



THE DICKS + NANTON CELEBRITY BRANDING® AGENCY



# WRITE A BOOK... GROW YOUR BUSINESS EMPIRE!



Join the Agency  
that has produced  
the “Most Best-  
Selling Authors  
in the World’s  
Fastest Time”



**1,030  
Best-Selling  
Authors!**

– by Nick Nanton, Esq. and JW Dicks, Esq.

# Thanks for requesting our Special Report!

If you are any of the following this report was written for you:

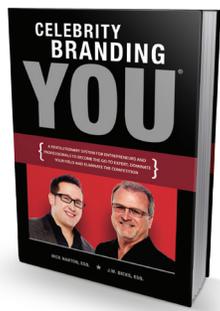
- You want to get your book published
- You want to write a chapter in a co-authored book that gets published fast
- You want to Become a Best-Selling Author as fast as possible
- You want to build your business or professional practice using your book as a marketing focal point to build recognition and Expert status.
- You want to build an Author Platform

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 you have completed the report you can simply call or email us at the number and address at the end of the report. We hope you enjoy the information.

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

Few people have been taught that writing a book can also 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 for you no matter what business or profession you are in now.

A published book opens up many new doors for you because the book can be the focal point for a business or a new product that you start or add to your existing business. This is the fastest and easiest way to generate more income for you and your family by leveraging your desire to write what you know about and share it with others who want to learn more. Yes, you could make more income even if you only added one product and sold it on EBay or Amazon with your book. But, the possibilities if you want to do more are endless and the opportunity to create additional income streams is real.



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*), Financial and Investment Advisory firm, (*The Mutual Fund Investment Strategies*, *Financial Freedom*, *The 100 Best Investments for Retirement*, *The Florida Investor*, *Moonlight Investing*), Real Estate Sales and development, (*How To Buy and Sell Real Estate for Financial Freedom*), and our Branding and Marketing Agency, (*Celebrity Branding You*). Some of these books have become Best-Sellers, some not. What all of the books did was help us position ourselves as the expert in the field and serve as the platform to build a business on generating addition income from the businesses.

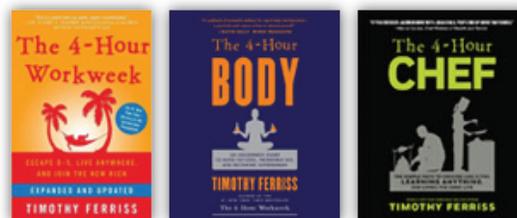
If you are in business or want to start one, this is a proven successful formula you should follow to create an income stream for yourself and family. This is what we are going to show you how to do in this special report. In fact, we will show you how to become a Best-Selling Author and use your book to build your business or professional practice by writing only a chapter in a book or get 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 books. And for those that did make it big, it is rarely the publisher that makes the rare book become viral and sell 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 as the economy slowed. 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 a brand, and his speaking and coaching business around his books. You too can use a book to build your brand no matter what your business or profession.



**Our message to you is this:** write the book or even book chapter about what you want to share that you have learned in your business or profession that helps others, and then let that book and information help you sell other products or services in addition to the book. These added and potentially growing products and services will, in almost all cases, make you more than even a blockbuster business book normally does because you get to keep all of the money and not the publisher. These products and services with your book will help your customers and create lasting value for you as the author/business person... The Expert in your field!

**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 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 your reader wants even more information and ideas from you. Ultimately this desire for more information gives you opportunities to offer additional products and services to your new fans.

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 of books whose authors provide great content and the reviews of authors that don't. 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 so you have an opportunity to continue providing them information and service. One way to do this is by referring them to your website



*I love working with Nick and his team. They absolutely help you get to the next level. Nick does everything he promises and then some!*

*-Jack Canfield, Best-Selling Author of more than 500 million book, Co-Creator of “Chicken Soup for the Soul” series*

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 as 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 don't care about anything else. It's 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 the approach taken by people like Oprah who not only publish and produce print and television content but 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 a 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 Authors Platform is where you capture reader's information, communicate with them, build your relationship, and even make sales. If you want some examples of the types of websites we are talking about go to [CelebritySites.com](http://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 reader to learn about them so that you can share more of what you know with them.

To capture the prospects' email, you will want a compelling offer that is free to your reader 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 and 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 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 reader 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 and why 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 about yourself you will be naturally attracted to a segment of people. Not everyone, but a segment. This segment of people is where you build your fan base and this you build your business around. It really is that simple even though people want to try and complicate it.

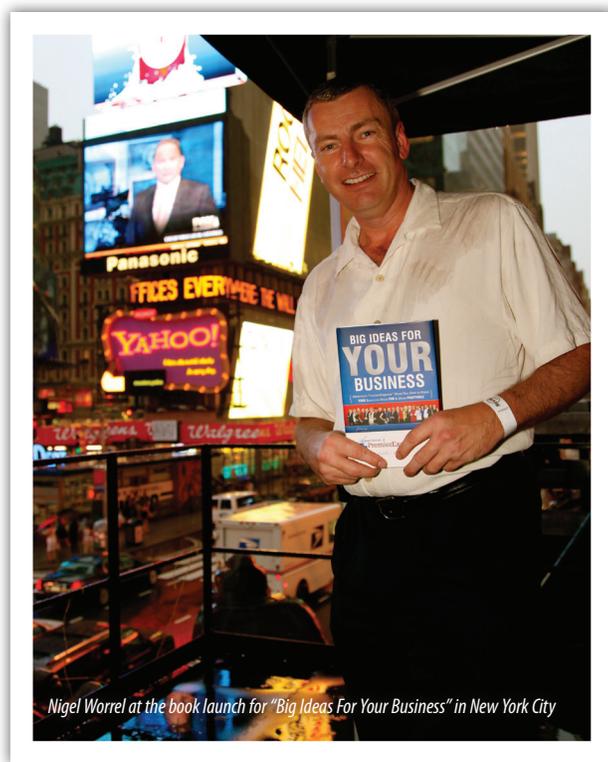
Tell your reader who you are and share what you have. The more you do that that, the faster people will learn to like you, trust you and refer others to you. That process is exactly what makes information go viral over the internet and when you all of a sudden see businesses have massive explosion and people say, "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 everyone's wildest imagination.

In many ways, this new business model of building a relationship with your reader and prospect is like the old model of the 50's. Back then, when you went to a store you knew the people who owned it. When you went to the store you spoke and rekindled connections. Now this connection between seller and customer is gaining important traction again. The difference between the past and now is not the connection, but the channels where the connections are made. The connections are now made more often through websites, email, e-zines, newsletters and video.

Even the largest companies are trying to make these types of personal connections and the most successful ones are doing it by putting a face to their business, (think Starbucks, Apple and Zappos) while communicating and connecting as much as possible.

In your business, using your Author Platform, your connection will be made strongest the same way. But the amazing thing is that a lot of this contact can be done for you as discussed in *The 4-Hour Work Week* book by using outsourcing sites such as Elance.com where you can hire people from all over the world and they will just email you back what you need.

After you get your readers' contact information, they become your business prospect and the process of prospect/customer relationship is continuous-- a constant flow of communication and wanted information mixed with opportunities of purchasing products that you have to offer.



Nigel Worrel at the book launch for "Big Ideas For Your Business" in New York City



*Just wanted to let you know that your book publishing service works! I was in a meeting yesterday competing for what would be a multi-million dollar deal this year alone. Halfway through the meeting, I pulled out my book, "ROI Marketing Secrets Revealed" and have a copy to each person. They were blown away! They decided at that point to give me the business and use the fact that they are working with a best-selling author on a particular project in their marketing. I had sold them on me, but they book was the tipping point that closed the deal. Best investment of my business career! -Brian Horn*



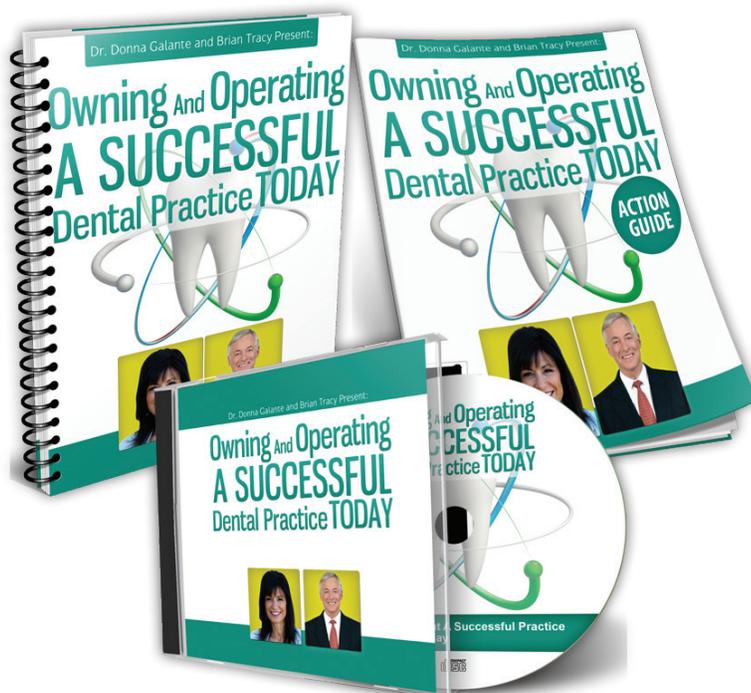


*I have worked with Nick for several years now and simply put he has always over delivered on what he promised. I was in the first compilation book he produced called, "Big Ideas for Your Business" and it has been a fantastic success in my business. I'm delighted with it. -Nigel Worrall*

Sometimes, the product you sell will be information at being better or doing better in the field you talk about. Usually this type of information business ultimately offers coaching to help the prospect achieve their intended goal and that can be done either through an information based product, group coaching or personal coaching/consulting that you offer.

Other businesses such as a dentist, for example, may have a combination of products and services. It is becoming more commonplace to see doctors who offer office visits but also have vitamins and health supplements that people can buy. This type of product also provides the doctor an opportunity to leverage his time since he makes money on the product sales without having to be physically present. Additionally, if properly planned and selected, the products can have recurring revenue opportunities attached to them as well. An anti-aging doctor may have creams or supplements that you reorder each month and the doctor benefits because they earn monthly income from these products whether they are in the office or at the beach. This is an ideal blend of products and services and it works well in EVERY business model. We even know a funeral director who has a continuing revenue program based on a counseling program he sells to the loved ones of the deceased that guarantees their emotional recovery!

If you don't know what products to sell, research your competition or look at other industries where you might be able to bring in an idea and adapt it to what you do. Google the keywords that are important to your business and see what your competition offers. These products or services they offer may be something you can offer as well. Once you find product that you think your customers will like, order some. See what the sales process is that this competitor uses to get you to buy. The process they use may be good and you can model the process yourself.



Whether the process you see is good or bad, the lesson you learn about what others are doing, teaches you more about your industry and what offers you can make which haven't been maximized yet. If you find good products being offered, see how you can offer those through the original manufacturer or make your own. This will be a process of continually looking at your competition and adopting products and services others have, for your own use, until you can start creating your own. Right now you want the fastest solution to building your business and delivering good products before someone else does it in your marketplace first.

We hope this report has wet your appetite to the real possibilities of what you can do if you write a book 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 can even match you will big authors who are clients of ours like Bryan Tracy, 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 leads to Best-Selling Author status and a 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 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.*

*JW Dicks, Esq. & Nick Nanton, 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 Positioning, Guaranteed Media, and Mining Hidden Business Assets. They offer free articles, white papers, and case studies at 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.*

**If you would like more information on becoming a Best-Selling Author to grow your business, please contact our writers' agent Angie Swenson at 888-262-9296 or [Angie@CelebrityPressPublishing.com](mailto:Angie@CelebrityPressPublishing.com)**



*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.*



