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ThoughtLeader®

VOL. 2 ISS. 1

THIS COULD BE THE LAST CHANCE FOR YOU TO...

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THE MOST CREDIBLE VENUE IN THE WORLD

**JUNE 14-15
NEW YORK CITY
ONLY 10
SPOTS LEFT**

**GLOBAL
ENTREPRENEURSHIP**
INITIATIVE



TO MY FELLOW ENTREPRENEURS, EXPERTS & PROFESSIONALS...

Coming from Barbados, I always knew the world was a bigger place than where I humbly called home. I know that I must first take care of my family, my beautiful wife Kristina, and my three children, Brock, Bowen and Addison. Most entrepreneurs would state that this is their first goal and first priority. To ensure that your family has a roof over their head, food on the table and some money left over to catch an afternoon movie or to take a trip or two a year to create memories that will last a lifetime.

After these initial needs are met, I still have personally found that I have an itch that tells me that I should be doing something more. I should be giving back. I should be making the world, and not just my backyard, a better place.

Here at the Celebrity Branding® Agency, we have developed a very unique platform for experts to share their stories. We do it through media. We help experts like you launch Best-Selling books, appear on TV, have your story written and published online or featured in a major newspaper or magazine. This has been and continues to be incredibly powerful and rewarding work and it helps Jack, Lindsay, Greg and me to further our mission to *“Help the most people, help the most people.”*

And this has led to helping more than 2,800 experts like you, as you are reading this letter today, to make an impact in your business and for many of you, in your life.

You have chosen entrepreneurship to help make your life, and the world, a better place. You are single handedly impacting the economy. You are creating jobs and working with vendors, suppliers and merchants. You are giving your clients and customers hope. Entrepreneurship is the single biggest concept that has the power to change the world and eradicate poverty.

But I know that you personally want more. You have a burning desire to give back to the world, what the world has given to you - opportunity.

I remember filming my first short documentary up in Floyds Knobs, Indiana. With the film, *Jacob’s Turn*, I was able to tell the story of Jacob Titus, and his journey to play T-Ball and be recognized as an equal member of his community, despite being affected by Down Syndrome. It was a telling story that didn’t only involve Jacob, but affected and impacted countless members of their tight-knit community.

It was the first time I truly felt like my work was not only touching lives, but also changing them.

We were able to raise awareness and money for Jacob and other kids with special needs.

From there I began seeking out these **“MISSIONS FOR GOOD.”**

We first headed over to the Dominican Republic and worked with Esperanza, an organization that gives micro loans to women-owned businesses. Then we took a group of our Expert Ambassadors over to Acapulco, Mexico to build a library and computer center for the kids at the Casa Hogar orphanage.





JACK AND NICK ALONG WITH A GROUP OF EXPERT AMBASSADORS WORK TOGETHER TO BUILD A LIBRARY AND COMPUTER CENTER AT THE CASA HOGAR ORPHANAGE IN MEXICO.

Leaving Casa Hogar is a difficult thing to do. You bond with the kids, create lifelong friendships and know that you have given them hope for their own future. A future that won't consist of entering the drug trade, or growing up uneducated, or never dreaming of being someone successful. They now have hope to graduate, go to a University and make their community a better place to live.

Last January, myself, Jack and a group of our top clients returned to Mexico, this time to Oaxaca to work with Armonia. There we built an entrepreneur center for a group of kids who are trying to reverse the cycle of poverty in the indigenous mountain villages of Mexico.

And just a few weeks ago, Greg and I, along with six of our incredible clients went back down to the Dominican Republic to see the generational impact that entrepreneurship is having on the women of

Esperanza. Seeing that a small business, which started from a \$250 loan, has provided them with food, water and shelter for today, and even college tuition for tomorrow, was an incredible thing to capture on film.

These are the types of missions and opportunities that get me excited. And I hope they do the same for you!

Having a business, like our Celebrity Branding® Agency or the one you have in your own life, is the fuel for these types of endeavors. The ability to create our own futures and our own realities is something that we do not take for granted.

There is amazing power in being a successful entrepreneur.

For Jack and I, we not only want to continue the work we have started with these and other organizations all over the world, but we want to involve you, and give you an opportunity to become an Ambassador of Change. Someone who takes the power and responsibility given to you as an entrepreneur and fights for a higher calling, a higher mission.

And that is what I want to talk to you about in this letter.



Speaking at conferences such as Success in the New Economy Summit and The FORUM™ positions you as a ThoughtLeader® in your industry.



MY VISIT TO THE UN

In 2014, I was honored with the EMPACT 100 award. The award ceremony took place at the United Nations Headquarters in New York City. To say this is an incredibly powerful building is an understatement.

No matter your political stance, it's amazing that so much power, leadership and vision is exercised everyday in that very building. And here I was, just a guy running a branding agency.

It was at this event that triggered a conversation between Jack, Lindsay, Greg and I as we flew to another one of our events.

We started talking about our own visions, missions and what we could do to give back, not only to the projects and organizations we were working with, but also to our clients that had similar visions and missions in their own life.

It was on that trip that we decided to do something about it.

To create an experience that will not only impact the lives of every single member of this esteemed group, but also will be an experience to remember for those that are impacted by the work we will accomplish together.

Last June, I invited 20 top clients from around the world to come with me, inside the United Nations Headquarters to talk about their mission for a better future: To embark on a new Global Initiative.

IT IS NOW CALLED THE GLOBAL ENTREPRENEURSHIP INITIATIVE®.

With a name, a mission and a vision that encompasses the global entrepreneurial community, we knew we had to throw an event like no other, at a location that holds the highest rank in the international community - The United Nations Headquarters in New York City.

Today, I want to invite you to join us, as we head back to the United Nations Headquarters and to come give



Nick answers questions about the Global Economic Initiative during a live press conference.

a short speech that we will help you craft, in front of an audience of your peers, with my Emmy Award Winning Film Team capturing it all.

This event, titled “The FORUM™,” will be presented by the National Association of Experts, Writers and Speakers® as the annual event of the Global Entrepreneurship Initiative®.

At The FORUM™, you will be brought on stage to present your very own 10-minute address, in which you will inform your peers, your clients, prospects and community of your ideas on success, prosperity and how entrepreneurship has the power to impact communities from your hometown to neighborhoods across the globe.

My Emmy Award Winning Film Crew will be on hand to capture it all in stunning HD for you to utilize in your marketing, showing your association with the Global Entrepreneurship Initiative® and being invited to speak at the UN Headquarters. This film clip will help position you in your community like nothing else you have in your arsenal.

We will also feature you, as well as the other speakers from The FORUM™, on a movie poster that will be given to you to frame in your office, and use in all your marketing, from your website to your print newsletters, postcards and other advertisements.



My initial objective was to come and speak at the United Nations Headquarters, but this was so much more than that. The platform and opportunity helped us to position ourselves to take our businesses to the next level, but the stories told are what connected us deeply. That's why I stayed an extra night, to get to know my fellow Global Initiative Council Members, and others, even more. I'm so grateful for Jack, Nick, Greg, and Lindsay for this opportunity. I think the best is yet to come, this is only the beginning.

-Danny Nguyen



This poster and your video will give you unmatched credentials that will position you as the ThoughtLeader® in your community. It will position you as an entrepreneur with a grander mission than simply making money, and that will begin to attract new clientele into your business. They will want to be associated with an entrepreneur that is doing good in the world – acting as the pillar of your community.

This new positioning will also give your clients something to talk about, and will help to spark referrals, and renewed conversations that go far beyond the scope of the X's and O's that they are accustomed to. These deeper relationships will form bonds that will not be broken and will help to create Clients For Life.

This new positioning will further help you to book more speaking engagements and help you to stand out in an overcrowded playing field of speakers vying for the same gigs. Who do you think a promoter would rather have on their stage, another speaker with the same message or a speaker that has been on stage at the United Nations Headquarters?

In short, you will now take the leap from being seen as just a business owner, to being a Change Agent; someone who is making the world a better place and meeting with other experts and entrepreneurs who share the same ideals and vision as you do. You'll be seen as an Entrepreneur that is no longer just money-driven but also Mission-Driven.

These other experts and entrepreneurs who are part of the Global Entrepreneurship Initiative® may be the strongest part about the entire program. We all

know that by ourselves we can only conquer and take on so much. But when you add in the help of other ambitious ThoughtLeaders®, movers and shakers, you can ignite a change that can be heard around the world.

Before The FORUM™ officially kicks off, you will be welcomed with a Black Tie cocktail reception, with all of the members of the Global Entrepreneurship Initiative® to meet, partner with and share ideals and visions.

At this Black Tie reception, we will be premiering our latest film in the Mission For Good® series, where you will be able to see firsthand the work that is being done to channel entrepreneurship to improve the world.

After the movie premier, you will be able to spend time with and meet the other members who will be joining you on stage at The FORUM™. These other members



To properly welcome you to The FORUM™, you will be invited to the Black Tie cocktail reception to meet your fellow Expert Ambassadors and to share your ideas and vision.



Speaking on the U.N. stage, the whole world is your audience.

will become lifelong friends, partners and patriots with you, to help turn your visions into reality.

This will be the same group of peers who sit in the audience to hear your presentation and cheer you on. They will be there to provide feedback, resources and their own expertise to help you further your own purpose and missions too.

This peer network is the reason I've been able to film and be a part of projects like *Jacob's Turn*, *Armonia*, *Mi Casa Hogar* and *Esperanza*. I've been able to have a peer group that has supported my missions and now I want to give you a peer group to help fulfill your missions.

If you are with me so far, I want to spend a few minutes going through how you can join the Global Entrepreneurship Initiative® and speak on stage at the United Nations Headquarters.

THE GLOBAL ENTREPRENEURSHIP INITIATIVE® PRESENTS: THE FORUM™

As a member of the Global Entrepreneurship Initiative®, you will, first and foremost, be invited to our annual event, held in June, at the United Nations Headquarters in New York City.

You will be invited to speak at The FORUM™,

during the Global Entrepreneurship Initiative®, and have your presentation filmed by our Emmy Award Winning Film Team, as well as be featured on the event poster.

You will receive our special *Global Impact Quarterly* Magazine as well as be a part of our esteemed peer group, where you will share ideas, obstacles and ambitions, find resources and partners and be part of a community that understands you and your ideals.

You will have the opportunity to contribute to and be featured in the *Global Impact Quarterly* that is sent to and distributed to the top experts and entrepreneurs from around the world.

The investment to join the Global Entrepreneurship Initiative® is only 12 monthly payments of \$997.

IT'S TIME TO MAKE A DECISION

Are you content with going about your life, heading into the office day by day and taking care of your clients and customers?

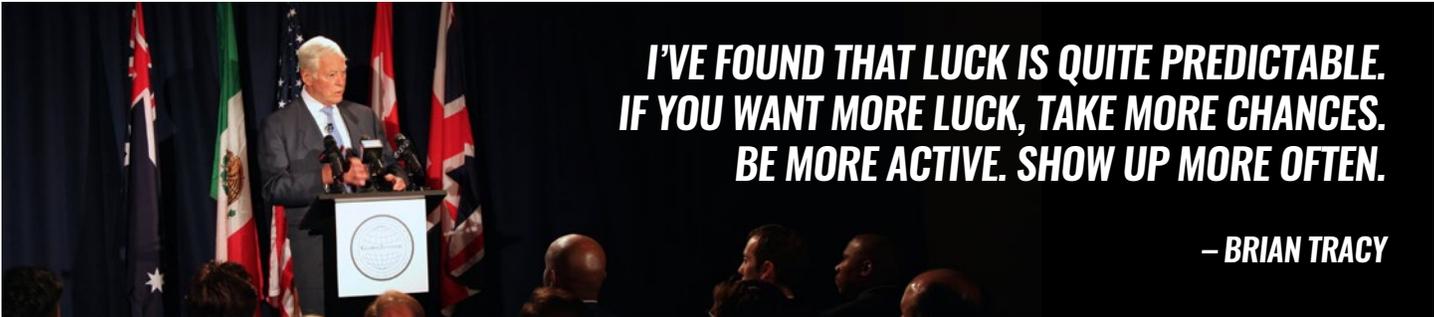
Are you content with going about your day-to-day life knowing that you've been given a gift and an opportunity but are too busy, too comfortable or too scared to make a bigger difference and impact in the world?

Are you content keeping your success secrets and the lessons you have learned as an entrepreneur all to yourself instead of helping those in your backyard, as well as with entrepreneurs from all around the world?

Or, are you ready to put yourself on a global scale?

Are you ready to share your mission and vision with peers that are not content with the status quo but instead are looking to crush it and make a tangible impact on the world?

If you are ready to break free and finally live out your true calling and be a part of a community that is bigger than just you or me, it's time to take action.



I urge you to pick up the phone right now and call us at (888) 419-6125.

Tell them you are ready to make a change in your community and with communities all over the world.

Tell them you cannot wait to come to the United Nations Headquarters this June 14th-15th and be heard on a Global Platform.

Tell them about your dreams and your passions. Share with them your mission and your vision for the future.

Then, we'll do our part to help make it come true.

Again, call (888) 419-6125 right away or visit us online at www.celebritybrandingagency.com/un and get on the ground floor of a major initiative that will not only change your business and your life, but also the world.

I cannot wait to see where this group goes this June and beyond.

To your mission,

Nick Nanton



P.S. I wanted to do something special for you today, for reading this letter and making it all the way to the end.

You see, last year, our good friend and a true Global Ambassador Brian Tracy gave the opening keynote address at The FORUM™.

As is typical when we spend time with Brian, it was brilliant. He was on fire.

Maybe it was the fact that he was excited (and a tad bit nervous) to speak at the United Nations Headquarters for the first time. Or maybe it was because of the topic at hand – entrepreneurship. He knows just how big of an impact starting a business can have for someone in California as someone in the Middle East.

Today, I want to give you Brian's speech from last year's event. I want you to hear the words that Brian felt compelled to share in the hopes that it will inspire you to build up the courage to get on that same United Nations stage.

To claim your copy of Brian's video from The FORUM™, simply visit us online at www.celebritybrandingagency.com/un. When you do, you will not only see Brian's presentation, but also an audio recording of a conference call that my partner Greg Rollett and I held that discusses more details of this event as well as how to book more speaking engagements.

Claim your free resources right now at www.celebritybrandingagency.com/un.

And then make the decision to join us this June in New York City. I can't wait to put you on stage and show the world the greatness that lies within you.

It's Not A Mirage.

**You're closer than you've
ever been to speaking at the
United Nations Headquarters.**

**The only question now is:
Are you ready to put yourself
on a Global Scale?**



To claim your spot on stage at The United Nations Headquarters, simply **call your Business Agent® at (888) 419-6125** or visit us online at **www.celebritybrandingagency.com/un**. When you do, you will receive Brian Tracy's presentation from the very first FORUM™, but also an audio recording of a conference call with Nick Nanton & Greg Rollett that discusses more details of this event as well as how to book more speaking engagements.