

EMMY® AWARD-WINNING DIRECTOR REVEALS

HOW TO CREATE A PERSONAL BRAND IN 2020 BY TELLING YOUR STORY

AN A.M.A WITH NICK NANTON AND GREG ROLLETT



CNATM
THE DICKS + NANTON CELEBRITY BRANDING AGENCY

An Emmy® Award-Winning Director Reveals:
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By Telling your Story

An A.M.A Call Transcript with Nick Nanton and Greg Rollett

Greg Rollett: You guys are on this call today because you want to know about how to build your personal brand in 2020. Obviously it's a hot topic, and it's something that we've been able to work on with thousands of clients all over the world. There are a couple different components to how we see this call going. First, I'm going to ask Nick some questions about building and growing a personal brand. Second, this call is your forum; this is your opportunity to talk to Nick and myself about building your personal brand and how to use media to do that. And then third, we are going to tell you about a way that we can help you to really leapfrog everyone in your marketplace, and in just one day, get all the assets that you need to really have a strong hold in your marketplace by building your personal brand.

What is a personal brand?

Greg Rollett: A brand is essentially a story. Branding is storytelling. How would you think about that in the terms of a personal brand, and how you might view a personal brand today?

Nick Nanton: Yeah, I've been thinking about this an awful lot recently. I may do my next book on this. At the end of the day, the best story wins. That's the way it is. The best story wins. You can apply that to so many things in your life. It can even be the story you're telling yourself right now. The one you're focused on the most, who you're becoming. And so, if you want to be the businessperson people want to work with and the business that people are magnetically attracted to, you have to have the best story.

We're seeing a ton of it actually online with these Facebook direct brands. There's a ton of direct to consumer brands now that are using Facebook as their biggest traffic source. I don't know if you guys have ever bought any of these things. I've definitely been suckered into finding products I never knew I needed. But all of a

sudden it's either a jeans manufacturer or a duffle bag manufacturer, or sneakers (like Allbirds), right?

Greg Rollett: Yeah.

Nick Nanton: You're attracted to them because they're telling a good story. Now, what are the components of the story? There's a bunch of different ways to create a story. It could be customer testimonials, it could be really great video, it can be lots of things, but the best story wins. And a brand is simply a story. Branding is simply storytelling. A great brand is a story that you've created that your clients and prospects and the rest of the world wants to retell for you, so that is where you've got to start.

Nick Nanton: And then I also have to say, the stuff we're going to talk about here today is not a tactic. It's maybe a strategy. It's a way of life. Do you want to dedicate yourself to becoming significant, not just successful, but significant in the lives of your clients and prospects? If the answer to that is no, you should just shut the laptop. If the answer to that is maybe, stick around. If the answer to that is yes, welcome. This is what we're here for.

Greg Rollett: Now, let's take that into the context of a personal brand. When it comes to a personal brand for an attorney, a financial advisor, a coach, a speaker, anyone who the businesses is beholden upon, does that mean that one person needs to get really good at telling stories?

Nick Nanton: Here's what I'll say about that, because people get freaked out and ask, "Am I going to be the one who has to tell this same story all the time? What if I can't meet with everyone? What if I grow my business? What if I build it on me and then I bring on other partners?" No. If it's a personal brand, the thing that's important is, the stories need to be told in your voice. There are a lot of things that I don't personally do around here that are done in my voice because I oversee them, or because I've trained people to handle things a certain way.

It's like me directing a movie. I am becoming known as a director. I'm not in any of my movies, other than by accident sometimes as like a cameo, but that is still my voice. I'm telling stories in my voice. I'm building a brand for my films because they're all in my voice. So I would think of a personal brand as being built around your story and your voice. I don't think I've ever talked about it that way. I think that stops some of these mindless debates about, "Does my face have to be on everything?"

There are tons of different ways to build a personal brand, but at the end of the day we're using personality to connect with clients and prospects, and it really just matters that people hear it and see it and feel it from your voice so they're creating a relationship with you.

Greg Rollett: That's the next big chunk of it: people have to be able to hear it, to see it, to read it, to watch it, to consume that voice and those stories. A big part of branding and personal branding is leveraging media so that your story can be heard, can be leveraged, and can be scaled.

Do you create a personal brand in an audio voice, video voice or through text?

Nick Nanton: All of it. Every piece of marketing that goes out should be in your voice. Your voice should permeate everything you do. If you think about the biggest personalities in the world, and I'm not going to get political or any of that stuff, but the Glenn Beck's of the world, you can go to super left or super right, the Howard Stern's of the world. The reason people tune in is because they want to hear whoever's story through that voice, through that angle of Howard Stern, Glenn Beck, or Larry King.

Where do we start? How do we start building our personal brand, telling our story, and having our voice get to the people we want to help?

Nick Nanton: The only good answer I have is start where you're comfortable. Someone asked earlier, I don't want to miss this question either, it was, "Is Facebook the best educational vehicle?" Maybe. Maybe for you, maybe not. It depends on your market, your demographic, and how you operate.

We use Facebook right now ... you probably can't miss it because pretty much everyone I've met in the last six months has been like, "Oh, you've been on my Facebook timeline." We're advertising the *StorySelling* book so we have a lead generation funnel on Facebook, but I don't personally like doing everything on Facebook. We could be doing this whole thing right now on Facebook live... but that just doesn't align with the way I want to market currently. I

want the stuff that I'm sharing to be, sort of, the best-kept secret for all of you who are in this "room." Not that I won't do a Facebook live in the future, I just haven't gotten comfortable where I really want to do it.

Nick Nanton: I'm comfortable doing things by email, text, and video. So, again, start where you're comfortable. And I would say, look for people who are using the medium effectively, but also for someone who you like their style. We were talking about a friend of mine earlier who is one of the best online marketers and is using all these different social networks for engagement. Facebook, Instagram stories, Instagram, etc. and it's just not my style. It's just not for me. So, which one is the best? The platform that you decide is best for you.

Greg Rollett: I think the good answer there is that there's no wrong answer. The best answer is that you just need to start. You have to get in the game.

There are so many different media channels and outlets that we can be utilizing today to tell our story and have our voice permeate through, should we be using all of them? Should we just be using pieces of them?

Nick Nanton: Again, start with the channels you are most comfortable with and then you can expand from. Honestly, there are systems, there are technologies...there is assistance out there. I know there's something that I can get that I just push a button and it puts my content everywhere. I have zero interest in figuring that out. So, I'm going to find somebody who is good at it and ask them what they use, and if it is a tool I can access as well, I'm going to find someone on our team or hire someone to use that tool for me. My unique ability, to quote Dan Sullivan, is not posting on social media. I know many people whose is that and that's not a good or bad thing, it's just not mine. My unique ability, through the work I've been doing the last seven to eight years and all the time I've spent with Dan Sullivan, is having great conversations.

Nick Nanton: That's what Greg and I do when we get on a video like this. That's what I try to do with you guys through a Zoom call like this. That's what I do in person. We're going to have a great conversation. If you say, "Hey Nick, I will pay you X number of dollars if you will just go write me the best information you have on this thing." If the

check's high enough, I'll say yes, and I will have a great conversation with someone who is going to do the work. It's just not the way I operate. I think a key to being successful in general is knowing your own operating system, and trying not to be everything. You should actually really only try to be one thing and be really freaking good at it, and then find people to support you, as again, Dan Sullivan, has taught. There is another plug for a Strategic Coach and what Dan calls unique ability teamwork. Find a team that their unique abilities support yours. Okay, I'm done on that.

Greg Rollett: Yeah, I think, especially for us as entrepreneurs, as professionals, our highest and best use is determining that voice, figuring out that story, and finding the medium that we're going to share that story in. From there you can find a team to post it on Facebook. For us as entrepreneurs, and I don't want to devalue it, but the actual posting is a low value task.

Do you start trying to find the customer or target who is your best possible customer, such as direct target marketing?

Nick Nanton: I don't exactly know how to answer that. I would say, first of all, if you're talking about selling, the only thing I know is try to make a sale and then try to figure out who's buying. And so for us, we've found that there are commonalities in the people who would hire us. Typically, it's not going to be someone who's just starting a business because they typically don't have the revenue to hire us. It's typically going to be someone who's a professional.

Nick Nanton: We don't do a lot of business with influencers. It's a different business model. We work with a lot of people who are entrepreneurs and professionals growing a real business and have real revenue. They want to grow, and most importantly, they want to differentiate themselves and they want to be, again, significant in the lives of their customers and prospects. They're not in a gig they hate; they're doing something they love. They just want to be able to do more of it, and they want to be able to do it more meaningfully and more impactfully. So I would just see who you resonate with. There are people who are just never going to be a good fit for you...

Greg Rollett: And that's okay. There's plenty of fish in the sea. I teach something called the who and the what, "Who do you want to be known to? If this group or pocket of people knew who you were, you would get business from it." So as a real estate broker for example, is that

people that live in a certain subdivision? Is it people that live within a certain school district? Is it people that live on lakefront properties? Who do you want to be known to?

Greg Rollett: And then the second side of it that goes back into the branding equation is, "Well, then, what do you want to be known for to them?" You want to be known for being able to sell at top dollar, and you sell all your properties in 30 days or less so they can get in and out fast, so that it's not going to be a long drawn out transaction, etc.

Nick Nanton: Right. Or do you want to be known for commercial real estate and rent ... You can lease out a million square feet faster than anybody else. By the way, you can do multiple of these things. You just have to be careful in your communications. Where I see a lot of people really struggle is trying to do too many of these things at once. Our business partner Jack, he has a great analogy that's sort of an old school analogy, but it makes sense. He talks about spinning plates. The life of an entrepreneur is spinning plates, but you got to make sure you get one plate spinning fast enough before you can start spinning another one. So, I would say dive in, dig in.

Nick Nanton: Also, rule number one, do whatever you have to do to stay alive. That's always rule number one. Then start looking for commonalities, start spinning a plate in that industry. We serve a lot of financial professionals. Over the years we've served a lot of fitness professionals. A lot of dentists. A lot of trial lawyers. There's a bunch of different verticals. However, even when we're starting a new vertical, a new business for ourselves, we really try to focus on, "All right, what's this offering?" And we've learned, if this works, we can just wash, rinse and repeat, and run it down a bunch of other verticals.

What do you consider real revenue?

Nick Nanton: I don't know, real revenue ... Most of our clients I would say are probably at least, generating six figures a year in revenue. The sweet spot for us, is people probably generating half a million to five million. I'd say we have a lot of clients who come in and do one or two things with us that are \$250,000 - \$300,000 a year in revenue probably. Not people who are constantly out networking and trying ... That is a way to build a business, but typically the people who work with us have moved beyond that. They consider

themselves a professional or entrepreneur building a business, not just going to a bunch of networking meetings and stuff.

What type of content should you have?

Greg Rollett: I think there are two different types of media assets, content, as we talk about this stuff. One is the stuff that I think we see on social media all the time, which is new content, right? Creating new videos, new podcast episodes, new whatever it is. But I also think there's foundational pillar content that establishes us in our brand. Things like a state of the union address, like a pillar TV interview. Our mentor, Dan Kennedy, always used to talk about that one manifesto piece of content that establishes our brand and who we are, and what we do and how we can help people. Talk about why it's so important to have some of those foundational pillar pieces of content when building a personal brand.

Nick Nanton: People want to know who you are and where you come from, and if you can really help them. Are you the person who can solve their problems? I'll put it this way, the rate at which content is published, is the rate at which people expect something new again.

Nick Nanton: So for instance, we learned a long time ago that if you run an ad in a monthly magazine, then you're going to get responses. If it's a good ad, you'll get responses that will trickle in throughout the month. And then there will be some more response that will come within a few months of that because the medium of a magazine comes in once a month. And mentally, you know you have all month to get through it before you need to either discard it, put it down, or you're going to get behind in your content.

Nick Nanton: There are people like, "I got to catch up on this show before I move to this show." So people, they process content serially like that. But if we advertised in a daily newspaper, we would get a bunch of responses that day, if it was a good ad. It wouldn't take as long to get the responses because people knew that they needed to do something, if they wanted to do something with this, before it went away, before tomorrow came and another newspaper came out.

Nick Nanton: Whereas a book, you can put it on your desk and you're not going to get rid of it. You might have a stack of books, but it is a subconscious piece of content that is weighty. It's going to be there for you. All this to say, you need some foundational pieces of content! There is nothing wrong with using social media to post

updates and other types of things. I mean, you can even post foundational content on social media if you want. That's why even Twitter has like a place where you can pin a tweet.

Greg Rollett: Yeah.

Nick Nanton: So I'm hoping I'm answering your question, but you need some pieces of foundational content to really help establish who you really are and how you really help people.

Greg Rollett: Yeah, and some of those foundational pieces of content also allow you to talk through some of the things we were talking about earlier, talk through your story and spend the time to really develop it, right?

Nick Nanton: Right.

Greg Rollett: Instead of just throwing it against the wall and being like, "Oh, I told my story." And so, one of the things that we're going to talk about in a second, is if we look back over the last 10 years of the agency, there are some foundational pieces of content that we've really seen help elevate people's brands.

What is the foundational content a person should have as part of their personal brand?

Greg Rollett: Things like speaking on stages, things like being on TV. Having that signature photo that they use in all of their media. There are these things that are not necessarily easy to create because they take a little bit of production. If you're showing somebody, "Hey, this is my speech," you want it to look the part so that people take it seriously.

Greg Rollett: So there's some credibility behind it so people believe it, right?

Nick Nanton: Right. This entire business that we built was built on the back of me seeing the kind of content I wanted in the marketplace. There are tons of different styles! I mean, there's low quality and there's high quality, but even when you get to high quality, really good stuff like TV shows, movies, whatever it is, there are different styles of that. There was stuff that I knew I wanted that would help me tell my story better, but I couldn't afford to do it by myself. I just couldn't do it. So I created a way to fractionalize it where, "hey, if I just get a bunch of like-minded people who want the same thing, they'll come

do it with me, then we can all pay a fraction and we can get what we really wanted.”

Nick Nanton: Also, there are ways and times when low quality does work great, but for the type of business I'm trying to build, the type of story I'm trying to tell, the type of voice I want to have, I want high quality media. And so, there's a bunch of pieces that we've created for ourselves over the years and that now we create for our clients where we are going to tee you up for success. My crew has grown into having multiple, multiple Emmy® winners. We have great videographers and editors, we have the resources to put together experiences with training as well as a piece of media at the end of it that gives you a huge foundational head start against competitors in the marketplace.

Nick Nanton: I mean, there's people on this Zoom who've done a lot of stuff with us in the past, who've gotten videos from us before, gotten photos from us before, and you can tell a big difference when they start inserting that stuff in their marketing channels. Whether it is social media or even your emails, your postcards, whatever it is you're doing, start inserting these more pro-level things in there that have style and quality. People start looking at you differently.

Nick Nanton: Because look, I mean, this is a very, very shallow, simple example, but say you're a real estate broker. If you tout yourself as the best, the biggest real estate broker in town, and your picture is a bathroom selfie on Facebook, it probably doesn't align with what people are expecting or want from you. You got to project what people want. People know what they're looking for.

Nick Nanton: And when they see it, they know it. So you have to appear the way your target client and prospect wants you to appear. Now, the best part of that is I would never tell you to try to appear as something you are not. The best thing to do is to be yourself. If you are the best version of yourself, you are going to attract all of these people who are interested in the same things, are interested in the same types of communication, are interested in having great conversations, whatever the things that resonate with you are.

Nick Nanton: Patrick says, "I only have a few branded pages. I offer some guarantees now. I'm better than 98% of the agents, selling faster for more money in less time in a database of buyers." Great. You have a position in the marketplace, it's now all about how are you communicating that position?

Nick Nanton: How are you using media to share that story? Now, it doesn't always have to be media. We have sales reps that communicate our story for us. We have postcards that are a type of media. It could be people. You could have just agents in the marketplace communicating that story for you. However, at some point, in order to achieve the growth we really want, we're looking for some type of leverage. Patrick, I'm sure you don't get to talk to every person in your marketplace all the time that would or could be a good prospect. So you need to use leverage and media to really reach them. Things like email newsletters, physical newsletters, you know, videos, DVDs, CDs, social media, all that stuff.

Greg Rollett: I love that. So obviously guys, again, keep throwing out your questions. Nick and I are going to go through them as we get them, but I know some of you guys are really interested in how do we take some of the ideas and strategies that we've been sharing here today and apply them to our businesses?

How do we tell that story? How do we create our voice? How do we develop some of these assets?

Greg Rollett: We've been working for a long time to put together this really, really cool event and experience in April of this year, in Washington D.C. In just one day, you can create all of the assets that you need to build your personal brand. And we're also going to coach you and teach you how to use this stuff along the way.

Greg Rollett: So Nick, I'm going to turn it over to you to just talk about if someone decides to come hang out with us in April in Washington D.C., what can happen to them in 60 days, 90 days, six months, or a year after they come and they have all of this stuff? How is their business different? How is their life different? How have they put their voice into a context that's going to build their brand?

Nick Nanton: After 12 months of working in a program like this where you will have every deliverable, you are going to have built a rock solid, not only foundation of telling your story, but have a ton of media assets to help you share that story that all look and feel authentic to who you are.

Nick Nanton: One of the best things about video is the more you do the better you get. With good training, which we always have training provided for our video programs, I mean, you can communicate authentically. And it's great because your voice gets to really shine

through. I mean, some people are super intense and they really attract other people who think, "That's what I want. I don't want to mess around. I want that person." Some people want someone to sort of relax. It all depends.

Nick Nanton: But at the end of a 12 month period, which is what this program is, you're going to have media that validates who you are authentically. You then have the tools you need to insert that into your marketing so that now you have a system that is in place to share who you are and how you help.

Greg Rollett: Yeah, and I think in reality, at the end of these 12 months, and really even after the event in April, people are going to see you differently. They're going to perceive you differently. You're going to be on a different level because you've been invited to go to Washington D.C. You've been invited to speak at an event. You've been invited to be interviewed on a TV show. You've been seen on major media. You have these photos. Like you are just going to be playing a different ballgame, and it's kind of weird to say that you're going to be a different person, but people are going to see you as a different person.

Nick Nanton: Yeah.

Greg Rollett: Your information doesn't change. Your product doesn't change, your service doesn't change, but the way that people perceive you and what you do and the value that you bring to the marketplace changes when you have that major media credibility. And like Nick just said, when you show up like a pro, people see you as being on that next level.

I just need a great team to help to put my unique story all together. I need to brainstorm with brilliant people on how to build my brand and all the ways I can communicate to the world my real life story. How am I going to be able to figure out which medium I should focus more on?

Nick Nanton: Look, the medium to focus on is the opportunities that come in front of you that excite you. If an opportunity comes your way and you're excited by it, that's luck when chance and opportunity meet. So the chance is that this opportunity came your way, and the opportunity is that you can take advantage of it and do that.

Nick Nanton: Look, you need every type of media there is. I mean, there's a reason why we've been able to build the business we have and the brand we have. We have oodles of books and videos. We do a ton of direct mail, postcards. We're in newspapers, magazines, documentaries, TV shows, newscasts etc. Like there's none that you couldn't use effectively, so start with the ones that make you excited.

How to build your personal branding in 1-Day this April in Washington, D.C

Nick Nanton: Well, why don't we talk about the program?

Greg Rollett: So the main event is on April 8th in Washington, D.C.

Nick Nanton: We're going to have a welcome reception on April 7th. We always do that. And actually even before you get there, you will have coaching and training from Jess Todtfeld, our media coach and trainer, who's trained over 500 of our clients. So, we're going to train you before you even come, which is huge because I'm sure you know from most things in life, the way you prepare is usually the way you show up.

Nick Nanton: Now, I am not a person who over-prepares. I want to know what to expect, I want to get some pointers, and then my subconscious sort of works on everything that I need to do when I get there. I'm not a big preparer or big "writer-downer," I'm sort of an in the moment kind of person, but I like to know the tools and tactics I need. And it's not like it's going to take you 800 hours of coaching and training. Jess will do separate training for each of these events, there's a TV show and a speaking event. There is typically a couple of live calls for each one, and a series of emails and videos he sends to get you ready for it.

Nick Nanton: So two things happening on the same day, April 8th, and that's why we've created a combo for this. And people will ask, if I just want to do one, if I don't have the budget or I really don't want one of these, could I do just one? Of course, there's a way to do that, but we're going to talk about this combo package right now.

The Capital Connection Media Experience

Nick Nanton: So the first thing, the whole event is called the Capital Connection because we're doing it in Washington D.C. We're going to be connecting these two events, and you can do them both on the same day, and one of them is a speaking engagement we're calling "The State of The Union." And it is taking place right in front of the Capitol building from a rooftop in Washington D.C. It's a beautiful epic view and you are going to be filmed speaking with the Capitol building behind you.

Deliver your "The State of The Union" Address Live On Stage

Nick Nanton: "The State of The Union" is what your audience, your customers, your clients, what they need to be paying attention to, what they need to know to be successful in your field. So, do they need to know about annuities if you're a financial advisor? Do they need to know about how to get the best smile if you're a dentist? It can be anything. And through the coaching, we can help you figure out the topic, but the deal is that what you have to understand is that any of you can give a state of the union. The whole point is it's a great title to get people to pay attention to what it is you have to share, and we figured since we're in D.C., it's an epic scenario to do it.

Nick Nanton: So you're going to be coached and trained. You're going to come in and have the welcome reception, and you are going to, in Washington D.C. on top of a major building with the Capitol building behind you, you're going to speak directly to your audience. I can't bring your audience to D.C., but I can film you in an epic way in front of the Capitol building, sharing your "State of The Union" with your audience, what it is they need to be paying attention to right now in order to ultimately achieve what it is you can do for them.

Nick Nanton: So you're going to deliver a 10-minute speech. It's not a long drawn out thing. Think of it like a Ted Talk. It's like getting in, getting to the point, getting out, and getting people interested so they want to learn more.

Greg Rollett: Yeah.

Nick Nanton: We're going to film and edit it within 60 to 90 days and send it back to you for approval. Once you approve, you'll be able to use it. We're also going to write and syndicate a press release saying you're coming to the Capital to deliver your "State of The Union" to your industry on film, and that it will be available after April. Then we're going to syndicate that press release online so when people

search for you, they'll see that you were just in D.C. with an Emmy® award winning crew delivering your “State of The Union” and it's good for you for credibility and another part of your story.

On top of that, there's really a unique photo opportunity we've put together for you. My very good friend, Carlo, is an award winning incredible photographer who has photographed celebrity upon celebrity upon celebrity and will actually do a photo shoot for each of you.

Nick Nanton: It's going to have three styles of photos. One's going to be a typical headshot, like an author headshot. One is going to be sort of on a blank background, so you could cut it out and use it however you want. And then the third one is this style he uses called iconic. Carlo uses a camera called a Hasselblad and it's sort of like a celebrity lifestyle photo shoot. We've done two of them now and everyone's been blown away by them photos. Those are actually done on film. So it takes some time to get them developed and give them back. But the other images are done digitally so you'll have those in about a week.

Nick Nanton: So you're going to get the speech filmed and edited about your “State of The Union.” You're going to get a photo shoot where you can use the photos, however and wherever you want. And then the third thing you're going to get is a sizzle reel of you speaking in D.C. It will be a 60 to 90 second reel that positions you as a expert in your field and it's one of the shortest, most useful videos you'll ever get, and we're going to do that for you too because you're already coming to speak. So, you'll have all that media to drip out over the course of the year. Our team is also actually going to give you some social media posts to use as well.

Nick Nanton: Greg, what did I forget? That's just the first part of the day.

Greg Rollett: I was just going to say that was just the first half of the program. Let's talk about the second half of the experience.

Be A Guest On The TV Show *Taking The Lead*

Nick Nanton: We just discussed your speech; the other style you'd participate in is an interview. One of the ways to get amazing credibility is being interviewed. We have a show called *Taking The Lead* that's going to be filmed in the same setting, but using different angles. You'll be interviewed with an epic rooftop view of Washington D.C. with the

Capitol building behind you, and our TV host is going to be asking you questions. Again, our amazing media trainer will work with you before you arrive so you'll be fully prepared. We can't teach you exactly what to say, but he can teach you how to deliver, how to not be nervous, how to engage, all of these sorts of things.

Nick Nanton: What we're really going to get out of you on this interview format is who you are, what you do, how you help people, and how people can reach you to learn more. That's what you really want to get across in any interview ever. Who you are, what you do, how you help people, and how people can reach you to learn more.

Nick Nanton: This will be a seven to 10 minute interview. Once you leave, we're going to edit it down, and again in 60 to 90 days you'll get it to approve. Beyond that, in another 60 to 90 days (so within about six months) we're going to air a portion of everyone's interview in a best of show on one affiliate of NBC, one of ABC, one of CBS, one of Fox to give you the credibility of having been seen on NBC, CBS, ABC and Fox affiliates across the country. Let me be very clear about this. This is for credibility and positioning. It will run most likely in the middle of the night, in the middle of nowhere, not in your city. But you always have the credibility of being able to say, "Hey, I was on a show on NBC, CBS, ABC, and Fox affiliates in case you missed it, here it is."

Nick Nanton: Even if you were on *Good Morning America* this morning, I missed it. Greg missed it. So it's the same deal... in case you missed it, here it is. It really will run, I don't want you to think it's going to run on primetime in your market, because it's not. All right. So, you're going to get that, and my Emmy® award winning crew is going to be there and I'm going to be directing it. We'll then also write four press releases, one for NBC, one for ABC, one for CBS, and one for Fox. Again, when people are searching for you or your business, they're going to find those press releases online.

Nick Nanton: In this program, you're also going to receive a ticket to our 2020 National Association of Experts, Writers and Speakers® Thoughtleader® Summit and EXPY® Awards in Hollywood. We're nailing that down right now. It's going to be super exciting, and will be held in September, we are currently confirming some epic people to be there. You're not only going to get to come to our two day event, you're also going to get to come and receive a Media and Communications EXPY® Award for your contribution to sharing your knowledge through this TV show and through the speech. So, that's going to be awesome. And then on top of that, again a series of dedicated social media posts about your interview experience.

There is tons of stuff in the TV show deal as well. You'll have a speech, a TV show guest appearance, media to go along with it, awards to go along with it.

Greg Rollett: There's a sizzle reel to go along with it.

Nick Nanton: Press releases to go along with it.

Greg Rollett: Photo shoots.

Nick Nanton: Photos, you'll get photos of you on set at the TV show as well. So all this media.

Greg Rollett: Let's back up real quick again. So the date is April 8th. So book that right now on Google calendar, iCal, whatever you use. Just start circling that date. You'll want to arrive on the 7th, so you can join us for the welcome reception that evening. And then again, like you said, you're going to get all of this in just one day. So you don't need to be in Washington D.C. for a week, it's just one day. You're going to receive all of the pillar media, the content and the assets that you need to build an exceptional personal brand to grow your business, to be positioned as the person you want to be in just one day—April 8th in Washington, D.C.

Nick Nanton: Yes, you're going to want to arrive on the 7th and you'll want to leave on the 9th of April. That way if there's any technical difficulties or whatever, we can make sure you're not rushing to get a plane. If you have to leave on the night of the 8th we have people do that, but we encourage you to stay so you're not worked up or stressed about catching a plane in the event anything were to get delayed or whatever else.

Nick Nanton: Man, we've got some awesome bonuses too. I'm going to tell you, you're going to get even more, but let's give you the link. It's www.CelebrityBrandingAgency.com/Connection

Nick Nanton: This is a 12-month program. It's \$1997 a month for 12 months. So for under \$2,000 a month for 12 months, you can get all of this stuff, the TV appearances, the videos, the speech, coming to D.C., the welcome receptions, the coaching and training, the photo shoot with a celebrity photographer. Again, if you have questions, you can text us at 321-339-1101. If you have questions, one of our agents will respond to you. Now, let's talk about the bonuses, cause now you know pretty much everything else.

Let's talk Bonuses!

Greg Rollett: Yeah, so the bonuses are nice. So, for this package, we don't even need bonuses and it's going to sell at \$1997 a month for 12 months. You're getting on ABC, NBC, CBS, and Fox affiliates. You're getting your speech, you're getting a sizzle reel. But, we want to make sure that you understand the magnitude of this event and what it can do for your brand and business. So, one thing that people always ask us is, "All right, so I'm getting all this stuff, I'm going to have these videos, I'm going to have some media, some logos, what do I do with it?" Well, we're actually going to build you a webpage that's going to host a lot of this stuff for you.

Nick Nanton: Mostly everyone has a website, whether it's a good one or not, I don't know. But another thing that you need is a micro site that shares who you are as a media personality and expert. So we're going to build this for you with the assets we're creating. We're going to have multiple videos, photos, we'll get your bio from you and we're going to create this site that you'll have a link to that a lot of people put it in their email signature or they put it on business cards, you can put it anywhere you want, and on social media. When people click on this page, it's all about you as an expert. It's all about you as a personal brand and a personality that can help them in their world. It's not about a business; it's about you and how you can help.

Nick Nanton: Normally these cost money to have built. We build them for thousands of dollars. However, we're including this in your program and then during the duration of your 12-month program we'll host it for free. After that, you don't have to keep the site. Most people do though, it's a \$29.95 a month hosting fee, less than \$30 a month and you have this digital salesperson out there working for you all the time, so that's just one bonus. Then, Greg's team is going to take your TV show interview and turn it into what he calls snackable clips. I'll let Greg explain that part.

Greg Rollett: Yeah, so I think one of the things we've talked about here is that pillar content, which is what we're creating here to build your brand. But we also want to be posting stuff regularly on social. So we're going to give you the photos and you're going to get some behind the scenes stuff to post.

Greg Rollett: But what we're also going to do is take that interview and the five, six, or seven questions that get out during that interview, and my team will find the five best questions and answers and we cut them into individual clips. Almost like the highlight reel of your interview,

and we create five different videos and that we then edit into three different video styles. One being square videos, I'm sure you've seen them on Facebook and Instagram, it'll have the headline at the top and captions at the bottom. Well, we do that for you.

Greg Rollett: We also give you vertical videos for like Instagram stories and IG TV and the different vertical formats. And then we give you a wide format as well. We put calls to action at the end of all of these and so now not only do you have that long form interview, now you've got 15 additional clips that you can be sharing. It's a \$5,000 program that we usually do for our clients. You get it absolutely free as a bonus to this program. So that's bonus number two. You don't have to do anything. As soon as you approve your interview, my team takes over and edits and then we hand you 15 additional videos along with the big one. This is a huge, huge bonus that we added in. Really, if you're even thinking about this, this should push you over the edge; this one bonus alone. However, let's talk about the third and final bonus we have for you guys here.

Nick Nanton: It's a feature placement in the *Wall Street Journal*. We will run a regional placement in a particular region of the *Wall Street Journal* and we'll feature you and other business people in there as well. Normally, it's \$12,000 just for that program. We're including it with this combo program, so you get a \$12,000 bonus where you're going to get to say you've been seen in the *Wall Street Journal*, we will get you a copy of it and you'll get a hundred tear sheets of it.

Nick Nanton: The feature will be called "Masters of Success" and it will be a three or four sentence (60 words) profile about you that we're going to put in there, that you'll be able to approve, of course. It will also include your photo and website. You'll be able to save it forever and frame it up on your wall. We've got them all over here, even in the *Wall Street Journal* and then we'll put out a press release about that as well. And you'll get a hundred tear sheets, which tear sheets look as if you had a hundred copies of it and you took that page out and you can send it to people and use it as part of your marketing package. And of course you can use a photo or a PDF of the spread on your website to show people you've been featured.

Nick Nanton: So that's the package. So this is a program that can help you share your story, create your personal brand and help the world understand who you are and how you can help them. That's what it's here for. If you want to apply go to www.CelebrityBrandingAgency.com/Connection or you can text 321-339-1101 and get your questions answered. We'd love to see

you there at this one-day event. We have 20 spots total, so we'd love to see you there.

Greg Rollett:

Yeah, thank you guys for being here, talk to you soon.