

Former Attorney Turned TV and Movie Director Cracks  
The Code That's Helps Business Owners,  
ThoughtLeaders® And Experts To Finally...

# Turn Credibility Into Clients

## Why Being Seen On TV Will Lead To Exponential Growth For Your Business In 2019

Dear ThoughtLeader®,

Nick Nanton here, and the last 12 months of my life have literally been insane. Unlike any other years in my career.

I've sat side-by-side with Larry King, asking him about his life story and in the process creating a new style of TV series that not even Larry had seen before. It was so unique that Larry signed on to be an Executive Producer of this entire TV series.

I've spent time with Glenn Beck in The Blaze Studios in Texas and been praised by Glenn for the work my team and I did for a documentary about human trafficking for Operation Underground Railroad.

I've interviewed Tony Robbins at his home in West Palm Beach.

I've been live on FOX and Friends with my good friends from K9s For Warriors after premiering their documentary in New York City.

The documentary we created about the true-life story of Rudy Ruettiger has been streamed for over 1,000,000 minutes on Amazon Prime Video.

And we are just getting started.

**But life and business wasn't always this way.**

In fact, when I first got out of law school, I never dreamed I would be working with some of the most influential ThoughtLeaders<sup>®</sup> in the world.

At that time, I was just hoping to be able to put food on the table and feed my family.

As an attorney in Orlando, Florida...

**I was just another fish in a pretty big pond.**

No one knew who I was or cared about the fact that I just graduated college and had my law degree.

If I had tried to call Tony Robbins or Larry King at that point in my career, I would've likely been thrown to the curb if their assistant even gave me 30 seconds to plead my case.

**To pretty much the entire world, I was invisible.**

I didn't like that feeling.

Fast-forward a few years and after some success running an entertainment law firm with my business partner JW Dicks, we decided to open a branding agency.

Great idea, I know. Especially since I was starting from ground zero again!

When we opened our doors, once again I had to ask myself,

## **Why would anyone want to hire me to help them brand themselves?**

I had **ZERO** credentials, **ZERO** case studies and **ZERO** track record.

In fact, my only proof of concept was myself. I had gone from an invisible attorney to a “Celebrity Attorney” in just a few short months, billing at the same rate as the “big guys” in New York, Los Angeles, and Nashville.

But that wasn’t going to be enough to get clients for our new branding agency.

I needed something else to get noticed. I needed to do something to entice my perfect prospects to pay attention to me.

To make a long story short...

## **...I Needed Credibility.**

- I needed people to hear my message and believe it.
- I needed people to trust my messages and me.
- I needed people to hear it and instantly know that the message was coming from an expert that they needed to listen to.

At some point you cannot simply yell louder from a rooftop and expect people to listen to you. You need others to vouch for you and shine the light on you.

As I started to build out my credibility as a “Branding Agent,” I tested everything. I wrote blogs and articles. I sent in stories and posts to prominent newsletters and trade journals. I created brochures and magazines for our Agency.

But nothing seemed to move the needle. Sure, we got business here and there, but it still didn’t feel like I had cracked the code that would get me taken seriously in any room that I entered. That is, until...

## **I Was Seen On TV.**

Well, it wasn’t quite that simple. Let me explain.

**No one actually saw me on TV.**

I was interviewed on a segment of a show that *aired in the middle of the night in the middle of nowhere*. I’m sure someone was channel surfing late night and caught a few seconds of my interview, but in reality, no one that I needed or wanted to watch that interview saw it live as it aired.

That was a total bummer...

...or so I thought.

The day after it ran in the middle of the night in the middle of nowhere, I started to tell people that I was just interviewed about my business on a FOX affiliate.

It raised eyebrows. They wanted to know more about the interview.

- Why was I interviewed?
- What did I say?
- What do I do in my business that was interesting enough to be interviewed?
- How could they see a clip from the interview?

Then the strangest thing happened.

One of the people that asked me questions wanted to hire me. And he wanted to hire me simply because I had been interviewed on TV.

It was in this moment that I realized I had stumbled upon...

## **The Secret Formula For Media Success<sup>®</sup>.**

That day, as I reflected on what happened, I put together a simple formula that has changed my life and the lives of thousands of my clients from all over the world. ***And I'm going to tell you this secret formula right now.***

The Secret Formula For Media Success<sup>®</sup> boils down to two very simple things. Two things that the majority of business owners, authors, experts and ThoughtLeaders<sup>®</sup> will never understand (*which is great for you, because knowing this formula will give you a HUGE unfair advantage in your business*).

## **The first part is getting mainstream credibility.**

Being seen in credible, trust-worthy mass media. At the top of the list of credible, mass media is TV.

I'm talking the major networks like ABC, NBC, CBS and FOX.

Networks that everyone knows, trusts and turns to for entertainment, news and valuable information.

But getting on these networks is only half the equation.

The second half is what I stumbled upon the day after I first appeared on TV.

## **The second half of *The Secret Formula For Media Success*<sup>®</sup> is to insert your mass media credentials (like being seen on ABC, NBC, CBS and FOX affiliates) and inserting them into your direct marketing.**

Your direct marketing is the media you use to solicit business. This can be anything from a business card to your website, your bio to a direct mail piece or advertisement.

Even today, when someone introduces me before I speak or when I come onto a Podcast, one of the first things they do to boost my credibility to their audience is to say that “you might have seen Nick being interviewed on ABC, NBC, CBS and FOX affiliates across the country.”

This immediately gives me credibility. It tells people that they should tune in and listen to me. Subconsciously, it makes people

think, “If Nick is good enough to be put on and featured on TV, he’s good enough to get my attention for a few minutes.”

I’ve been using The Secret Formula For Media Success<sup>®</sup> for more than a decade now. Every year I continue to add mass media credentials to my resume and every time I add a new one, I insert those credentials into my direct marketing.

As these credentials and credibility have continued to stack on top of one another, **it has allowed me to open virtually any door, get a conversation with virtually anybody and afford me the kind of life that I have always desired.**

Like I said at the beginning of this letter, the last 12 months of my life have literally been insane and I have The Secret Formula For Media Success<sup>®</sup>, where I have cracked the code to turn credibility into clients, to thank for it.

*[QUICK SIDEBAR: I want you to go back to the very first page of this letter. Re-read the first six paragraphs knowing what I have just taught you about The Secret Formula For Media Success<sup>®</sup>. I’ll give you a hint: Those first six paragraphs are The Secret Formula For Media Success<sup>®</sup> being used on you, to grab your attention and get you to read this letter. Pretty cool, right?]*

**Now, you might be saying, “That’s great for you Nick, but how do I use this strategy?”**

I get it, and you might be telling yourself...

- I’ve never been seen on TV before.
- I don’t even know how to get on TV.
- If I was on TV tomorrow, what would I even say or talk about?

- How do I tell people about being seen on TV?
- Does the media just give you the clip to use in your marketing?
- My industry isn't as cool as being a "branding agency" that works with celebrities like Larry King and Tony Robbins, will this even work for me?

These are all valid questions. They are also the questions my team and I ask ourselves all the time.

Constantly, in our weekly meetings, we are asking...

*"How can we help you—while you are out there running your business, making an impact in your communities and in the lives of your clients—to get mainstream media credentials and be seen on TV?*

*And then, not just be seen on TV, but have a proven system to help you turn your own credibility into clients?"*

**I want to spend the next few minutes telling you the answers to those questions that will have a major impact on your business in 2019.**

Let's get started!

**First, I want to invite you down to Orlando, FL on January 10-11<sup>th</sup>, to spend a day filming with us.**

On January 11th, I am bringing in my Emmy<sup>®</sup> Award Winning Film Crew and 20 of the top experts and ThoughtLeaders<sup>®</sup> in the world to film a new season of our TV show, *Success Today*<sup>®</sup>.

*Success Today*<sup>®</sup> is a talk show for today's leading experts, authors, business owners and professionals where they get an open forum to talk about their business, their story and the impact they are having on others. It's a place to share the ideas, insights and resources your community needs to achieve success today.

I want you to be my guest on *Success Today*<sup>®</sup> and share your story on TV.

Over the past decade we have helped more than 685 of our clients to be interviewed on shows like *Success Today*<sup>®</sup> and *I can guarantee that you will feel comfortable, relaxed and walk out of the interview knowing that this was the best interview of your life.*

## **How can I guarantee this?**

Because we have engineered a system to help you get relaxed, to get trained and to come to Orlando confident that you are going to deliver an A+ performance.

We do this by pairing you up with our Media Trainer and Coach, Jess Todtfeld.

Jess is the Best-Selling Author<sup>®</sup> of *Media Secrets* and helped to launch both *The O'Reilly Factor* and *FOX and Friends*, so he knows exactly how to prepare guests like you for the bright lights. He has also trained more than 687 of our clients to appear on TV and speak on some of the largest stages in the world.

Jess will train you on the right way to tell your story, how to answer questions in a TV interview and even how to sit and pose to look great on camera.

Then, on set, your host will guide you through the questions and hold a conversation that is *all about you*. This isn't one of those interview shows where we are “*out to get you*” or throw you a trick question.

Rather, this is a show that is all about you, your story and what you are doing to enrich the lives of the people you get to work with.

Plus, we edit the entire interview and can fix anything that didn't come out perfect. Plus, you get to approve the clip yourself, so you can be confident that we will make you look like the Celebrity Expert<sup>®</sup> you know that you are.

After you leave, our team will start preparing your interview to be edited and get it ready to appear on TV.

Through our relationships and unique distribution partners...

**We have secured guaranteed airtime for *Success Today*<sup>®</sup> to air on ABC, NBC, CBS and FOX affiliates across the country.**

Let me clarify what that means.

It means that we will air a portion of your interview, along with portions from all our guests on a “best of” show that will air on one affiliate of ABC, one affiliate of NBC, one affiliate of CBS and one affiliate of FOX.

It will also likely air in the middle of the night, in the middle of nowhere. This is exactly the same way my first TV appearance went and that interview and the credibility I gained from being able to say “as seen on” still serves me to this day.

The only difference is that I am going to guarantee that you are seen on **FOUR MAJOR TV NETWORKS**, from one interview that you are going to deliver in Orlando, FL.

How cool is that?

But...

...as you have discovered, this is only HALF the equation.

**I want to not only give you the mainstream credibility of being seen on ABC, NBC, CBS and FOX...**

**...I also want to give you the tools, the assets and the resources to turn this mainstream credibility into clients...**

**...and make 2019 your best and most successful year ever.**

That is why my team and I went back to the drawing board to give you the most comprehensible marketing and PR toolkit and done for you resources that any expert can use to propel their business above and apart from anyone in their marketplace.

This Marketing and PR toolkit starts by having our press team write...

## **Four Press Releases For You.**

They will write one press release for each of the four major networks that your interview on *Success Today*<sup>®</sup> has been featured on.

That means you will get one press release for being seen on an ABC affiliate. One for being seen on an NBC affiliate. One for being seen on a CBS affiliate. And yes, one for being seen on a FOX affiliate.

After my press team writes this press release for you, you will have the ability to approve it and make sure it reads the exact way you want it to. Then we will take that press release and syndicate it online for you through our press release distribution network.

We will even give you the press release that you can use to send out to your local media contacts, post on your website or print and mail out to your clients and prospects. You can also ask us how we can do all of this for you!

Next, once your interview clip has been approved...

### **We will give you the video file to start posting and sharing immediately.**

This gives you the ability to share your interview on YouTube, on Facebook, on LinkedIn, your website and anywhere else you have a presence online.

Plus, you can put the video file on DVDs or USB drives (or we can do this for you) and mail them out to your top prospects or potential partners and influential members of your community.

We will even give you a guide that has dozens of examples of what you can do with your interview clip. These are dozens of ways you can easily turn your newfound credibility into clients.

The next piece of your toolkit is something that will give you added exposure, attention and credibility.

I've worked out a special deal with our web team over at CelebritySites<sup>®</sup> to create...

### **Custom social media posts for you.**

These are cut and paste, ready to go posts that you can share on Facebook, Twitter, Instagram and LinkedIn to ensure that your fans, friends and community know about the amazing things you are doing to help your clients and the media recognition you are receiving for that work.

With these social media posts being created for you, you won't have to worry about what to say, what to post and how to tell the world about your TV appearance and interview. Our team will simply do it for you.

Finally, to bring it all home...

### **I am going to give you a ticket to our 2019 ThoughtLeader<sup>®</sup> Summit next September in Hollywood, CA.**

This is the annual gathering of the world's top experts, writers and speakers who gather in Hollywood for two days of sharing ideas and insights that will help you to take your business to that next level.

In addition to attending the ThoughtLeader<sup>®</sup> Summit, **you will be attending the EXPY<sup>®</sup> Awards, the annual awards ceremony that celebrates the work of experts, writers and speakers like you.** To commemorate your TV appearance on ABC, NBC, CBS and FOX, you will receive a Media & Communications EXPY<sup>®</sup> Award at the black tie awards ceremony. Here you will walk the Red Carpet and receive video clips and photos to use in all of your marketing.

Coming to Hollywood next September will cement the success you will have had in 2019 and be a place for you to reflect on the growth you have taken in your business and in your life.

**I can't think of a better way to celebrate than having you be a part of this event.**

Now that you know everything that is included in our Digital + Broadcast + Marketing Representation with our Agency, I want to talk to you about how to get started and your investment to retain our Agency to deliver on these guaranteed services.

First, I have to warn you that **we are only accepting up to 18 experts to appear and be a guest on Success Today<sup>®</sup>.**

This ensures that we have a great day or production and give everyone the 1-on-1 attention they deserve to make it a success for everyone.

This letter is going out to hundreds of experts from all over the world who are all looking for an edge. For the credibility and the positioning pieces that will elevate them above and apart from their competition.

Limiting this TV shoot to only 18 experts means that we will likely fill up and sell out quickly, so **it is important that you pay**

*attention to the next steps if you want to have our Agency represent you.*

It is not uncommon to work with PR and marketing agencies that operate with \$10,000-15,000 per month retainers. In fact, when shopping our documentaries and TV shows these are the rates we often get quoted.

Not only is this a substantial investment, there are no guarantees that any of these agencies will get you the media you need to grow your business.

After reading this letter today, you now know the secret to what turns credibility into clients. You do this by getting seen in the media and adding your media credibility into your direct marketing and direct media.

**If that is the goal, then you need to be seen  
in the most credible media sources,  
in the fastest way possible.**

**This program will get you there.**

And the investment for the entire program, from the TV shoot to the media training, the press releases to attending the EXPY<sup>®</sup> Awards compares to that of just one month of those traditional PR agencies.

When you apply today, you can experience 12 months of Agency Representation and enjoy all of the perks of this Digital + Broadcast + Marketing Representation for **only 12 monthly payments of \$1,000.**

All of the deal points and terms of this representation can be found at <http://celebritybrandingagency.com/mediarep>

You can also call the office to go over this program and lock in your spot for the TV shoot by calling 800.980.1626.

My team and I have put everything we have into this program.

But...

...even with everything guaranteed above, I wanted to do more. I wanted to go above and beyond what we have ever done before to give you even more tools and resources to help you turn this TV credibility into clients.

It is with this intention that I share with you three incredible bonuses that are valued at more than \$10,000 by themselves.

## **BONUS #1: Your Custom Digital Brand Platform (\$5,000 BONUS)**

Your Digital Brand Platform will become your micro website used to showcase who you are, what you do and the media and press you have garnered about you and your business. Our expert web team will design your Digital Brand Platform and host the site for 12 months, including connecting and updating all of your media mentions and features, your books, blog posts and other media.

Sending prospects, event coordinators, members of the media and press to this site will show them that you have a powerful personal brand and showcase what you can offer to them as their next speaker, guest expert or service provider.

## **BONUS #2: A Followup Marketing Funnel (\$2,500 Value)**

We will have one of our expert copywriters create a follow-up email funnel for you that will be sent to every lead or prospect that comes to your new Digital Brand Platform. This funnel will be designed to generate true interest in what you do and get eager prospects to convert into customers.

Our team of marketers and copywriters will send you a done for you email campaign that will take you only minutes to customize and get setup so you can take full advantage of the opportunities that come from appearing on *Success Today*<sup>®</sup>.

## **BONUS #3: Turn Your Interview Into 15 Social Media Snackable Videos (\$3,000 Value)**

Over the past year, my business partner Greg Rollett, the Chief Marketing Officer of Dicks + Nanton Celebrity Branding<sup>®</sup> Agency, has created a video marketing system that has proven to be extremely powerful to build your personal brand. He calls it "Snackable Personal Branding." And as a bonus he is going to turn your TV interview into these snackable videos for you.

Here's how it works: After you have approved your TV interview, Greg is going to find five "snackable clips" from your interview. Think of them as the highlights from your interview. Greg will then edit each of those five snackable clips into three different video sizes and formats - square, vertical and wide. These give you every video format you need to post your videos on Facebook, Instagram, Twitter, LinkedIn and YouTube. In total, those five clips will be turned into 15 snackables! This is a \$3,000 bonus that Greg is going to give to you for free when you sign on to have our Agency represent you for the next 12 months.

# **What Else Do You Need To Make The Decision To Come To Orlando This January And Get A Lifetime Of Credibility...**

## **Plus A Tool Chest That Has Been Specifically Engineered To Help You Turn Credibility Into Clients?**

2019 is your year. It's your opportunity to be seen. To be heard. To get in front of more people that you can help.

It doesn't matter if you've been in business for 20 days or 20 years, you need credibility to stand out and get people to believe you and what you can do for them.

### **But credibility alone won't pay the bills.**

You can't walk into Bank Of America with a check filled with credibility. That is why we have designed this program the way we have. To give you everything you could ever need to get credibility fast—with an Emmy<sup>®</sup> Award Winning Crew and use the best tools, strategies and done for you resources to turn that credibility into more clients, more profits and more opportunities that you could ever imagine.

This program gives you the fast track.

The edge.

It turns the balance of power in your favor.

I hope that you are one of the 18 experts that step up and join us.

It starts by going to <http://celebritybrandingagency.com/mediarep>

Or by calling 800.980.1626.

See you in Orlando,

A handwritten signature in black ink, appearing to read 'N. Nanton', with a stylized flourish at the end.

Nick Nanton

P.S. If you take nothing away from this letter, remember this. You need both parts of the equation.

### **Credibility AND marketing.**

You need to be seen in mainstream media to create trust, believability and get your message accepted by people.

Then you need to share those media mentions, your TV appearances and media clips in the marketing that you send to the very people that you can help.

My goal is to always shoot it straight with you and help you get what you need faster.

What I have laid out to you gets you exactly what you need. A TV interview shot by an Emmy<sup>®</sup> Award Winning Crew. The credibility of having a portion of that interview seen on ABC, NBC, CBS and FOX affiliates across the country. Media coaching and training to prepare you for the interview. Four press releases sharing the news of being seen on these four major networks. Done

for you social media posts. A ticket to the 2019 ThoughtLeader<sup>®</sup> Summit as well as a Media + Communications EXPY<sup>®</sup> Award, where you will receive photos and videos of you on the Red Carpet and accepting your award.

Plus the three bonuses that include your Digital Brand Platform, a followup marketing funnel and 15 additional social media snackable video clips made from your approved interview.

But, there is only room for 18 experts to join my team and me in Orlando for the *Success Today*<sup>®</sup> TV shoot happening January 10<sup>th</sup>-11<sup>th</sup>.

If you want to be one of them, I need you to go to <http://celebritybrandingagency.com/mediarep> right now.

Or call our offices at **800.980.1626**.

Do not delay and wait any longer to get the credibility and tools to turn that credibility into clients.