

**Experts, ThoughtLeaders® And Business Owners:  
We Want To Give You A License To**

# **Speak Anywhere**

Learn How You Can *Control Any Crowd*,  
Have *Unshakable Confidence* And An  
Envious Resume By Speaking At One Of The  
*Country's Most Prestigious Universities*

From the desk of Nick Nanton  
Winter Park, FL

Dear Experts and Business owners,

Business today is different. The tools of the trade  
have changed. Everything we do to move our business  
forward revolves around one major skill.

It's a skill that we woefully and begrudgingly barely  
“got through” in high school and college.

It's a skill that seems to come naturally to some and  
still scares most others.

**In fact, in surveys around the world, it is the one thing that is reported to be scarier than death.**

But, it is vital to your business.

It is vital to closing deals, networking and getting your message across. It is vital to telling your story and making a real impact in your community (and your bank account).

The good news?

**It's a skill that can be learned and mastered.**

And it's a skill that we use everyday...

- On the phone
- On conference calls, Zoom calls and webinars
- At client events
- At business meetings, events and luncheons
- On stages and at venues big and small

**The skill I'm talking about is speaking.**

The art of putting together your thoughts and expressing them with your words in front of a crowd.

**That crowd can be one prospect that you are talking to face to face, or it can be an arena filled with hundreds or thousands of people.**

**Today I want to give you a license to literally speak anywhere.**

To have the confidence to walk into any room and control the crowd and the vibe of the room.

To persuade and influence everyone who has the privilege to listen to you and gain your point of view.

To lead and be the leader your community, your prospects and others need you to be.

But first, who am I and why should you listen to me about speaking and using the power of speaking to grow your business?

My name is Nick Nanton.

I am the CEO of the Dicks + Nanton Celebrity Branding Agency, the world's largest personal branding agency that works with our clients to create and deploy media, marketing and PR to set them above and apart from anyone in their market.

We have helped more than 3,500 clients in 38 countries to write Best-Selling books, speak at events all over the world, appear on major TV networks like ABC, NBC, CBS, FOX, CNN, CNBC, E!, FOX News, Bravo and be featured in publications like *Forbes Magazine, Inc, Fast Company, Newsweek, The Wall Street Journal* and *USA Today*.

**More importantly, we have built this agency on the back of this skill, more than anything else.**

When we first opened our doors back in 2006, I wrote a Best-Selling book titled, *Celebrity Branding You*.

And to tell the world about this book, I packed my bags and started speaking to anyone and everyone that would let me in the door. Some days there were 4 or 5 people in attendance. Other days there were 50 or 60.

At every single one of these events I got up on stage,

or in front of the room, and shared my best tips and insights to help them grow their business.

**During the first 12 months of doing this, I was able to book more than \$1,000,000 of business for our Agency.**

To date, speaking at events like this, on big stages and on teleseminars and webinars, I have personally sold more than \$50 million in services for our Agency.

This has helped us hit the Inc 5000, win multiple Emmy® Awards and even be invited to fly first class with a guaranteed speaking check of \$25,000 to go to Iraq to speak to a group there (*I did turn that one down!*)

I owe much of my own, and my Agency's success, to speaking - on stages, on the phone and on conference calls and webinars.

My partners, JW Dicks, Greg Rollett and Lindsay Dicks have followed suit and use speaking to drive all of our expansion, opening new divisions of the Agency nearly every year - all on the back of speaking.

Now, you may be saying to yourself, that's great Nick, but...

**I'm Not You!**

## **And I Don't Want To Sell My Products From The Stage!**

Great news! You don't have to be me and you don't have to sell from the stage to realize the impact and the benefits of speaking.

But, you can't turn the other cheek and think that this skill doesn't apply to you and that you cannot benefit from becoming a better speaker and having world class speaking events on your resume.

Let me explain.

A few years ago I met Steve Forbes at an event. Of course I'd heard of Steve - he ran for President and is the name behind *Forbes Magazine* and Forbes Media. But this time I was seeing him on stage. I saw Steve present to a group of people and immediately "saw" him differently.

I saw him as this authority figure and subject matter expert - more-so than I ever did reading his “letter from the editor” in *Forbes*.

After the event I befriended Steve and was able to bring Steve to an event I was hosting in New York City called “Success In The New Economy.”

At that event, I invited 40 of my top clients to speak and share the stage with Steve.

Not only was it a hit, but the 40 clients who joined me that day had their lives changed forever.

They had instant credibility. They spoke at an event in New York City with Steve Forbes.

**We also gave them plug-and-play media to start using to highlight their presentation and boost their credibility.**

My Emmy® Award Winning film team captured their presentations in beautiful HD that they could now share on their websites, on social media and even put on DVD's to give away to people in their community or play on their waiting room TV's in their office.

After this event I knew the power of creating the setting for something magical and transformational for business owners and professionals like you.

Since then we have hosted speaking events at the United Nations Headquarters in New York City, in Orlando, FL, at major universities, on Broadway and in Hollywood, CA.

Each time giving our clients the ultimate credibility that they have used to change their lives and ignite their businesses to new heights.

*Now I want to do the same for you.*

**And in the process I am going to literally give you the license to speak anywhere!**

You see, when you get the training and the resume that I am going to provide for you by speaking at a major university, you can walk into any room and command their attention from the moment you open your mouth.

- You can book engagements that were once unreachable or unattainable for the average business owner.



- You will be able to lead your own events - from client appreciation events to seminars to online events like webinars and Zoom calls where you will display unshakable confidence and charisma and win over the crowd every time.
- And you will have media that will live on your website, in social media and on DVD that will tell the world your story and make them see you in a different light.

If you want to change your business by getting up on stage and telling your story, then I am formally inviting you to join me at...

**The Global Business Leaders Summit**  
**At High Point University**  
**November 5-6, 2019**

Before I tell you about speaking at High Point University, I want to tell you how we are going to get you ready for the event and turn you into the Celebrity Expert® that people can't help but watch, listen to and resonate with.

We don't do this by sending you through some tired course with dozens of videos we know that you are not going to watch.

We do this by pairing you up with one of the top media trainers and speaking coaches in the world and giving you...

## **Live Speaker Training And Coaching**

You are going to be led through the exact steps, lessons and exercises that will turn you into a world class speaker, no matter if you have never spoken in front of a crowd or if you are a grizzled veteran.

Your speaker coach and trainer is someone who has worked with more than 500 of our own clients here at the Agency to prepare for speaking at all of our events, TV shows and video shoots. He is also the guy that helped to launch *FOX and Friends* and prepare their guests to be their best on camera.

His name is Jess Todtfeld and he is the author of *Media Secrets, A Media Training Crash Course*.

All of the phone coaching sessions will be recorded in case you can't make one and you will be notified of

when they are taking place and how to attend.

We have found that this style of hands on coaching is the best thing to help you prepare to give any kind of talk, from 10 minutes on stage at a world renowned venue to leading your daily huddle with your staff.

The value you will get from Jess is priceless and worth the cost of admission alone, but you know we are just getting started.

In addition to the live, hands-on speaker coaching you are going to be...

**One Of Just 20 Experts To Join Us At The Global Business Leader Summit At High Point University**

Speaking at one of the leading entrepreneurship and communications universities in the world will give you immediate credibility, positioning and visibility in your market from the day you announce that you are on the speaking bill.

**If You Are Not Familiar With High Point University, You Need To Be...**

High Point University is an entrepreneur first university *led by speaking legend Dr. Nido Qubein.*

At the Global Business Leader Summit you will deliver a presentation to a group of your peers where you will share the biggest life and business lessons that can impact your market and community today.

Your presentation will be captured in multiple cameras by our Emmy® Award Winning Film Crew for you to utilize in your marketing, your speaker reels, on your website and social media.

As a special bonus, you will also be invited to watch the premiere of a new episode of the Amazon Prime Show, *In Case You Didn't Know with Nick Nanton*. The show is executive produced by Larry King and this special episode takes a look at the life of the President of High Point University, Dr. Nido Qubein.

**The Global Business Leader Summit at High Point University takes place November 5-6, 2019**

As of the time I am writing this, we have already filled up 5 of the speaker spots for the event and space will fill up quickly. Read on to learn how you can apply and join us live on stage.

# **Are You Getting Excited To Be A Featured Speaker At The Global Business Leader's Summit?**

You should be. Not only are we going to give you the tools and the training to be an absolute pro on stage and enhance the #1 skill you need to succeed in business today, but we are going to guarantee you a roster spot for the Global Business Leader's Summit that will bring you, your story, your insights and your message to one of the most credible universities across all of the United States.

But that's not all.

You see, one of the biggest questions we get asked all the time is...

## **What Do We Do With All The Videos And How Do We Use This Credibility To Grow Our Business?**

In this incredible package you are going to get some of the best media clips you could ever have to position you as a Celebrity Expert® and a top speaker.

Our team is going to capture everything and edit it for you so that you look cinematic as a speaker. Compare that to the speaker that setup his iPhone in the back of the room or had their buddy hold it for their whole performance.

But even with this great media, you need to know what to do with it to truly get the value of the media.

That is why we have put together one of the biggest bonus packages we have ever offered that will do all the heavy lifting for you and give you exactly what you need to get the most mileage from The Global Business Leader's Summit and all the media we are going to create for you.

**Bonus #1: We Will Edit Your Speech Into Short, Snackable Clips Perfect For Social Media.**

Over the past year Greg Rollett, the Chief Marketing Officer of Dicks + Nanton Celebrity Branding 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 Speech or interview into these snackable videos for you.

Here's how it works, after you have approved your speech/interview, Greg is going to find the highlights and turn them into "snackable clips" from your video.

Greg will then edit each of those snackable clips into 3 different video sizes and formats - square, vertical and wide. These give you every video format that you need to post your videos on the Facebook Feed, Instagram Feed, Instagram Stories, IGTV, Twitter, LinkedIn and YouTube.

This is a \$3,000 bonus that Greg is going to give to you for free.

## **Bonus #2: Your Own Custom Digital Brand Platform**

Your Digital Brand Platform, which we will create for you, will become your microsite 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, 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.

This is a \$997 value that is yours free when you signup to speak at the Global Business Leader's Summit at High Point University.

### **Bonus #3: Press Releases For Your Appearance At The Global Business Leader's Summit At High Point University**

One of the best ways to tell the world about the great things you are doing is to write and release a press release. Our Press Team at the Agency will write a Press Release for you about your appearance at the Global Business Leader's Summit, touting all of the things happening at High Point University, information about you and the venue and contact information to learn more.



After you approve the press release, we will give you a copy to use in your own marketing and send to your own media contacts, plus we will post and syndicate a copy of the press release online for you, giving you even more credibility and things for event planners, prospects and others to find you online and learn about the incredible things you are doing.

**Bonus #4: A Ticket To Attend The 2020 National Association of Experts, Writers And Speakers® ThoughtLeader® Summit + Receive An EXPY® Award To Commemorate Your Appearance At The Global Business Leader's Summit!**

Every year we invite the world's top experts, writers and speakers out to Hollywood, CA for 3 days of ThoughtLeadership and awards.

You will be given a ticket to attend the event and then you will get dressed up and join us for the 2020 EXPY® Awards, where you will receive a commemorative speaker's award for your appearance at the Global Business Leader's Summit.

This is a \$3,000 value that is yours free when you join us this November at High Point University!

## **Are You Ready To Join Us At High Point University November 5-6?**

I truly can't think of a better way to represent you, than to represent you as a speaker at the Global Business Leader's Summit at High Point University.

Plus we are going to be honing your skills as a speaker so you can hold a license to speak anywhere in the world, at anytime, to anyone through the media coaching and training with Jess Todtfeld.

But we knew that in order to help the most people to help the most people, we needed to create an Agency Relationship with only 20 of our top clients for this event and experience.

In effect, we are stepping up the way we represent clients like you, and you are stepping up and into the person you know you need to become - for yourself, for your family, for your clients, for your legacy.

That is why we are looking to represent you as a speaker. To ensure that you touch the lives of

everyone you possibly can. To make an impact greater than you ever thought you could. To share and communicate your ideas and insights that will make the lives of everyone better.

The investment to join us at the Global Business Leader's Summit, at High Point University, as well as the media training and all of the exclusive bonuses, is only \$997 per month for 12 months.

And today all you have to do is make your first payment of \$997 to get started and get this date on your calendar.

**You will be a better presenter. A better speaker. A better communicator.**

You will have video and media that will make people stop twice and see you as the person you truly are - a game changer. A ThoughtLeader®. A Celebrity Expert®.

You will have forged relationships with the other speakers at the event that will last a lifetime and lead to unlimited opportunity together.

And you will have a license to speak anywhere. To

anyone. At any time.

But time is running out.

The Global Business Leader's Summit at High Point University is only a few weeks away.

And there is only room to accommodate 15 more speakers at High Point University.

If you want to join us on this November, here is exactly what I need you to do right now.

1. Go to <http://celebritybrandingagency.com/highpoint> and you will see a web page that breaks down how we will represent you as a speaker for this event. All of the deal points will be laid out for you and you will be able to apply and submit your new client intake form and make your initial deposit of only \$997.
2. You can call 800.980.1626 and ask to speak with one of our Speaker Agents who can answer any questions and get you the details to ensure you are able to join us at High Point University for the Global Business Leader's Summit
3. You can email [info@dnagency.com](mailto:info@dnagency.com) with your

questions and a member of our team will get back to you as soon as possible.

## **Right now, the choice is yours.**

You can continue to live with a message inside of you and not express it, or use it to impact those around you.

You can keep that message to yourself and never realize and live up to your full potential.

## **Or you can rise up.**

You can step into greatness and allow us to give you a grand stage with which to share your message, your story, your insights and information.

You can step out of your comfort zone and allow our team, our coaches and our crew to guide you, to be there for you every step of the way and stop at nothing to make you into a great speaker and communicator with whom the world needs to listen to.

An in just a few months – in November, you can have this license to speak anywhere.

But it's up to you.

**Take that first step and visit**  
**<http://celebritybrandingagency.com/highpoint>**  
**or call 800.980.1626.**

Join us at the Global Business Leader's Summit and I cannot wait to see you transform into the confident, vibrant, game changing speaker you know you need to be.

To your success,

A handwritten signature in black ink, appearing to read 'N. Nanton'.

Nick Nanton

11X Emmy® Award Winning Director & Producer  
CEO, The Dicks + Nanton Celebrity Branding Agency  
Host, *In Case You Didn't Know With Nick Nanton*  
(now available on Amazon Prime)