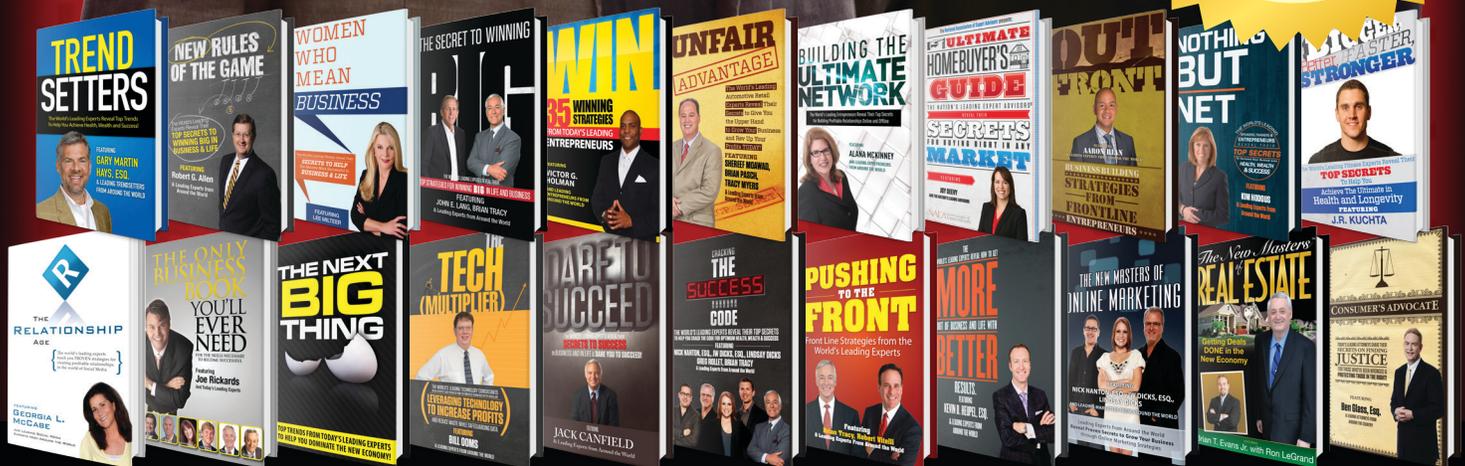


WRITE A BOOK... GROW YOUR FITNESS EMPIRE!

Join the Agency that has
produced the "Most Best-Selling
Authors in the World's Fastest Time"

— By Nick Nanton, Esq. and JW Dicks, Esq.

1136
Best-Selling
Authors!



Thanks for requesting our Special Report!

If you are a Fitness Empire and any of these statements apply, this report was written for you.

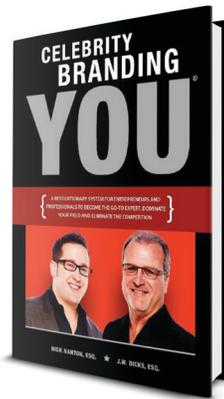
- ★ You want to get your own book published
- ★ You want to write a chapter in a co-authored book that gets published fast
- ★ You want to Become a Best-Selling Author as fast as possible
- ★ You want to build your professional practice, using your book as a marketing focal point to build recognition and Expert status
- ★ You want to build an Author Platform that can attract people to you without upsetting compliance departments

Our goal is to explain how and why you can do all of these faster and easier than you ever thought possible. If you would like to speak with us personally about your situation before or after you have complete the report, you can simply call or email us at the number and address at the end of the report.

One of the most common goals people have in their life is to write a book to share their thoughts and ideas with others.

However, few people have been taught that writing a book in your area of expertise can help you grow your practice, and it also can be the first step to getting other things you may want to have in life, be it simple recognition for what you know, fame, fortune

or a great business that produces additional income itself.



Over our career, we have personally written books as launch vehicles for our own law practice (*Small Business Legal*

Kit, How to Start a Business in any State, 50 volume set How to Incorporate in any State), our Financial and Investment Advisory firm (The Mutual Fund Investment Strategies, Financial Freedom, The 100 Best Investments for Retirement, The Florida Investor, Moonlight Investing), our Real Estate Sales and Development Company (How To Buy and Sell Real Estate for Financial Freedom), and our Branding and Marketing Agency (Celebrity Branding You). Some of these books have



“I think you need to do it. To go out and try to do this yourself, you don’t even have a chance to do it. Definitely, I would say, give Nick a call, add their services to your marketing, and you won’t forget it. I think the results will be phenomenal.

-Michael Dinich, Founder of Your Money Matters
www.michaeldinich.com

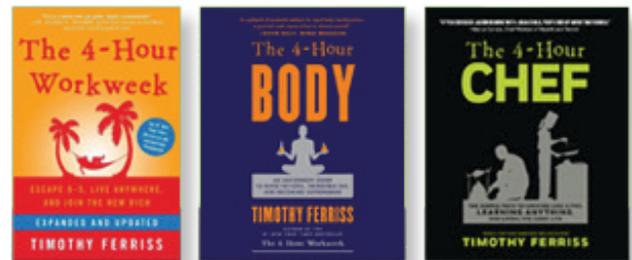
become Best-Sellers, some not. Nevertheless, all of these books helped us position ourselves as the experts in the field, served as the platform to build a business on, and generated additional income for the business by attracting more clients. We used the book and the information in it as the best calling card we ever had.

If you already have a fitness empire or want to start one, this is a proven successful formula you should follow to build the practice and create an additional revenue stream for yourself. We will show you how to become a Best-Selling Author and use your book to build your fitness empire just by writing a single chapter in a book or by getting a ghost writer to put your thoughts down on paper, if you don't have the time to do it all yourself.

The sale of books themselves can make you money, but the vast numbers of authors, including us, have not found the sale of the book itself to be that profitable, even though three of the books mentioned above were published by McGraw Hill and Simon and Schuster, two of the most successful publishers in the business. The reason the books don't normally make you as much money as people think is because the authors frequently only get an 8% to 12 % royalty on the net price the publisher gets for the book, not the listed or sales price on the book, which is about twice as much. Additionally, the publishers typically want you to promote the book, and marketing costs are high.

Yes, you may hit the 100,000 seller or even the million book seller, which would produce a nice royalty check, but that is very rare as you know.

The reality is most books sell less than a few thousand copies. For those that did make it big, the publisher is rarely the one that makes the book become viral and sells millions of copies. It is the combination of timing, message, and theme the book conveys, or, as legendary marketing guru Dan Kennedy would say, "message to market match"...at the exact right time in the lives of a business niche of buyers.



There is no better example of this timing and market match than *The 4-Hour WorkWeek*, which became a huge best seller, but its primary attraction was the concept. When the book was first released, people were tired of the grind of their long week, which leaves them little time to do anything but work. The thought of working less was irresistible, and having a lifestyle work around them instead of the other way around was irresistible too. This combination of improved lifestyle and less work was the perfect cocktail that the market was thirsty for at a time when the economy was slowing down. Tim Ferris, the author, has now taken his winning concept and duplicated it with *The 4-Hour Body*, and his latest book, ***The 4-Hour Chef***. He has built an entire brand as well as a speaking and coaching business around his books. You too can use a book to build your brand as a chiropractic professional.

Our message to you is this: write the book or simply a single chapter in a book with your chiropractic professionals about what you want to share that you have learned in the fitness empire that helps others. Then let that book and information help you sell other products or services to build your practice. These added and potentially growing fitness products and services will, in almost all cases, make you more money than even a blockbuster business book normally does because you get to keep all of the money as opposed to the other publisher. Your products and services with your book will help your customers and will create lasting

value for you as the author/ financial person... The Expert in your field! And best yet, you can do it in a way that is acceptable to most compliance officers, and we can work with you to show you how.

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Last Name *

Email *

We have done it for ourselves in the fitness empire.

So how do you build a business with products and services associated with your book?

Your book should answer questions that people in your market niche want to know. As an author, you establish yourself as the authority; so it is important to give your readers the best information you have. Some people try to hold back from telling great information because they think they can make more money from those that ask for more later. Experience shows the opposite to be true. The more you give, the more you bond with your reader and the more your reader wants more information and ideas from you. Ultimately, this desire for more information gives you opportunities to offer fitness products and services to your new fans. Who else would they rather work with?

Your book is your credibility piece as well as your marketing piece. If you don't give real value in the book, the reader will conclude you either don't have value to give, or you are greedy and don't want to share your good stuff. In either case, this is not the way to build a relationship with your reader and future prospects. If you want confirmation for this, read reviews on Amazon.com for books whose authors provide great content and the reviews of authors that do not. The authors that don't will get very low rankings, and even a few low rankings will hurt sales. Your goal at this stage of building a relationship with your reader is for them to give you their name and contact information



"I am so glad I've been exposed to this program. I don't know anyone that does what Nick and his team does. Anyone wanting to take their business or life to the next level needs to know about The Dicks + Nanton Celebrity Branding® Agency."

-Russ Jalbert
Jalbert Financial Group



"Nick, JW, and their team are very excited about what they do and they are very sincere in wanting everybody to create and have more success."

-Gregory Ricks
Gregory Ricks and Associates

so you have an opportunity to continue providing them information and service. One way to do this is by referring them to your website to sign up for a free report or newsletter just as we did.



Because many people don't read entire books cover to cover, you also want to have reference points and contact information in multiple places in your book. The contact points should be paired up with different free offers or resources because different offers will appeal to different people. In many cases, publishers fight you on this process of connecting with the reader and referring them to websites because they don't want you to take them (the publisher) out of

the loop. The publisher believes they have created this opportunity for you, and when the time comes, they may produce another book for you, which the reader will buy. The truth of the matter that many publishers miss is that a connected reader will buy a lot more information or services right now, while they are engaged, and another book as well if you are satisfying them with the information they wanted.

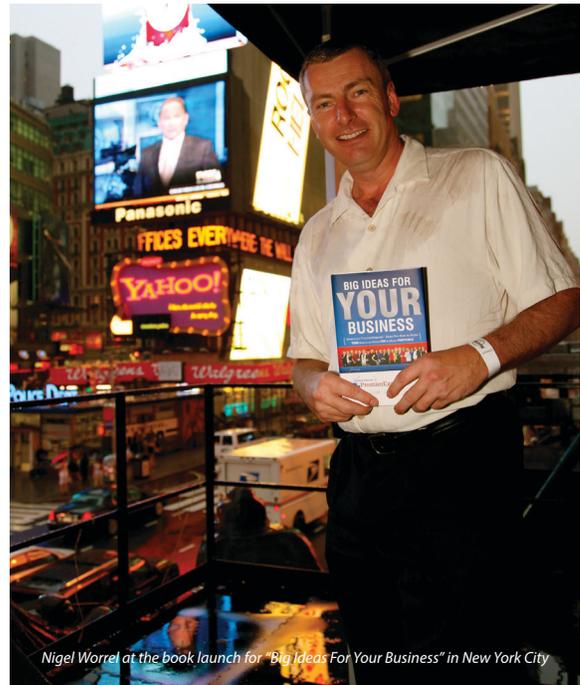
Since publishers usually don't participate in other aspects of your business, they are focused on book sales and book sales alone, and, for the most part, they don't care about anything else. It is short sighted, but the hard truth. This model is changing, and publishers are looking to gain more and more participation in ancillary products you may have associated with the book. This is the approach taken by people like Oprah, who not only publish and produce print and television content, but also go on to own parts of the businesses that are built as a result of the book or television deal they offer others.

Your next step in profiting off the book you write is to create a website centered on you and your book. This is where you will send your reader for more information. We call these websites Author Platforms because

they are built to function as the centerpiece of your communication with readers and convert them to prospects and clients. Your Author's Platform is where you capture your readers' information, communicate with them, build your relationship with them, and even make sales. If you want some examples of the types of websites we are talking about, go to CelebritySites.com and look at the different examples of clients we have and see how these Author Platforms are laid out.

The first objective of your Author's Platform is to capture the name and email address of your book readers and prospects that are interested in getting more information about who you are and what you do in addition to being an author. If you don't capture their name and email address the first time they visit, you will likely lose them as potential customers forever because the attention span today is very short, and most people don't save information on websites they visit, so they don't go back. The reader quickly finds other information from another source, and the new shiny object wins out. If you believe in what you write about and the services you offer, then you owe it to your readers to learn about them so that you can share more of what you know.

To capture the prospect's email, you will want a compelling offer that is free to your readers in exchange for their information. This is called a CTA or Call to Action. The more compelling the offer, the more irresistible it is, the more names you get. The more names you get, the faster you build your list of prospects for your products and services. Your entire business will be built on this list or, as we like to call it, your fan base. These are the people who want to know more



about you and what you do or have to say. This is very important. There are two parts to building your fan base so that your readers and prospects become loyal buyers who want more and more of what you offer. Some people understand one part of this process but not the other, and they miss out and don't understand what went wrong or why





“If you want to get to the next level. If you want to be the super star in your own media market you have to do this type of thing. You can piece meal it together or you can come to a professional group like Nick, Jack and Lindsay and the whole team, and get it taken care of all at once where you don’t have to worry about “is it being done correctly?”” Is it going to work?” It will. They made my book a number one best seller. They have delivered on everything they said they were going to do.”

- Mike Canet
Prostatis Financial

their business isn’t growing.

Building your fan base means **both** building the number of people on your list and making a powerful, personal connection with those people. This is where most people fail. If you don’t build a connection with your prospect, then you can’t build a business and expect it to be successful. Just like the entrepreneur who opens a brick and mortar store and doesn’t make the effort to build a connection with his customers. He is going to lose them to stores on the Internet or a cheaper competitor, sooner or later.

Making this connection with your reader/fan in not difficult, now that you know what you must do. Making the connection only means sharing more of who you are and what you have to say. It is exactly why social media

has become so powerful today. If you share things about yourself, you will be naturally attractive to a segment of people. Not everyone, but a segment. This segment of people is where you build your fan base, and this is who you build your business around. It really is that simple, even though people want to try to complicate it.

Tell your reader who you are and share what you have. The more you do that, the faster people will learn to like you, trust you and refer you to others. That process is exactly what makes information go viral over the internet. When all-of-a-sudden you see your business have a massive explosion and people asking, “Where did they come from?”, the answer is that the connection was made with the right message to the right group of people, and the business grows beyond



“These guys don’t leave any stone unturned in terms of how to market your business, how to become a celebrity in your local space and how to really dominate in your market. It has been a great experience.”

- Brian Raleigh
President, TruWealth Strategies & TruWealth Capital Management

like marketing. Yes, it is a business strategy, but similar to the way turning down the lights and putting on good music is a dating strategy. There is nothing wrong with either; it is just good planning. You are putting your best foot forward with a sincere and honest approach to what you have to offer. You don't need high-pressure sales, and, in fact, don't want it to be, because that is the opposite of building a relationship. If this sounds new, you are not alone, but trust us, it works. Again, think dating.

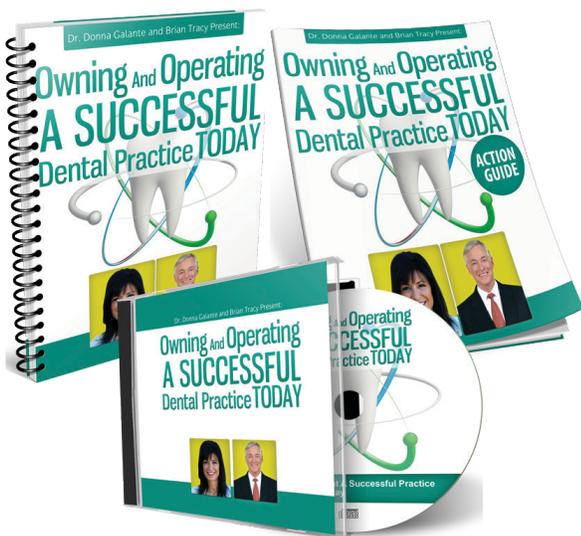
At this point in our report, we hope you can see that there really is a simple process you can follow to build a business of selling financial products and services around the topic of your book. It is all a matter of connecting your prospects through the key ideas you convey in your book and website and then following up on a continuous basis until they contact you or you reach out to them. It may seem a little slower, but it really isn't, and you will continually gain new prospects in your data base to whom you can drip solid information. It's a lot better than spending big bucks buying dinners for



JW Dicks, Brian Tracy and Nick Nanton at the 2011 Best-Seller's Summit and Golden Gala Awards.



Jack Canfield accepting his Quilly Award™ from JW Dicks and Nick Nanton at the 2012 Best-Seller's Summit and Golden Gala Awards.



people who are just eating your food.

We hope this report has wet your appetite for the real possibilities of what you can do if you write a book or co-author one by writing only a chapter and begin to share your ideas with others. It is an exciting and rewarding way of life that starts with doing something you have always wanted to do (write a book) and then following a simple process of building on it to have a lasting business from it.

Some of you may not be ready to write an entire book, and if that is you, then know that there are many compilation books

published where you can write with other authors and produce a book. We do about 20 of these a year in all fields, working with entrepreneurs, dentists, financial planners, health professionals, fitness trainers, success motivators and many more experts. We have specifically listed some of those in the fitness industry, so you can see this has been successful for us and them. We can even match you with big authors, who are clients of ours, like Bryan Tracy, Steve Forbes, Jack Canfield, Tom Hopkins, Dan Kennedy, Ron Legrand, Mari Smith and others who write alongside you and give even more added credibility to what you do. The possibilities

are endless, and it all starts with a book or a book chapter and that leads to Best-Selling Author status (which we guarantee to get you) and the life and business you have always wanted.

We wish you great success!



JW Dicks and Nick Nanton

We hope you have enjoyed this Special Report, and we want you to know that our Agency is in the business of helping people become Best-Selling Authors (in fact, we guarantee it), and we'll show you how to capitalize on your book to build your business or professional practice. We can also place you in a book with other Experts, where you write one chapter and we make the book and you a Best-Seller. If you would like to speak to one of our Business Agents about how you can become a Best-Selling Author, please call 888-262-9296 and ask to speak with one of our author Business Agents. There is no charge for this consultation.



Nick Nanton, Esq. & JW Dicks, Esq. are Best-Selling Authors that consult for businesses from Start-Up to \$4 Billion in annual revenue, on how to build their business through Personality Driven Marketing, Personal Brand Marketing, Personal Brand Positioning, Guaranteed Media, and Mining Hidden Business Assets. They offer free articles, white papers, and case studies on their website. Jack and Nick have been featured in The New York Times, The Wall Street Journal, USA Today, Newsweek, Inc. Magazine, FastCompany.com, CNN.com and on NBC, CBS, ABC and FOX affiliates across the country.





“...You’re really going to learn how to be a celebrity in your own right and not only with this program but a lot of the programs that this agency offers. I highly endorse the use of Dicks and Nanton. I think that what they are doing for those of us out there who are really separating ourselves from the crowd is unparalleled by anyone else.

-Phil Cioppa
Arbol Financial Strategy, LLC



“The information given is something I’ve never known before, and I’ve worked with many PR agents. The way Nick shows up and the process here has been simple, easy and relaxed. Everything I’ve seen is better than anything I’ve been a part of before. I know this will help me move my business forward!”

-Steve Sexton
Sexton Advisory Group



“It’s been exciting. I have been aware of the opportunities here but never really specifically knew what they were. It is just a great opportunity for us to expand our marketing and to expand our public relations.”

-Robert Grace
GraceTax



“You know what is amazing about working with Nick, Lindsay and Jack is they each bring a different talent to the table. It is great having all three of them as part of your backup team to help you become a celebrity in your field. It has been a wonderful experience, and I would not choose anybody else.”

-Rob Russell
Russell & Company



THE DICKS + NANTON CELEBRITY BRANDING® AGENCY



If you would like more information on becoming a Best-Selling Author to grow your business, please contact us by emailing info@DNAgency.com or calling 888-262-9296



Nick Nanton, Esq. and JW Dicks, Esq.