

CRACKING THE *Celebrity*

CODE

Become the "Celebrity Expert" in your Business or Profession!
Learn The Fastest Way to get more clients, Increase Your
Profits and Separate Yourself from Your Competition!

WITH
NICK NANTON, ESQ.
as Interviewed by Neil Stafford





CRACKING THE CELEBRITY CODE

with Nick Nanton and Neil Stafford

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NEIL: Hi, this is Neil Stafford from “The Internet Marketing Review.” And this month, we’ve got a very special guest. It’s a gentleman I first met over in Nashville, Tennessee, over in the States, and we had a good evening together. Then we met up again in Baltimore for a business meeting. And it was after the business meeting that we got to talking and I got to know him a little bit better. And one piece of information that you gave us at that meeting has led to a 150,000 to 200,000 pound business so far this year.

Now his resume is far too long for me to go into detail. So I’ll introduce Mr. Nick Nanton. Nick, can you tell us a little bit about your background and how you started working in the business that you’re in?

NICK: Sure Neal. It’s obviously always great to talk with you and I’m only disappointed you’re not here in front of me because we always have a little more fun when we go out together.

NEIL: We certainly do, we certainly do.

NICK: But a little bit about me – I was born actually on the island Barbados to my family who has been there for over 300 years. And we actually came there as Welsh pirates in the 1600s.

NEIL: My word.

NICK: Imagine that. And so as I was growing up, I kept talking to my dad, kind of having fatherly talks about what I wanted to do and what I wanted to be - and we’d go through the family tree and I always kept going back to pirates. So I kept telling my dad, “Dad, I think the coolest thing we have in the family are pirates - and I want to be a pirate.” And he said, “Well, Nick, I’ll tell you what, being a pirate is a little bit out of vogue but if you become a lawyer, you can still pillage and plunder.”

NEIL: And we won’t mention the lawyer jokes today.

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NICK: I probably know them all. I probably know some better ones than you do. No, but I am from the island of Barbados. We moved to the U.S. when I was one. Sorry for all you Brits today. We did secede from the British Union there in the 60s but I wasn't around then. So it's not my fault.

NEIL: We'll welcome you with open arms, don't worry.

NICK: There you go. So I started playing guitar at age of six, kind of started my entertainment background. Started song writing at the age of 16. Put out my first record at 18. And then I got a song writing deal actually in Nashville, Tennessee when I was in law school. I produced a bunch of records when I was in college and in law school. And I made about one trip a month to Nashville and produced records and worked with bands. I actually had a hit song on the radio, on college radio over here, that I co-wrote and produced, a song called "Daddy's Little Girl." It got on 50 stations in 20 states.

And then while I was doing this, I was still going to school. And I figured out this interesting secret. The university had 50,000 students. And every student that attended had to pay, obviously, tuition - and included in that was what they called a student activities fee. So let's just assume that it was a hundred dollars per student that went towards a student activities fee. Well, you can do the math yourself pretty quickly. We got 50,000 students each paying \$100 dollars. They had a lot of money to do cool things.

So I made friends with the people who brought in speakers and the people who brought in bands. And so I got the opportunity then to bring in some of the finest talent in the world and work with them and work on the events to bring them in. So during my time there, I actually got the opportunity to work with Christopher Reeve, President Bush (the first one), Bobby Knight, the big basketball coach, Bill Cosby, the comedian and a litany of others.

Then, on the music side, I was working professionally as well and I got to work with the drummer from Tom Petty and the Heartbreakers, the producer who discovered The Judds and won five Grammy's - and so my whole world got entangled in entertainment while I was in school. Because it was what I had always wanted to do.

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And what ended up happening was I really saw the guts, the insider’s view, the behind-the-scenes in the entertainment business and I started asking questions and I found it interesting how everyone was very reluctant to answer my questions. What I figured out was there was a method, really, a system of creating a Hollywood celebrity and then creating Hollywood dollars off of that – a system that no one was willing to share because, obviously, if the word got out, it would change their business. And so I spent time working on it and asking the right questions and getting a little bit of information here and there. I cracked the celebrity code and I figured out how business people can take Hollywood lessons and create Hollywood dollars, recreating themselves in the business place as a celebrity.

And that kind of leads us to where we are today. We have a best-selling book out called “Celebrity Branding You!,” which is available online and in a bunch of bookstores in the U.S. Probably not many in the U.K.

NEIL: I think they can get it on Amazon in the U.K., no problem.

NICK: There you go. So I think that takes us to where we are now. In terms of my current endeavors, I am a lawyer and I run a business where we handle franchising for clients who we help build their business. We do a lot of trademark work and intellectual property. We have a web firm that develops Celebrity Branded websites for our clients, and then we have our Celebrity Branding Agency, which has just become a franchise in the U.S. We are actually selling to Celebrity Branding Agents, who will now be in every city, and we’ll be selling our products and services, which we’ll talk a little bit more about because of the lessons behind them.

Obviously very interestingly, and so you actually will probably believe me over there in the U.K., I have nothing to sell you. So I literally am going to tell you all about the behind-the-scenes secrets of what I do and how it works and *why* it works.

NEIL: Super. And you’ve got some spare time on the weekend?

NICK: That’s right. And I have two kids, one that’s four, one that’s

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18-months and a beautiful wife and they all think I'm crazy. They all know I'm crazy.

NEIL: Yeah we know you're crazy but we love you for it. I think there are a few things that came out in the introduction. One is that our members are always amazed at what we get through and what we get accomplished, but, I think, Nick, having met you and dealt with you a few times, that we need to step up our games to your level.

The second thing that came out of it was I have not heard your record, so next time we're over, I want to have a listen to that. And the third thing is, and it's mainly what we're here to talk about today, is this business around Celebrity Branding that you've developed, from which the book, "Celebrity Branding You!" came out of. So let's delve into that and really break down what is Celebrity Branding.

NICK: If people shut off between here and the end, let's say, and I assume they won't, but even if they did, the only thing that you must understand and start thinking about is that *people buy people*. And what do I mean by that? Well, there's been a bunch of studies done on it and at the end of the day, people make purchasing decisions based on the person who sold it to them, whether that's Tiger Woods on a TV commercial that got them interested in buying here in the States, or you selling automobiles and razor blades and deodorant, watches, whatever else.

NEIL: Yeah, we have it over here as well.

NICK: Okay. Or a salesperson who's literally selling you a house or a car. And, interestingly, a house and a car, as you know, Neil, are probably two of the most expensive purchases an individual will ever make in their lifetime. In a study, it said that over 90 percent of people made purchase decisions on their house or their car based on the person who sold it to them. When they had narrowed down their purchase to one or two things they really liked, I mean, if you're looking for a Mercedes, you're not going to go buy a Yugo based on the guy who sold it to you, most likely.

But if you're deciding between a Mercedes and a Lexus, or a Mercedes and a Porsche, things on a similar level, the final purchase decision

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was actually made based on the salesperson who sold it to them. So at the end of the day, people buy people. The inanimate objects that we buy are really just embodiments of who we want to be and what we want to represent. So when you attach that to a person, then you actually get a lot of different emotional connections around a product or service.

As another example, Nike Shoes. They're great shoes, but so are Reeboks, and now I haven't even seen a pair of Reeboks in years. And why is that? Well mostly because Nike got on the train and paid guys like Michael Jordan, Tiger Woods and a bunch of other huge athletes to wear their shoes. Why? Because as a kid growing up, I would see Michael Jordan wearing Nike Shoes. He would promote his shoes and I could see him dunking from the free throw line. Well, for any kid who wants to be like Mike, there's only one choice - you can't wear the Reeboks. You got to buy the Air Jordans. You got to buy the Nikes.

So instantly you have an emotional connection surrounding an inanimate product or service. And here's what's interesting - we have brands that pay billions of dollars to get us to know their trademark, sayings, what they represent, the whole thing. Well I don't know about you, but I don't have billions of dollars to compete with them - but there's one secret that can allow me to and that's Celebrity Branding, that's becoming a spokesperson, becoming the celebrity in your business for your products and services. Now, instead of having to spend billions of dollars on a corporate logo that I'm trying to brand and make people have associations with that are positive, or hiring Michael Jordan or hiring the Dixie Chicks or Michael Phelps who could end up having a faux pas that causes your customers to go against you, I got myself.

And I know I can rely on myself. I know I can get where I need to get every day on time. I know I'm not going to only ask for green M&Ms in my waiting room and I'm not going to be a pain in the butt. I know that if I go out and represent my business and get out in front of my business instead of hiding behind it, I can become the person associated with the brand - and then all I have to do from there is develop my celebrity status in order to become the guy who represents the product or service. And most importantly, the go-to-

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bit about that one, when you say pay attention to image? What do you mean by that?

NICK: Yeah...so I'm a lawyer right? And most people might say, "Oh well, Nick means you need to wear a suit and tie and look like a barrister." No, I'm not saying, be traditional. I'm saying you want to pay attention to exactly that message to market match. It's my celebrity wording for it. But it's image. You know me, Neil, and I always wear a sports coat, a designer button-up shirt and jeans. And so I look presentable and we'll say hip, and unlike most lawyers who wear a suit and tie, because my thing is a little more relaxed, a little more L.A./Hollywood than your typical lawyer.

So my message here is, just that because of my message, my image matches my message. If I were to be wearing a Hawaiian shirt and, I don't know, cut-off jean shorts and sandals or whatever, it wouldn't make sense. So you have to think about, be who you are. I'm not saying be traditional. I'm not saying don't stray from the norm. I think you absolutely should do what it takes to be noticed and be recognizable, but make sure it's congruent with what you're teaching, what you're doing.

There are very few people who can get away with looking very sloppy and making millions of dollars. Some people do. But pay attention to who your audience is - your audience always wants to know, "What's in it for me?" And as you teach, I'm sure, Neil, and I do too, when you're writing a sales letter or trying to sell somebody something, stop talking about yourself, start talking about their needs that you can fulfill, that they have problems with, their points of pain, their points of pressure.

Same thing with your image. Look at what they're looking for or what would make sense in their mind that fills the gap and pay conscious attention to that - because if you don't, then it just really isn't congruent. When you step out in front of your business, you now become the physical embodiment and representation of your business. How you look and how you act should be a good representation of the business you're in and the people that you're trying to sell to.

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NEIL: One of the things that we've also spoken about in the past is about developing a USP. Now I think every business owner has that question put to them – what is their USP? So have you got any hints and tips for anybody who's developing a USP, so they become celebrity branded within their market?

NICK: Yeah. Well, the best part about Celebrity Branding is,,you are your USP. So while you need to have a quality product and service, the best thing, even on the most basic level and you can get deeper and deeper, the more your product service has a USP based on that, no one else can go get that particular thing the way you do it anywhere else. That obviously drives your business higher and higher. But if you're just starting out and you can't figure out this whole unique selling proposition, USP, think about it and become your own - be good at what you do, even if just your customer service is good, and I don't mean, "Oh we have a good customer service," because most people don't.

If you literally are great at it and you're personable, you get to know your clients and customers as you're starting out your business, and you are different than everybody else, you are your own USP - because if you are the expert (and we'll go into how to become the expert and how to display your expertise), then they don't want to work with anybody else because they have to come to you if they want you. And if we've all done our job well enough of creating you as the celebrity in that space, in that industry, in that niche, then you absolutely are your own USP because they have to come to you to get you. No one else can compete because they don't have you.

NEIL: Yeah I think one of the good examples of customer service taken to the extreme is Zappos and Tony Hsieh isn't it? They've really taken that forward.

NICK: It is, and actually I have an interview with Tony in two weeks. We just got invited by Tony to bring our mastermind group to Las Vegas and to go meet with Tony and do a question and answer with him. You and the other Neil should come along with us.

NEIL: Well, be careful, we'll hold you to that one.

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by name now, one of the first things that comes up is a press release that I was awarded a Grammy vote. You think I'm not going to get the business when they say, "Wow, Nick has a Grammy vote?" So press releases are amazing for displaying your expertise because you can talk about what an expert you are.

Second – articles and blogs. There's really not much difference. I try, in my mind, kind of separate them out by blogs. I do like 300 to 500 word blogs and articles, 500 to 2,000 words or whatever. The key is you want them to be short and actionable. You want to display your expertise. Neil, this is one thing that makes people look at me funny when I say this, but you want to give away your biggest secrets in your articles and blogs because people will be convinced that if you're telling them this stuff for free, God if they would only pay you, the amount of knowledge they would get would be unbelievable.

NEIL: Absolutely.

NICK: And that's a principle you shouldn't forget. And number two, even if I tell you every secret I know, you're not going to do it. You have a business to run. You have your own path that you're on. You're just going to hire me. I can tell you how to make your website sing songs, light up in neon code. I can tell you how to code a website inside and outside, well I couldn't, but my coders could. But you're not going to do it. Nobody wants to get into that stuff, the HTML code. You're just going to pay someone to do it.

So display your expertise through articles, blogs, press releases and give away your secrets. Make sure you use keywords, but by using this, people are going to start to say, "Wow, this guy's got great information." And I always say start out, make it personable. Include a little bit of who you are, what you're doing, as I call it, kind of the 'hey how you doing' paragraph about, "Hey, I just got back from XY and Z and I met with Neil and we talked about this and it reminded me about something I probably haven't told you enough about. Here are five steps that Neil and I discussed on how to become a better marketer in your niche." And you tell them some actionable content and then the people who get that feel like they can go out and make a difference today. They're not going to do it. We both know that. They're lazy. But they feel like they can and they're

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going to know you're an expert and they're going to want to read your content. At the end of the day when they really want you, they're going to have to hire you.

Now the key to really driving traffic and creating celebrity status off this is syndicating your articles, syndicating your blogs and syndicating your press releases. There are a bunch of websites – Neil, I don't know if you have any you love in particular - that you can just Google those terms, like article syndication, press release syndication and blog syndication. And once you write a blog, an article or press release, you syndicate it out, you make sure you have a by-line in it about who you are and what you do and most importantly a link back to your website because you can generate traffic...they're not the most valuable links ever, but they're good links and their quantities are good. You can generate links back to your website, which ends up being a vote in Google for you having relevant content on your website.

And I'll just say a free press release site that I really like, because the paid ones are good, but I actually found that this free one, SEO, is better. You ready for this one?

NEIL: Go on.

NICK: It's PRLog.org. It's free to post press releases there and I find that an SEO is better than just about anything else.

NEIL: Articlemarketer.com and Ezinearticles.com are fantastic for the article side and I was going to ask you on press releases, because every one knows the biggest – PRWeb.com and PRNewswire.com - but I've never come across PRLog before. So that's a good one for our members to take note of and go and use.

NICK: Yep. So that's in the online world. You can generate a lot of expertise in the online world because, let's be honest, most people who come to do business with you are going to Google you and find out a little bit about you. So let's give them a lot of content, a lot of knowledge. Make sure whenever you have a blog or articles or whatever else, when you lead them back to your website make sure you have some sort of direct response mechanism. I recommend a

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down-the-side column or something where people can opt in to get more information from you monthly, from your ezine or get a physical newsletter sent to them or to get a special report.

We want to try to capture the person's information who comes to your website from the moment they come there, because the thing that is such a waste that I see so many companies doing - I'm consulting for one right now, they just brought me on because I saw their website and said, "Look, if you don't capture someone the first time they visit your website you're probably never going to see them again." And it's not because they don't want to do business with you, it's because life gets in the way. I can be Googling to try to find the best video camera ever, because I got two kids and I want to video them and blah, blah, blah.

And then one of them punches the other one or something falls down or one gets hurt and I get called away. Got to close the computer, shut it down. And then I go back and search next time and different pay-per-click ads are up. There might be a new article that comes up. I can't remember the exact term I typed in before so I get totally different results. And so had that video camera manufacturer said, "Hey Nick if you want to know the real secrets on this camera and you get a discount, just give us your information here and we'll send you something in your e-mail," wow - I would've never gone anywhere else because I'd say, "Oh, even though I had to go and hang up or I had to shut down because the kids were coming, I'm never going to lose track of this because they're sending me some information. I don't have to look anymore. This is the one."

NEIL: It is amazing how many companies don't actually capture names and e-mails as you go through. Now I do have a question about the positioning of you as a celebrity and you're talking about articles, press releases, blogs. It's a question on video because at this moment in time it's so much easier these days to put video online. But would you use video to position yourself as a celebrity, keeping in mind that most people would have a camera pointed at them, won't have the correct lighting, won't have the correct set-up to use it in the way that would make them shine? Now I'm a big believer in using video to build relationships with your subscribers, prospects and customers once they're in. But what are your thoughts on using video

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to position yourself as a celebrity? And if you are going to use it what would you recommend the set-up to be?

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NICK: Okay. Well, I obviously absolutely recommend video. Look, like everything else, it's a double-edged sword. If you look like an idiot, you got stuff all over the place and you can see behind you if you're recording at your house that you're talking about riches and you live in a dump...well, that ain't going to work. That's back to image and message match.

So I would suggest doing video in a clean, clear place on a couch or something, that is totally fine. Just pay attention to the image behind you and make sure there's nothing distracting. Like Neil, you can see my webcam right now. Although there's nothing messy or dirty behind it, this is not an angle I would use in order to promote myself just because it's a bit of a funny angle. But just try to find a good space where you can get away from other people, loud noises and be who you are, maybe at your desk, just clear off everything. It doesn't have to be professional video. Actually, are you familiar with the country singer LeAnn Rimes at all?

NEIL: Yes, yep.

NICK: I posted a blog on my website a while back about all you need in a video. And actually, because LeAnn Rimes posted a video about something she was doing and it was literally just her and a Flip camera - and even someone who has that much money realized that the down home feel of a home video would actually serve her purpose very well. It's very similar to marketing. Sometimes high production value is wonderful. Sometimes it seems too slick and people don't trust it.

So be balanced. But I would say never shy away from a homegrown video as long as you can use it to communicate well. I absolutely believe in video. I think you have to pay attention to how you do it like anything else. But hey, just try to be who you are and try to come across well on the camera. If you're doing Internet video, deliver directly to the camera as if you're talking to the person - like I'm doing right now.

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NEIL: Absolutely.

NICK: I'm talking to you and focusing on you as if you were literally right in front of me. You've got to do that. Don't shift your eyes from left to right or up to down. That means, in body language, that you're untrustworthy. So just do some video. The key is get out there and make video. You're going to get better at it because after you do some and see yourself and critique yourself, you'll get better and better.

And by the way I think, Neil, that should be our new t-shirt that we sell – Get Out There and Make a Video.

NEIL: Get out there and make a video. Not telling what type of videos, but we'll get out there and make video. Very quickly then, your blog, you mentioned your blog. If people wanted to go and read your blog where they can find it, Nick?

NICK: They can find me at CelebrityBrandingYou.com. And then let's talk for a moment too, Neil, about the offline space - because people rely on online an awful lot and online is certainly the future, it's certainly the present ,but there is another dimension of credibility you can get by being in the offline space. A book is absolutely the trump card. If you are in any way competing against someone else for the business and you have a book and someone else doesn't, then 99 percent of the time you're going to win the business anyway if it's a competitive service with competitive pricing and everything else. And likely even if you're more expensive.

Most people won't ever read the book, don't mind that. But make the book as good as you can, because obviously the better it is, the more people will talk about you and make it viral. So a book is a trump card.

But special reports, newsletters are also great. So if you wrote a great blog, well, what's stopping you from turning that into a special report that's printed that you can hand out next time you're at a networking meeting or the next time you meet with someone? People just do this so rarely and it just shocks me. I mean, take the content you've already written and created and make a tangible printed form out of it and include it in your "Shock and Awe" kit or box, the things you hand out, the things you send out. It's only one more step.

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When I go to networking meetings I hand out some of my eight tips for working less and making more or top 10 strategies you need to know to grow your business. The response is unbelievable because no one else is doing that – and all that stuff’s on my website, but a lot of those people have never been there and even if they did go, they just decided they didn’t want it, whatever. So it’s another way to capture people.

And then newsletters – if you don’t have a physical newsletter, shame, shame, shame on you. I will say that is the one strategy that will grow your business faster than anything else and build credibility and expert status. There’s something very different about getting a piece of mail in your mailbox from someone every month. You will never forget that person. I don’t care what kind of business it is, if it’s a pest control person, a mortgage broker, there’s so many of those guys competing, but if I would just get a piece of semi-personal mail, a newsletter every month from that person that told me a little bit about them, who they are, what they’re doing, some tips for keeping my house pest-free if it’s a pest control guy or tips for getting a better mortgage, you know what? When I go to get a mortgage, I’m not going to open the phone book. I’m not going to Google it. I’m going to say, “I’ve got a friend in the business. This guy sends me stuff every month and I know him.” Whether I know him or not, I’m going to feel like I do.

So let me give you just a little bit of philosophy behind this – e-newsletters are awesome. You should have one no matter what. It’s a way to reach a lot of people very inexpensively. The problem is everyone else is reaching them very inexpensively too. So there’s no filter on who reaches them and people for the most part get real frustrated because they get too much e-mail. I’m sure like I do, Neil, you get 400 or 500 e-mails a day.

NEIL: At least, yep.

NICK: Half is stuff that’s e-newsletters and other things that I don’t have to literally respond to. The other half or more are people saying, “Nick, what should I do? Nick, can I have a quote?” And they’re asking me a direct question that I have to respond to literally. So I get a bunch of personal correspondence in my e-mail as well as a bunch

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NICK: I would say even a postcard is fine.

NEIL: There you go.

NICK: I encourage a lot of my clients to just write a letter and then mail-merge it and send it out to everybody. It doesn't have to be even really a newsletter. The more you get, the bigger you get. We do newsletters. We do magazines for clients. You can go as far as you want but all that's really important is a little bit of personal correspondence every month and staying in front of them month after month after month. That's where you start.

Believe me, once you get started and see the response...I used to hate writing because I had to write for professors who I didn't really care what they thought. But now, when I'm writing to my audience and they respond to me and they write me fan mail - where they come up and talk to me and they tell me their side of the story when they see me at the conventions....they'll be, "Hey I read your newsletter six months ago and I've been waiting to tell you this..." It is a totally different experience and you will want to deliver more and more and more. And obviously, if you start getting into the paid newsletter realm, it's in your best interest to give them more, because then the value goes up and you can charge even more.

NEIL: Yeah, and I think if people start, some of our members are more info marketers online with electronic products. When we first started our coaching website, it was a membership site. We've now introduced a full page printed newsletter, again to make us stand out because more and more competitors are coming into the market. We have other people who work in the golf niche who are sending out printed newsletters as well as a business side. So absolutely 100 percent, agree with Nick there, that a printed newsletter is the best way to keep in front, in touch with your customers.

NICK: Yep. And the key then also is to make sure that all of your copy in your newsletters, yet again, provides some agitation and motivation, some response, some sort of offer to make people take action particularly if it's a sales piece. People do, for the most part, especially...when you build trust with somebody they do what you tell them to do as long as it's not ridiculous. So most people will have

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obviously if you're making money based on the leads you get, that's kind of where you start, and online you've got to track your traffic and conversion of leads.

And offline, there's a bunch of different methods. I don't know what you have over there but we have, actually a client of ours, YourROIGuy.com, he sells 800 numbers, toll free numbers that you get multiple different numbers and you put those on each different marketing piece, even if it's the same marketing piece. If it's in a different magazine or different publication, you separate the numbers so you can tell literally where your leads are coming from and what's working. And you might get more leads from one publication but they might not convert nearly as well as a place you're getting less leads from. So you have to track, man. And you have to find the most innovative ways you can to track.

Online, you can certainly give unique URLs and other things like that. The point and answer to your question is, you've got to track your results.

NEIL: I think online we all know now about Google Analytics. It's free. You'll be able to see which part of your website's getting hit the most, which part of your website is creating the most leads. Google Analytics is free. It's great. Get it installed. It's quite simple to use once you get it into as well, isn't it?

NICK: It absolutely is. Is there anything, Neil, that you can suggest on top of that?

NEIL: I would actually say we can do the 800 numbers here. If you're advertising in magazines and driving people to websites, obviously drive them to either different URLs or different parts of your website so you know exactly where people are coming from and from what magazine, what media, what newspaper they're coming from.

NICK: Yeah and when you go to place advertisements, the designer there will sell you on the most beautiful, minimalistic design they can, that's very artsy. Well, don't do that either. Make sure that you have some sort of an offer in that ad, because, without an offer, you're not going to make any money.

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exists?" So that is really the secret and why you need media.

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I actually teach a lot of strategies over here, Neil, of buying good media and making it look good - and also using direct response in order to utilize that media in direct media. So, hey, I was on TV and you can see my video on You Tube because, by the way, if you're on someone else's TV show, you can't just get a copy of that and send it out to all your friends, clients, even your mother. They own that content. You can only do what they say you can do and it's usually very, very, very expensive to license it for use for a period of time to use it.

I advocate creating your own media and placing it, paying to place it in big media so you can say you've been seen in it and then you also say, "Here's what it was." And you send them a copy because ultimately then, you have your video, your message, whatever that's doing the selling for you. You not only get the benefit of the credibility, you now also get the benefit of the media and the message, and you are then taking it and sending it to your targeted demographic. That's the secret to all of this.

NEIL: Yeah, that's one of the things I was going to ask you, and I think you've covered it, because I know it's part of your coaching group, the people who have asked to be in that. You're getting them in "The Wall Street Journal," "USA Today." You're getting them on NBC, is that right? CNN, is that the one you're getting them on?

NICK: We do NBC, CBS, ABC, Fox, "The Wall Street Journal," "USA Today," "Newsweek" and we also turn them into a best-selling author, with a book written for them in 12 months.

NEIL: And the strategy there is, well, part of the strategy with some of them is buying placements in that media or getting them in that media through the channels that you know.

NICK: Absolutely.

NEIL: So bringing it together then, if you could just gel it down... in fact, I'll come back to your coaching group actually, Nick. We've got a lot of members in Internet Marketing Review here, who sell worldwide, who may be interested in finding out more about that

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coaching and becoming a celebrity in the market because their biggest market is the USA. If anyone is interested in that, if they can e-mail me and I'll pass the details onto you, Nick, rather than you being inundated by thousands and thousands of different people or they can e-mail you direct, whichever you prefer.

NICK: No. I'd prefer to come to you, Neil, because I want to know if they came from Neil. Then I'll take extra special care of you.

NEIL: Great. So if your market is the USA predominantly, which I know is true of a lot of members, e-mail me and I'll put you in touch with Nick and his Celebrity Branding coaching program.

Bringing it back then to wrapping this up, it's nearly been an hour. My word, that's flown by. We've talked about Celebrity Branding. Can you give us some simple steps on how people can just get going today? What would you recommend they do first of all?

NICK: I would go out and start a blog and I would start writing some content. And I would start paying attention to what I'm doing in my life that I can tell people about, make it interesting and turn it into actionable content. That's the first thing I would do -and then syndicate those blogs.

And then the second thing is, I would start writing some press releases with keywords based on the things that I'm doing. Your audience doesn't know what you're doing unless you tell them and most people...you don't call up your best customer and say, "Hey I just closed another big deal." You don't do that. So put out press releases. Let them know that there's activity being generated because there's nothing worse than finding someone online and it says, "Thank you so much for awarding us Restaurant of the Year 2001." It's like, "Wow, have these people not won any awards since 2001?" That's a little bit old. So you have to constantly be creating content, generating new stuff and letting people know that there's activity happening.

I think blogs, press releases, articles – like I said before, starting with the online stuff and then actually using that same content and converting it to offline content. That's a great way to get started. And if you're not already building a targeted list of fans who are hungry

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Dedicated to Bringing Out the Celebrity in You!

Handwritten signatures of Jack and Nick in white ink on a black background. The signature on the left is a circular scribble, and the one on the right is a stylized 'N'.

Jack & Nick

