

CelebrityExpert®

COPY-FOR-A-FRIEND

INSIDER

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

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Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.
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Jacob's Turn

At our Elite MasterMind Group meeting just before the Grammys in 2010, Nick got up to make a presentation. One of the assignments for each member, including us, is to share something we are doing and ask for feedback from the group. Nick read a letter.

The letter was written by Patricia Titus, whose son had just finished his first season of baseball in the little town of Floyds Knobs, Indiana. Like most mothers, Patricia was anxious about her son's first year and wondered both how he would do and how he might be treated. You see, Patricia's, 4 year old son Jacob has Down's syndrome and while she was hopeful all would go well, she was after all a mother. The letter went on to detail what happened during the first season and her and her family's experience with baseball, their family and the entire community. Nick emotionally shared the letter that day and what it meant to him as a father. He also let the group know that he had decided to do a film based on the letter but needed help to raise money for the film, which he hoped could then be used to raise money for the young

boy as well as for Down Syndrome awareness.

At the end of the letter, Nick stood their tears running down his cheek (along with 95% of the rest of the audience) and could hardly talk when one of our clients said he would put up money and then another said the same and another and within minutes the money needed was raised. We were all happy that day and Nick even started in motion what would become a non-profit, called Marketers for Good. All in all, it was a good day.

Months later, the film was made and we rounded up marketers we knew from all over the country to participate in a product launch to promote the film to their fan bases and raise money just for watching and seeing the story of the success of Jacob, his family and the town of Floyds Knobs during the first year of Jacob's baseball career. It was all quite an experience.

Based on feedback from the film, Nick was encouraged to submit the film to the National Academy of Television Arts and Sciences (NATAS, or as they are better known

cont. on p5 ►



Building Your Business BLOG Empire

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

By now, I'm sure you've heard the term "blog." If not- you might possibly be living under a rock ☺. Although I have no doubt you are aware of the term and know what it means, I'm still shocked how many sites still don't have one... do you?

Today, blogging has become an effective way to communicate across the web as well as a great way to market yourself and/or your company. The best blogs are a delicate balance of information and personality, and that little bit of cleverness can be an excellent way to build (or reinforce) your business brand. Blogs are a great way to get the conversation started about what you do or have to offer.

Like every other aspect of your business your blog should be "branded." And when I say that- I don't so much mean like a logo is branded, but rather I mean the "theme" or "tone" of the blog should be branded; what you are preaching on your blog should match your overall theme of what you are promoting from your business as a whole.

As we always say, "people buy people" and customers like to see a face behind the business name. After all, it's what makes you unique and what will make you stand out (and above) your competition. And while personality is very important, your customers and prospects are equally interested in having up-to-date news on what's happening in the business in general, and not just up-to-date... it really should be more specific; it's up-to-date RELEVANT content. The best blogs are the blogs that weave personality and humor into great takeaway content. Blogs are one of THE BEST ways to brand you as the expert in your niche.

Here are 6 benefits of a business blog:

- Expert Status.** Today, the first thing someone does when making the decision to do business with a company is check them out online. A well-updated blog with *valuable* content is a great way to showcase your expert status to your prospects and show that you are well informed.
- Real-time Discussion.** Blogs are instantaneous and allow you to share information directly (and quickly) with your clients and prospects. They also provide a way for your clients and prospects to engage with you by leaving questions and comments on your posts.
- Boosting Traffic with Backlinks.** You don't have to limit your blogging to just your own blog. Being a contributing blogger to traffic sites can be a great way to create quality backlinks and increase traffic.
- Good SEO.** One of the keys to SEO (search engine optimization) is to make sure your website is constantly being updated with current, relevant content. Blogs make it easy for businesses to add fresh content to their websites on a regular basis.
- Low Cost Marketing.** Blogs are a very cheap way to keep your customers informed with new products/services you are offering. They are also a wonderful way to continue building your relationship with your customers and prospects.

New Media Opportunity

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**Do you need a blog and
don't know where to start?**

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Now you can! Let us represent you and get you set up to become a Fast Company Contributing Blogger today and see what it can do for your business! Best of all – it's completely done for you!

**Email Lindsay@CelebritySites.com
or call 407-215-1739 and ask for
Lindsay to get started today!**

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

~ Maureen Day

6. **Keeps You Ahead of Your Competition.** In today's competitive industry, a blog can help to distinguish you from your competition. By showing your personality and keeping up-to-date information about your company and your industry, a blog can give you that little extra boost to rise above your competition.

If you want return readership, make each post count. Consider what a customer reading your blog might hope to gain from it. Maybe you are a trusted product reviewer. Maybe you are insightful and offer good wisdom or inspiration. Your appeal might be your humorous writing approach. Perhaps you know how to offer a good inside scoop. What better way for a customer to monitor the climate of a company or get real-time updates than through reading an insider's blog?

Think of blogging as a type of high-quality, interactive advertising. It can draw people towards your company and boost your profile. But it can also do more than that. It can show what your company is interested in and that you are engaged with the rest of the world; it can show that you care about listening to others. The boost that it can give to the reputation as well as the sales of your company is considerable.

Every company, no matter how small, should have a blogging presence. If you don't already have a blog, jump in and try it. It might just be a vital key you've been missing to gaining more clients. ★



Lindsay Dicks (@lindsaymdicks) – "Online Branding Agent" dedicated to helping clients create online buzz about themselves and their business as well as make more money using content marketing and social media. CEO of CelebritySites.com, Best-Selling Author, Speaker, Coach and avid Gator Fan.

Inside the Agency

Want to be on FOX News, CNN, CNBC and MSNBC on our new TV show, *The New American Dream*?

Well, for the ONE AND ONLY TIME in 2011, we can make that happen! And best of all, we've got room for a couple more people! Email Angie@DicksNanton.com or call her at 800-980-1626 ASAP!

NEW SPRING EVENTS AND OPPORTUNITIES

Want to learn how you can get the opportunity to be on one of our TV shows and in one of our books for free?! Email Angie@DicksNanton.com and she'll fill you in on how we can make it happen for you!



If you missed out on our Hollywood Mastermind Last Year as well as your chance to attend the GRAMMY Awards and the Official GRAMMY After Party with some Celebrity Marketers, we do have a few slots open for smart entrepreneurs who are willing to share what's working in their business, willing to help others grow their businesses—and of course who like to have a little fun ☺! E-mail Angie@DicksNanton.com for more details of call 800-980-1626

CALLING ALL WOMEN WHO MEAN BUSINESS! We are working on a new project with a partner of ours that will become a Best-Selling book called "Women Who Mean Business" that will feature successful women from all around the world. If you're interested in being featured in this book, please email Angie@DicksNanton.com or call her at 800-980-1626

Ready to turn your information into profits? Meet our newest partner, Greg Rollett, co-founder of The ProductPros LLC. Greg and his team help entrepreneurs, authors, speakers and professionals create profitable products from their knowledge. Nick and Greg met while doing work together in the music industry, and Greg has worked with an amazing array of companies and artists. Greg has consulted for artists that have been on the rosters of Cash Money Records, Warner Brothers as well as on social media and direct marketing initiatives for Coca-Cola, Miller Lite, best-selling authors, athletes, he has also served on the Board of Directors at the nonprofits Rock For Hunger and doterati. Greg has been seen on Mashable.com, ABC News, FOX News and many other media outlets. If you're ready to meet Greg and turn your knowledge into profits, email him at Greg@ProductProSystem.com.

The Dicks + Nanton Elite Expert Mastermind. We have a very elite, small group, of top entrepreneurs who are growing their businesses that meet 3 times a year in different locations to learn "what's working now" from each other, as well as to work through challenges in our business. We have room for one more very motivated, successful entrepreneur, who wants to contribute and learn from the best in the business **while traveling to the Kentucky Derby, Hollywood, and Bermuda.** If you are interested, please email Nick@CelebrityBrandingAgency.com for a Mastermind Application.

Interested in Becoming a Best-Selling Author? We are currently working on a new book called **Champions**. If you'd like to be one of our next best-selling authors in this book, contact angie@dicksnanton.com to get details and deadlines!

Are YOU one of America's PremierExperts®? If you are, you need to be listed on AmericasPremierExperts.com. Take a look at the premiere site for consumers and journalists alike to find the experts they need. For more information on becoming one of America's PremierExperts® visit the site or email Jen@CelebrityBrandingAgency.com.

EVENT SCHEDULE

- JULY 1-29** Nick and his Wife Kristina are having a baby girl to add to their collection of children. Needless to say Nick is grounded and won't be attending any events, so be on the lookout for lots of great teleseminars and webinars! **[NICK, KRISTINA, BROCK, BOWEN AND...ADDISON!]**
- JULY 30** IYCA Annual Conference with Brian Grasso, Pat Rigsby and Nick Berry (Louisville, KY) **[NICK]**
- JULY 30** The Emmy Awards with **The Titus Family and a few of our friends who supported the project Darrin Mish, Scott Schumann, Preston Ely, Mike Koenigs, Richard Sepala, Bill Gough and Baeth Davis!** We just found out that we got 2 Emmy Nominations for a project we worked on called Jacob's Turn. You can check it out at www.JacobsTurn.com - **[NICK, JACK, LINDSAY]**
- AUG 17-19** The New American Dream TV Shoot (Washington, DC) - **[NICK, JACK, LINDSAY, GREG]**
- OCT 7-9** Internet Marketing with the 2 Neils (Or whatever those two crazy Brits call their conference!) (San Diego, CA) **[NICK]**
- OCT 14-16** Arielle Ford & Mike Koenigs' 21st Century Book Marketing Conference (San Diego, CA) **[NICK & LINDSAY]**
- OCT 18** Kinder Reese Annual Real Estate Conference (Dallas, TX) **[NICK]**
- OCT 20** Elite Mastermind Mid-Year Meeting (Hollywood, CA) **[NICK, JACK, LINDSAY GREG]**
- OCT 20-21** National Academy of Best-Selling Authors Best-Sellers' Summit & Awards Gala with **Brian Tracy, James Malinchak and Mike Koenigs** (Hollywood, CA) **[NICK, JACK, LINDSAY, GREG]**
- NOV 3-5** Glazer-Kennedy InfoSummit **[NICK]**
- NOV 14-16** Brian Tracy TV Shoot (Orlando, FL) **[NICK, JACK, LINDSAY, GREG]**
- DEC 2-4** Arielle Ford TV Shoot (San Diego, CA) **[NICK, JACK, LINDSAY, GREG]**
- 2012**
- FEB 18-24** Northwestern Society of Plastic Surgeons Annual Conference Keynote (Oahu, HI) **[NICK]**
- MAR 14-16** Elite Mastermind Meeting at Elbow Bay (Bermuda) **[NICK, JACK, LINDSAY]**

Membership Continuity Program On The High Seas

By JW Dicks

SEVEN SEAS SOCIETY

membership...

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Upon completing your first voyage, you are automatically welcomed into the **Seven Seas Society**, our esteemed family of past guests. Membership confers a host of exclusive rewards and benefits designed to add even more value to your future voyages. New benefits include instant recognition at the Silver level for first-time guests sailing 21 nights or more; and for Society members, if the number of nights you are sailing during your cruise brings you to the next tier, enjoy instant recognition at the upgraded tier from the moment you board.

| BRONZE | 4-20 Nights | <ul style="list-style-type: none">Access to Online Personal ProfileAccess to Seven Seas Society voyages, including exclusive events ashoreCommunications with advance access to itineraries and special offersSeven Seas Society cocktail reception onboardSeven Seas Society savings on select voyages |
|----------|----------------|---|
| SILVER | 21-74 Nights | <p><i>Everything from Bronze tier PLUS:</i></p> <ul style="list-style-type: none">Upgrade tier status instantly on your first voyage when sailing 21 nights or moreFREE one-hour phone time per suiteFREE Internet access onboardFREE garment pressing (up to two items per 7-night segment)Invitation to participate in Seven Seas Society Advisory Board on select voyages |
| GOLD | 75-199 Nights | <p><i>Everything from Bronze and Silver tiers PLUS:</i></p> <ul style="list-style-type: none">Choice of newspaper service from papers around the worldFREE two-hours additional phone time per suiteFREE garment pressing (up to four items per 7-night segment)Exclusive Gold, Platinum and Titanium activities onboard or ashore on every voyage*Priority disembarkation at voyage completion in select ports |
| PLATINUM | 200-399 Nights | <p><i>Everything from Bronze, Silver and Gold tiers PLUS:</i></p> <ul style="list-style-type: none">FREE air deviation services (one time per sailing)FREE six hours additional phone time per suiteFREE laundry serviceFREE garment pressingInvitation to Customer Advisory Panel on select voyages |
| TITANIUM | 400+ Nights | <p><i>Everything from Bronze, Silver, Gold and Platinum tiers PLUS:</i></p> <ul style="list-style-type: none">FREE dry cleaningFREE private transfers to and from your home to the ship (within a 50 mile radius)OR FREE private transfers from the airport to the ship and the ship to the airport on embarkation and disembarkation day |

*The exclusive activities for Gold, Platinum and Titanium members may be combined with special events already incorporated in our longer voyages

TO VIEW A COMPLETE LIST OF VOYAGES FEATURING SEVEN SEAS SOCIETY SAVINGS OF UP TO \$5,000 PER GUEST, PLEASE VISIT WWW.RSSC.COM

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AS A SEVEN SEAS SOCIETY MEMBER, RECEIVE A \$200 FUTURE CRUISE CREDIT WHEN A NEW GUEST THAT YOU REFER SAILS WITH US ON THEIR FIRST VOYAGE. FOR MORE DETAILS SEE FULL TERMS AND CONDITIONS AT WWW.RSSC.COM.

Jacob's Turn cont. from p1

– the Home of the Emmy® Awards). We naturally decided to find out how to do just that, with the blessing of the Titus family.

I won't bore you with the details of the experience, but I will share the good news with you that last week, **Jacob's Turn as the film is called, along with our team that put it together, were nominated for an Emmy® Award** and Nick and his co-director, Amardeep Kaleka, were both nominated for a second Emmy® for Directing the film. It was a proud and happy moment for us all and I am pleased to say thanks

Seems like many business are catching on to the value of membership programs. In this case, Regent Seven Seas Cruises is using a program based on higher membership awarded to those who purchase more days of cruising (a frequent-cruiser program of sorts).

You don't pay specifically for the membership; you just start earning different levels based on the amount of days you sail. This is certainly an idea that has merit because from the first cruise you start getting upgrades, and the higher you go, the more you will prefer to stay with this cruise line. Frankly, I thought the benefits were a bit skimpy because onboard a ship there are a lot of things they could throw in such as better seating at the shows (a red-rope section), better seats in the restaurant and many other spiffs that are wanted and attract attention (How did THAT guy get those seats?) more than what they give you. The more they give their members, and the more they offered special status to those on the ship with higher ranking, the more others would want to add days. In some instances, I imagine you could sell additional cruises in the future just so people could use their membership privileges on this cruise and make the wife a little happier now, if you know what I mean.

This type of membership could easily be adopted in restaurants, retail sales and even B2B with higher services for better spending clients. Membership has its privileges, and the more people see and want, the more they will move themselves up the ladder by buying more of your products and services.

Although I haven't seen it applied extensively yet in the cruise industry, watch for variable pricing on more than just rooms and butler service. Soon, you will see the cruise lines charge for added baggage, preferred-seating times and positions in the restaurants, preferred seating for shows, special shows for certain member levels, upscale tours, higher-quality linens, captain table seating and much more. Don't forget to think how this can be applied to your business. ★

and congratulation to those who helped us put the film together: The Titus Family, Our Executive Producers: Dr. Scott Schumann, Darrin Mish, Preston Ely, Mike Koenigs, Jared Bonshire, along with Nick, Lindsay and myself; our Producers: Richard Seppala, Bill Gough, Baeth Davis and Mark Richter, as well as our crew: Amaredeep Kaleka, Scott Reus and Matthew Ulm. On July 30 we are all happy to go to the Emmy's and see if we win. No matter the results, it's already been an amazing win for all involved.

If you would like to see the short film, go to www.JacobsTurn.com - You'll be glad you did. ★

The Only Thing You Need To Do Is Teach

By Greg Rollett



As creators, whether an author, speaker, coach or small-business owner, you are always marketing yourself and your expertise to others in exchange for income. Knowing this, your goal is to create products and marketing pieces that attract your customers, turn them into buyers and help them in their journey.

Working with product creators, the biggest advice I love to tell them is to open up and bear all when working with their clients, in their marketing and within their trainings.

The best way I know how to do that is to teach, just as if you are your 5th grade math teacher and your customers are your eager-to-learn students (not the trouble makers in the back of the class).

Everyone Is Teaching

The reason to teach is two-fold. In today's content-driven landscape, teaching is marketing and that is the first big concept to understand.

The biggest bloggers in the world today are constantly teaching to build their audience. They teach through blog posts, videos, infographics, top 10 lists and other content strategies that bring traffic to their blog and, ultimately, through their sales funnel.

Look at blogs like ProBlogger, Copyblogger, Chris Brogan, Mashable and others that are leading the way. Everyday they are teaching to their audience

and helping them solve their problems through education. And they use this to sell their info products, live events, consulting services and other products and services.

The biggest "Internet Marketing Gurus" essentially teach their best material for a week or two before promoting their big home-study courses. Look at all of the pre-launch content from Internet marketers like Jeff Walker, Brendon Burchard, Ryan Diess, Ryan Lee and others. You will usually see three to four pre-launch videos, reports, case studies and webinars that are full of great tips and advice before they open up their cart.

Speakers teach before they pitch their products and services. In a typical 90-minute presentation there are generally 60+ minutes of pure content before they start talking about what is for sale in the back of the room.

Cooks make their way onto daytime TV to teach people easy methods of cooking holiday food to promote their new cookbook or cooking special.

In fact, in nearly every industry you will see content producers teaching as a large part of their marketing strategy. If you can teach someone to "be like you" or "do as you do," you are opening up a relationship that invites them into your tribe, your community or your way of thinking.

The second reason teaching works so well is that teaching helps your prospect or customer move

from A to B and achieve their desired results. When taught effectively, your customer will not only remember you, but thank you and praise you for years to come.

Think for a second about your favorite teacher from grade school or high school.

Mine was a biology teacher, Mr. Pesickek. He was one of my meaner, or tougher, teachers, and in the first half of the year I was a sub-par student. But that "meanness" was really his innate ability to push me into learning everything I needed to know about biology. As the year came to a close I was leading the class, picking up on everything coming out of his mouth and from the textbook and applying it to reports, research papers and ultimately the final exam.

Now I want you to think about your clients and customers.

Are you helping them learn the desired skills and action steps so they can achieve their own success, write their own reports, perform their own experiments and ultimately pass the final exam in their own life or quest?

Are you implanting a road map that takes them closer to their desired results?

If not, you may want to take a look at how you are teaching.

And if you are not converting customers through your marketing, you may also want to look at how you are teaching.

The Good Teachers Vs. The Bad Ones

I'm sure you remember the good teachers and the bad teachers back in school. Well, your customers look at you much the same way. They have authors, bloggers and news sources that they value, and others that they skip, trash or put in the "read later" stack that we all know never gets read.

The format through which you teach is not as important as the framework of your teachings. Text, audio, video, live events and other formats are all important for product creation and need to be looked at when performing market research, but before you commit to the delivery method, you need to look at your lesson plan and see if it is congruent with what you market wants to learn.

When I first started blogging I tried to teach too many things to too many people. I blogged

about the music industry, social media, Gen-Y, technology and travel. At the end of the day I wasn't teaching anybody anything, and the results from my efforts were not favorable.

When I made the transition to focus on what it was exactly that I was teaching and sharing, I instantly connected with an audience. I was able to use what I was teaching for free on my blog to create desire for my exclusive educational products that my customers were now paying top dollar for. And these products were nothing more than continuing to teach and provide information on getting to their desired results.

This is the same methodology that we instill with our clients at the ProductPros. As we help authors, experts and entrepreneurs create and develop educational products, the foundation is laid in how they teach their material.

At the base level we record the information as an audio interview. But the larger trigger here is moving your prospect from the problem they currently have and teaching them how to either solve their problem on their own, or give them enough information so they can make an informed decision moving forward, and even move them up the funnel into your larger packages, products and services.

This is all done by teaching. This is not sly marketing or a quick 10 tips to do something report that is polluting the Internet. Instead it is actionable content that allows your customer to learn and then apply.

They learn through the audio and video components. Then they implement with an action guide that ensures they are not just consuming what you are teaching, but they apply it just like I did in biology class all those years ago.

If you would like more information on how we can help you teach your best material to your best students and help you transform their lives and boost your own revenue, email greg@productprosystems.com. ★

Greg Rollett is the Chief Product Officer for the ProductPros, an educational product development company based in Orlando, FL. The ProductPros helps authors, coaches, experts and entrepreneurs create educational products and product suites to build and grow your online empire. Greg has worked with clients such as Coca-Cola, Miller Lite, Warner Bros and more as well as hundreds of small business owners and entrepreneurs through his own training products.



ONE-ON-ONE

WITH NICK NANTON

featuring
Travis Miller & Jimmy Vee

Nick: Hey guys, Nick Nanton here. And for this month's one-on-one call, it's actually a one-on-two call, because Travis and Jimmy are both here. I'm interviewing two of my favorite marketers, Jimmy Vee and Travis Miller from Gravitational Marketing. They're authors, TV stars, and everything-you-ever-wanted-in-marketers. But, most importantly, they're great guys who know their stuff. So guys, welcome to the call!

Jimmy: Maybe we can touch some people out in the audience today with some brilliance and some knowledge about marketing.

Travis: Where are you going to find that?

Nick: We'll find it one way or other, but it's great to have you on the program. Alright, so let's talk a little bit about your concepts at Gravitational Marketing. I know you have your book, Gravitational Marketing recommended by Dan Kennedy and everyone else under the sun. Where can they get that? ...On Amazon, Barnes & Noble, all the big dot coms, basically?

Travis: Yeah, but Amazon.com's always got the best price. So that's where we buy them from.

Nick: We like that. Cool! So let's just talk about some basics, So what do you think an entrepreneur has to do in regards to marketing in order to avoid becoming a part of the high business failure rate? I often have people asking me, "Hey I want to start a business but I'm really scared. The economy sucks. What do I need to do?"

Travis: Yeah, that's really an interesting question and it's funny because over the last few years, ... really starting in 2008, we started having this conversation about the economy and the recession. And here we are, like three years later, and we're still having the same basic conversation about the economy being bad.

Well, in the New Economy, if you want to call it that, you have to stop saying, "When the economy picks up... When things get better." You have to embrace what it is right now and say, "How do I kill it right now?" So think about this, if the majority of businesses fail in their first year, common sense dictates then that you should do something different, because if you follow the masses, failure is virtually guaranteed. Jimmy Vee coined a phrase years ago, and this is the one brilliant idea that Jimmy's ever had in his life. You need to understand that these words actually have the power to change everything...

Jimmy: **Same is lame!** And that's it. You got to think of your business and everything you do in your business, every piece of marketing that you put out, every system you put in place, every interaction with the customer. You got to ask yourself, "Is it same?" And if it's the same, then it's lame.

Travis: We don't just see this in startups . We see this in new clients that come to us who have been in business for 20 years, and last week it was a business that's been around a hundred years. And what's their big problem? **Same is lame.**

Because they're not just copying what others are doing, they're copying what they used to be doing. What you or other people used to do doesn't work anymore.

Hey Nick, have you read the book, it's a good book called *Built to Sell*?

Jimmy: It's by John Warrillow, W-A-R-R-I-L-L-O-W.

Travis: Yeah. So anyway, the main character of the book has a business site he wants to sell. The character in the book goes away to this beach house for a couple of days of reflection. He has to answer some big questions that basically need to get sorted out before he's able to sell the business. What do I think this business is really worth? What would I be willing to take? So, get away from the business and do some self-reflection. These are two important questions, but the first question that's got to be answered is this, why should somebody choose your business over others? And if you can't wake up in the middle of a dead sleep and answer this without thinking about it, then you don't have it right. So really, answering this question is the way to combat the same is lame phenomenon.

Nick: I think that another problem has been that sales people who are pushy lack value or don't try educating the client.

Travis: That's a really good point.

Jimmy: That's actually a very good point Nick made. But it's about the sales person who has to transcend just being a pusher of product to become someone who can guide their prospect rather than push their prospect. And guiding that prospect through value-providing, through education, through information, through building trust and motivating them today to action. Let's face it, one of the biggest problems we have in America is the lack of action. We always choose the easiest route, which is... do nothing!

Travis: But a good pushy salesman does it this way, because you nailed it Nick, when you said it's all about value, right? When the value proposition's there, then the first question's answered -- which is, 'why should somebody choose this option over all the other options?' And the second question that I mentioned earlier, which is, 'Why should somebody choose you over others?'

But here, the real key though, is questioning, good questioning. When I listen to the most successful guys, what I hear is questions. When

they are saying, "Wow, that's amazing. So what are your plans for this year? What are you doing to differentiate yourself this year? What's your plan for growth this year?" Simple questions like that will cause them to say...

Jimmy: "Maybe my plan ain't so good."

Travis: Yeah.

Nick: Got that. However, its something you've got to learn how to do and you have to become, and what I loved hearing is that you've got to become the trusted advisor, maybe even the *Celebrity Expert* insert trademark, registered symbol here. But I love it.

Jimmy: I think adding *Celebrity* to everything we just said truly does kick it up to another level, which goes beyond just being a trusted advisor. It goes beyond being somebody who you want to do business with simply because they have a level of a celebrity – and we have an infinity of celebrities in our culture.

Nick: Let's talk about another story. I know you guys started your first company with just a few hundred dollars. Then a few years later, you started another company with even less. And within the first six months you earned your first million dollars. That's obviously great. I love hearing stories like that. You got any secrets you can share with the audience on how to, whether or not they're starting a new business?

Travis: Well, there's a great book in the bookstores and on Amazon that was a huge help to us, Gravitational Marketing. The interesting thing, and you know this Nick, but the interesting thing about that other business we started with even less and had a million dollars in six months and several million dollars after the first year and then the second year.

Nick: Yes, and...

Travis: An even bigger story, I think, is the story of the Phoenix rising from the ashes, which is that now we got another business that does a few million dollars a year even after the last one evaporated. And we went through a couple years of turmoil and difficulty trying to make it as entrepreneurs. Then, the first time that we really started to get a break and really make it, I thought, "I'm learning a set of skills, a duplicatable process that I could use in the future to do this again." That was the important thing we found out, it's almost like we developed muscle memory on how to get

the first million. And that is really useful, because the first time you do it it seems so hard, but doing it again and again is kind of like riding a bike.

Jimmy: ...Million dollar businesses are going to evaporate.

Travis: ...dragging around Jimmy Vee for years... Yeah million dollar businesses are going to evaporate. One of the other big secrets that we found is that you've got to leave money for marketing. So many businesses, when you're looking at their business plan in the beginning, what you find is they've got three months worth of rent and three months worth of payroll stacked away. Maybe. I'm being generous here. But there's no money allocated for marketing, or maybe \$150 bucks.

I remember my first job out of college was a radio rep here in Orlando. And I went down to meet with this chiropractic group who actually was a call-in lead. So when I went down there, I found out that their advertising budget for the year was \$500, and we had commercials that sold for \$350 bucks.

Jimmy: And those single commercials aren't doing any business, any significant business...

Travis: Well they wanted to find out, "what can we do for the radio station with \$500 bucks? And I said, "You can buy a nicer radio."

Now think about your own business. Do you know how much you spend in marketing to get a client or a customer? Do you know how much you are willing to spend? Here, there's a really interesting paradigm shift, if you recall, **same is lame**. So instead of looking at how can I spend less in marketing to get a client, start asking yourself what can I do to spend more on marketing to get a client?

You go, "Well that doesn't make sense." Look, what if we could be more valuable? What if we could give more? What if we could charge more money? And if I did spend more to acquire a customer, would it make me stronger, bigger, better, faster than my competition?

Nick: Right, or would they be a better customer?

Travis: Now the Celebrity Expert thing ties into this perfectly because as a Celebrity Expert what you've got to do is go out there and say, first of all, "Who's my target audience? Who are the customers that I want to do business with more than others?" The answer is not anybody and

everybody. So choose who it is that you're going to work with, okay? And then that gives you your sort of blueprint information to go back and say, "Now I'm going to become a Celebrity Expert." Well first let's become an expert in actually giving them what they want. So I'm the expert in giving this group of people what they want. That's when it sizzles.

That's when it all works, and of course as we all know, making that *celebrity* part happen is what takes some horsepower. Now the other thing, if you want more, is, "Alright, how am I going to put myself in the media?" And that's where the marketing comes in.

Nick: Yep. And that's way more fun. I do way more of that because you and I both know, there's just not a lot that the 18 year old in the newsroom thinks is important news. So I much prefer to create my own news. I call it the Oprah Effect. Oprah wanted to be on TV shows and she wanted to be on the cover of someone else's magazine so she created her own. She wanted to be in a blockbuster movie so she paid for it and did it herself. And you know what? That's good advice.

Direct marketing-wise, some people may or may not understand direct marketing. Dan Kennedy, who we all know very well, said when he goes to horse racing, I got to go around the track twice, so I might as well win. And one of the things he talks about in business is, "Look you got to work every day. You might as well do well. There's a distinct formula for building million dollar businesses and the bottom-line, and a couple of secrets that I'd love to share. They are: 'pick niches and go serve them.' If you're not the absolute expert in dental marketing when you go approach dentists, they're not going to hire you. They want somebody who's a dental marketing expert.

And then on top of that, you got to have something that will scale beyond you. So you got to find a system where you can put the pieces in place and anyone can do the rest. That's just bottom-line. There's only so much time for any of us who want to have quality of life along with the revenue.

Travis: Well that's a great point Nick, and when I think back to what we went through in the early days of our business compared to where we ultimately got, the difference is that in the first year, we did everything in the business. If we got a new client, it was like, "Yee-haw, we got a new client!" Oh no, now we actually have to go do the work associated with it. And we realized that model was...

Nick: *Oh yeah we got a new client! ...Oh no we got a new client!* Love that. And so, just to wrap up, why don't we talk about a couple of direct marketing principles – about the difference between brand advertising and direct marketing. I think it's really important for people to understand the difference. If you want to start really growing your business and you want to use direct marketing, where can you start?

Travis: Well let me go on record to say that brand building and having a brand is very important. We usually recommend personal branding. But having a brand for your business, for yourself, is part of the thing that can help people choose you over others. The problem really comes in when people want to spend money in paid media to promote that brand.

Jimmy: Well that's also the problem, and I think the problem stems from a lack of information about what good marketing is. A lack of information of what brand advertising actually is. I heard from a guy I'm mentoring who said to me one day, "I want to do this whole thing without ever running any ads, because I don't want to be looked upon as the guy who had to advertise." Like it's a bad thing.

Travis: He had the 'balls' to say that to you?

Jimmy: And branding isn't bad, but if we don't understand what it is and what direct marketing is and the differences, we get fooled into thinking it's something that it's actually not.

Travis: Right. So, the basic idea here is when you spend money on marketing or advertising you should have a plan in place, a spreadsheet in place to be able to count the number of responses, the number of leads, the number of clients those dollars generated and plug it into that spreadsheet. That way, you can constantly monitor your return on investment. If you're going to do something that you can't monitor ROI, then it might be time to consider not doing that.

Nick: Amen. And one of the smartest things I heard was that brand advertising without direct response, direct marketing in it, is wasteful suicide. But direct marketing without branding is just a waste of money because you're already spending the time to get people to take action. You might as well build a solid brand on the back.

Travis: That's just like going around to the track two times, you might as well win. If you're going to play, if you're going to pay money to run ads, you might as well stick your picture up there and have a

brand together so that you'll get that benefit as well.

Jimmy: In your words and terms Nick, and similar to what we teach, though I've never really said it or explained it this way, just thinking on the phone with you made me think of it. It's like you got to do direct marketing at the same time, and make a celebrity out yourself.

Nick: Right. Why wouldn't you?

Jimmy: It's the branding. Branding is the word that most people don't understand, don't really know what is the concept of a brand, what a brand does – an emotional feeling tied to a company, a corporate image (which is basically what a brand is). It's very hard to create for a small business owner with a small marketing budget or even a medium-sized business with a medium-sized marketing budget. Its a lot easier to do the same exact thing through using direct marketing, but then attaching it to your person individually to create celebrity.

Nick: Right. People connect with people so much easier than a logo or something like that.

Jimmy: So it's a lot more cost-effective and effective to do direct response and create celebrity as an adjunct, than to try to create a brand as adjunct. So it's almost a disservice for us to say, and we've said in the past, get branding as a side effect, build celebrity as a side effect. It's probably the more accurate and profitable thing to do.

Nick: Well I certainly will run with that one. I love it. Alright guys. Awesome. If people want to find out more obviously they can go and buy Gravitational Marketing at Amazon, like you said the best price is there. Now while you do this, check out the book on Amazon.com, Gravitational Marketing, and then any website training or anywhere else you want to direct people to if they got more questions; what if you want to learn more?

Jimmy: Sure. There's tons and tons of free resources over at GravitationalMarketing.com.

Nick: Excellent. So remember GravitationalMarketing.com. Jimmy Vee, Travis Miller always a pleasure, thank you, guys! Look forward to seeing you again soon and thanks for being on the call.

Travis: Thank you Nick.

Jimmy: Thank you. ★

The Importance of Meetings and Numbers



By JW Dicks

Every week we have an office meeting to make sure we are all on the same track. Yes, sometimes meetings are a pain and sometimes not everyone is on the same direction, including me. But that is the importance of the meeting, and it becomes its own illustration of why you need to have them.

Communication is a strange thing because people hear things with their own filters and not everyone gets the same message. The message confusion reminds me of the game we played as kids when one person whispered something they were to convey to the person beside them, and then that person whispered what they heard to the next person. The message went around the room whispering from one to another until the last person said the message out loud. As you may remember from your own childhood, the message stated was typically quite altered from the way it began. Somewhere along the way one or more people in the group added or subtracted from the original message. This is the same problem we all have with our internal communications, the message changes based on what people hear, not what is said.

To solve the communication dilemma for an office requires meetings and a formal written business organization for everything you do. Again, not fun but a necessity if your business is to grow. If you “structure” the meetings, they go quicker, but failure to have at least one regularly scheduled weekly meeting is a mistake and your business will suffer for it.

The Math Never Lies

One of the things we do every week is look at the company numbers. Usually, this part of the meeting is broken into appropriate groups because not everyone needs to know all the numbers and it can quickly get tedious. However, we make time for the math because it is so important. You need to look at the short-term weekly numbers, monthly numbers and quarter-by-quarter comparison. These numbers need to be compared to what you planned for in the beginning of the year so you can make alterations along the way through the various weekly and quarterly reviews.

The second part of looking at your business numbers is to act on what you see. In my earlier life this was a learning process for me, and I was generally slow to react to changing numbers. If a person’s sales slacked for example, it was easy to think, “They will improve.” If we went over budget on something, I might take a soft approach and not call attention to what happened. That doesn’t happen anymore. One of the things I learned is that the numbers don’t lie. People lie, to ourselves or to others, but the numbers don’t. The numbers report the facts just like your blood work screen when you get an annual check-up (which you should do, by the way). Blood work gives you the cold-hard numbers and doesn’t even smile. That is the way you have to deal with your business numbers: cold, hard, actionable facts that you pay attention to.

What do you look for?

Certainly you have to pay attention to general trends in your profit and loss statement and the best way is by running comparisons. If expenses begin to rise out of line with revenue and what you need to make, then you have to know if that change is a temporary adjustment because of something you did or if it is a new developing trend that you have to take action on. And you really only have two choices. Boost revenue or cut expenses. It really is that simple. Unless you are prepared to put more of your own money into carrying your company, those are your options. I have put money in to keep a company afloat on several occasions. In some cases it worked, and in others I added money based on the emotion of what I wanted to happen, and that was a bad decision. Usually if you make a numbers decision on emotion, it doesn't work well. Keep that in mind and call me if you are about to do that so I can talk you out of it.

It is also extremely important to know various sales numbers for your company such as what is your cost per lead. You also need to run that number on every channel of marketing you do. If one channel is producing a higher ratio, then you may be wise to shift more of the money you are spending to the higher producing marketing channel. This would boost your revenue until you can get the other marketing channel producing. If you do not track your marketing, you are wasting money because you don't know what is producing and what isn't, and there is no excuse in not knowing. If you don't know how to track your marketing, look at our MasterMind member Richard Seppala's website, www.yourroiguy.com, and see how he calculates ROI on all of his marketing with an overall plan and the tools he created.

Cost Per Lead. One of your basic numbers for marketing is cost per lead. Let's say you ran an ad or marketing campaign and it cost \$2,000 to generate 100 leads, so you have \$20 cost per lead. Depending on your conversion to sales that may be a high-cost number or low-cost number, but you need to know. The first thing you use the number for is to compare one marketing campaign to another. For instance, if another ad you are running costs \$1,000 and you get 100 leads from it, you are paying \$10 per lead on that ad. Comparing the two, the second ad is produc-

ing better, and you may want to shift some of the dollars you are spending on the first ad to the second. Unfortunately, this is not 100% accurate because the leads produced at \$20 may convert to sales better than the cheaper ones, so you have to look at sales conversion as well.

Another problem with comparisons may be that you just placed the lower producing ad and it hasn't had time to get multiple recognitions from people, so the weaker lead generator may ultimately prove the better ad. What you do have, however, is a method of getting comparative information, and over time you will know which is better. If you don't do these comparisons, you will never know. If you never know, you will waste a lot of money on under performers and your business will suffer for it.

Cost Per Sale. Now that you know your lead cost, take the leads and sell them something. To sell the lead will also cost something, so put those numbers together to determine your actual cost per sale on a particular marketing campaign.

For example, let's say your total lead generation cost was \$1,500 and your marketing cost to make the sale was \$2,500, the total was \$4,000 to make a sale. If you make a total of 20 sales on that campaign, then your marketing cost per sale is \$200. This number is a good metric to use as a comparison for future campaigns. What does it really cost to produce a customer? Knowing this allows you to make better decisions on things like a JV offer or another marketing channel to test as an alternative.

You also have other numbers to gather information from such as the total cost of your sale when you add the cost to produce and get your product in the hands of your customer. This allows you to compare one product to another to determine which one produces the most new customers for the least amount of money. This number helps you determine which product is your best lead generator vs. another product that you use as a later sale or backend sale.

There are many numbers and comparisons you can use to help understand your business and to monitor its growth or lack thereof. If you are not doing this every month, it is a big mistake. Remember, the numbers don't lie. ★

Selling Your Services In China

Golf in the United States has been stagnate, and even shrinking, in recent years. While new markets such as very young kids (3-10) are developing, and one of our clients is leading the charge with his Little Linksters™ program, some pros have taken their gig to China. (See also Disney.)

The Cindy Reid Golf Academy opened three years ago just outside Hong Kong and has more than 2,000 part-time students, more than half who are kids. Cindy has now expanded and appears on the Golf Channel China and contributes to material to China Central Television. She has also published several golf-related books converted to Chinese, and is now developing a reality TV series called, *Beautiful Golf*. Apparently her own clothing line, DVDs, sunscreen products and more are on the way. (Key point: expanding the business through added verticals)

While all of this is great for Ms. Reid, and U.S. golf pros that she is recruiting, the important note for you is to see that a trend may be forming in China for U.S. services, particularly where we have had a historic advantage such as golf. As China continues to develop its economy, the country will slowly begin to open its doors wider. Another one of our clients of Chinese dissent is already positioning herself as an agent for Americans wishing to do business in China. This trend will continue, and you should keep your eyes open for opportunities where you may find joint venture arrangements for your products or services. Trailblazers frequently make the most money. We are already looking to create events such as Asian-American Business Conferences to take advantage of networking possibilities as they develop.

While China may be one of the U.S.'s biggest buying partners in years to come, there will be similar opportunities in India and even the Middle East. The people's revolt has already started and while it will take years to develop, the people of these countries will also want the economic freedoms of product selection and opportunity. The Internet and its open borders will make this happen faster than ever before thought possible.

This is the beginning of world entrepreneurship, and Made in America will be an irresistible attraction. ★

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Giving Disney Credit When Credit Is Due!

Disney opened its first Disney English Language Academy in China in 2008, (I must have missed it) to teach English to preschoolers and older children while dressing them in Disney movie-themed clothes and showing Disney movies to help with the instruction. The demand for the Disney form of education has increased so much that Disney tripled the number of schools

this year bringing the total to 22. Schools are located in Shanghai, Beijing, Hangzhou, Nanjing, Ningbo, Tianjin and Suzhou.

You've got to love it. Disney has created its own school to market its brands while teaching the children and creating new customers for the future. (Does the movie *The Manchurian Candidate* come to mind?) This would be brilliant in and of itself just to extend the Disney name to the world's population center, but China's private education market is projected to grow into a \$79 billion industry by next year, so the new education product has a huge market and profits to make for itself while training future customers... brilliant!

This is a wonderful example of brand extension and the addition of profitable verticals that add on to your existing business. Now that you have been reminded, pause for a moment to think about where the opportunities are for your business right now. Where could you add another product or service to market to your existing customer base? Some people always wanted to, "Be like Mike." I like to think, "Be like Mick." ★

★ ★ ★

Warning On Merchant Accounts Fees And Other Lender Games

If you only have one merchant account to process your transactions, now would be a good time to get a back up. For new accounts, particularly for business owners like us, who don't have a storefront, prices are going up for the banks that will process your merchant accounts and many are narrowing the people they service. While our companies don't have chargebacks, which give lenders a cold sweat, every time we start a new company, our accounts are reviewed and lenders are threatening new fees. No more 2 to 3% fees on charges that were already expensive, now they are talking 4 to 5%. There is a word for that, but I don't like to use it in mixed company.

For now it seems the banks aren't raising fees on older accounts, but my guess is that it will come. So, for the time being, open at least one other merchant account at a different bank and run some of your charges through both so you have a backup should one of them decide to stop handling your account.

Keep a Close Eye on Other Charges too.

I just got a special offer from my bank to give me an advance on any direct deposits I make. The offer charged... \$1 on every \$10! Are you kidding me?!? That's a 10% charge, and you have to pay it back with the direct deposit within the current 30 day cycle. The bank graciously disclosed that was a 120% APR, and, frankly, it's only that "low" (I really didn't use that word), if you don't pay it off faster because early payment would cost you more since they are charging a set amount on the transaction as opposed to an actual interest rate. Please watch these easy money floats. It may be easy money, but it isn't easy cheap. ★

Referral Power

Most of us believe that referrals from our customers produce some of the best prospects for future customers, but it is always nice to have some empirical evidence to back it up. In a recent study reported in the *Harvard Business Review* of more than 10,000 bank accounts, the study found that customers obtained by a referral are more loyal and more valuable than other customers.

The study concluded that referred customers are 18% more likely to stay with the bank and generate 16% more in profits. It would appear this number is useful in helping you determine how much you might want to pay out for a referral. With a payout less than 16% you tend to make more money than you do from another customer. However, this is another example of fuzzy math if you make your go or no-go decision based solely on this number. The real value of the customer is his life-time value. Therefore, to even consider turning down a customer referral campaign because it might cost a little more on the referral payout is to miss out on everything after that. In reality, the 16% figure tells me that you can afford to pay even more for the referred customer than you can for a customer obtained from another marketing channel. You also have the added boost of the higher retention factor for the new customer plus you get to reward your customer who made the referral in the first place (building even more credibility with your customers). A double win if you ask me.

Do you have a great referral system? If you do and want to share it, I will give \$200 to the best idea and we will feature it in the August issue. Help yourself and your friends. Email your referral system to JWDicks@DicksNanton.com ★



Copy-For-A-Friend

In the upper, right-hand corner of the first page of this newsletter you will see a little printed sticker that says, "Copy-For-A-Friend." We did this to encourage you to pass this newsletter on to people you think will profit from it and to show you an example of what is called, "engineered peer-to-peer-promotion."

Just as in the case of a referral, if you give this newsletter to a friend who likes it and finds out about us through our content, that peer promotion is of higher value than if someone just picked this newsletter off the floor. First, you will have prescreened the prospect for us and second, a New York Business School Study shows such a referred promotion is twice as effective as if you had emailed the newsletter to someone. Now, I don't know who sits around and studies all of this stuff other than business school professors, but it makes sense. So we added both the lesson and the opportunity to this month's issue. Try engineering your own viral promotions and let us know the results. ★

Creating New Products Or Services Without Starting From Scratch

We know that many of you have trouble coming up with new products and services to sell to your customers. You are not alone, even major worldwide bands have difficulty finding new products or services that customers want.

One option to remember is the strategy of bundling or unbundling products or services to make a new product or service. The bundle can be made up of your products, a combination of your products and another expert's products or by designing a new service to add to an old one to create something different that offers a higher value to your customer.

Craftsman, a major brand of tools owned by Sears, frequently combines products together to generate special interest on holidays such as Father's Day. It also creates combinations to introduce a new product to market that hasn't been fully market tested on its own. Later if the test proves successful, Craftsman may unbundle the products and sell them separately.

Over the years, we have done this successfully creating various membership packages such as combining a Best-Selling book offer with a TV show of a similar theme to create a packaged unit. In the beginning of the Celebrity Branding Agency, we offered all of our products in a single combined package at a much higher price point, and when the recession began, we broke the services up into individual components and eliminated some of the more costly travel aspects of the program. This unbundling process allowed us to offer lower price points for individual products as opposed to the bundle. In both cases, bundling once and unbundling another time, the service was changed, but it was better for the needs of our customers at the time.

Starting next month, we are shifting again. We will begin bundling a TV show, the Best-Selling Book deal, an Association Membership and our new Coaching Program to create another combined service. We are doing this because we see the need for more training and education mixed into gaining media and Celebrity Expert status. We have found that clients who receive more training from us are better at using the media to their advantage and get more out of the credentials like Best-Selling Author.

The point is, look for opportunities to change what you are doing to create products that fit the changing needs of your customer. Sometimes this means creating something entirely new, but often just it means redesigning what you have to work better for your customers or clients. ★

A Birthday Present For America

By JW Dicks



It was the 3rd of July, and I was on my front porch unfurling my American flag getting ready for the 4th of July weekend.

Across the street, I noticed two neighborhood kids busily setting up a card table and lawn chairs in front of their house, close to the road. I had a sneaky suspicion I was about to spend some money.

I watched the kids for a while from a distance as they finished off a sign that I imagined announced what they were selling. One of the two took the sign across the street to set up for traffic approaching in the other lane. The older of the two gave hand signals indicating the direction of the placement of the advertisement.

Occasionally, the voice of the older brother rose indicating displeasure with the slowness of his younger sister in getting the job done.

I waited for a while before I visited the booth because I wanted to give our young entrepreneurs a time to settle in.

"What are you selling?" I called to the kids as I crossed the street and walk toward the stand.

"Lemonade!" the youngest yelled back quickly, glancing at the large sign above their stand, wondering I'm sure whether they had forgotten to proclaim the name of the product on their sign, or whether I was just a poor reader.

"Twenty-five cents a cup?" I inquired, indicating that truly I could read.

"Yes, sir," the youngest replied, grinning from ear to ear and creating a picture Norman Rockwell would be proud of. "Would you like some?" the child continued.

"Sure would," I said, and waited for them to deliver the quickly served cup of lemonade.

"How's business?" I asked as my drink was delivered.

"Ok, we're just getting started," was the reply. "But we usually do great. We've got a real good location on the main road, and our sign makes people stop."

"Have you done this before?" I asked, knowing the sound of experience I heard.

"Yes, sir. Every summer," the youth replied.

"What's the secret to your success?" I asked, wondering if they knew what they were doing.

"Well, we smile a lot and act friendly," she said after a couple of prods from me to think about it.

What do you do if someone doesn't like your lemonade?" I asked.

"I'd give 'em back their money, and pour it out," she said, but added quickly with her salesman smile, "But I haven't had anyone yet who didn't like it."

Our conversation sort of ended after that. I could tell she wanted to get back to her work, and after all, I was an adult.

She took my money and tip and headed back to her stand to wait for the next customer to arrive.

My jaded side smiled and wondered whether our government regulators would require them to have a business license to operate their stand. Did the Health Department approve this operation even though it didn't have bathroom facilities and they didn't wear hair nets when they poured the lemonade? I knew their sign was in violation of zoning, and I'll bet she didn't report her tip to the IRS on her 1040. Yes, that was my jaded side, and forgive me for it.

My entrepreneur side was proud – proud of the American tradition that sets us apart from the rest of the world – the tradition that applauds the nation of capitalism and the start-up ventures, which are the back-bone of our economy.

I noted that even at this early age, Americans still know how to make money. More than that, they instinctively know what it takes to be successful in business:

Have a good product.

Find a good location on a main road.

Advertise with a sign or other appropriate method.

Smile a lot and act friendly.

If a customer doesn't like your product, give the customer back his money and throw the product out.

If you are looking for a formula for success, here it is from the hearts and minds of two pre-teens with a yearning for success. Like most good plans, simple but accurate.

Happy Birthday, America! Thanks for the opportunity you give us. Here is hoping we are smart enough to act on the opportunity just like the two kids did across the street. ★