

THE INSIDER'S GUIDE FOR

# HOW TO USE YOUR **MEDIA** APPEARANCES

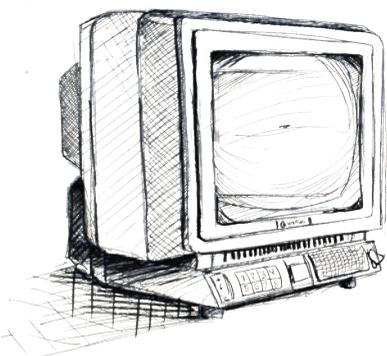
TO GROW YOUR BUSINESS

WITH  
YOUR  
HOSTS

**NICK NANTON**

**GREG ROLLETT**

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**T**he ultimate goal for everyone who appears on TV is to leverage his or her media appearances and turn them into new business. We want to generate better and more qualified leads. We want to get more profits. We want more clients. We want the freedom that comes with growing a business.

Celebrity Expert® and multiple Emmy award-winning Director & Producer, and CEO at the Dicks + Nanton Celebrity Branding® Agency, Nick Nanton knows firsthand the benefits of being seen on TV. He wants to share how those appearances are going to help you to attract better clients, build instant trust, and position you as the go-to expert in your marketplace, with some really fun examples and stories in the process.

## WHAT IS YOUR VISION FOR THIS SPECIAL REPORT?

I hope everyone gets to know us and understands we are not self-impressed by our accomplishments, but we do use them for positioning. Our goal is to give you

the same positioning as well, including having clients involved in our Emmy award-winning films. If it's on my resume, there's no reason it can't be on yours too.

## WHY IS JUST BEING 'ON TV' NOT ENOUGH?

Unless you are advertising something specific and that person is looking for that specific product or service, people typically don't stop what they're doing and say to themselves, "I'm going to hire this person!" if they just see your information in passing. We all read magazines and watch TV shows, but we're not necessarily looking for solutions to our problems in the contents – even if the answer is literally on your TV screen right in front of you, you may not even realize it. This is especially true if we're watching a pop culture show like the *Today Show* or *Good Morning America*, it's usually just on as entertaining background noise that people don't necessarily act on. Also, you have no way of knowing who tuned in on that day, or who received that issue of the magazine – or furthermore actually read it.

Let me give you a great example. If you are on the front cover of today's issue of *USA Today* – a certain number of people would see you for sure, but there would definitely be another number of people who didn't. Then, the next day, everyone except for you and your family members, it would throw it away. Now, the part that is even worse with is that if you are on the *Today Show*, TODAY, it's never going to air again. Tomorrow, there will be a whole new episode. It's not going to change your life in the way you wish it would, and that's simply the way it works.

I actually got an offer to be on the *Today Show* a few weeks back, but I had a prior commitment. Many people would drop anything and everything in the world to be on *Good Morning America* or the *Today*

*Show*. Believe me, if I could have made it work out I would have. I knew that while it would have been a great credibility builder, the most valuable thing you get from being on TV or being in a newspaper or in a magazine is credibility – being able to say, "I was on the *Today Show*." But what is more important is taking that clip or that interview and sending it out so people can actually learn a little bit about what you do. Even more important is that the clip's topic is useful to you and your business.

But rarely does that happen. For instance, my offer to be on the *Today Show* happened to be on Nicolas Cage's birthday, the actor Nicolas Cage. So, they wanted to do some sort of celebrity trivia with guys named Nick. All the experts on the panel were named Nick. It would have been fun – I mean I would have flown to New York, been in the studio, collaborated with people on the street. But it would have been an absolutely useless clip for my business.

The one-two punch of being useful on TV is 1) the credibility of having been seen on the show, as we're going to talk about here, as well as the opportunities we have with NBC, CBS, ABC and Fox affiliates across the country and 2) actually being able to use that video, newspaper article, or magazine clipping because it's relevant to your business. It doesn't matter if it airs during prime time or in the middle of the night. After it airs once, the uses are the same. 1) You've been on TV. 2) The clip is useful. What matters is what you do with it after it airs and the leverage that you create.

## HOW WILL USING THESE MEDIA PIECES HELP ME RISE ABOVE THE COMPETITION?

**W**e have a formula for media success that breaks down into two major types of media: the first is Mass Media, including television, radio and newspaper just like we're talking about here. Mass Media is good for two things: credibility and awareness. However, neither of these drive revenue, but they do help position you as the go-to expert. Then on

the other side of the fence, you have Direct Media, or, what it really comes down to – direct marketing.

These are pieces of media that *you* create. You then send them to a list of people who actually care, and *could or would* actually want to buy from you. The cool thing about that is you can control your budget. You control your time frame because you're creating this media.



You can make offers, and you can do all the things they won't let you do.

For example, if I was on the *Today Show*, they wouldn't let me say, "Hey, my website is this, and we've got a great TV show and a book deal coming." I can't do that on TV. But with direct media, I can.

Direct media is anything from CDs, DVDs, newsletters, emails, and sales letters to magazines, etc. Direct Media is any media you create and give to an audience who cares, as opposed to Mass Media, which is whoever happens to be watching or reading at the time.

The cool thing about Direct Media is that you can control how much time, energy and effort you spend. People know it's direct communication. They know it's a sale piece or marketing piece. Those are the things that are good and bad about each of those media formats. Now, where this really excels is when it's a situation where one plus one doesn't equal two.

When you take Mass Media credentials and credibility and insert those into your Direct Media, you have the secret formula for media success. You're getting the credibility and awareness of being in the Mass Media, but it's going to people who actually care, where you can get an offer across so you can actually bring in money. The secret formula for media success is getting those Mass Media clips "as seen on . . ." as inexpensively and quickly as you can, and then being able to use them in your marketing so people will pay attention to your message.

I encourage you to take out a sheet of paper and draw a line down the middle, and I want you to spend a few seconds writing down all the types of Mass

Media you've already been featured in. Maybe you were interviewed on the radio. Maybe you've been interviewed on TV, or maybe you've been on a podcast or written for a blog or article. Start writing those things down, and if you don't have a lot of things in that Mass Media column, we can help you get on ABC, NBC, CBS and Fox Affiliates, more on that later.

Then, make a quick list of the Direct Media that you were sending out to prospects and to clients to drum-up business. Are you sending out newsletters? Are you sending out postcards? Are you in the local coupon book? Are you doing Facebook ads? What are you doing that is Direct Media to make a sale? Then, I want you to compare the two and ask yourself, "If you are sending out a Direct Mail letter, and you are telling people that I've been on these shows, or that you've been in the media?"

As I've mentioned, some Mass Media that people might have is being on a podcast or maybe in their local community paper. But there is nothing that creates trust from the media more than the biggest media networks on the planet: ABC, NBC, CBS, and Fox, or some of the others that we do on the big-print side like *USA Today* or *The Wall Street Journal*.

The fact of the matter is that it's an inherent built-in credibility, based on the fact that we've grown up with these media networks. They've been there so long that we trust them, and we have looked to these TV networks for news and breaking technology. Up until the last few years, TV has broken every big story, good or bad, throughout our life. So, it's a credible source of knowledge, right?

Let me tell you a story. My wife was looking for a doctor here in Orlando, but I didn't have a good referral. So, she called me one day, and said, "Hey, I found a doctor." I said, "Oh great, who told you about them?" and she says, "Oh no, I didn't get a referral. I actually just Googled it and found this really nice doctor." I don't know how she knew she was really nice. It must have been a nice picture. She went on: "...and the cool part of it is that she's been on NBC, CBS, ABC, and Fox."

All I could do was laugh. I said, "What's her name? Maybe she's a client." She wasn't, as it turned out. But even my wife, who knows what I do, which is to help people get position and credibility using these types of strategies, subconsciously came to the conclusion that this is what an expert looks like. They've been on TV.

They've been on all sorts of things. Even she was able to identify quickly that this is a person she wanted to go to, and she's been going there for years now.

The trust factor is just inherent. If someone is a university professor, 99% of the world is going to give him or her an elevated level of trust because it is a trustworthy profession. If someone is leading a lecture in the front of the classroom, they're a knowledgeable person. They're an expert. Or if someone has written a book, they must be an expert. These are preconceived notions and built-in credibility factors that are psychological. They're so deeply ingrained in us from the time we were kids. You can either try to fight them, or you can choose to work with them. Certainly, we choose to work with them.

## WHY DO I NEED TO USE LOGOS IN MY MARKETING CAMPAIGN?

Logos are a great illustration of the secret formula for media success. I am advertising in a Mass Media format, but I'm using Direct Media strategy. I'm doing kind of a hybrid strategy to get you to stop and pay attention. If you like my headline, and you see these colorful logos at the top that you recognize, people will think "Wow, how come I haven't heard of this guy. He's everywhere. Let me see what he has to offer." I get the built-in credibility of people knowing that I've been in all of these media formats. So, I'm an expert. They don't know yet if they want to work with me, but I'm certainly an expert because the logos say it all. It's the exact same thing that happened to my wife on the doctor's website. She was looking for somebody, and those logos told her that this person was an expert.

It's amazing how well it works, and it almost seems too good to be true, but it's not. If you use this in your marketing, you'll be shocked at what happens. I speak at a lot of conferences, but I also go to some other events where there are some really impressive global leaders and billionaires. Typically these events are smaller, but beforehand they'll send out the bios of the group so that we know who is going to be on the panel. It's so funny, because more than half of the people who come up and talk to me want to talk about what I'm doing to get all of this media attention. They want that kind of media attention too, but they're not getting it. They even think, "Man, this guy's been on everything. How do I get that? What's so special about what he's offering? He must have something amazing, because every media format wants to talk to him?" It's psychological, and it works very well.

## HOW CAN I MAKE USE OF THE ATTRACTION PROCESS TO MARKET MY BUSINESS?

**T**he higher you go up in your level of affluence, the more people are looking for that one lady who can fix their problem, or that one guy who can fix their problem. That's what they want. They don't want rigmarole. They want an expert. They want

someone who they can outsource that part of their life to, that part of their decision-making to. They don't want to think about it. When they find someone who is an expert, particularly someone who has already been branded an expert in the media, they're going to ask

you less questions about price because they came to you because you were the expert. You were the lawyer, the doctor, the dentist, or the financial advisor who they want to work with because you've been in the media.

You're not even going to get the questions, "How do I know you're the right one to help me?" They already know that. They called you because of how you led them in the door and attracted them.

## HOW DOES THAT 'ATTRACTION' TRANSLATE INTO DOLLARS IN MY BANK ACCOUNT?

We all know that in order to make money, you have to make offers to people, and you have to market your business. If you're not doing any marketing, your business is most likely only a tenth or a hundredth of the size that it could be. Certainly, word-of-mouth is the best type of marketing. I love it. Let's say your a dentist and you have your TV appearances playing in your office, or your newspaper placements, framed and hung up, your clients are going to tell their friends, "I go to the best dentist. No, really. I mean he's been on NBC, CBS, ABC, and Fox. He's been in *USA Today*, and in *The Wall Street Journal*. He's a Best-Selling author."

If you're a great marketer, and you simply insert the logos and your TV appearance, you're going to see an increase. But if you have been on NBC, CBS, ABC and Fox, and you have the videos either on your website or you've mailed them to prospects before they even meet with you, how much more credible would you be in their eyes? How many more deals could you close: 1, 2, 10 . . . in a week, a month, a year? Think about it in those terms.

This translates into sales because you use it in your marketing. Again, you will see the difference in people's eyes, their attitude, their everything – as long as you effectively insert this into your marketing – so they know this about you before you meet with them. They may know it from seeing that in your office. But ideally you'd want to hit them with it – you'd want them to see it without them having to go look for it. This exact thing happened to my wif when she Googled a local doctor and saw the media logos on the website. She knows what I do for a living, and those logos predisposed her to call that doctor, so she certainly didn't question the pricing or anything else.

When you get to the level of being that Celebrity Expert, you have more price elasticity. When you have the "as seen on" logos, people aren't haggling you over price because they know that you are, or they perceive you to be, the guy, the girl, the woman, or the man who can help fix that problem at hand.

## HOW HAVE THESE WORKED FOR YOUR PAST CLIENTS?

We've taken over 400 clients through this particular program and put them on TV. Much like anything else that works as well as this does, the success stories become so voluminous, they're almost hard to pick just one. But there are a few special stories that come to mind.

One was a real estate agent who told me she actually sent a postcard out in the neighborhood she was just starting in that had a QR code on it, which is a digital code you can scan that will pull up her TV interviews on a smart phone. She was, as they call it, "farming" in that business. She put the logos of things she was on, and she said her leads blew up. Her sales also shot-up

a ridiculous amount, which I don't expect to happen to everybody, but that was an interesting example of success in real estate.

We also have dentists using our Direct Mail programs. We also teach a cool strategy of sending an iPad to special prospects to get their attention so that they might call you back, which I've actually used to get Richard Branson interested in some things, as well as Jack Canfield. We've done other deals thanks to that strategy – which we teach when you come in for the TV show. We also have other testimonials from clients who will e-mail us, unsolicited, and say, "Hey, this is awesome. Check out what I just did."

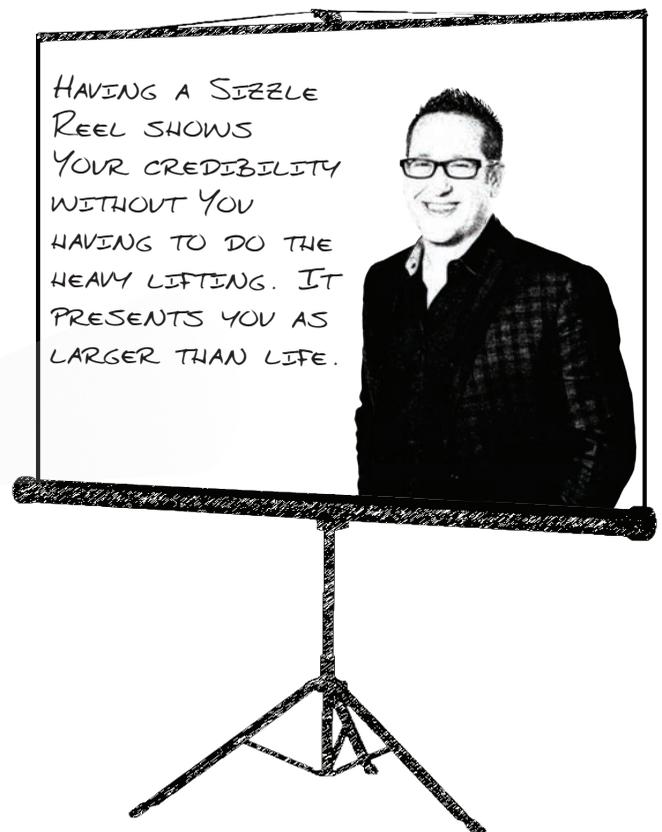
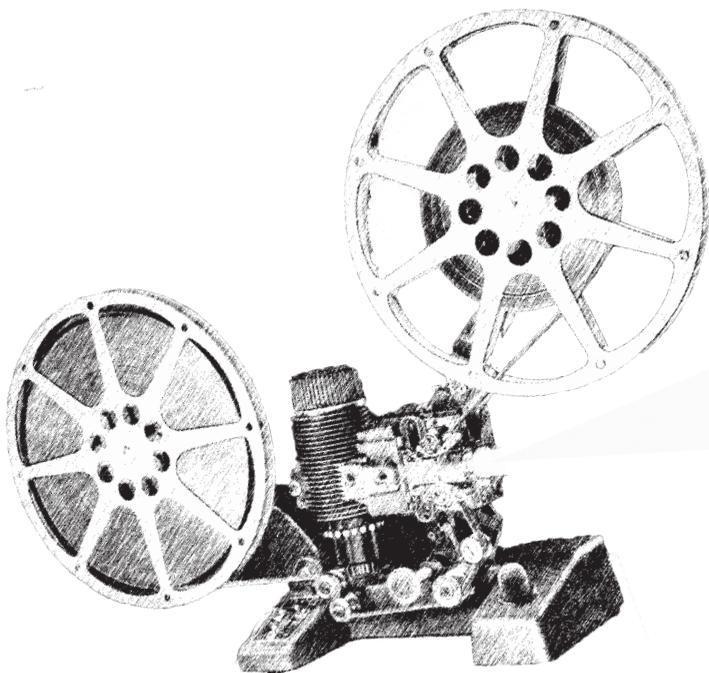
## HOW CAN I USE THIS MEDIA TO CHANGE A PROSPECT'S PERCEPTION?

One of our clients, Gerald, who's a great student of what we do, is really effective. He's one of these guys who believes that something works if somebody tells him it works. He's not going to reinvent the wheel. Gerald put his logos on his business card and instantly people started treating him differently. He would give them a card, and people would say, "You've been on all of these networks." They start wondering why he is so great at what he does and how he was picked up to be on the news and TV. Then they start asking him questions about what he did and how he could help them, even from just seeing his credentials on that little business card.

I have some of the networks that I've been seen on in my bio. I've also got them on my Sizzle Reel, and the credibility factor is huge. I don't ever have anyone come up to me and ask me if I'm really an expert or if I really know what I'm talking about. I was talking to a client of mine, whose stage I spoke on four or five years ago, and he said, "Nick, do you remember what you told

me before you went on?" I said, "Not really." He said, "You told me to introduce you and that's it, that I didn't need to say anything, just show the video, just introduce the video. You were right. I want one of those. I want a video that when I play it, nobody needs to ask any questions."

He said, "After the video played, you didn't even need to speak for an hour, you could have just said what you were offering, and everyone in the room would have paid you." In fact, in that room, I don't remember the exact number, but over 90% of people in that room bought. It wasn't like there were only two people in the room- there were 25 or 30. It was a good day. The fact of the matter is that Sizzle Reel strategy shows my credibility without me having to do the heavy lifting. That's exactly what using these logos on your collateral materials will do for you.



## IS IT TRUE THAT MEDIA BEGETS MORE MEDIA?

I actually know a nutritionist who is very successful in the way she has built her business. A big part of her success is from being on the local news. She goes on twice a month to do segments, and she's actually built such a relationship with them that they let her talk about her upcoming seminars. This allows her to build her marketing seminar lists. It's pretty brilliant.

The reason why you're not getting on either the local news or the national news today is because: 1) They don't know about you, or 2) You haven't done your job in marketing. In my case, I get most of my marketing from people Googling me and finding my website our articles. The reason why you're not getting that call from the morning news is because they're worried you might not be an expert in your field. If they can't see you on video or if they haven't seen another interview you've done, they're not going to call you, because the worst thing ever is a guest that doesn't know what they're talking about.

One thing that's really great about this program is that it is not a chicken-or-egg combo. We can do the chicken and the egg. Not only do we coach you and train you on how to be good on TV, but we also serve you layups, telling you what we're going to be asking you beforehand, which will make your media that much more useful in your marketing.

Then you take this and put it on your website so people can Google you and find out if you're good at what you do. If they needed a local or national expert to come on their show, they will see that and call you. Also, if you send out your interview or appearance to the people whose shows you'd want to be on and tell them you were recently on a show that aired on ABC, CBS, NBC, and Fox affiliates and you'd love to be their expert on (insert what you do here), your chances of getting picked up are so much bigger because they can actually see that other media outlets have trusted you. They can also watch your video and see that you're great.

You are so much more likely to get on TV if you have already been on TV. But that's the hardest part – it's ridiculous! It's like telling you to go get your first job, but you have to have previous experience. Well, if every job requires previous experience, you can never get the experience. That's the same thing here, but we've taken care of that problem for you because we're going to give you the experience, proof and credibility. And we're going to serve it all to you on a silver platter because we are here to make you look good, not to do what other news outlets will try to do, which is to create a problem or catch you in some sort of misstatement.



*MEDIA  
APPEARANCES*

**VS.**



*MEDIA  
TRAINING +  
COACHING*

*WITH OUR TELEVISION + MEDIA BRANDING EXPERIENCE, WE COACH YOU AND TRAIN YOU ON HOW TO BE GOOD ON TV, BUT WE ALSO SERVE YOU LAYUPS, TELLING YOU WHAT WE'RE GOING TO BE ASKING YOU BEFOREHAND, WHICH WILL MAKE YOUR MEDIA THAT MUCH MORE USEFUL IN YOUR MARKETING.*

## WHAT ARE SOME REALISTIC EXPECTATIONS ABOUT BEING SEEN ON TV?

The absolute expectation you should have is that it will change your positioning and the way you market. The only people I know who get blown up by any sort of media interview is if it's super negative, or typically if it's too good to be true, like it was misrepresented in some way. "I don't know why the host said that. I'm not really giving away free gold." Those are the only instances where this will literally blow up unexpectedly. Like everything else, you should be using exponential thinking, and exponential strategies. But there's a step-by-step method to get there.

This will absolutely change the marketplace's perception of you, as well as the way you market. You will now be able to lead with these factors. Typically people will just throw the piece of mail away that you sent. They'll ignore a CD or skip watching a video, or not read your website because it looks boring, or they won't call you

back because of the business card. They don't remember who you were because your business card is just drifting in the sea of sameness. But you are going to be remembered because you're the guy or the girl with all the credibility from the business card. They remember meeting you, or they came to your website like the one my wife found, and they found these credentials or watched your video. Or they finally opened that piece of mail because it said, "Hey, I'm Nick Nanton. You might have recently seen me on NBC, ABC, CBS, or Fox, read one of my 36 best-selling books or seen me in USA Today, The Wall Street Journal, Newsweek or Forbes . . ." You get the point. I wouldn't really put all of that on there. But the point is that someone will say, "This person is worth looking into at least." That is how it works. If you come in for the program, we give you a bunch of different ways to use your appearance on TV— like plug 'n play in-store Internet marketing.

## HOW DO I KNOW YOUR SHOWS WILL FIT MY INDUSTRY OR TARGET MARKET?

**W**e have many different TV shows that we produce for our clients. We typically have a celebrity guest host with examples like Brian Tracy, Bob Guiney from *The Bachelor*, or Kristi Frank from *The Apprentice*. Most clients take advantage of being interviewed by the Celebrity host that we have booked for that particular show. However, Greg and I are also willing to be your host if you think that we would be a better or more relevant fit for your business's marketing. So that gives our clients the option of being on the featured show that we are selling and be interviewed by our Celebrity host, or be on one of our flagship shows that Greg or myself typically host. Such as "Consumer's Advocate" - which we typically use for financial advisors or lawyers or people who take fiduciary responsibility for their clients- or our more broad spectrum business show where you are interviewed as the Celebrity Expert® in your field," America's Premier Experts®".

Once you decide you want to be a part of one of our shows, you will fill out an application and then go

through all the what-you're-going-to-get stuff. As soon as you're approved (which will happen within 24 to 48 hours) you'll get a notice from one of our agents. Then they'll review your application to make sure that you're a good fit for us. From there, we'll start placing you with some media coaching and training.

Our media coaching trainer, Jess Todtfeld, and I together have trained all 400 something of our clients. But he himself has trained way more than that. He was formally a producer on a show you might have heard of, called "*The O'Reilly Factor*," so he is positioned better than anyone else I know. He can help you understand how to position yourself well, not only in the face of what we're going to be doing— but also in the face of adversity. Having worked with a guy like Bill O'Reilly, he'll even teach you some strategies for answering questions the way you want to answer them or avoiding questions you don't want to answer (We're not going to give you any of those, but they're still good to know.)



We'll also do a professional photo shoot with you and give you magazine cover shot images, not glamour shots or portrait magazine covers, but images like the cover of *Forbes*, *Newsweek* or *Business Week*, and you can use those in all of your marketing.

That alone is worth the price. You're paying less to come and do this entire experience than those photos would normally cost you. I will also teach you a different ways you can insert this TV show directly into your marketing and how to use this as credibility.

Within 60 to 90 days, you will get the first draft of your TV appearance and be able to approve your full interview. Then, once it's all approved, you will actually air on TV. The way we do it is we air one clip of you answering one question on TV as a "best of" compilation. So it will be a 30 or 60-second answer. The best part is that we ask a very generic question, which is good for those of you who have compliance – as a financial advisor or lawyer – we advise you not to talk about industry specifics. We film that little clip separately from your interview. But if you want it in your interview, we can put it there.

For most of our shows, it doesn't matter when they air. They only air on one affiliate of NBC, one of ABC, one of CBS, and one of Fox. Just assume it's not going to run in your marketplace, and just assume it's going to run in the middle of the night in the middle of nowhere. If you understand what I've already explained, you'll understand why that just doesn't matter. The reason we do that is so we can make this program as affordable as possible for you so that you can use the credibility and credentials and get this great, full interview to use in all of your marketing.

Once you air, we'll put out four Press Releases: one that you aired on NBC, one that you aired on ABC, one that

you aired on CBS, and one you aired on Fox. When people Google you, which is what they do when they want to learn more about you, the first few results they will see about you is a third-party written Press Release that says you've been on NBC, ABC, CBS, and Fox. That's four results in a row in the first couple of pages of Google. This will make people say to themselves; "This person is amazingly credible. I'm going to follow up and do some business with them."

All of this is not just an opportunity to get a video, be on TV or any of that. It's a full media workup in a PR package. We're going to create the media for you, the TV interview, the credibility. We're going to put out the press releases and get the PR from the networks you've been on, so people who are searching for you can find out that you've been on TV. We will show you how to use it in your marketing.

It really is a full package, where you can get everything you need to start using this in your business. You can even start with social media from the time you're approved. You could say something like, *"I'm going down to visit with three-time Emmy award winning Nick Nanton and (insert celebrity guest host). We're going to be on this TV show. I can't wait to tell you more about it."* And while you're here, you can post pictures from our red carpets and the pictures of you holding our Emmys and awards.

Once you're accepted, you can tell us which show you want to be on. Even your agent can walk you through the different shows, the advantages of each one as well as the advantages of the different hosts. You can have exactly what you need, and your agent will help you pick which one is best for you. In order to apply, visit: [www.celebritybrandingagency.com/tvshowinfo](http://www.celebritybrandingagency.com/tvshowinfo).

## HOW IS THIS GOING TO AFFECT MY BOTTOM LINE?

**T**he good news is it's a lot less than any other PR firm you might hire, who would charge you \$3,000, \$5,000, \$7,000 a month just for the hope of getting on TV. But we guarantee these appearances, all this training, the photo shoot, the marketing coaching, and a year's membership with our agency. It's everything you need, and it's a very affordable price. It's a \$7,500 program. We will even give you an administrative discount for \$7,000 if you pay it all at once.

But you can also make it a 3-pay, with three payments of \$2,500 a month. Or, for those of you who want to make it the most affordable as possible, you can do 12 payments of \$697 a month. You'll actually get all of the deliverables before you're even finished paying for them. Now, that puts me a little bit at risk. But I know you're going to be so happy with what you get, just like our other 400+ clients who've utilized this program. We make it affordable for those of you who don't have stockpiles of cash in your bank account. We all cash flow differently in our businesses. So, we try to make it as easy as possible for you to cash flow it.

*I'll even give you a guarantee: If you come here, go through all of the coaching and training beforehand, the photo shoot, and the coaching and training at the studio, and you think this is not what you want, I will give you a refund. I'll refund you for your airplane ticket and your hotel room, as long as you tell me by the end of the first day.*

However, we've never actually had anyone take us up on that offer. The point is, you don't have anything to worry about. This is a risk-free obligation. I'll take the risk. You tell me by the end of the first day if for some reason this isn't what you thought it would be. All that is left to say is that we'd love to have you.

You can apply by visiting us online at [www.celebritybrandingagency.com/tvshowinfo](http://www.celebritybrandingagency.com/tvshowinfo). Again, go through the application process, make your deposit that will lock in a spot, and then one of our agents will tell you when you've been approved within 24 to 48 hours. If you have any questions, go ahead and e-mail me at [info@celebritybrandingagency.com](mailto:info@celebritybrandingagency.com). Or, you can call (800) 980-1626.

## HOW MUCH COACHING WILL YOU OFFER TO PREPARE ME FOR THE CAMERA?

**W**e don't teach you how to memorize lines. We don't want you to memorize lines. Everything you need to know, you already know. We're just going to get you more comfortable, help you sound better in the sound byte or on camera and how to look good on camera. Of course, we can edit anything else. We're not trying to turn you into an

actor. Instead, we specialize in making you look like a normal person. We don't want you to memorize your lines because quite frankly we're not used to memorizing lines. We're used to having conversations with people. So, we're just going to get you comfortable having that conversation in a focused manner so you can get it across clearly and concisely.

## ARE YOU READY TO IMPLEMENT THE POWER OF MEDIA TO RISE ABOVE YOUR COMPETITION AND GROW YOUR BUSINESS?

Yes. You're ready. You've been ready. You just need the right tools and the right team to make it a reality. We are that team, and when you're ready, you should

visit [celebritybrandingagency.com/tvshowinfo](http://celebritybrandingagency.com/tvshowinfo) or call 800.980.1626 to speak with your Business Agent® about implementing these strategies in your business today.

— THE INSIDER'S GUIDE FOR —

# HOW TO USE YOUR **MEDIA** APPEARANCES

— TO GROW YOUR BUSINESS —

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