were marketing groups and they had 20, 30. I think the biggest one, I think, was 40 people and I gave away a thousand books and got these people to know who I was, and they would hire me for stuff, but I literally traveled around and gave away a thousand books to this small audience, so at least at this point a thousand people knew who I was. They didn't all hire me. Not most of them didn't hire me. We did seven figures in business off of giving away that one thousand books and traveling around and making sure that that group of people knew who we were.

Greg: I want to talk about probably the objection that everyone listening right now is, "Well, I don't want to limit myself just to remote control, 6- to 10-year-olds who do this and that and that." One of the great stories I always talk to people about is Brian Tracy, someone that we worked with a whole

lot, one of our good friends in this business. He didn't start out doing leadership training, entrepreneurship training, sales training, goal training. This is a 30-, 40-year career that he's got. He started out as a door-to-door salesman doing sales training.

Once that started to expand, he expanded to the next niche, and the next niche, and all of a sudden, people he was talking to sales were like, "Well, I run my own business. Can you help me with my business, too?" Hey, for sales, you need to set goals in order to set your sales goals, so it expanded naturally over time. The other thing, like in my music business, is in a former life, I was selling information products to musicians and I really targeted the singer-songwriter, but it didn't mean that jazz musicians or rappers or cover bands weren't finding my stuff, so let's talk about that objection of "Well, Nick, I don't want to limit myself just to X."

Nick: I don't want you to limit yourself just to X in the long term. I want you to be able to help everyone you can possibly help. Our mission here at the agency is to help the most people help the most people. What does that mean? That means if you're great at what you do and you're helping people, we want to find as many of you people as possible to help you spread your message and help more people, but the only way to do that effectively, especially to grow at any rate that you'd like to grow at, you've got to start with niches. You've got to start, number one, breaking it down so that you can afford to reach your audience, number one.

You can afford to reach those people because if you can afford to reach everybody, call me right now. I will be glad to

take your marketing budget and help you spend it, but most of us just can't do that. All the people that I could help, I can't afford to reach them. We're buying a lot of media right now in magazines and newspapers and trade journals. It's awesome and it works great when you figure it out, but there's a long lag time between revenue going out, revenue coming in, and I can't afford to reach everybody. I don't think there's any business on any level that can always afford to reach all the people they want to reach, so the thing you've got to ...

By niching it down, you make a pool of people you know you can afford to reach, whether that's buying a direct mail list for local cosmetic dentists who specialize in pediatrics, he knows how to buy that list or it's a finite list of people that you can afford to reach on your own dime. Then, secondarily, you can then speak their language because if you don't speak their language, you're losing anyway. They don't think you can really help them. It's just another blah mail piece that came that they're going to throw out; they're going to put the A, the B, the C pile. The C pile's typically right in the trash right now, and that's where it's going to go because you're not speaking my language.

By not niching, you're missing a huge opportunity to do the same exact thing you were going to do anyway, but you get people to pay attention and we all know in this day and age with cellphones and everything, Myspace, Facebook, all over everything, whatever it is.

Greg: I like how you just did a Myspace reference. That was pretty sweet.

Nick: Myspace, yeah, I know. You can tell how long I've been doing this now. It's all there, all the time. People are constantly distracted, so you've got to get their attention. Again, you've got to make it seem like you've been digging through their trash, the stuff they threw out, they didn't want anyone to know, but you can solve that problem for them.

Greg: Let's talk about the ways to actually get into their head. Dan Kennedy calls them dog whistles. In some of our presentations, we call them just different points of affinity that you might have. Maybe you're in a small town and everybody went to the same high school. I joke around all the time that everyone in our office is a Florida Gator except for me, but that's a connection point. I'm speaking your language if I'm talking about the awful call at the end of the game. Military ... if you're talking to military personnel, Marines talk to Marines with a certain code or different language than Navy Seals ...

Nick: Fraternity brothers or whatever it is.

Greg: ... or fraternity brothers or whatever it is, but there's hundreds of these connection points that help you to understand the language and the lingo. If I'm talking to Internet marketers about Internet marketing, I need to know the acronyms: SEO and PPC and all those things. If I'm not using that, it seems like I don't understand that marketplace.

Nick: You don't understand their world. One of the things about that is let's talk about trust for a second because one of the biggest factors why people will not do business with you

today is because they lack trust. It's because they've been burned before by either someone in your industry or just too many people in general in life, whatever it is, so points of affinity, like points, build trust. Let's say you're a 16-year-old skateboarder. Are you going to trust a cop or are you going to trust another ... ?

Greg: Sixteen-year-old skateboarder.

Nick: Yeah, or just maybe a 30-year-old who used to skateboard, and that's kind of...

Greg: Like a Tony Hawk or something.

Nick: You have something in common and there's all sorts of points of affinity, but the more that line up, whenever I speak, I try to tell my story and I try to throw out what I call personal hooks. These personal hooks are things that people might grab onto. I usually talk about that I've got three kids. I usually tell them I'm a Florida Gator fan. I usually talk about the fact that I'm from the island of Barbados and I tell a funny story about that. I literally had one guy come up to me after a presentation one time. He said, "Nick, I don't know you very well, but I love Barbados when I visit it. I'm signing up." He signed up for a \$24,000 program just because of one point.

Greg: Just crazy. Just for that one connection point.

Nick: It probably wasn't that one, but that was something he remembered and these points of interest, these hooks I like to throw out, I want it to be that everyone in the audience would have something to talk to me about afterwards. We'll be standing around, we'll have things in common because

let's be honest, people are going to do business with you if they think you're like-minded and they think they're like you, and you're like them, that you might actually understand them, so that's one of the things that this does. It allows you to build those points of trust.

The other thing about it is just the simple trust thing I think is worth bringing up. If you tell people what to expect and then you deliver that, then they trust you, so even if you've never seen me before, look, we did this very first module before this one and we said, "Here's what to expect." We don't even know each other. If we go through these modules and we deliver what we told you we were going to deliver, now we're going to have trust because we told you what to expect, and you expected it.

We have some clients who are financial advisors and just as simply as saying, "Here's what's going to happen when you come into the office. Here's who you're going to meet. Here's their picture and here's what you're going to walk out with. We're not making any decisions that day, but you're going to walk out with a clear roadmap." They didn't even do anything for the client, but the client now trusts them because, "You know what? That guy's a pretty good guy. He told me what he was going to do and he did it." One of the coolest things about building trust is using your points of affinity, but then also just laying out a step-by-step system of deliverables, what to expect, and once you deliver on that, people trust you.

One of the best things about that is that this affinity and trust and all this stuff together lead into growing your

business because you can speak this language, you can do other things because of the niche.

Greg: Let's kind of take that to the next step which is now doing this in the story that you create for them because ... Weight loss is a real easy example, so if I'm a personal trainer and I'm trying to get people into my personal training facility, if I can talk about my own struggles with weight loss, that's going to be a great connection point because I know what it's like to be overweight. I know what it's like to go to the restaurant and have peer pressure and order the wrong foods. I know what it's like to go into a big box gym and be scared of all the muscle heads who are doing curls and stuff and I'm intimidated.

But if you don't have that story, well maybe you have that story from a client that you can talk from their perspective, but again, you're trying to create that emotional connection through story and I think that that's one of the biggest parts of when you're selecting your niche is that now you've got to find these stories that you can pull out. Just like you said, you have your Barbados story, you have your kids story, you have your Florida Gators story, so in your action guide, I want you to start thinking about the stories that connect you to your marketplace where there's an emotional connection.

I know you and J.W. just finished releasing Story Selling, another best-selling book, and it really goes through all these different story elements, but to me, you've got to have these different stories that you can pull out. If I'm talking to women who are overweight, I can pull out my women who are overweight story. If I'm talking to this

group, I can pull out this story and just insert it into my media.

Nick: And one of the reasons why people never grow their business to a level they could grow it is they keep losing the deal. They don't understand. "I went to work with these high school swimmers and they know that I trained Olympic athletes on the luge, but I just couldn't get this deal and I don't know why." I said, "Well, it's because they don't think you're speaking their language. They don't think that you can really do it." The simplest thing by niching it down and, again, you can be in 27 different niches, 100 different niches, whatever it is, but you've got to learn to speak their language because that's really where one of the biggest points of pain is for them is that they don't think that anyone really understands them, and it is a great point by using your story or a client's story.

Those are great. If you can show social proof you've helped someone else or multiple people in this situation, that's what works best. When we are going out to market to attorneys, we use testimonials from other attorneys. When we're going to market to other financial advisors, we use testimonials from other financial advisors because I'm not a financial advisor. Jack did it for years and years, so that helps, but now that we have relevant, big name, financial advisors in the marketplace, that helps people understand, "Okay, Nick can help me." We market sometimes the same exact product, the same exact service we do in five different niches with different languages, with different names and people. We get business because they go, "Oh, they really understand me."

When I go to speak at a dental conference, I don't particularly talk about the fact that I'm an expert in marketing personal trainers. It's not what I do, but I do, and when I go to the personal trainer market, I don't tell them much about the dentist, and I can help them both. It's really the same strategies, but we speak a different language when we're in front of them.

Greg: I wanted to talk about that as a great segue here is having different front-end marketing pieces for these different markets, so it's having that story about dentists that you can pull into a dental presentation, about trainers pulling into that, but you can also do this on your front-end marketing.

If I want to just talk to a specific segment of the market, I can create an ad that is just for that segment of the market. I might be selling them the same service that I'm selling another segment of the market, so one of the examples is right now we're running full-page magazine ads in a lot of different niche publications, in a legal publication, in a real estate publication, in a financial publication, and really, we're trying to help all of them to become best-selling authors, but the way that we talk to advisors is different than how we talk to the lawyers and it's different than how we talk to the real estate guys. Let's kind of talk about the fact that, again, you can have multiple niches, but you have to speak that language.

Nick: You have to speak the language and, again, we wouldn't ... had we not thought about niching down to these publications, we wouldn't even know where to start and we might have ended up blowing money in these mass publications, again, like most people do where the Wall

Street Journal is a great publication, but it's very expensive to advertise in and there's a lot of people reading that who never would hire me. They're just reading for the stock pages or whatever it is. They just aren't going to hire me, so mass media is an amazing thing and when used correctly, there's a lot of businesses that mass media works great for, but you typically can't start out affording just that mass media.

Everyone has a personal injury lawyer that's using the mass media. They've got mortgage brokers. They've got whatever it is. There are people who have worked with real estate agents it works really well for, but you typically cannot start out there, so you've got to niche down, speak the language, and then it helps you determine where your dollars are best spent because the whole point of celebrity branding is building a sustainable business that, again, can create legacy dollars for you. There are luck stories where someone went and worked in their garage, worked really hard, and it became this global brand, which is amazing, but I can't tell you how to do that over and over and over again.

What I can tell you through this system is how to do what we've done over and over again for clients that works every time based on a proven set of methods that you can then grow as big as you want.

Greg: Let's kind of wrap up this first stage because I think really you should understand the importance of a niche at this point, but I think to really just solidify it is now how do I select it? Out of all this stuff that I can do, out of all these people I can help, how do I select that niche? I think it

comes down to a couple points. Obviously, there's got to be enough of them.

Nick: That's true.

Greg: They have to be able and willing to spend money. They've got to have a big problem that you can solve and that's really where you start, but let's talk about how we can take those things and say, "All right, I'm going after dentists," or "I'm going after this."

Nick: Sure. One of the things that we do when people come in, they pay us for consulting, we sit down and one of the first things I ask them is, "Tell me about your background. What led you here to today?" I don't need to know what color your fifth grade dance partner was wearing or anything, but we go through the relevant pieces and it's so funny that so many people come in and they've been successful and they go, "Well, I did all this, but now I want to do this," and they go somewhere totally different, which is okay and we help people do that if that's what they really want to do.

But the point is typically when you hear someone's life story, their scenarios, the things they've been through, the businesses they've worked in, the failures they've had, it leads them to a very unique place that no one else is like them. If you can pick up on those points, you can figure out pretty readily the type of people who you might resonate with, who they might go, "Oh, wow." For instance, if you're now a really successful financial advisor, you recruit other financial advisors, but you used to be a high school teacher, you were a coach, you were a high school coach. You took a team to the state championships.

Whatever it is, we start drawing these parallels and you start saying, “Okay, here’s where you’re going to have the greatest amount of affinity is with other high school coaches who have motivation to make more money because they hate not being able to have their wife stay home from work because they’re going to have babies, or whatever it is, and so you then start building the story based on what are the big pivotal points in your story that you can get people to resonate with. That’s where I typically start, and then, again, it’s like what kind of people are hiring you right now? So there might be a huge ... like for us, we do really well in the dental niche and the financial advisor niche and the personal trainer niche, the attorney niche.

We have lots of different niches, but one of the easiest things is to look at who’s actually, out of all your clients, where’s the biggest sector coming from? That may be the one you want to go after. It may not be. You’ve got to look at all the factors. You might have 99% of the market share because there’s not that many, but that’s one of the easiest places to start looking to.

Greg: I couldn’t agree more, and if you’re staying within your current marketplace per se, who’s the client or customer that you want to clone? If I had a hundred more Nicks, what would that do to my business? Or if I got rid of all my Nicks, what would that do to my business? There’s a fun exercise that we do at live events, the Homer Simpson exercise, because once you now choose that I want a hundred more Nicks in my marketplace, I need to draw out what Nick really looks like and I think that that’s tough for a lot of people to know that Nick is a 30-something, he’s an attorney, he’s an

Emmy award winner, and how do I take all of those different pieces and now clone them?

Because now I can go buy a direct mail list. I can go out and find events where they are. I can find trade journals where he is. I can buy Facebook ads with custom crazy stuff, but I have to pinpoint who you are in order to market to you, so that's a great exercise for you guys to do right now is first go through all the steps that Nick just mentioned. Find those parallels in the stories to find the person that you want to connect with and see if they're a person you actually want to do business with, because I like doing business with people I like. Much easier.

Nick: And your Homer Simpson story's funny because you tell people everything you know about Homer Simpson, and you ask them who their favorite TV character is. They write it down. "Tell me everything you know about him," and literally, they usually have a list of like 15 to 20 things. You say, "Tell me about your ideal client. What do you know about them?"

Greg: Tell me about the guy that's paying you money? What do you know about him?

Nick: Two or three things is typical of what you know, and so there's services actually, by the way, that can help you break down the actual demographics which are awesome. You ought to typically have about a thousand clients to really make it work well or people who have hired you in the past, at least, and you can break down the similarities, but the point of the exercise is awesome in that you probably don't know what you need to know about your target market or

the people who are actually paying you money right now. We often know more about a TV character.

Let's dig down and try to figure out what we can. What are the similarities in the best guy who hires me because then I can go again and buy a list or I can start speaking that language. I can pick that niche. I can go after those people because that's where I'm going to find more business.

Greg: Yeah, and that is where this entire system starts is in picking that niche, finding that niche, and you guys have a plethora ... like that? It's the SAT word for the day ... of exercises in your action guide to help you break down and find this niche because without it, steps two through five aren't really going to help you very much because you have to know who you're talking to. Who are we going to send this media to? Who do we want to see the PR? Who do we want to see our marketing pieces? It all starts here with the niche, so go ahead. Go through these exercises, get started in finding that niche, and then we're going to come back in Stage 2, and now help you take that niche and create your brand.

Nick: Sounds good. See you then.

Greg: See you there.

Stage Two: Building Your Celebrity Brand

Greg: Hi, Welcome back to the Celebrity Branding Blueprint. My name is Greg Rollett. Once again I am joined by Emmy award winning director, best-selling author, Mr. Nick Nanton and here in this next video we're talking about the second phase here in building your celebrity brand and it's all about building your brand, right? At this point everyone should kind of understand some of the key fundamentals and foundations of the celebrity branding.

Hopefully, they've gone through the exercises that develop their niche, and now that we have our niche, we need to develop the brand for that niche. What do we want people to know that we do? I think everything for us revolves around stories. I think this a great place to kind of kick this off. In the intro we talked about really your brand is really just your story right? Let's talk about why stories are so important, some of the effects that stories have on the brain and how does this all play a role in developing your brand.

Nick: One of the cool things and we just did a lot of research on this obviously because we're story selling, and the really cool thing just a very simple thing to know is that, number one, when someone hears a story there's a chemical released in their brain called oxytocin.

Oxytocin is literally kind of like this love chemical and it builds trust. One of the things to understand is when you tell a good story, there's a chemical emitted in someone's brain that actually builds trust.

Now the other thing about it is that most people would think, you know there's the left side of the brain, there's the right side of the brain. The left side is very kind of formulaic and methodical, whereas the right side is very

creative. Most people would think that stories appeal to the right side of the brain, the creative side.

What they like to learn is the fact that actually it appeals to the left side of the brain because a story is just what helps people to make sense of facts. It really appeals to the factual the methodical side of the brain. Again it emits this chemical that helps build trust. Stories really work for you to help you do things that are hard to do with just facts or even figures and benefits. The story can be remembered, can build relationship and can build trust.

Greg: I think that's really important what you just said. The stories helps people make sense of things because say we get a brochure from a dentist or a financial advisor, it doesn't matter who it is, when we start just seeing bullet point after bullet point of feature, feature, feature this, I don't remember any of that.

But if we have a five-minute conversation and you tell me about a story, that's what I remember and take with me. Let's talk about where to insert this story as we're introducing people to our brand.

Nick: You can have multiple stories obviously because of your marketplace, but it really all starts with your core story, I call it.

It's all about who you are and where you came from because people want to know that. We didn't start this video series with it, but I'll tell you my shortened core story now because it really makes sense. I'm usually add some event where people have never heard of me before because I've been running to some new marketplace and they maybe build me up a little bit.

The more I can get my story told before I get there, we always try to do that with pre-mailers, hotel room drops, anything that we can start talking our story ahead of time. That's huge, that's really helpful.

What they don't really know who I am and I don't have any trust with them, so I typically start out, I'll tell my brief story to you guys.

I'm from the island of Barbados. My family's been there for three hundred years. We came in the 1600s as Welsh pirates, true story. The funny thing is that as I was growing up my dad kept asking me what I wanted to be, and the older I got the funnier I thought it was to say I wanted to be a pirate and the older I got the less funny he thought I was until one day my dad came to me and said, "Hey Nick, I know what you're going to be." I said, "What's that dad?" He says, "You're going to be a lawyer that way you can still pillage." That's right. There you go. It's my only bad lawyer joke I usually tell, but it disarms people. It gets them working.

It's true that I'm from Barbados. The reason why I tell this story is, look; I'm here talking to you about branding. Why is a lawyer here talking about branding? Well, let me tell you a little bit about my story to make it all make sense. That's all they want to do. They want to make it make sense, and if you don't put them in a place where they understand the relevance of it before you start, you might as well not start.

Then I talk about the fact that I started playing the guitar at age six. I started song writing at 16, I put out my first record at 18, of which I have about 800 copies still under my parents bed, and I talk about the fact it's because I

didn't know the things that I'm going to teach you today, but they're still there thankfully and I want them to stay there forever because I hate that record now and I've outgrown it and all of those things. Everyone kind of laughed. They've all heard of that sort of scenario.

They now see that I wasn't just born and everything went amazing. I still had some struggle. At 18 I went off to the University of Florida. I usually get a couple of Gators in the crowd, which is great. And I got the opportunity to work on everything from large-scale events to smaller events and music videos and stuff with Bill Cosby, and President Bush and Don Shula and Bobby Knight and the cast of The Real World and Christopher Reeve before he passed away.

I stayed and finished undergrad in about two and a half years and I went to law school. Why did I go to law school, for two reasons. Number one, I always wanted to be the president of a record label.

I knew a lot of them were lawyers and presidents of many major corporations are lawyers, and, number two, my brother went to med school, so I had to do something because I certainly wasn't getting into med school. People laugh again so I talk about that, and I talk about the fact that when I went to law school, I literally sat down with the people next to me and I said, they kind of put us in little groups by our last name, the typical stuff.

What kind of law are you interested in, tell me about yourself. I was like, "Well, I'm not really interested in any law. I don't plan on practicing a day of law my entire life. I just want to be president of a record label, so if I have to pick, I'm going to learn some entertainment law stuff."

Little did I know they don't have any entertainment law classes when I went, but I don't plan on practicing a day of law my entire life.

My group was really glad to hear this because you know that whole look to your left, look to your right, one of these people are not going to be here and it might be you. They all thought it was going to be me. The good news is I didn't fail in law school. I finished law school, got out of law school and actually had my first son a week after I took the Bar exam.

Greg: Great timing.

Nick: Right, so now I got people understanding, kind of feeling the tension with me on the story. I say, look, so I went to my partner Jack, who was then my mentor for many years. Jack and I started talking about what to do and he said, "Nick, well here's the deal. Look, you have a pretty unique skill set. Whether you realize it or not, you've learned how to do celebrity buzz building and PR stuff and working with all these celebrities that you have, and you've learned how to do media creation, everything from posters to music videos to, I used to produce records.

I still do one every now and then, but creating media. What's interesting when looking back on it, when I was in college and undergrad law school, everyone I was working with, we practically had no budget. If we brought in Bill Cosby, all the money went to pay Bill Cosby or whoever it was. If I worked with a band, they didn't have any money. I had to learn how to create things that looked or sounded like Hollywood and Madison Avenue, or whatever it is on a very small budget, so I learned how to create media that sold in its own way.

Jack said to me, he said, "Nick, you know you may not realize about me," and this his him talking now that he had a distinct skill that he used to lead the sales and marketing of a billion dollars' worth of products and services. That's a billion with a B.

Greg: That's a lot of stuff.

Nick: Yeah, right? That's a billion with a B through and his main two skill sets which were personal branding and direct marketing. He said, "You know, Nick, you have a knack for these two things and I understand some about your two things. But if we combine all four of these things together I think we can actually build you as one of the top entertainment lawyers in the country and you can take care of your family while we figure out what else you want to do.

So I said, "Yeah, okay. That sounds okay to me." After I took the bar exam and passed the bar exam, within a year of practicing law full time I was billing at over three times the rate of anyone I really knew in New York and LA, and we're in Orlando, not that place matters that much anymore, but certainly the big entertainment towns or the big billing-

Greg: Right, not the mecca of the music entertainment industry.

Nick: Right, LA and New York, I was billing typically three times the rate of guys who I knew were there practicing thirty years and I did what any smart kid would do in their late twenties making about a thousand dollars an hour and billing that out.

I said, "Hey, Jack, this has been great but I don't want to do this anymore." And he kind of laughed and he said, "Well, Nick, what do you want to do?" I said, "Well, I realize there's people who travel around the country, travel around the world and they teach people how to do things and I think we can change people's lives. We've just figured out a formula on how to do this.

We go around and we teach people this formula and I think I can change a lot people's lives and also I don't have to practice law." He said, "Well, not a bad idea." We set down that road, but the next thing he said to me was, "Nick, I think it's a great idea, but you want to make this switch how soon?" I was like, "Well, I got another baby on the way, so soon."

He says, "All right, here's what you need to do. The biggest problem you have is you are your own testimonial. Many of us have had these things happen in our life. We figure something out that works for us for, but we haven't tested anybody else."

He says, "I'm going to tell you what you need to do. I'm going to make this short and simple: you need to write a book," and similar to my newsletter discussion we talked about earlier. I said, "Well, like an e-book? That's good. Everyone has e-books we can ..." He said, "No, a real, physical, hard-copy book. Okay?" I said, "Well, okay."

He said, "Look anytime I wanted to build my expertise in any marketplace in any industry, I wrote a book on the subject and then literally I was the guy who wrote the book on it." I said, "Okay, I'll bite." He had written, I don't know, twelve, fifteen, twenty books before this so I knew he knew what he was talking about. We kind of sat down

and we brainstormed how we were going to teach what we were going to teach.

How to break it down into these five modules, right, and we came up with a topic for the book called Celebrity Branding You. The cool thing about it was that from the time, this is a great secret; this is a writer downer as they call them-

From the time Jack and I put the title of the book Celebrity Branding You and I was the author of the forthcoming book Celebrity Branding You, I had a huge bump in credibility. People didn't know when the book was coming out. People didn't ask who was publishing the book, they didn't even know if the book was coming out, they just knew I was an author of this forthcoming book, I was an author.

All of you watching today, figure out what the name of the book is you want to write. You got to start writing it. It can be a page a day, whatever. Eventually if you drag it out for too long people will start calling you on it, so you got to do it. Put a title to your book and you're going to get instant credibility by adding that to your bio. You're the author of this forthcoming book.

Jack and I wrote the book in about six months, which is, I didn't know how to write a book, but as you can tell by my mannerisms I'm not the kind of guy that sits down to write for hours, right? I did kind of did like drive-by writing, a paragraph here a paragraph there.

We finished the book and I said to Jack, "Okay, cool." We've got the book now. I assume we can go to your publisher because he just finished a three-book deal on a

major publisher." I said, "Jack" I said, "we can just go to your publisher and get them to publish this book." He said, "Nick, that's not really how it works. My publishing deal is over. I've never written a book on this topic so what we're going to have to do now is we'll have to find an agent who believes in the topic. The agent will have to find a publisher that believes in this topic. We're going to have to try to negotiate with them or multiple publishers to essentially give away all of our rights for little to no money first in value, distribution, for little or no money, and then once we figure that deal out, it's probably going to be another year before the book actually comes out because they got to schedule it into their schedule.

As my jaw was kind of on the floor he said, "I think you need a book, like yesterday don't you?" I'm like, "Yes, yesterday." So I said, "Okay what do we do?" He said, "Well, let's self-publish." We decided to self-publish. It took me another twelve months, way too long to get the book out after that, but there's one thing I did realize. I went to all the guys who were designing CD covers and albums for me and posters and music stuff, and cool stuff.

Thankfully, Jack had worked with books before, a lot, because I would have no clue, and every time we got the design and the proofs back something was wrong. Either the margins were too wide, the spacing between the lines was too big, the cover was too short to cover the whole hardcover book, all that sort of stuff, and he also told me, "Look, a hardcover book is what you need because a hardcover books give you the maximum amount of credibility."

What I understood with all these mistakes was the fact that, look, I would rather hold the book now, I didn't want to hold the book now, but I'd rather hold it now and make it look and feel great. Because people when they see a book you have, they will, they assume it's your life's work.

If it doesn't look and feel great, if it looks like garbage, they're going to assume you had really no value for what you know. The packaging of what you know is often times more important than what you actually know because people who don't even read it, they're going to see the cover. They will see how thick it is. They're going to feel how nice it is, so I knew that, so once we finally got the book ready to get on the marketplace, I went to this guy who was Jack's former publisher, publicist, PR firm, they'd all hire. They'd pay this guy. He's really like a mercenary, and all he does is make books bestsellers.

I volunteered to help the guy because I kind of wanted to know what he was doing, try to want to figure out. I thought it might be a valuable skill at some point. Little did I know how valuable it might be? I did everything I thought that guy had done. He wasn't very forthcoming about what he done, but I kind of tried to figure it out.

I did everything I thought he had done. On the day we launched, I emailed everybody I practically had ever met and said, "Buy this book and help me make the book a best seller. I will wash your dog. I will do whatever you want me to do, just help me out." I blasted that all out, and I actually remember the date. It was October 31 of 2008, my oldest son now, he was three years old at the time and he was going to be a pirate for Halloween, jokes later.

I filmed him saying, "Arrghh mateys, buy my daddy's book!" We shipped that video out on Halloween day and gave all these bonuses out and all this stuff. The book hit seven bestseller lists that day. My life has literally never been the same since.

That's when I started traveling around to small groups, twenty, thirty, the biggest one like I said I think was forty people, giving away my book for credibility so they would hear me. These groups, anyone who has an existing group, they need content. Anyone who has a radio show needs content a TV show needs content. You got to convince them you got content. If you've got a book, a bestselling book, you have valid content.

I'd convince them, "Hey, I'm going to come and speak. Here's what..." They're great. Now they've got content and I'm going to give everyone in the room a book, so even better, everybody who comes gets a free book.

They love this idea, and I'm barely celebrity status. People have me sign the book and all sorts of stuff, so we built a seven-figure business on the back of that.

What happened then was we got clients that said, "Nick, can you do the same thing for me?" Somewhere through the time, energy, effort and money required to put out a book that we knew would help them, Jack and I lost about everybody who, they were like, "Ah, okay I don't want to do it, it's just too much."

We came up with this idea to write a book called Big Ideas for Your Business and that book we were going to take our top twenty clients, each of them write just one

chapter in the book and they're going to write one thing about what they know that relates to a big idea.

Now what I told them all was, "Guys I want you share what I call a \$10,000 secret. What's a \$10,000 secret? It's the secrets you hold back from your top consulting clients. It's your best stuff that either your client pays you a lot of money and comes in for consulting days, whatever." They all kind of led to being perplexed thinking why would I give away my best secrets?

Well, there're two reasons for that. Number one, if you give away your best secrets for free or next to free in your book, people are going to say, "Man that guy, or that girl is so smart imagine what I could get out of them if I pay them." Number one.

Number two; I can give you a manual on how to build a jet engine. Does not mean you're going to want to build a jet engine, but if you needed a jet engine and the guy who wrote the book on building jet engines was available to you and tried to convince you to use the right one, he's not going to have to convince you very much.

They all got it so I gave them some time. They all wrote their chapter, brought it back to me. I did everything, I done all the editing, the design, the everything else. I put the book out again, we launch it together, we made twenty more people best sellers that day and now we've done that for over fourteen hundred authors all around the world. That's a big piece of what we do.

Now that's mainly where I stop my story and I move into but now let's talk about how this all relates to you. I want to teach you some skills. Now, there are pieces of my life

that are certainly missing in that story. There's gaps of time I just gloss over.

One of the things you have to be careful about is I tell the story that's relevant in each place I tell it. It might sound like I'm lying if you hear the two stories. They're not. I just left that one part out or added another part based on what's relevant to the audience.

I'm very careful. I try not to give too many time frames and that sort of thing because it's easy to forget.

Greg: Right, there's time gaps and things that happen over the course of time, but what I love about that story is a lot of people familiar with comic books, Batman, Superman, that is your planet Krypton, blowing up, coming to Earth becoming a superhero story.

Nick: All of a sudden I'm relevant to that audience and when I start talking about being a bestselling author or branding. Now they understand this lawyer from Barbados guy talking to me about being a bestseller. All this stuff is just lining me up. Even more interestingly, they now have some level of trust with me.

Typically, they've heard about my family. They've heard about my story. It wasn't just a rise to fame. No one gave me a million bucks and said go do it. There are points they can resonate with and they think, "Okay, he did this, and he's done this for other people. Maybe he's the guy who can help me."

Greg: Exactly, so what I want you to do in your action guide is I want you to write down some of the hooks and things that you remember from that story because again you

only remember pieces from that story better than anything that you just came up and said hey, I'm going to have you be a bestselling author and you're going to get this many books and you do get into that when you go into that part of it, but right now everyone knows at six you started playing guitar at sixteen you started song writing, at eighteen you ...

Those are things we all relate to, especially me, like I played music. I was a musician at sixteen. I was cutting my first record and at eighteen I was going on tour, so all of these different connection points are ways that you all relate to each other. This origin's story is super important.

What I want you to do right now is to write down some things that you remember from Nick's story because what we're going to do next is help you create your version of this story. That's the million-dollar question, now how do I create something similar. How do I create my Batman story? How do I create my Superman story for myself?

Nick: Right and what you really got to do and we talked about this in the last module, you've got to start looking at those pivotal points in your own life that led you to where you are today. I talk to clients and oftentimes, look, even there're painful parts of your life that you do not want to share with people. Look at whether or not that may be relevant because imagine your life like a hallway and someone's shining a really bright light down the end of the hallway, every door you close is dimming that light a little bit. We all got to be we all got a light to show.

The more you can utilize those pivotal points where those doors you might want to shut them, there are things that

wouldn't be relevant that you don't want to talk about. We had a bankruptcy lawyer who didn't want to talk about the fact that he had to file bankruptcy and I'm like that's a golden ticket.

The people who are really nervous to call you because they feel like they failed anyway, something got them in a place they don't want to be in and they feel like someone is judging them, but you've been through it, like this is great! Why didn't you tell me this six months ago?

Greg: We would have been much further along.

Nick: Right the fact is you've got to start looking at these pivotal points and start trying to figure out how to tell that story. Also if you ask other people, you should try it on other people and start telling them about things.

See if you're engaging them. See if you can keep them interested. I always love to bring a little levity of things, I love to make it a little bit funny, talk about jokes, make jokes, crack jokes at yourself. I think it's very healthy to do. People then don't take yourself too seriously, but you really got to start looking at, where am I today, what am I trying to convince people of? Where do I start?

What are the important dots to connect in the middle? Some are for business reasons and some are personal reasons and you just got to start connecting those dots.

Greg: Really the exercise in your action guide is a time-line, and there's a time-line in there for you to fill out. Fill it out with the different relevant points, maybe there's stuff from your youth, maybe you came over to this country from somewhere else. Maybe you moved from, you know,

the big city to the country, or the country to big city, but start there. Find all those pivotal points that help you to get your point across, great exercise for you to do.

Nick, what I want to talk about now is there's some people right now that's just like, I don't want to tell people about all that personal stuff, when I had my first child or you know, failure points of their life. Some people are very private. I think it's okay to want to have those values, but what happens when you kind of get over that?

Nick: When you get over that, you'll see that people will start to see you for who you really are. One of the reasons they can't see you is because they don't know who you really are-

You'll start to see the way people react. Again, we talked briefly about it before; Danny Candy calls the concept dog whistles, people who have been through certain things that you've been through.

It's like a dog whistle they hear it and they latch onto it. Everyone else just goes, "Okay, that's cool." Then they kind of move right past it, so the more you're open to being vulnerable, the more people will also trust you because they believe that if you're willing to share those things with them, you're not going to be hiding other things that are much less significance in daily life.

Greg: Right, yeah, again it goes back to the founding principle, people buy people, they buy from people they know they can trust. If I don't know you, I don't trust you enough to hand you my credit card to do business with you, much less start drilling and filling my mouth, or help me find my dream home or whatever the case is, so you really need to

get over that, and, you know, for those who maybe are a little more reserved what are some examples or things that they could share, you know, sometimes it's baby steps.

It doesn't start with telling that's, the first time I tell my story, it wasn't that elaborate, now I kind of have that elaborate story.

Nick: When you tell it to a live audience whether it's one person or a thousand people, you start to see what people are really like, you almost get some amens in there, right?

It's like, oh yeah! People laugh out loud and you really start to grab the audience and pull them together as a whole unit. When you can create that and you feel that energy with the audience then move in with you, that's when you know you're going to be successful, but I mean, you just start with everything, talk about the fact that you have kids, or that you've coached their baseball team. Talk about the fact that you go to church, talk about the fact that, the sports team you really like and how they had a great season or a horrible season last year or you can't wait until they get rid of that pitcher or whatever it is.

It can be just really surface things. But some of your favorite books, favorite TV shows, but, again, it's points of affinity, things that people will go, look at one of the biggest objections people have to hiring you is that guy can't understand me.

He doesn't know what I've been through. He doesn't know where I come from. I mean, on a very core level it's like people who are involved in domestic abuse and things like that, they don't think anyone possibly can

understand the situation they've been in. I'm not making light of that because I've never been in that scenario, and I don't-

It's a horrible thing, but you see people who have horrible, traumatic things, one of the biggest problems is that they think that no one's ever been through this. And they know other people have, but never like them.

Whether it's drug problems, alcohol problems, abuse, whatever it is, and once they realize, that's what like twelve step groups are for: they start sharing, they start realizing they're not alone in this. When you encounter a customer or client or prospect, they have a problem, that's why they would hire you.

Some problem, it may not be a serious problem, it might be that they want to make more money, but if you can draw them along this journey with you, and they see that you can understand them and you can understand their problem, or maybe this person, now that they understand me maybe they trust me enough to take me on that journey.

Greg: Yeah so I think hopefully, what you're understanding now is that your brand is your story, it really is as simple as that.

Creating your story is super simple. It really goes back to creating your story and then I think, the second part is that you get to tell it. You have to tell is using media and I think that's really big.

You just told your story in this video and potentially depending on how you're getting this course, maybe you

saw it in a sales video; maybe they saw you on stage presenting your story. You tell your story in every seminar that you do, in every webinar that you do. You tell your story on CD, you tell your story in all the bookshops.

Nick: My story, I really do because I've heard it a million times. It's funny because I always get worried because someone in the audience might have heard it once or twice, but they still laugh. They weren't listening to Nick tell it every day for the last year. They weren't thinking of Nick ever, probably.

They hear it again it's like the first time they heard it. Don't worry about that. Every time I don't tell my story I lose money because people don't understand where I'm coming from.

The other thing, we have a formula in the book called 5WH and if you can answer that formula, we'll put it in the workbook too. You know, who, what, when, where, why and how, it's very simple.

Greg: Because we've all heard that one before, right?

Nick: We've all heard that before. If you can answer those questions of who am I trying to help, you know, when do they need, when do they identify they need my help. Where would this go down? What if you answer those questions, you'll start seeing, well, what can I relate in my story, what in my story will connect to these points to help these people to understand each of these points of the story.

Greg: Right, definitely, again that's a great exercise, the 5WH. Really, we've heard all the who, what, when, where, why, how.

It's something that we were taught in like elementary school, when we were taught about a book report or something and now you're just relating it to your life. Right, and your story, again use each of those 5 Ws and the H and then find pieces and chunks of story that you can insert into each of them and it would really definitely help you out. And so what we need to do right now is we need to create this story. Create this brand because in this next step, now we're going to show you how to take that story and help elevate you to celebrity expert status.

Nick: Absolutely, I think that a cool thing just to talk about real quick is there's a guy that does a talk called the Golden Circle, this guy is Simon Sinek and it's super cool and I think a great place for anyone to start even with these questions is start with why. When you start with what you're going to do, some people start with well, I'm going to go help people do X, and then you go how are you going to do it and well I'm going to do it this way.

You never get to why, and the most successful people and the most successful brands in the world start with a big why. Why are they doing this? The reason people resonate with my story is the fact that they see the why I want to do this. I realize that I was doing something that made me money.

I didn't really want to be doing it and whether people have made money or not making money, there's often times they've been doing something that they didn't really want to be doing and the fact that. I figured out this

formula that worked for me and I kind of proved that the story worked for me and now I can help other people have that same success. That's my why, that's my driving passion is to help other people, to help the most people help the most people.

When they understand the Why, everything else falls into place. So you may even start on the 5WH and the why.

Greg: Yeah because a lot of people skip the why and they think you're just another guy trying to peddle and get some money out of them without the why.

Nick: Yeah, why do you work on teeth? Because I'm a dentist that's not a good enough answer.

Greg: That's not a good enough answer, yeah, exactly. Again go through the exercises in your action guide. Get started, right. Have that niche, and create the story that resonates with that marketplace and in then in the next video we'll take it to the next level and help you take that niche take this story, take your brand and help you become the celebrity expert in your marketplace.

Thanks again for watching take some action and we'll see you in the next one, cool.

Stage Three:
Developing Your
Celebrity Expert [®] Status

Greg: Hi welcome back to the Celebrity Branding Blueprint. My name is Greg Roulette and joining me here in this module is my partner, Emmy award winning director and best selling author, Nick Nanton. Here in this module we are now into stage three because we've developed a niche, we've developed our story, which really is our brand. Now we want to elevate it to this celebrity expert status. Let's kick this off by doing a review of what this celebrity expert status is. What is the goal that we really want to obtain by going through this module?

Nick: Yeah absolutely. Becoming a celebrity expert allows you freedom really. Dan Sullivan, another great entrepreneur coach, talks about the four freedoms entrepreneurs are really after. They're after freedom of time, freedom of money, freedom of relationships, and freedom of place. Celebrity Branding allows you to have those in whatever level you desire. Now I'm not going to go to the Tim Ferris land of saying, "You only have to work four hours a week." There's some amount of money you can make working only four hours a week, but I think there's a lot of problems with that just in general with continuity of trying to pick back up next week and figure out where you left off. I couldn't do it.

Greg: No.

Nick: Not my desire. I have a great life, but Celebrity Branding will allow you and becoming a celebrity expert will allow to have the freedom you desire.

Greg: Sort of like autonomy.

Nick: Yeah.

Greg: Along with freedom because you get to select the clients that you want to work with because we've hand selected our niche.

Nick: Yep.

Greg: We're doing this direct marketing. We're creating the story and we're attracting the people that we want to work with, which ultimately leads to a better life because we're not taking the riffraff, anything that comes in the door. We're only taking those that we can really help and benefit.

Nick: Absolutely. That is the key. You want to set it up so that you attract the people who you can work with and you repel the people you can't. It's been said that the strength that which you repel people is also the strength in which you attract people.

Greg: I love that.

Nick: Not everyone's going to be a good fit. Doesn't mean you have to be rude about it.

Greg: Yeah.

Nick: We talked a little bit in the last module about putting things out there. I know a lot of people who put their political beliefs and everything, their marriage beliefs, all that stuff and begin the strength in which you repel, the strength in which you attract. Don't be afraid to try some things. Again, it doesn't mean you have to be rude or confrontational about it.

Greg: Yeah.

Nick: Don't be afraid to be who you are because that's all you can be.

Greg: Exactly. I really think that a true celebrity, whether you're main stream Hollywood celebrity or if you're on this being the local celebrity, the niche celebrity that we want to get to, it really starts with first impressions. Hollywood celebrities you know one when they walk into a room.

Nick: Right.

Greg: There's an aura around them. People are just like who is that? They know that there's somebody just by how they walk in the room and for a celebrity expert the same thing is true. Obviously there's a lot of entry points. Someone could come to your website first. They could see you at an event. They could get your book at a bookstore or online. There's a lot of these different entry points, but it's all based on first impressions and they need to know from the instant that they make that first impression with you that you are the guy.

Nick: Absolutely. When we have people into our experiences, some of them include photo shoots.

Greg: Yeah.

Nick: One of the things that people they don't understand the value of it. We've got a thing running behind us right now with out photos on them.

Greg: Yeah.

Nick: That was me before the Biggest Loser. I got to get a new one there, but no. The fact of the matter is that look when people see your photo that's one of the first opportunities you have to start building a relationship.

Greg: Right.

Nick: Again we talked about repetition before. We talked about creating this relationship. The beauty of what we're going to teach here is that you can take one to many forms of communication and build one-to-one relationships. We talked about the newsletter story before, people are coming up to me talking to me. I was communicating one to many. They felt like it was one-to-one so it opened up the door.

One of the first things you can do by adding photos to your stuff, to your business card, to your website, to your book covers. It's not because we think we're great looking people.

Greg: We might be, but ...

Nick: We understand ... We might be. We'd be okay if you told us we were.

Greg: Yeah.

Nick: We understand the fact that adding a great looking brand photo to everything we do allows people to connect with you and then when you meet them like coming up shortly we have a welcome reception for clients, a bunch of them we've never met before. They'll walk in the door and they'll go, "Hey Nick. Hey Greg." They know all about us. They've seen the videos. Presenting a very good first impression is crucial.

Now what does that look like? Well, for different people it's different. I have this look of a sports coat and jeans. It works well for an entertainment lawyer or a guy who's getting into entertainment, an agent. You have this button up Madison Avenue thing, which is cool.

Greg: Yeah because it's 100 degrees outside.

Nick: Right, perfect.

Greg: It's perfect.

Nick: Works perfect.

Greg: Yeah.

Nick: It fits your story.

Greg: Right.

Nick: You got to figure out who am I trying to be to who and how can I fit that ... not that you can't break some of the rules, particularly if it makes sense to break the rules. Again, I'm a lawyer, but I wear this when there's people decked out to the nines in suits and I get away with it because I have the story, it makes sense. First impressions are huge and one of the best ways to make a great first impression is with a photo that is approachable, professional, but has some polish to it.

Again, I'll emphasize approachable. When I was in music business every band wants to look hard, whatever, and it's like, "Man ...

Greg: The posse pose, yeah.

Nick: ... I get it," and maybe that works in music. I'm not even convinced it does, but a smile is so inviting.

Greg: A smile is huge.

Nick: People are already intimidated enough of how much you probably know, don't give them a reason not to call you. You want to look friendly, inviting, like the person they really want to become friends with.

Greg: Yeah. A couple of things to note just in our own marketing because now if you're going through this product you've been engulfed in us in some way that our photos are literally on everything. You see it on the backdrop that's behind me right now, but you see it on our newsletter, on our newsletter envelope has the photos on it, every postcard, every sales letter, videos is all us personally. We don't hide behind a white PowerPoint slide or anything.

Again, it creates this familiarity where people they know us, even if I've never met them, even if they've been on only they've seen our podcast or something. They literally feel like they know who I am and it goes into this concept that you teach and I'm going to butcher what you call it, but it's where you start to take up a spot that might be consumed by your grandma, but now we're taking it up because you feel like we have a real one-to-one connection. Why don't you teach a little bit about how we can start taking up mental capacity of our marketplace.

Nick: Sure. There's this real called Dunbar's rule. This guy named Dunbar did this research and he determined that you can really only have relationships with about 100 people at any one particular time. Now I'm not saying number one, being

your spouse or best friend or something and number 100 are the same, but that's about what your brain can handle. Also, the US military did research at the same time and determined about the same thing, the maximum number of people they can put effectively into, I don't know the military terms very well, but a platoon, or a company or whatever it is, was 100 people. That's a number you need to know.

Now here's the thing, when you use media effectively and you show up in someone's mailbox slot, you show up in their email box slot, you show up in their videos a lot, excuse me, you start to take over one of those 100 relationships. For instance, the effective media on that is if someone watches Oprah every day. Oprah takes one of those spots. Again, I'm not saying that you can't distinguish between ... I'm not saying you can't distinguish between ...

Greg: Oprah and your girlfriends that you go, right.

Nick: ... Oprah and your girlfriend, right, but the fact of the matter is that they're in those 100 relationships. As you show up more with your photo, your video, your messaging in someone's life you become the Oprah by force really. You start showing up, you start taking one of those slots. The more they read, the more they consume the more higher up that ladder you go and what happens is those 100 spots is essentially friends in the business. Excuse me.

What happens is essentially those 100 people are friends. If you're a friend and your certain business you become their friend in the business. If you have a friend who's in the car business and you need something done to your car you

probably don't call around for three quotes, you probably don't question the price they give you. It's just your friend in the business you know they're going to take care of you, you're going to get it well taken care of and that's it.

We get rid of all of these issues with price, with deliverability, with trust, all this stuff, just by showing up a lot, but using media and by looking trusted.

Greg: Yeah exactly. Taking that to the next level, now you're indoctrinating, you're ingraining your marketplace with you in your personality. The second half of it goes back to the secret formula for me to success because now there needs to be some credibility and some reputable things about you out there. That's things seen on ABC, NBC, CBS, and FOX, having a book and a bestselling book at that. It's being seen in the publications where your marketplace wants you to be seen. If I'm in personal training it might not do me any good to be in a dental magazine or something, but it means a whole lot to be in Men's Fitness or Men's Health.

Talk about now putting this together because now we have our photos, our story, our brand. We're going out to our niche. Now we need third party credibility.

Nick: You got to have third party credibility for all the reasons we've already discussed, but the fact that to make people pay attention to the fact that you are who you say you are and it also positions you as one of the best in the marketplace. I love this story – my wife was looking for a doctor for something a few years ago, I don't remember what it was, but she called me and said, "Hey honey, I finally found a doctor."; I was like, "Oh great." I said, "Well how'd

you find him? Did someone refer you to them?" She goes, "No, I Googled and found this guy and it says right on his website he's been on NBC, CBS." I'm like, "Who is it? Tell me who it is. It might be my client."

It wasn't my client, but the point was even my wife who knows that my job is to help people get this kind of credibility.

Greg: It worked.

Nick: It's credibility to her because it is credibility because at the end of the day we all know that the guy who's been on TV has some extra special knowledge, little extra special fairy dust, whatever it is. That person has something unique that other people who aren't getting on TV don't have.

Greg: Yeah. Now there's also a ladder of credibility that we talk a lot about and that's one of the concepts I want to cover here because I think it's really important to note that just because you've been on TV once eight years ago, you got to keep stacking things on top of each other. You got to continue to do this stuff. Let's talk about what the ladder of credibility is and how do we climb that ladder and what happens when we start getting rungs up into that ladder.

Nick: Sure. In every field there's a baseline. In professional fields where recorders licensing like financial adviser. Most financial advisers have to have series seven or whatever those license are. In law I had to pass the bar. As a dentist you have to pass, I think, it's your boards, whatever. That's the baseline. A real estate agent you have to have a license. There's some baseline and a lot of people think ...

Greg: The thing about the baseline is every one has to have that.

Nick: Every one has to. Some lawyers are like, "Well hey, I'm a member of the board." Well so is every other lawyer. That's where you start. Now what the ladder of credibility is, is adding other things that give you additional credibility. Again, I'll use me for instant, we can do the same for you because you've done the same, but from there I wrote a bestselling book. I wrote another bestselling book. Each thing you do that adds credibility gives you another rung on the ladder. I've been on NBC, ABC, CBS, FOX, won Emmy's, all this stuff and you're stacking up the ladder of credibility.

What happens is as you add more and more and more you get more rungs on the ladder and as I say you eventually are towering over all of your competition and when any of your prospects looks up all they see is you. Everyone else might be hanging here, here, here, and you're just towering above them because you have so much credibility and that's what the ladder of credibility is. It is using everything you've got, you have to use it and let them know you've got it, but using it to add those rungs to the ladder because ultimately then you become the only choice because you're the only one they can see. You're everywhere they're looking.

We talk a lot about people want to get noticed. They want to be seen. They want to get out there. They want get some exposure. Well the only exposure and being seen you want or need or want to afford is in the places that you're target market is looking. People who hire us they're like, "Nick I feel like I haven't even heard of you six months ago or whatever, but now everywhere I go you're all ... I see you everywhere. How do you do this?" Well I'm not everywhere

everyone else looks, you're a targeted client so I'm going to make sure I'm dominating the media places that you're looking, whether it's your, as a lawyer, the Bar Journal and whether I'm speaking at the Bar conference. I'm speaking this marketing conference for lawyers. Whatever it is I'm starting to show up where you are and that's key.

Greg: Right yeah. Really everywhere that they are looking that's a super key phrase is that you do want to be everywhere they're looking. What are the blogs that they read? What are the newsletters that they get? What are the trade journals, the magazines? Then getting to them into the inbox, obviously, through email. Getting them into the mailbox, crazy idea there, getting into the mailbox. Literally everywhere they turn around they saw a video from me today, they had a friend promoting you on their site, they go to their mailbox and they pull out a package from you. You are literally everywhere and that's how you use Dunbar's law really because you literally everywhere they turn Nick is everywhere. Eventually just going to be a big poster of Nick on the wall.

Nick: Right. It's like an old friend, you're seeing them all the time.

Greg: You're seeing them all the time.

Nick: Go hang out with them, you're going to go have lunch with them, you're going to have drinks with them, whatever it is. I'm doing the same thing and you can, too, just by using media and showing up. I think it's a good point now to talk about physical verses digital newsletters is a great way.

Greg: Definitely.

Nick: Again, every one has email newsletters and not a bad thing to have at all. We have one. They're great. They are inexpensive and you send them out, but most of us get some number of hundred of emails a day. Mine are just piling up here as we go. We get hundreds of emails a day and most of them are asking for some level of interaction. "Hey Nick, what time do I need to be there?" Or "What's the thing?" OR "Hey are you coming to school with your son Brock next week?" Whatever it is they're asking for a response. I consider it rude not to respond to those or at least to make sure someone else responds to them.

The rest of it is like, "Email us for a report of Amazon flowers," and all that stuff and unless I'm super hot on one particular topic right now then I'm probably just going to delete all those fliers unless it's a big infinity that I've got. Then I'm going to respond to the person who corresponds. That's my day's worth of communication. What happens is as an email newsletter you're probably in the bottom of that. The first people corresponds and then there's everything else in the email box you're currently at the bottom of that bucket.

Greg: You really are.

Nick: You delete it. In the mailbox, again we said earlier that Dan Kennedy says a good newsletter should feel like the equivalent of sitting down and have a cup of coffee with a good friend. Well, what that does is it creates a relationship and how many people watching this are likely to be getting regular correspondence from friends in the mail? How much regular correspondence do you get from friends?

Greg: My son gets birthday cards.

Nick: Birthday cards ...

Greg: Maybe some valentine ...

Nick: ... invitations.

Greg: Yeah, but that's about it.

Nick: Christmas cards maybe.

Greg: Right.

Nick: You're not getting letters in the mail.

Greg: Right, I'm not writing you letters in the mail. I like you and all, but ...

Nick: Yeah, yeah, it's not happening.

Greg: Yeah.

Nick: By using the one to many strategy of a newsletter and writing a newsletter that feels like sitting down and having a cup of coffee with a good friend, thinking great. Then that now rises to the top of the mailbox. Everything else is bills and garbage. Now the same exact content could be in the bottom of the email box or the top of the mailbox. I'm going to go with the top of the mailbox so it's going to get read.

The other by having a physical newsletter is people they don't just usually dump them, they keep them around for if they didn't get to read it all. this is real interesting, I just figured this out recently. I was talking to somebody who was advertising in different media. We've been advertising in

magazines. I was talking about the difference between the response we get with some email blast we're getting verses some magazines we're getting. They were telling me the kind of leads they were getting from a daily newspaper.

It's real interesting. The frequency of the media from which you're using is actually what trains people how quickly to respond. They find an offer in today's newspaper that they like, they're probably going to respond today because they know they'll be getting another paper tomorrow. The offer ...

Greg: Might not be there.

Nick: ... is no longer on the table. That's real interesting. The rate at which you send new media to your clients is the rate at which they get trained to hold them. If there's a newsletter that comes once a month they know I don't need to get rid of this today I can put it aside. They're not just going to chuck it because they're worried about having to consume it today. It might end up in the bathroom, who knows where it ends up, but ...

Greg: Yeah totally.

Nick: ... it's there. Then the other thing that we do in our newsletter is we three hole punch them because if something has three holes in it, it means it's suppose to be put in a binder.

Greg: I got to go keep it somewhere. I got to put it somewhere.

Nick: Suppose to keep it, yeah. You can do tricks like that to add value to it. As we send all of our newsletter down in a clear

envelope, which is cool. It allows people to see what it is, know what it is. Another mistake a lot of people make when doing a newsletter there are times when you want it to be a full color, glossy magazine and there are times when you don't. The biggest fear you should have is showing up like just another rag in the mail, another coupon clipper, whatever it is.

You do not want to show up like that. You'll prolong time and for certain things for a law firm we use black 9x12 linen envelopes with silver foil. They scare the hell out of people. We have to be careful how we use them. You get a big black envelope from a law firm you're like, "Whoa," ...

Greg: Whoa.

Nick: ... but it does get opened. There are many different styles you can use to start getting opened, but it really is all about creating different types of media to show up in your clients' world, whatever that is.

Greg: Yeah, 100%. A couple of things that I like to talk about with that is we don't ask for more email.

Nick: No.

Greg: I don't need anymore.

Nick: Right.

Greg: Don't send me anything else and our mailbox is shrinking. There might only be four or five, six things in there and they're either usually bills or just that regular correspondence. When you show up in a 9x12 envelope with your face on it it's like, "Wow. Here's something cool of

value that isn't a bill, that isn't a val-pack, that isn't the flier, whatever it is, on the weekdays."

Nick: The rate at which postage goes up, the rate at which everyone else starts dropping.

Greg: You're competition is not going to spend the money. We talked about earlier are you willing and able to spend the most money to acquire a customer, but then keep that customer because there's a ton of money, a whole different subject, in repeat business and reactivating people, getting them re-engaged. If someone does a bestselling book with us that person then turns into a TV person they're the best client in the whole entire world.

Nick: Right because I didn't have to spend any more money. It's a great point to talk about right now. There's really only three ways to grow your business to go out and get new customers, to sell your existing customers more dollars worth of stuff, or to sell them more frequently. The fact of the matter is getting new customers is the most expensive. We don't have to do it, but most people have a big hole in the back of their ship that they're bringing people in and they're falling right out of the back. That's just a key point I think just no matter what we're talking about.

Greg: Let's turn some of this stuff. Now we have our market. We have our story and now we're showing up like a celebrity. Let's talk about how we translate that into money and in the book you and Jack talk about this ladder of ascension and I think this is ... some people understand the concept, but they don't really know how to put it into play.

I'm a dentist. I don't have an ascension funnel. I'm not an info marketer or something. Let's talk about what this ladder of ascension is and how we can take everything we've been talking about and stick it into.

Nick: Sure. The basic concept for those of you who don't know or haven't heard that term the ladder of ascension, it's a Dan Kennedy term, again. It is the fact of taking someone and giving them something with low to no barrier, whether it's free or inexpensive use a newspaper, other things. Then ultimately get them in the door for \$100,000 dollar copyrighting consulting, whatever that he does.

There's all these places along the way that you want people to be able to rise to the level in which they're ready to and that you want them to and spend more money with you.

Greg: Right because most people won't go zero to a 100 grand. Most people won't go zero to a grand without something in between.

Nick: Right and we also talk about the fact, you know I've talked a lot about the fact, that if you don't have the steps in between zero to 100 grand you almost can't justify the 100 grand. Well there's free and then there's a 100 grand, well why is it 100 grand. Well if I know just an information product with you is \$10,000 dollars and it's an hour long information product and I get to spend three days with you for 100 grand, well now I can ...

Greg: Justify the math.

Nick: ... why the value would be there. A lot of people miss that in between. I missed it for years not having the things in

between. I didn't particularly care about having products because I didn't mind teaching people things, but it was more valuable to me to have somebody in for a day or to work on their business privately. The fact of the matter is the product you're watching right now, build a position for the fact ... It's I'm giving you knowledge, I'm going to gain trust, you're going to see that we have value, all those things, which are great, but it's going to build a position of why. Well I paid several thousand dollars for this product then I understand why I would have to spend \$6, \$7, \$10,000 to spend a couple of days at an event and I understand the value I'm going to get.

Very simply put the ascension ladder is just low to no barrier and cost at the bottom to your top level at the top. For our businesses let us do that. We do free podcast, we do video podcast. I do a lot of tele seminars and webinars. I speak at a lot of other people's events. People are typically paid to go, but I'm not typically getting paid to speak. I'm going there on my own accord because I know the business that can come out of it. Low to no barrier.

Greg: Free reports, free books, things like that as well.

Nick: Or even a \$20 dollar book at Amazon or whatever, low to no barrier. We have an offer sometimes where it's a low fee to get our books ship to you out of magazines and stuff. Again that's the ...

Greg: It's an irresistible, there's a no brainer why I wouldn't want get that content for free to low price wise.

Nick: Exactly. That's what you want to try to create and that's a sort of a lead for them. That's where you're trying to get

people who you introduce them to you and try to get them to take some action. I do involve with a credit card no matter how low the amount the much more engaged they will be. You start there and then you start coming into our world. You start getting emails and newsletters and all that sort of stuff. You start getting postcards and brochures and get invited on our tele seminars. In the podcast every week we do a break kind of a week.

We offer some sort of opportunity that we have going and then you might become a best selling author with us on our program for about whatever it is, \$497 dollars a month. You might rather get the \$1097 dollar a month program. I'm just making up numbers here because who knows what they'll be when you watch this, but be on our TV show and be in a book. Then you're going to come to our bestseller seminar and then from there you might want to get into our X group, which is our masterminded network group. Then you might want a private consultant day.

We have people who buy our books for \$20 dollars and we have people who hire us for over \$100,000 dollars a year to do all sorts of stuff. By the time you're paying that kind of money we're practically running a lot of stuff for you. Don't get afraid, but at the same time we have a level for everybody who wants something different. My documentaries that we do on people, that's a higher price point than collaborating on a book with someone else.

Greg: Right, right.

Nick: We give people those points of entry and we give them somewhere to go.

Greg: Right. Well, too, it gives them somewhere to go. People always want ... You had a client you recently worked with he's like, "Nick I'm a premium package kind of guy." You always have people that want this level, whether it's ego or whatever the case is, but they always want more, but most people aren't ready for that level. They got to work their way up to that level. Going back to Dan Kennedy, everyone aspires to be in his platinum group, which is his platinum mastermind group, but day one you're not ready for it.

Nick: Right.

Greg: You're just going through the basic concepts.

Nick: Again it could be ego, but most times they're ready for that now. Like that, "Oh, now I'm finally ready for this. I can do this." Yeah, when we first started following Dan's stuff I couldn't have hoped to pay to be in his platinum group. The business just didn't have enough to do it. It's \$30 something thousand dollars a year, but now the leverage we get from being in there and the business we get out of it, the time with Dan, it makes sense for a business of our size.

Greg: Exactly.

Nick: That's what the ladder ascension is. It's ultimately not having two rungs and people have to jump off because there's nowhere else to go.

Greg: Let's talk about maybe how this ladder of ascension will work in some more traditional businesses. I'm a dentist. What is my ladder of ascension look like in a dental practice?

Nick: Sure. Ideally what you first might offer is maybe a free report, special report on the top 10 ways to have pain free dental care for your kids, whatever your special is. It could be whatever.

Greg: Then it goes back to the niche. Serve the niche, find the problem in the niche, and then create this report with your book or video ...

Nick: Address it. Again, this is now a value to the prospect. It's not just a business card or a flier. This is something that has value. There's education and knowledge. One of the things we also talk to our clients about a lot is if you can teach your prospects something they didn't know they didn't know, you get the trust because they've been looking at this stuff for years or talking to three or four different people and no one told them about this. What else have been withholding that's important?

If you reveal the stuff ... It's like a few years ago there was a beer commercial and they talked about how these beer bottles is cold filtered and blah blah. Every one was enamored with this beer and it turns out every one does this. No one was talking about the fact that they do this. They built in this separation now because they're sort of talking about it. It was allowing that. we now have this they taught us something they didn't know they didn't know and they built trust.

Now we got this special report. Okay, now you might invite people from this special report, you might invite them onto a tele seminar or webinar. It might be free, it might be a group event in your office where we're going to go through,

I don't know, how to get cosmetics that make you look and feel great and make more money. I don't know what it is. That might be a low charge or there maybe no charge for it and you get them in there and now you can ...

Greg: There can also be a free consultation o r something ...

Nick: Free consultation.

Greg: Yeah.

Nick: Absolutely. Now you're starting to build some trust. Then it maybe after the consultation it maybe a exploratory visit whatever it is and that might be \$97 dollars. Then ultimately it may end up where there's two choices, you've got the \$500 dollar tooth whitening package or the \$5,000 dollar when they change out some of your teeth. I don't know, but there's a way to use it. Then through all this the people who are good prospects, sometimes hard to tell so you end up sending more than you need to, but you're sending them newsletters, sending postcards.

You're creating that relationship and you're giving them constant opportunities, again, by tele seminar, whatever and get educated to learn. You've got to figure out what their life cycle is to this sale. Ultimately you want to keep educating them, too. The more you keep in touch with them the more they're going to send you one of their friends, everyone loves referrals. They're some of the easiest business to get, but it's all by continuing this communication cycle.

We even have a dentist who was in our mastermind at one point. She was an orthodontist and she said, "Well this is the

thing, people come to me, they get their stuff, and then they're done. They have their teeth fixed and done." I was like, "Well, aren't there typically retainers?" "Oh yeah often times there's a retainer they're suppose to wear, but typically they'll lose those and they'll never come back." We helped her start offering this retainer insurance program where you got certain number ... it was unlimited, but they're paying some number ... People who are never typically coming back were now spending \$29, \$39, whatever dollars a month or year, whatever it was.

It was essentially free money. She had to replace the retainers, but the numbers way worked out, but because she had a place for them to go they'd come through her highest level of service and literally there's nothing more she could do for them. Their teeth were straight. It was great, she did her job well, but there's still an opportunity to add an add-on so that they could do that.

Greg: Yeah, I love that. Let's talk a little bit about, now we have this ladder and hopefully in your business you're creating your ladder and there is an exercise where you can develop each of these different levels from that low, free barrier all the way to your top level, your premium level. Now let's talk about, I get the free thing to get to the next thing. You talk a little bit about educating them, but it's also again being seen as the celebrity expert so they can't go anywhere else because most people just get into straight sales mode, "Hey you're interested in this. Why don't you buy my \$99.99 widget and do this and that." They turn into used car salesmen, no offense to used car salesmen, but that's what they turn into immediately. That's not what a celebrity does.

You never see Brad Pitt walking, you got to go see my new movies. Only \$7.99, here's buy one get one free ticket. You wouldn't do that. He'd send you previews and he's doing cameos, he's doing interviews, but he makes sure you see all of that. Let's talk about the difference between a sales person and an expert and how we can use media to be positioned as a celebrity as they go through this funnel.

Nick: Absolutely. I'm going to answer that in one second, but you made a point I don't want to forget. The premium service that you have whether you offer it now or not make something ... make up the ultimate ... the thing that would make you so excited to deliver this and get paid this amount of money because whatever you're premium services someone will buy it, number one. Number two, it makes your middle ground service look like the obvious choice because people typically don't want to be on the cheap end. They don't typically want to be on the most expensive end, some do, but a lot will fall into the middle. Whatever your premium is now make that your middle. You'll have a lot more people funneling to your current premium than you just keep moving that ladder higher and higher, too.

We all hate being sold. We love to buy things, but we hate being sold. We know how sales people show up. We know when we walk into the shoe store at the mall we know what the salesman looks like. When we walk into most car dealerships, even though we got a lot car dealer do not do things this way, they all fight and beeline for you, you know what the salesman looks like. When the water purification guy comes to your door, you know what the salesman looks like. He's got his briefcase with his PowerPoint thing in it. He's showing up like a salesman.

One of the biggest mistakes a lot of people make when building their position is showing up like a salesman. Not that there's anything wrong with selling, selling is amazing, it's how the world goes around.

Greg: Selling is not evil.

Nick: No, selling is amazing, but you don't want to look like a salesman because people will shut off. One of the things that we have told a lot of our clients about is look you probably don't want to put all of your sales award and stuff in your bio because then people just know you're a good salesman. It doesn't mean that you got to make sure ...

Greg: It means wow I'm in the room with this guy. He's going to sell me something so let me turn off. It's like going to a timeshare presentation where ...

Nick: Yes.

Greg: Even my wife and I we went in and we're like do you want to buy a timeshare? No. Do you want to buy a timeshare? No. We prep ourselves to not buy when we know we're going to get sold.

Nick: If a guys got top sales awards for November, December, January, you want to talk to the other guy.

Greg: Yeah, you are scared. You put your wallet back in the car. We don't want that to happen with your client's prospects.

Nick: Right, but what we do want you to use is things, not that awards are bad it just depends on how they're positioned. We give client's awards that are positioned way better. You want to show up like consultant. How does a consultant

show up? He doesn't show up with a pre-filled out sales page. He shows up with a blank pad of paper. Now he knows exactly what he's going to write. A well-scripted salesman is scripted, but you can't tell it.

Greg: He's got a bag of tricks that he's ready to put in.

Nick: Absolutely, but the fact of the matter is he shows up differently, looks differently. As a PR firm, we're a medium marketing peer firm, how do we show up? Well, by the way most people in medium marketing peer firms haven't written their own books. They haven't been in major media ...

Greg: Themselves, yeah.

Nick: ... all the things they preach, we do those sorts of things. There are different types of firms around the world that do pieces what we do. I've never seen anyone who does it all and it would be so hard to find someone who would do it all because we have our own language in a lot of ways. That's an important thing, too. You want to start creating terms around what you do. We own the trademark and Celebrity Branding, Celebrity Expert. We have so many trademarks because the secret formula for business to be a success to business trifecta because we want to explain things to you that are common sense, but maybe not common knowledge.

Now you're even using our language with them. Not only can I tell if someone is ripping me off, another competitor in the marketplace because they start using my terms. Well, they've been watching my stuff, but owning that language is important. Then when you start talking in my language and

you got o another medium marketing PR firm and asking them what they think about the business trifecta and they have a blank stare, they haven't talked to anything, you now have zero trust for them. You're probably not going to matter to them.

You got to do that, but you want to show up. The way we show up is with our bestselling books, with our media places in ... we have a feature that was in USA Today that tells our whole story, we put that in there. We have the movie about our firm. We start showing up in the types of media people are used to seeing celebrities and those media formats allow us to tell our story, too.

Greg: Yeah I completely agree and the biggest thing is you want to use this stuff.

Nick: Online, too. I don't want to forget about online. Online is great. Online drives a lot for us because again people are looking for us, they go to website, they want to check out more, they want to see.

Greg: Totally.

Nick: Online blogs, articles, press releases - that's again more content people can see. When people go to our website they couldn't, well they could possibly it would take a long time to read over blogs and stuff, but most people wouldn't. Just the fact that they can scroll for days they know that you have illuminist amounts of content. You must be interesting.

Greg: Yeah exactly. The goal here and to become this celebrity expert is to use, find that niche, find that marketplace, develop your story, get that major media credibility, and

now insert it into your marketing funnel, whether it's online or off line. When you send a postcard out it says, "Hey this is Nick Nanton, Emmy award winning director and bestselling author." Use that language in your pieces and then continue to follow up. Again, a celebrity doesn't just have one preview for a movie and that's it. They're doing previews in every single commercial and then they do a tie in with someone else. You need to do that same thing.

You need to set up different funnels, different systems, whatever you want to call it, using all these different media pieces. We talked about blogs. We have 100's of blog articles, but we use them in a follow up sequence. If someone's interested to engage with us we'll send them a certain number of blog post that are about the topic that they wanted to know about. They get the special report and then maybe they do business with us, maybe they don't. If they don't then we send them a blog post and another blog post and another blog post or an article that you wrote on fast company or tear sheet or a copy of the book. We're using this media in our marketing, which goes back to the secret formula for me to success, using that major media in your direct media.

Nick: Right. Every time we create a new piece of media it's really to fill a hole in the marketing funnel. For instance, we do collaborative books a lot. We do a lot of them and we put ourselves in all the ones that are appropriate. I'm not in the dental book and some of those things, but we put ourselves in those and we really have to come up with other ways to talk about the same things that we do.

What do we do? We think about what's really hot right now? What are the questions people are asking? Then we write a chapter on it, put it in the book, make that a bestseller and now when that question comes up again, oh well great here's a copy of my book. I wrote this chapter. There's lots of other great experts in here, too. We wrote this chapter about exactly what you're asking about or we're featured in a bestselling book and we took that chapter and broke it down into special report because we always get asked this question, check it out.

Now you have systematized ways to answer questions and have much more authority when it came out of the bestselling or the special report or whatever and get that. We do that all the time and we create media to answer the questions we keep getting.

Greg: I love that. As we wrap up here in this third stage in developing your celebrity brand here are some exercises that I want you to go through and they are in your action guide so make sure you have that in front of you as you go through it. The first thing I want you to do is to create a media and asset inventory. What are the blog post that you have that answer those questions? What are the special reports that you have? What are the videos? A lot of people they have all these YouTube videos, but they don't use them. They're just out there hoping that people find them. Now it's up to you to insert them. Create an inventory. There's an inventory checklist for you to create in your action guide.

The second piece is to look at all the first impressionable places that you are. That might not have been the right

English to use, but all the places where people can find you for the first time. Really think about what they see. If they come in and they come to your website first, does that website show that you are celebrity expert? We've actually created a bonus with our expert on the online area, Lindsey Dicks, where she helps you to develop that celebrity website, that marketing website. If the website is the point of entry, does it show that you're a bestselling article, does it show your media credentials or does it look like you just slapped up a template from the '90's. What does that tell people if it's you speaking? Are you dressed appropriately? If it's a special report, if it's a book.

Going back to your story about when you first started developing Celebrity Brand, is it a cover that you got for \$5 dollars on Fiber or is it someone that really makes your art and your work look great. The first impressions, very very key and then the third set is this prospect funnel. What are the things that you want your marketplace to know about you before they hire you? I think this is really key in our publishing business we have a free report on how to write a book and grow your business empire. We also have the 9 publishing myths report that we give to them. Then we have some tear sheets. We have blog post. We have an agent that calls and we've developed a funnel that answers all the objections that they would have.

We have that for the books and we have that for TV and we have that for big print and we have that for films and we have that for web. Look at all those different funnels and now take this media inventory, this asset inventory, take those first impression and now build the funnel with the stuff. Hopefully that made sense.

Nick: It made a lot of sense and that's exactly what you need to do and we'll see you in the next module.

Greg: We'll see you in the next one. Thanks guys.

Stage Four: Rollout – Expanding Your Celebrity Brand

Greg: Hi, welcome back to the Celebrity Branding Blueprint. My name is Greg Rollett, and once again I am joined by Emmy Award winning director, bestselling author, Mr. Nick Nanton. It is time to roll this thing out, isn't it?

Nick: Yeah, there's so much of the other stuff you can do creating your position and everything, kind of from your underwear and your back bedroom.

Greg: Yeah.

Nick: But at some point now, where the rubber meets the road, where you start making money or you don't, is when you start rolling out. Now one of the funny things I often see ... I'll draw a parallel to the music industry, because we've both done a lot of work there.

Greg: Right.

Nick: People have all heard bands and stuff.

Greg: Yeah.

Nick: I have musicians who'll come to me and they'll say, "Hey, Nick, I just created this CD – check it out." Surprisingly, it's great. I'll say, "Okay. Wow, it's awesome." "Okay!" They'll say, "So what do I do next?" I give them steps one through ten on what they should do, and then I don't hear from them for six months. They come back and say, "Hey, Nick, check it out! I've got four new songs!" I'm like, "Well that's great, but I told you the first five were good and still no one owns those because you didn't do anything to market for all that you didn't roll out."

Similar thing here: there's marketing and getting out there and actually selling. A lot of us sometimes are uncomfortable with that. We don't know how to do it. We're really great at what we do, the widget thing we created, but then now it's time to get out there. If you don't take this step you're never going to make any money, so it's going to be unsustainable, and I won't be able to help you help more people.

Greg: Right. We totally see. So the drawing with the parallel with the music industry is great. I give you this CD of six great songs, and instead of going and marketing those six great songs I make six more great songs. Now I got 12 great songs but still no fans.

Nick: Right.

Greg: Well, in business it's the same thing, right? In social media, great thing, I can tweet, Facebook, and write blog posts all day.

Nick: Right.

Greg: Right? Now I got three years' worth of these blog posts, and I'm like...

Nick: Yeah.

Greg: "Nick, I don't have any customers!"

Nick: Right.

Greg: It's because you never sold anything.

Nick: Right.

Greg: You never marketed to these people, so this...

Nick: Which is why, by saying that word, no matter what business we think we might be in, like making music or writing books, whatever, what business do I need to be in, Greg?

Greg: It's the marketing business. It's the business of you. It's really what you are, and it's the marketing of you. I think that people get caught up in being a cog. It's like, "I'm a dentist." No, you're a marketer of dental services.

Nick: Right.

Greg: David Ogilvy, great advertising legend, said that you can't save souls in an empty church. Again, you're preaching, but if you have no audience with which to preach to then it falls on deaf ears and did the tree really fall if you didn't hear the tree fall?

Nick: Who knows?

Greg: Who knows? You're now the expert, right? At this stage, if you have 100 blog posts, or you're the best dentist in the world, you're the college professor in the basement that no one comes to visit because you're the scary, hairy dude, right? How do we begin to change our mindset to marketing first? Where do we even begin? I mean most people are just stumped there, because you can go a million directions.

Nick: Right. We talked about creating a position. Now, one of the things we also talked briefly about is that most of your clients have no idea what you really know.

Greg: Right.

Nick: Most of your clients have no idea what you really know.

Greg: Right.

Nick: Now, I love to do this. I'll talk about a fact that, first of all, we're all experts at something.

Greg: Right.

Nick: For instance, you might think, "Well, I just do what I do." Well, there's likely something in what you do that's more efficient or better at getting a certain result than someone else in your same field.

Greg: Right.

Nick: For instance, an example I like to tell because people find this hard to believe, is that we have a client who's a chiropractor, and the chiropractor wrote this ad, he was a great student of marketing, he understood that he needed to be marketing chiropractic services more so than just doing the chiropractic. He did both. He wrote this ad. I'm going to make up numbers because I don't know the real numbers, but for instance every time he ran it in the community paper he'd get 100 calls. Of those 100, 50 would book appointments, 20 would come in, and 10 would become a client. Let's just say that.

Greg: Right.

Nick: Every 100 calls, every time he ran in the paper he got 10 clients was the ultimate response.

Greg: Right.

Nick: Every time he ran it he'd get more clients, so he'd run it in a couple more community papers. He figured out the formula. He knew, "Every time I run these ads, here's what it costs me, here's what I bring in." It was a scalable, repeatable process for bringing in new clients. Even though he was an expert on chiropractic, he's now an expert on marketing chiropractic with one ad, right? One ad.

Greg: Right.

Nick: So what do you do? We created a licensing system for him where he went out and he sold the rights to run this ad to 100 different chiropractors in 100 different communities. They paid him \$1000 a month, so \$100,000 a month to run this ad. So, if you think your expertise isn't that valuable ... most people would have said, "Well, I don't want to have that much value. I don't know that much. I just know how to run this ad."

Greg: Yeah.

Nick: If you know how to run that ad and bring in consistent results, that was worth to him, with zero overhead practically, \$1.2 million a year in just letting people run his ad. We wrote the contract, so I can assure you if they stopped paying they could not run the ad any more.

Greg: I love that! A lot of points you covered there. I want to get to that creating that second business, because I think that's where a lot of experts want to get to is they want to not just be the chiropractor they want to be the Dr. Phil-type personality. First we got to run this first ad, right?

Nick: Yeah.

Greg: We could run a Facebook ad, we could buy community paper space, we could buy newspaper space, magazine ads, we can get a mailing list. I mean the list goes on and on and on.

Nick: Yes, you could go to a trade show, you could go have a booth. You can do anything. The next step is once you figure out where you're going to start marketing, what you have to do in order to get people to understand your expertise, you've got to start generating content.

Greg: Yeah.

Nick: It's just as simple as that. The more content you have, the more of an expert you have.

Greg: Right.

Nick: The more people can read your story, become a part of your story, the more they can get involved. We utilize lots of formats. We use blogs, we use articles, we use press releases, we use books, we use DVDs, we use CDs, we use special reports, tele-seminars, webinars. All of that content together starts to tell our story and position us as truly a celebrity.

Greg: Right.

Nick: We've talked on pieces of this, but that's the rollout. It's taking my position and now starting to generate pieces of content that validate my position. Again, different than PR. The PR needs to validate who you say you are, but this is all who do I say I am?

Greg: Right.

Nick: What are the stories, what are the people I'm helping, who are the people I'm helping, what am I doing for them, how is this going, what are my philosophies, what's your business trifecta and your secret formula for being a success? You've to start developing content. Believe me, this didn't all come together...

Greg: Overnight.

Nick: In one minute.

Greg: Not at all.

Nick: We've been in business for quite a few years. Even though I was talking about a lot of these concepts, they really, the more I talked about them the more questions I would get, the more they were really solidified. I'd get questions that, you know, again, when you don't know where to start with generating content, because you know as much as you know, you don't know where to start, well start at the beginning.

There's a ton of people who I thought it was obvious needed to have media, marketing, and PR, let's just say for example. Had we not taught that to begin with no one would know where we're coming from, but I didn't think that was something to start talking about. I'd get these questions and I'd say, "Well, it's really kind of like this." Believe me, it wasn't that eloquent at first. It wasn't the trifecta of the media, marketing, PRs.

I'd get more questions and be kind of like, "Well, you know, what you're really missing seems to be the marketing, but you have the media and PR." Or, "You have the media, but

you don't have the PR and the marketing," whatever it is. You've got to start fleshing this out. Don't worry about starting where you're at, start where you're at and move forward. Because as you start thinking this way, everything will start to change and the picture will become much clearer.

Greg: Yeah, so it starts with content. I think a great place to start with content is what you just said, is answering people's questions.

Nick: Sure.

Greg: What it really comes down to is solving people's problems.

Nick: Right.

Greg: Because that's really what every business does, right?

Nick: Right.

Greg: If you're hungry, McDonald's solves that problem. They might not be, you know, Morton's, but they solve the hunger problem. What do you solve? Do they want better tomatoes to eat? Well, then you help them grow a better tomato garden, then you solve that problem. Just start answering those questions, and that becomes your blogs, and your videos, and all that stuff. What you now need to do is you need to advertise to get people to that content, which I think is really important in the rollout because advertising is scalable.

Nick: Right.

Greg: Which, writing blog posts, if I'm the one writing the blog posts I can only write so many. I can only personally write so many books, but I can buy a lot of ads to send people to that one book, right?

Nick: Let's talk about scalability for a second, because that's one of the biggest mistakes people make. Scalability is the ability to tie things, not just hours for dollars, even if you're getting paid a lot of money per hour. Think about this: at some point, you're ... the biggest example, the easiest example that I've seen is lawyers.

Greg: Yeah.

Nick: The higher you get paid per hour, the harder it is to take hours off.

Greg: Right.

Nick: You do not ever want to be in that position. I mean at some point it becomes unpractical to sleep because I'm losing too much money, right?

Greg: Right.

Nick: That's an over-generalization, way out of character or way out of proportion, but you get the point.

Greg: Yeah.

Nick: You've got to stop tying things that way. For instance, the way we do ... I can publish ... when I first started out I could work for someone to help them get a book written, I could publish the book, I could ... and that was one level.

Greg: Right.

Nick: Then I started finding other writers who could help them so I didn't have to do it, started finding designers. It's really interesting. It's really easy to become scalable in things you're not good at, but a lot of us are good at a lot of different things. You've got to figure out, "What can I step back from?" You have to step back from them, or else you're never going to get there, right? At some point, you've got to figure that out.

Then you've got to start thinking about, "Okay, how can we be more scalable?" We can put multiple people on one book. Or, we can bring in 20 people for one TV shoot. My documentaries are one of the least-scalable things, because a lot of times I have to go out. Well, now I'm training other people; it's still directed by me but I don't have to go out. Okay. Now we're doing group documentaries.

How do you scale? Scalability is the idea of, "Can I handle one, can I handle a thousand, can I handle ten thousand or a million, just by adding more to the front end to the marketing funnel?"

Greg: Right.

Nick: Because what you don't want to be stuck doing is you don't want to be the guy who ... there's more business than you can handle, and you never want it to be where ... I was talking to someone the other day who's a real estate agent who said, "Nick, I would love to grow my business, but right now all that looks like is more work and I don't want to work any more. I'm working already too much." That's not scalable.

Greg: No, it's not.

Nick: You've got to find a way to scale your business, and once you do it becomes fun and freeing because you're not ... Again, if I talk to you about growing your business 10 times, most people think about doing 10 times the work.

Greg: That is not the case.

Nick: That's not what you want to do.

Greg: No.

Nick: You can't do that. The most interesting question to ask yourself is, "How do I grow a hundred times or a thousand times, or...?" Because your human brain instantly goes, "Well, I can't just do a thousand times more than what I'm doing now."

Greg: Yeah.

Nick: But 10 times more you might try. Two times more, you're definitely going to try, right?

Greg: Yeah.

Nick: It allows you to start looking at things differently, but you've got to get out there and you've got to create a scalable model where you can bring in other people, other resources to do it for you. Or again, you're just going to be ... it's going to seem like creating more work for yourself, and that's not what you want to do. Now, don't get me wrong, to start this business you and I, we've all worked our nights, our weekends.

Greg: Totally.

Nick: We've all done it all.

Greg: Yeah.

Nick: But, you've got to start positioning to where you don't have to do it all.

Greg: Right, and I think it starts with that mindset that we talked about earlier, that you're a marketer first of those services. If you think of yourself as a technician, you get bottled down in, "Well, if I did 10 times more business, I got to do 10 times more work." If you think about it from the marketing standpoint, I can buy ten times more ads, hire a few more staff members to handle the work. A dentist, you know, if I'm a marketer of dental services, I can hire more dental assistants, and hygienists, and people to come in and do it. If I'm a real estate agent, I can become a broker and I can hire agents under me. If I know the marketing side, if I understand how to position myself as a celebrity expert, I can bring in a ton of business and have other people execute on the work. I think that that's probably the most important point to grasp in the rollout, is the marketer first. I drive the business through my personality, and then I allow others to deliver. Right?

Nick: Absolutely. Let's talk in a second about a couple different ways you can scale, but for instance the documentary example for me is a great one. Because most people would say, "Well, if you've got to film something, then you've got to be there." No, I get camera guys, I get producers, and now it costs more money if I need to go because I can't do

something else, I can't do work be working on my business, can't be somewhere else speaking.

I still am the director, and I've created a system where I do all the pre-production. I get them comfortable with the story, I handle all the post-production with the editing, with the editor, making sure it's still my production, I'm still the director, but if you want me to be the editor—or sorry, I don't do the editing. If you want me to be the director and you want me on site, well there's an additional fee for that because I can't scale that.

Greg: Right.

Nick: Most people don't want to pay the extra fee, so now it all works the way it did before but I just don't have to go. I love going, I love hanging out with great people in cool places, and I've got three coming up soon that people did pay the extra money for. Okay, I have to figure that out, what's worth it, how do you do it.

Greg: Right.

Nick: You can scale almost everything. If what you're doing you cannot scale, you quickly figure out what you can scale.

Greg: Right.

Nick: Let's talk about growing the business, too. For instance, what I understood when I was first working with bands, because a lot of this goes back to that stuff because it's ... they have the same problems...

Greg: It's universal application.

Nick: Absolutely. At the time websites were really expensive and websites were really static. They would have new albums, they would have new concert dates, they'd have all this stuff and you'd have to find someone to try to change the pages, and it was just it was cumbersome, right?

Greg: Yeah.

Nick: It still feels that way to many of you out there today. Well, you're on the wrong system, I can tell you that. What I did was I paid a guy. When I was in law school actually I instant messaged with a guy in India, a guy in Virginia, and a guy in England, and I had them create this platform for me that we could basically pay them some nominal fee to create a duplicate of it and skin it for the band essentially. Then we could go in and make the changes. We could add CDs, we could delete CDs, we could...

Greg: Upload photos and stuff like that.

Nick: Whatever you want to do, we could change it. That was one of the first things I started learning about a content management system. I didn't know it was called that. It was a way to manage content. Now, with the web ... when we started this business I had this could website built that did all this cool stuff and people kept saying, "Man, do you do websites?" I was like, "No, we don't do that." It didn't take me that long, but too long, to figure out that every time you say no when someone's asking for something – particularly the same thing – you could be growing your business by offering that service.

Greg: Totally.

Nick: We brought in Lindsay. I brought in Lindsay and then said, "Hey, look." It was easier than normal because she is Jack's daughter.

Greg: Right.

Nick: So we brought her in. I taught her everything I knew, and we trusted her, because she's family. I taught her everything I knew and then she now ... I had a great body of knowledge in web, I now ... I mean I can ... I understand the concepts...

Greg: You can play in the game.

Nick: I can play in the game and I can have an intelligent conversation, but when it comes down to brass tacks about actual pieces and ... I'm out.

Greg: Yeah.

Nick: The beauty of it is I was able to scale by putting her in. We created a scalable system there where we can create thousands of websites for clients and we can run it, we can run their sites through a content management system just by hiring more employees who don't have to know coding, who don't have to know design. We need some designers, we need some coders, but it's a scalable system.

Now we got into online marketing, and I don't have to do it. Offline marketing is the same thing. You run the offline marketing business, you own part of that, and you're great at that. It's a skill set that I could learn maybe, but you have a gift for it. We're growing the business through different verticals, through different areas that we can help people

who come in the front door. Again, maximizing the value of the client over the customer lifecycle.

Now you've been in a bestselling book with us, you've been on TV with us, been in our big print program. Of course, as you build more rungs in the ladder, it does make sense to have two or three or forty bestselling books.

Greg: Right.

Nick: But you know, as a practical matter people often will say, "Well, I'll do one of those books every now and then, but what else can I do that's going to help me grow my business?" It's a little bit different, because having five books is not much different than having four or whatever it is, right? Now, like, "Well, could you help me implement some of the stuff to grow my business?" Because again, some of them have a comfort zone in being a bestselling author and being in a book but they don't know how to market it.

Greg: Right.

Nick: The point is we added businesses that made sense for when people came in the funnel, so they wouldn't leave. They wouldn't go somewhere else. They knew they trusted us; they would have already built that trust. We'd already spent money to get that customer through marketing, advertising in some way, shape or form, and now they work with us on different facets to their business. Obviously, we are constantly looking for other things that we can add to our business that would serve our client better. Now, it would have been ... had we started all those things at once, we probably would have failed.

Greg: Right.

Nick: We started the one, and we got really to the core.

Greg: Right.

Nick: As we came out, we got the demand. We didn't just say, "Hey, you need this now." We started getting a lot of questions for it. There's things right now I'm getting a lot of questions for, figuring out how to do our services, right? That's the fact of the matter is that there are lots of ways to expand your business, but you've got to roll it out, you've got to get off the couch, you've got to do something about it. You've got to build your celebrity brand.

The fastest way to roll out your business and to build your brand is through content, and more specifically, content with a call to action. What's a call to action? It's someone, it's something that says, "Hey, do this now!"

Greg: Yeah.

Nick: "Sign on!" Or, "Sign up!" Or, "Give me your email address," or you know...

Greg: "Give me money!"

Nick: Whatever it is. You've got to ask for the sale. If you don't ask for the sale...

Greg: You're not going to get it.

Nick: You're not going to get it, but you've got to build trust first. You don't want to be the cheap salesman who asks for the sale right up front.

Greg: Right.

Nick: You want to be the person who builds trust, but always along the way giving people the opportunity to take advantage when they're ready to take advantage.

Greg: Yeah. I love that. Obviously there's, hopefully you've heard the analogy, like, going on a date, right?

Nick: Yep.

Greg: You don't ask for the home run on the first date, right?

Nick: Nope.

Greg: In Gary Vaynerchuk's new book "Jab, Jab, Jab, Right Hook," kind of the same thing. You don't go for the right hook the first punch in the fight, right?

Nick: Nope.

Greg: You give them the jab. The jab could be blog post, blog post, blog post, article, sale.

Nick: Yeah, right.

Greg: You really do have to methodically work it, because it is a give and take. That's really, really important when developing your content. Let's talk about some practical ways that people can find these scalable next steps in their business and really roll it out, because people looking at our business are like, "Well, obviously a logical progression was from TV shows to a movie studio." Or people, "You're a marketing agency, so obviously you can do online and all

that," but they're like, "I'm a dentist. I don't have a secondary service."

That might have been insurance, like we talked about earlier. In the financial world, maybe it's developing a CPA practice. Because if you do someone's taxes, you know their finances, you can then roll them into retirement plans. There's always these things that are out there that you can do, but how do we help them to find these areas?

Nick: The most important thing to do is to see what ... First of all, from a broader base you can say, "What else is my customer prospect already buying?"

Greg: Right.

Nick: What are they already buying? We know they're already buying food, we know they're already buying automobiles. That's a little far-fetched, but then start to narrow down your area to what kind of makes sense. It's really brilliant. I have a client who owns some car dealerships, and I didn't realize but now they own a Nationwide Insurance agency.

Greg: Wow.

Nick: Because when you buy a car you need insurance.

Greg: Right.

Nick: I don't know the laws and what they're allowed to do, but they may be able to incentivize you to go with their agency if you buy the car from them and the insurance. I don't know. Again, whatever's legal. I'm sure they're not doing anything illegal, but whatever's legal you take advantage of it. I was like, "Wow, that's really smart." I have another client who's

a car dealer, while we're on the same topic, who offers their own underwritten warranties and other things like that. Now, again, it all has to be set up correctly but you can do it. If someone's interested in investing in the markets, you may want to have a real estate investor brokerage.

Greg: Right.

Nick: You may want to have a business investment brokerage. You may want to start an venture fund. I don't know what it is, but think about what else do people who are coming to you, what else might they like from you? The fact of the matter is it's kind of ... one of the best examples is being a lawyer. When you're a good lawyer, people don't typically understand you only do one thing. They're like, "Wow, you really handled my divorce really well. Can you now help me get money from somebody who didn't pay me?" It's like, "I don't do that kind of law," is what a lawyer would typically say.

Greg: Right.

Nick: Which is fine, but if you say that enough times, bring in an associate who does. Because typically, again, once you understand the profile of your client there's going to be certain things you know they're going to need.

Greg: Yep.

Nick: Look, Virgin's done it really well. They started in lifestyle products and records, now airlines, and Richard Branson happens to think way outside the box.

Greg: Yeah.

Nick: He has big dollars, but the point is whatever people are buying from you they would buy more were you to offer it to them. Most of the time, we are afraid to offer them more. You don't want to be again, you don't want to look like the cheap salesman with 37 watches in your pocket and different things, but you want to see what's a natural progression. Sometimes it's not even ... you don't even have to do it yourself. It's just a strategic partnership.

Greg: Right.

Nick: If you know someone else who is doing it well, it's kind of an affiliate relationship. "Hey, if I introduce you to my clients, you introduce me to yours. We can either trade money, or value, or services," or whatever it is. There's a ton of ways to continue to grow and expand based on that.

Greg: Yeah. I want to kind of turn our attention now to something that whenever we talk about it we get a lot of interest, because people really ... they're like, "Nick, I'm a dentist, I'm doing great, but hey, I want to be the guy talking about dentists, speaking all over the world, having these books and products." It's the whole Doctor Oz thing or Suze Orman, or Dave Ramsey. Whatever it is, they want to be that, right? They all want some type of level of stardom, but they also want to help people too, I think is really what it really what it boils down to.

Let's talk kind of about that transformation from being that person in the job, and even if they're a marketer of that, to turning into, "Now I'm an expert, and people look to me for that advice, information, and I get paid for the information versus the doing of the thing."

Nick: Ultimately, once you've figured out any successful system, much like this chiropractor did, that's salable.

Greg: Right.

Nick: That system is salable. Typically what we will see is clients who figure something out in their own business, then you have to market it, but you can then ... A dentist, great example: you can become a coach to other dentists.

Greg: Right.

Nick: Once that system is working, you've got other dentists using the system, you're improving it, we can offer it just to anyone through products, you can offer it through coaching, you can offer it through Masterminds, kind of the ladder of ascension stuff.

Greg: Right.

Nick: You can have different levels of service, you can decide if you want to offer it regularly or through an area exclusive. So, " Do I only want to let one guy in each marketplace?" Like the chiropractor did with his ad, only one guy in each marketplace. At that point you're selling something that's inherently limited: turf.

Greg: Right.

Nick: There's only so much of it. You're not going to make any more until we get to Mars, maybe, right?

Greg: Yeah.

Nick: But that's going to be a while. The fact of that is ... and before businesses are there is going to be even longer, right?

Greg: Yeah.

Nick: The fact of the matter is that then makes it even more valuable, just because you're locking other people out in the marketplace. You can charge more for that. Once you've got that figured out, you may have enough systems to create a franchise. You may now want to get everyone together who's been paying you money and say, "Hey, let's create a brand out of this and let's all build something that is great. Then, once we build that brand, what else can we go into?" There's a bunch of different levels to it, but once you figure out something that works there are ways to sell that. Again, through just as simply as recording a product and transcribing it and sending it out, to done-for-you services, air-exclusive, to logos we're going to share, all that sort of stuff.

Greg: Yeah.

Nick: It all starts with creating that one system that works. It starts with what we call proof of concept. Making sure that concept works. If that concept works in your business, it can work in a lot of other businesses.

Greg: Completely agree. Earlier, in one of the previous modules, I talked about Brian Tracy. When he first started his business he was literally knocking door-to-door selling soap.

Nick: Right.

Greg: He created a sales process and a system that then he started teaching other people how to sell stuff. It was the same system and process. Again, the rollout that he's done, is just ... I mean that is, if you're going to model someone, that is someone to model. Model Dan Kennedy. He really got known for being in the speaker marketplace, teaching speakers how to develop businesses and different things, and then rolled out and expanded. So very important there, and the last point that I want to hit home here in this module goes back to one of our foundation principles is that people buy people.

Nick: Right.

Greg: Especially when you're trying to become that celebrity expert, that guru, maven, whatever noun you want to put in there.

Nick: Right.

Greg: They're buying you because they have a belief in you that you can transform their life or their business, right?

Nick: Right.

Greg: When you're watching Suze Orman, whether you love her or hate her, people buy into her because they in some way, shape or form they want to be her or trust her so much that they believe that she can transform their lives. Let's talk about this celebrity expert being this person that people just, they resonate with and they want a piece of you. That's really what they're buying, is you, more so than anything else you do.

Nick: They absolutely are. One of the things that we do that we'll include in the action guide is kind of this pyramid and reverse pyramid of how you build this up. Then when you think you might have hit the top level of your business, how you can then have a whole other pyramid to start expanding and growing even more. It's all based off of the fact that you created an environment, you created a world where people want to live.

Greg: Yeah.

Nick: The more you can have ideals, the more you can have aspirations, the more you can get people that, "Man, I really think like that person; I want to spend more time with them, I want to be like them." I mean at the end of the day, people who buy what you offer, a little piece of them wants to be like you, if you're doing things correctly. Then the higher up the ascension ladder they go, the more and more they align with you. I don't mean "be like you" in a corny way, but like...

Greg: Right.

Nick: "I really like what these people are doing. I would love to do that. Let me see how I can do that with them." That's ultimately where the big dollars come in from, from those sort of engagements. "Hey, how can we insert what you do into my business," or, "How can I align with your business," or, "How can I sell what you have," or whatever else.

Greg: Yeah, I think that's really important. Again, going back to back in the first stages where you're developing your niche and you're developing your story, people really buy into that, and that's what you're really selling. I mean at the end

of the day when I'm selling my services I'm selling the fact that people want to be in some way, shape or form, like me, right?

Nick: Right.

Greg: When I'm selling my Product Pros stuff out there they're like, "Man, Greg has this great info business, I want what he has," right?

Nick: Right.

Greg: It's kind of like the grass is always greener on the other side, but that's really what people ... they want to believe that you're that person, right? It really goes back to the earliest roots, you know, think about religion and Christianity.

Nick: Right.

Greg: They want the same values that were put forth in the Bible and things like that. In some way, shape or form you're doing that in your business, in the way that you create transformation. As we kind of wrap up here in this fourth step, the rollout, we've talked about a lot of stuff here but it really comes down to scaling what we've built, right?

We have this one marketplace, now can we expand to more marketplaces? We have our one story, can we develop more stories and go into more advertising verticals? We have one core business, what are some vertical or horizontal businesses that we can now develop into? Then how can we take this to the next level and become that expert, that guru, that maven, that celebrity expert that people turn to for advice, information, and transformation?

Nick: Love it.

Greg: Lot of stuff, man. Go forth, go through your action guide, and join us again in the final installment of the Celebrity Branding Blueprint where we tell you how to create legacy dollars with your celebrity brand. Thanks again. We'll see you in the next one.

Stage Four: Rollout – Expanding Your Celebrity Brand

Greg: Hi. Welcome back to the Celebrity Branding Blueprint. And you are now at the grand finale of the Celebrity Branding Blueprint. They've made it, haven't they.

Nick: They have. And if you do everything up to this point, you're going to be famous and rich.

Greg: Right. This is almost like a bonus module. But it is something that a lot of people talk about, which is the exit. How do I get out of this business? And it's a huge question that we get. We get a lot, because we're helping people develop a personality-driven business where, you know, just in our businesses, you're the lead man at the agency, and I'm the lead person at the Celebrity Extra Marketing Product Pros, and so a lot of people have the questions of, "Well what if I don't want to do this anymore?" Or, "What if I want to sell it?" And you're the guy. We've seen this out there. There's Tony Robbins. What happens when Tony doesn't want to be Tony anymore? What happens when Brian Tracy doesn't want to be Brian anymore? So that's kind of the conversation that we're going to be talking about, and more importantly, how to build legacy dollars around this business so it can be generational, and it can develop the wealth that we want to create. Where do we usually start this conversation, when a client comes to you and you're like, "Well Nick, I want to sell this business someday."

Nick: One of the first things that you have to do, we've talked about it, a lot of this is going to feel like review because we've talked a lot about a lot of these concepts. We're just going to wrap them together. But the fact of the matter is if you built the business where you're not doing everything, then you have intellectual capital in that. For instance, most

of what I do in the business, I go out and speak. I may not want to speak every week, but OK now can I train other speakers to tell my story and I can build credibility for them? What can I do to help do that? So if you create a scale of a business, you can scale yourself as much out of it as you want.

For instance, one of the conversations that I have with people a lot of times is, let's say, easy numbers, your business is doing a million dollars a year. Whatever. This is just typically selling multiples. But one question to ask yourself - let's say it would sell on a four times multiple, I don't know.

Greg: Yeah. Easy math.

Nick: I don't know if it would do that in gross, but let's do gross. So let's say you're taking home a million dollars a year and you can sell your business for four million dollars. I changed the numbers a little bit to make it makes sense. But you're taking home a million a year. You don't want to do it anymore, and you could sell it for four million. Well OK. If you were just to work for four years, you'd make that four million dollars. If you sell it today, you're going to have to figure out how to generate that kind of revenue again, which is not that easy typically. And one of the questions most of us don't ask ourselves is, "How much money would it really take to replace myself at my own business, if I didn't have to do any of that?" You're still going to have to do some things typically.

But if I hired a couple people to do the different skills I have - one has one, one has the other, whatever it is, that might

cost you...I mean, a really expensive employee is typically like 100,000 dollars typically in most small businesses, maybe 150. Well, if you're making a million a year and you can hire two people for 150 and pay them 300, and you don't have to do any of it and you're still making 700 a year, I would argue that you may want to do the math on stepping out of the business. Now, my numbers may not all work out there, but you get the point. Ask yourself, "What does it look like if I step out and just pay someone the rate it would take to keep them in? Or how involved do I want to be? What are the things I never, ever want to see again? Most of us think that look, the autonomy, the freedom we've talked about of deciding what I want to do today sounds like a lot of fun when you're super busy. I imagine after two days, three days of that, things start to change a little bit. I imagine you're probably not quite as excited about trying to figure out what you're going to do today again. Or maybe it's after 30 days. Whatever it is.

Greg: The mai tais, the margaritas and sitting by the pool, for most entrepreneurs isn't an everyday thing. It sounds great right now after filming for eight hours today, but...

Nick: You're buzzed and you've got a great tan after a few days. Do it for 30 or 60 days, you're drunk, burnt and fat.

Greg: Yeah. And your mind is ready to explode.

Nick: So first I think you need to ask yourself those questions. Do I really want to be out of this thing? Now what are the ways to do that? Obviously, if you've done what we've told you to do along the way, you've created a brand, you have people who follow you, people who are interested in what you do.

Some level 00:04:26 people want to be like you. So you can sell your products on how to do it. A level up from there, you can coach people on how to do it. A level up from there you can do done-for-you coaching, where they're doing it, but you're also providing a piece of the service for them so that they don't have to start from scratch. So if we were going to do that, we would offer people the opportunity to publish books for other people maybe. But they sell it, and they bring in the business, and then they might use our editors and our designers and our publishing house, whatever, and they do that. Then a level up from that might be their exclusive ability to do those things with some tie-ins. And then again, franchises.

And what happens is when you have the right combination of these things, you can roll them up and you can sell them. You can do everything from taking them public to selling them to a venture capital firm. These things are salable. You just to make sure that there are systems in play. The fact that you are a personality driving interest in them is not the problem. The problem is if you are the person driving every waking thing that happens. And again, if there's a unique skill set that you have, you need to try to figure out...I do a lot of things. But everything I do can be replaced by somebody. It might be multiple people who have different skill sets than I do. It might be somebody who's better at this, and a little less at this. But you find them and you cobble them together. But the fact of the matter is, where you really run into a problem is if there's some secret sauce that only you have. If it takes a guy who's six-foot-three with brown eyes and was born in Barbados...and I'm not six-foot-three...now you're building yourself into a corner.

I think understanding the philosophy of how to scale, and how to build it so it does not rely on you every waking moment is key, not only for sales, but God forbid you got sick or something. Most of us don't have great plans for what would happen if us or a key employee got sick. It's hard for small businesses to do because you typically have one person covering multiple areas, instead of multiple people covering one area. So those are things you've got to think about. But if you start thinking about that from now, your business becomes ultimately way more salable because it's scalable. Because you're already answered a lot of those questions, right?

Greg: Let's talk about probably the greatest example of this would be Walt Disney. Obviously, everything to do with Disney is his vision. It's named after him. But at some point in time, he was able to get other people to A - do the work, but B- tell his story. So the concept here is becoming a legend. It's kind of the notch above celebrity, is now you're getting other people to tell your story for you. And you talked earlier in a previous module about road shows. It wasn't the guy doing the road show. It was the guys that the guy trained. Really important. Because now they're telling the legend of the guy.

So with Disney now, every Disney employee, I mean we're talking maybe 100,000 employees, maybe more. I don't know, they've got a lot. But every single one of them knows Walt's story. They can tell Walt's story. So in module two, we talked about developing your story. And a question that I posed at an event recently was, "How well do your employees know your story, and how well do your clients know your story?" If they don't know it, really hard to

transfer that story from generation to generation. Let's kind of talk about that next evolutionary step, and what Disney has been able to do is become a legend really.

Nick: He's been able to become a legend because of the fact that, again, they institutionalized the things that everyone needed to know, and the stories everyone needed to know. It's very interesting, if you go through. We've studied Disney quite a bit because it's in our back yard. But the procedures, the processes, the systems. Again, all the things that you would need to do to sell your business, they ultimately...I mean, it's public...but a lot of it is in the family still. Because if you can figure out how to remove yourself from the day-to-day, or the things you don't like doing, most people I would guess, don't want to just sit on the couch for the rest of their life. So they're willing to do something. There's something that drives them.

I'll make a Dan Sullivan reference again. He starts by posing the question, "What is your unique ability?" And what's unique ability, as Dan defines it, it's that one thing that if you woke up every day, you'd be super-excited to do it. You'd go to bed late just to do it a little bit more before you went to bed. You were motivated and driven by it every day, and you were excited by it. And the more you did it, the better you'd get at it, the happier you'd be and the more you'd get paid for it. That's unique ability. So I encourage everyone to try to figure out at the end of the day, what is that anyway. Because that's what you need to know. But if you can figure out how to remove yourself from these other pieces, then you're willing to do something. But also notice that they systemized everything else. Everything from the storytelling to the two-finger point, to everything. It is systemized so

that people understand how to do it. And if you can't create systems that someone else can follow, you're not going to be able to sell your business, you're not going to be able to license your business. That's really where it all starts, is by creating a system others can follow.

Now again, there are some things that are hard to do. So there's different levels. Again, teaching people how to run their own publishing house with designers and editors and stuff is obviously a different level of difficulty than it would be just to say, "Hey, just sell it, and we'll do the rest." And there's a different value exchange there too, based on what they're willing to pay you upfront, and what they're willing to pay you ongoing if you can help take some of the hard parts out of that equation.

Greg: So the key concept I want you to get out of this as you're going through this is it's not a problem of branding yourself versus branding a product. We're teaching you how to brand yourself. To become that celebrity in your marketplace. But it's not a question of brand yourself versus brand your product. It really isn't. We want you to brand yourself because that's what people buy into. We're telling you, to sell the business it's systems. It is the systems of bringing new people into your business and converting those people into customers, and then taking care of them and creating goodwill. It is those systems that make your business salable. Not the fact that you branded yourself versus branding a product. Because people come and go. Products come and go. It's really the same thing. But if you develop the systems in your business, that's what the venture capitalist is looking for. That's what the entrepreneur with the capital is looking for, is the systems. Do you have a

system of lead generation? Do you have a system of conversion? Do you have a system of...

Nick: Or even selling your business to your employees. A lot of businesses will exit by selling a portion of the business to their employees. And maybe your family gets paid for years and years and years based on the system they created. But if you don't spend your time creating a brand and a system that people can't duplicate, the system would be more easily duplicable than the brand. So at the end of the day I think the brand that's well built is more valuable than anything else. Because if not, everyone would just leave and go do it again somewhere else. But the fact of the matter is if you take the time to build the brand and the systems that go with it, you've got yourself in a position to...again, creating legacy dollars may not be selling the business, it may just be stepping back and starting something else and letting that business just continue to pay you.

Or let's say you're a dentist and you get sick of practicing dentistry, and no matter what anyone tells you, you're not doing it another day in your life. And you don't want to deal with employees where...OK, well step back and now help another 100 dental practices using your systems by coaching them through products and coaching and masterminds and that stuff. You can make a lot of money by not having to do it. And that can also create those legacy dollars for you, because you're doing...one of the things we've talked about that's the most important concept...you're removing the hours per dollars equation. When you're working, hours per dollars. You need to fix that or else nothing is scalable, and ultimately because of that, nothing is salable.

Greg: And Nick, I couldn't agree with you more. Again, it is not a question of branding yourself versus branding a product. It is creating these systems that either an employee could take over, maybe it's a family member. We have a lot of clients who are passing their business onto their son. A lot of financial advisors, who now their son is coming in the business, and now the son gets to ride the legend of the father until he creates his own legend over time. So again, it's the systems that you create in your business that allow you to create the legacy dollars. And we have really laid out the system for you in this entire program.

And it starts going back all the way to square one, with developing that marketplace. And now, if you're in this position where you're looking to create the legacy dollars, maybe sell your business, or whatever the case is, you might be in multiple niches. But you started with that one. You created that story that matched with that niche or that marketplace that you're rolling with. Then you developed yourself into that celebrity expert status. You rolled that out, and now if you've gone through those four steps, you have the systems in place. You have the stories that someone else can just plug and play it into a new sales letter. They can plug and play it into a new employee handbook. And now you have the business that you really wanted, doing the things that you want, using your unique abilities and we're ready to have a good time, aren't we?

Nick: Absolutely. And one of the things I think is just so important is that when you build your personal brand, don't miss this, when you build your personal brand, whether you wanted to sell your business, or let's say you didn't want to, but that whole market changed. Your business went down. If you

spend the time pouring into people, building a community of people who want to follow you, you can take them wherever you want to go. You can take them to different industries. You can take them to different places. But it's all based on...look at this, if Donald Trump would have...his first big project was a skyscraper rehab. Had he built his business called "Skyscraper Rehabs R Us," you can guess where he'd be right now. But he built the Trump brand, right? He built the Trump brand into, "Hey, we did this. Now come with me to golf courses. Now come to residential communities. Now come with me to whatever it is." But people followed Donald Trump around because they knew what he was capable of doing. And now you can see what he's created a legacy with. You've got Ivanka doing things, he's got Donald Jr. Doing things. He's got Eric doing things. They're doing different things. And it's all part of building his brand.

Greg: But the trust is already built through the years and years.

Nick: The trust is already built. Right.

And the other thing I think is important to note is we talked about things in this video that aren't in the book. We talked about things in the book that aren't in the video. This is a supplement. These two go together. There are extra secrets peppered throughout the book that we didn't get to. We can't keep you for 30 hours. But hopefully this is just a great overview, step-by-step. And maybe some more anecdotes and things that will help you figure out, "OK, how can I do this? How does this work?" So most importantly, I want you to understand that any business can do this. And hopefully we've given you enough examples. If not, send us an email

and we'll come up with something, we'll talk about it in the podcast, whatever.

This is not where the learning ends. This is where the learning starts. Become a part of our community. Opt in our web site and start following along as talk about all these things in real life and in real practice. We do that weekly where we talk about - look, the concepts are not going to change - we just talk about how we're applying them in different ways. And I think you'll find that very useful as you start to learn and grow your celebrity-branded business. The fact of the matter is, if you just understand why you need to do this and starting to get the how of it, Rome wasn't built in a day, as they say. But start taking these steps. Watch and listen to this a few times. You'll get more and more and more out of it. Read the book. Start implementing that stuff. This is a way of business but a way of life. And it can provide you with a lifestyle that I don't think anything else can.

Greg: And that is the Celebrity Branding Blueprint. Guys, again, you have the road map. You have the action guide in front of you. For how to get started, take one step at a time. Neither one of us looked like this 10 years ago, 15 years ago. It took a lot of hard work, a lot of telling that story over and over, and that really brought us to where we are today. And you now have this road map.

Nick: We shortcutted it for you.

Greg: Completely.

Nick: We did it in two hours. You've got what took us 10, 15 years to learn. So take advantage of that.

Greg: And this was a heck of a lot of fun to put together. It was about time we got on camera and did this. Hopefully it looks nice for you. But also, we gave you the actual steps to take in your business. And look, if you had fun going through this program, we have a lot of other programs that you might have a great time going through. Not only is this stuff fun, but it's also very important to your business. So I do want to spend just a minute or two talking about some of our core programs for people that maybe do want to fast track this. They get the concepts, but they're like, "You know what? I need that book." Or, "I need some of that TV credibility." Why don't you just give a quick overview of some of the core services that we utilize to fast track this whole Celebrity Branding Blueprint.

Nick: Sure. We have a marketing academy. When things or people come in, we do a photo shoot, and we actually work through marketing calendars and some positioning and stuff. That's one thing. And that's really kind of more planning stuff and positioning. We then make people best-selling authors. Often times, alongside other celebrity authors. We do it in collaborative books, we do it in individual books. Obviously when you're collaborating with other people, it's a little cheaper, because they're paying some of the freight, if you will. We have programs where we can get you on NBC, CBS, ABC and FOX affiliates around the country on our TV shows. You get all the videos to use in your marketing. We show you how to do that. That also includes a photo shoot and other brand photo shoot in that program.

We have a program where we can get you in major media. Big print medias. The USA Today's, the Wall Street Journal, all those things. And also over 100 major dot-coms. And all

these things, we include an element of media, marketing and PR. If the marketing is just telling you how to use it in your marketing, at least you know how to do it and you can know how to go out and make money with that. From there we also have our on-line and off-line marketing services to help perpetuate that celebrity branding we built for you.

And then ultimately at the top, then we have our X-group. It's our mastermind and networking group, where you need to be hanging out with like-minded people who are not telling you you're crazy. I hang around lots of great places, my church being one of them. But there's not a lot of people in my church who would understand the style of business and what I'm doing. They would think I'm crazy. But that doesn't help me grow my business. You need to be hanging out with other like-minded people. So we've put together a group of awesome like-minded people. If you want information on that, you have to apply, if it'd be a good fit. But if you do fit and come in the fold, you'll meet a lot of other people who are doing things that you want to do. You're probably doing some things that they want to do. And we all share and collaborate in order to grow each other's businesses better.

So those are some of the things we do here at the agency. You can find out most of that stuff at www.dnagency.com. dnagency.com. Or you can also, for the email, info@dnagency.com. Or you can call 800-980-1626. That's 800-980-1626. Ask to speak with a business agent. We'll be glad to help you figure out where in the process you are and where you'd like to go. And we'll be glad to help you. Most importantly though, we've enjoyed sharing all of this with you. Give us your feedback. We love teaching. We love

sharing. And we're not going to stop now, so there's going to be lots more things we can talk about. If you want to learn something specific, send an email to that address and we will figure out how to cover it on our podcast or something else. Because we want to help you help the most people.

Greg: I couldn't agree more. Thanks again for watching the Celebrity Branding Blueprint. Take some action and send us your stories. We want to hear how this is working in your business. It's really part of our mission. We want to help the most people, help the most people. And we want to see you succeed. So thanks for hanging out with us, watching us go through our little antics, the little show. And thank you so much. We'll talk to you real soon.

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