

CelebrityExpert®

I N S I D E R

Editors: JW Dicks, Esq., Nick Nanton, Esq. & Lindsay Dicks

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BUSINESS & BRAND BUILDING STRATEGIES FOR ENTREPRENEURS, AUTHORS, SPEAKERS AND PROFESSIONALS

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Test and Grow Rich



Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.
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By JW Dicks

Dear Clients, The circle of life continues...

I went to the GKIC Super Conference this past week and because I was away, Linda was able to take daughter Jennifer, a certified Disney nut, and our four year old grand-daughter, Kendal, to see Disney's play, The Lion King. I had seen the play twice, including its international debut in London before many knew the extraordinary way the cast costumes made people into animals and how the grand procession of animals at the beginning of the show makes your mouth gap open in delighted surprise no matter what your age. So sadly I knew what I was about to miss at the lost opportunity of

sharing Kendal's first experience with the play and the wonder of the characters and message told.

I was right, I missed it. Not only did Kendal stand and giggle with glee most of the show, I missed the grand line spoken by Kendal that makes being a Grandparent worthwhile. When Jennifer told Kendal that her Mom and I had taken her to see The Lion King too when she was a little girl, Kendal quickly replied, "and when I grow up and get married, I am going to take my little girl to see Lion King too!"

Such was the beginning of our family's next generation circle of life and of course the theme for the play as well, for those that have somehow missed its performance.

Naturally, there is a business lesson in in this story and Disney is its master teacher. While you are work-

cont. on p10 ►



Six Common Internet Marketing Mistakes – and How to Fix Them

By Lindsay Dicks
a.k.a. The Chic Geek

The field of Internet Marketing is rapidly changing. So, like mine, I'm sure your to-do list is never ending! Thus, spending hours each week reading up on the latest trends is a task that probably doesn't even make your top 20.

So let me help!

Here are some of the most common mistakes that I see small business owners make as they pursue Internet marketing.

1. Un-authentic customer testimonials—or none at all. If your website doesn't feature customer testimonials, you're missing out on sales you otherwise would have made. Testimonials are an essential element of any site, but all testimonials WEREN'T created equal. If your testimonials are short and robotic, your customers will smell them from a mile away. They'll assume that either you created the testimonial for yourself, or that you bribed someone else to write a glowing review. Your testimonials must be authentic and believable. If you can include contact information and a picture of the individual, do so! Effective testimonials will dramatically improve your conversion rate because they give the shopper a sense of confidence and security knowing that "other people love this product!"

So how do you get a great testimonial? You ask! I have never found a happy client that wasn't willing to give a testimonial. Now, they may have a hard time finding the time to write it—so, another strategy is to write it for them and they can edit and approve.

2. A confusing value proposition. As I have written before, you have a matter of seconds to capture the attention of a visitor to your website. If a visitor can't tell what you do or what you are offering by quickly scanning your home page, they are not going to stick around. From the headline you choose to the graphics that make up your home page and other landing pages, it is important that every element of each page is designed to clearly convey your value proposition.

3. Poor stock photography. An effective website is made up of compelling content – which means more than just text. Content includes videos, podcasts, and of course, photos. In many cases, these photos aren't of you, your employees, or your workplace—they're stock photos. Now, in principle, stock photos can be effective... but nine times out of ten, they look "fake" and out of place. And

that's a very bad message to send to potential customers. Your customers want to know that the people on your website work for your company. Invest in professional photography and replace the stock photos on your website with great pictures of yourself and your team. Your customers want to know that they are doing business with real people—so let them get to know you!

4. Bad copy. As a non-lawyer, how much fun is it for you to read the pages of legalese at the end of a contract? Have you ever taken the time to read the entire iTunes Terms & Conditions agreement, just for fun? Of course not, because nobody in their right mind enjoys reading a wall of text that seems written deliberately to confuse them.

Yet, that is exactly what many business owners do on their own website! Remember that your customers and prospects are not experts in your industry. They don't have the faintest clue about the technical details of your operation—nor are they interested in finding out. When you write the copy for your website, write for your audience, not for yourself! Describe your products and services clearly, and in a way that reflects the benefits they provide. Give your website visitors a reason to purchase from you—don't give them a headache.

5. An inconsistent social media presence! I know, I know—you've heard me talking about the value of social media plenty by now. (And to your credit, many of you have listened to me!) But as social media platforms like Facebook and Twitter explode in popularity and business owners begin to get involved, they make a critical mistake: they are inconsistent. They post infrequently, often only two or three times per month, and they make no effort to engage their audience. And unfortunately that approach just won't work. Social media is a place to build relationships and broadcast your brand—but neither of those objectives can be met if you are inconsistent. Your audience needs to hear from you regularly, several times a week ideally.

Now, that may sound unrealistic to some of you, and that's okay, you don't personally have to spend time each day on Twitter—but if you can't, you need to hire a professional or create a system which ensures that someone on your team is consistently interacting with your audience.

One final thought—social media can be fun! I've built and



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nurtured so many great relationships through social media, and been exposed to people I likely never would have met without it. Whether you're a sports fan, an American Idol enthusiast, or a devoted shoe-shopper like me (BTW, for the women who are reading this... my wedding shoes with those beloved "red soles" DID come in and they are fabulous!), I can promise you that you'll find an interesting community to participate in.

6. Email marketing without a strategy. What's your email marketing strategy? Or better yet, do you have one?

Sadly, that's the case I see the majority of the time- businesses don't have one. Their approach is basically to send out an email blast to their entire database whenever they feel like it. Not a very affective approach.

So how do you develop one? The first step is to determine your objective. What are you hoping to accomplish? For many businesses, email marketing is a way to strengthen relationships with current and former clients. For others the goal is to promote specific products and services with the direct objective of making sales. Defining your objective allows you to create a plan that will meet your needs.

The other major mistake I see with email marketing is creating content that isn't interesting or valuable to the audience. If your audience isn't interested in the emails you are sending, you may as well be a spammer. Work to create content that is useful and valuable, and you'll be able to keep your audience engaged.

So there you have it! If you can cut out these six mistakes, you'll be way ahead of the internet marketing curve. Of course, as always, feel free to contact me with any questions. In the meantime, remember to stay true to your brand and your message... and of course, have fun! ★



Lindsay Dicks (@lindsaymdicks) – "Online Branding Agent" dedicated to helping clients create online buzz about themselves and their business as well as make more money using content marketing and social media. CEO of CelebritySites.com, Best-Selling Author, Speaker, Coach and avid Gator Fan.

Inside the Agency

As The Kentucky Derby fills the air, our Celebrity Expert® Mastermind is there to smell the roses, and to achieve new heights of success! Big plans are also being made for the National Academy of Best Selling Authors Summit and Gala in September Which is Getting Close to being SOLD OUT! and we hope you will be a part of our biggest event ever. This month we are giving you advance notice of two new media opportunities, Inc. Magazine and the Opportunity to Co-Author a Product with none other than the Legendary Tom Hopkins! Check the calendar below for all of the latest dates.

Email info@DNAgency.com or call 800-980-1626 and ask for Mike or Angie ASAP to learn more!

NEW EVENTS AND OPPORTUNITIES

- We are working on a new America's PremierExperts® full page color feature in Inc. Magazine – "TrendSetters in Health, Wealth & Success" and you can be a part of it! Call your agent or e-mail us at info@DNAgency.com today for all the details.
- Greg has kidnapped another guru and is letting you in on the action! Sales icon and success mentor Tom Hopkins and Greg Rollett have crafted a new information product and they want you to co-create your own product with them. In this all-new original product, Greg and Tom share the secrets to getting everything you ever wanted out of your life through the design of your core vision and then creating a goal-based system to get there. By using the power of "Celebrity Association" you will gain instant credibility and trust in using this product to attract new prospects and leads to your business, or create a new income stream by selling an extremely valuable product on your website. If you are interested in this very limited opportunity, please contact Greg right now at greg@productprosystems.com for more information and to claim your spot in co-creating a product with Tom Hopkins.
- The biggest Best-Seller event of the year is this September's National Academy of Best-Sellers' Summit and Golden Gala Awards at the historic Roosevelt Hotel in Hollywood. You don't want to miss your opportunity to claim your Quilly™, so e-mail info@DNAgency.com, or call us NOW at 800-980-1626 for more information!

EVENT SCHEDULE

MAY 2	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]	JULY 11	One on One Call – 3pm EST [Nick]
MAY 3-6	Kentucky Derby Mastermind WITH Special Guest Dan Kennedy! (Louisville, KY) [Nick, Jack, Lindsay, Greg]	JULY 11-13	Branded Film Shoot with Tim Autrey (Swansey, NH) [Nick]
MAY 9	One on One Call – 3pm EST [Nick]	JULY 16	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
MAY 10-11	Centurion Event with Dan Kennedy & Matt Zagula (Pittsburgh, PA) [Nick]	JULY 23-25	Branded Film Shoot with Pete D'Arruda (Cary, NC) [Nick]
MAY 14-16	Branded Film Shoot with Cary Bryson (Baton Rouge, LA) [Nick]	AUG 1	Platinum Coaching Call – 2:00PM EST [Nick & Jack]
MAY 17-19	Health & Wellness Today / APE TV Show (Orlando, FL) [Nick, Jack, Lindsay, Greg]	AUG 3-5	Waldo Waldman Conference (Atlanta, GA)
MAY 21	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]	AUG 8	One on One Call – 3pm EST [Nick]
MAY 24-29	Bootcamp Bootcamp (United Kingdom) [Nick & Greg]	AUG 20	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
JUNE 1-2	7 Figure Income Academy For Lawyers Event [Nick]	AUG 22-24	Consumer's Advocate w/Ben Glass / America's PremierExperts® TV Show (Washington DC) [Nick, Jack, Lindsay, Greg]
JUNE 6	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]	AUG 22-24	Branded Film Shoot with Mike Reese (Traverse City, MI)
JUNE 5-7	Robin Robins' private event in Nashville [Nick]	SEPT 5	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]
JUNE 11-13	Branded Film Shoot with Mark McCollough (Battle Creek, MI) [Nick]	SEPT 12	One on One Call – 2pm EST [Nick]
JUNE 13	One on One Call – 3pm EST [Nick]	SEPT 17	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]
JUNE 18	Platinum Coaching Call-In Day, Available 2pm – 5pm [Nick & Jack]	SEPT 26-28	National Academy of Best-Selling Authors Best-Sellers' Summit & Golden Gala (Hollywood, CA) [Nick, Jack, Lindsay, Greg]
JUNE 27-29	Consumer's Advocate/ America's PremierExperts® TV Show (Orlando, FL) [Nick, Jack, Lindsay, Greg]		
JULY 4	Platinum Coaching Call – 2:00 PM EST [Nick & Jack]		

CONGRATULATIONS TO OUR NEWEST BEST-SELLING AUTHORS!

For the Best-Selling Book The Definitive Guide to Youth Athletic Strength, Conditioning and Performance, Pat Rigsby, Nick Berry, Kristy Lee Wilson, Mike Pickles, Tom Hurley, Jason Wong, Anthony Hart Trucks, Mike Barone, NSCA-CPT, Wendy Breault, September Woods, Dr. Mark McCullough, Carlo Alvarez, Christian Isquierdo, Paul Rozzelle, Eric K. Dixon, USATF/IAAF Sprints, Richard Bell, Phil Hueston, NASM-PES, IYCA-YFS, David Cabral, Cory Skillin, Timothy M. Rudd, Corinne Briers and David Kittner

For the Best-Selling Book The Wellness Code, John Spencer Ellis, EdD, Kelli Calabrese, Linda M. McCarthy, Ph.D, Mallory Cargile, Briar Munro, Lisa Fox Bail, CK, La-Verne Parris, Helen M. Thamm, MS, APRN, CPC, Annie Hodgskiss, Gavin Kent, Dexter Tenison, Camille Scielzi, Inger Pols, Sabreena CopeLyn, PhD, ACPEC, SPHR, Lisa Mercier, Katrina Luise Everhart, RYT, Warren Martin, David Krainiak, Diane Scarazzini, Joe Martin, Michael Coleman, Kevin M. Harvey, Kristen Harvey DPT, Gregg Viscuso, Justine SanFilippo, Dorothy Jantzen, Sincere Hogan, Doug Duerr and Raymond James

CONGRATULATIONS TO OUR NEW AGENCY CLIENTS!

Allison Higgins, AJ Puedan, Craig Lockerd, Jeffrey Bonham, Tom Eaglehouse, Mimi Williams, Lisa Christiansen, AJ LeBlanc, Erin Kelly, Dr. Sundardas D. Annamalay, Greg Link, Daanish Memon, Ryan Toth, Lisa Adams, Rodney Diekema, Sherman Ragland, Christopher Page, Karen Mones, John Eberley, Marita Skaretid, David Linton, Hatem El Ghamry, Bruce Kelly, Gus Kaloti, Christopher Easter, Nate Miller, Mark Tosoni, Matt VanderMolen, Aleksandra Stanic, John Lang, Barbara Hales, Graham Webb, Joshua Awesome, Peter Sorrelis, Garrett Pierson, Donna Darlington, Greg Rubin, Jeff Gunther, Dr. Richard Kattouf II, Lamont Stephens, Oliver Chapman, Lloyd Irvin, Phil Cook, Lance Drury, Scott Miller, George Cormack, May Yue, Jack Willford, Margaret Good, Emily Letran, Mike Murray, Eddie Overdyke, John Escano, Kiersten Siegert, Sakinah James-Tahir, Marc McGurren, Tony Montgomery, Jim Pickford, Peter Gibbs, Troy Spring, John Kuchta, Derek Loose, Gordon Dey, Daniel Iversen, Timothy Martell, Tobias Watson, Priscilla Friedlander, Dennis Gibson, Cindy Jeffrey, Kevin Neff, Shawn Guiney, Kenneth Marchtaler, Sean Millhouse, Edward Biernat, Laura Smith, Michael Bach and Rafeale Joudry

You Need To Get Interviewed More!

By Greg Rollett



You are doing great things in your business. I know that. Otherwise you wouldn't be reading this newsletter right now.

But you need to let the world, or at least your target more know what you are doing to make a difference in people's lives.

One often overlooked strategy that busy entrepreneurs forget about is sharing their story through expert interviews.

When I started blogging and getting into the business that I have now I was reaching out to every blog, radio station, Podcaster and anyone that had a voice, a microphone and an audience. I did everything I could to answer a few questions about what I was doing that would be helpful for their audience.

Every time I was interviewed I over delivered. I spent time preparing, researching and ensuring that when people had the opportunity to hear from me, they would be blown away.

And it worked!

These interviews drove a large amount of traffic, new social friends and connections as well as closed business (aka money in my pocket).

Then I got busy, like we all do. I was working in my business, taking care of clients and customers, establishing relationships with partners and fulfilling on the promises that my business made.

At the same time I stopped connecting with influential people in my market that had an audience they had built through sharing information, interviews and media.

This meant my message and story wasn't being told to people that could be helped by the things we do in our business. That's not good.

That One Interview That Can Change Everything

I was recently introduced to Andrew Warner from

Mixergy.com, one of the leading online interview shows for entrepreneurs. On the show Andrew interviews successful entrepreneurs and puts together an action plan to help others based on the information that you provide in the interview.

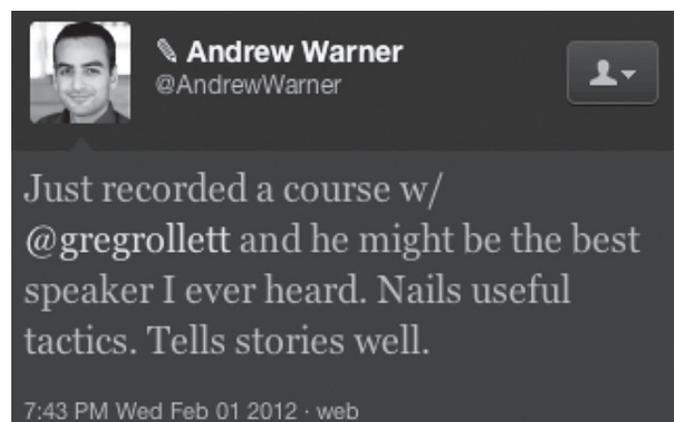
The interview that I performed with Andrew was about 90 minutes long and was put onto his site a few weeks later. The minute the interview went live, the social sphere started to react.

New followers, new Likes, new email subscribers and great questions about our process here at the ProductPros.

To date, that one interviewed has brought in \$14,500 in contracted revenue. All from 90 minutes of talking about the things we do and telling stories about you guys, our clients and the fun things you are doing with the products we helped you create.

We told our story and those stories were amplified by the host, Andrew, in his excitement asking me questions and hearing my responses. Past the revenue, we also received 100's of new email subscribers and a great reputation on a site that has also interviewed guests such as Tim Ferriss, Arriana Huffington, (add 2-3 others).

Afterwards, Andrew sent me this via Twitter:



How You Can Use Interviews In Your Business

The power of interviews comes from many angles that you might be unaware of. Many people simply do not take them seriously, or take the time to think about how you are going to lead the conversation from the answers that you provide.

In future issues, we'll talk about how to craft your interviews, but for now let's talk about why interviews are so important to you as a Celebrity Expert®. (You can always message me directly to chat about crafting your story through interviews.)

1. The host positions you as an expert in your field, to their audience and yours. Think about the beginning of nearly every interview you have ever seen. The host begins by talking about who their guest is and how excited they are to be speaking to such an expert on the given topic.

This instantly gives you credibility as an expert in your industry. It is no longer you telling people how great you are, it is a credible 3rd party telling the audience how great you are.

The positioning there alone is very powerful. Sending this interview out to your own clients, customers and prospects will help you position yourself further into their minds that you are the person that can and will solve their problems.

2. You get to tell your story, the way that you want to. When you are asked questions, the host is opening up their media stream to you, giving you a platform and a microphone to tell the story from your point of view.

If you carefully take the time to craft your message, you can lead the listener through a journey that will allow them to see the problems, issues, fixes and opportunities that you want them to see.

You get to talk about your story, the story of your clients, your market and how you can solve the problem that your market is having.

This also allows the audience to go through the KLT (know, like, trust) factor. Through your voice you can inflect the passion and care in your voice that cannot be heard through text, newsletters, postcards or blog posts. The audience can feel you and how you can help them. This allows the audience to open up to you as they begin to really know who you are, like what you have to say and trust that you are the solution.

3. Opportunities to be interviewed are everywhere.

Media producers need content. The local news and radio stations need to fill their airways 7 days a week. Bloggers and Podcasters need content. We are all looking for the next story, the next person that we can introduce to our audience that will compliment our core message.

One look through the iTunes Podcast directory and you will find hundreds of Podcast producers that would love to have your expertise on their show. What about all the talk radio stations that are looking to interview Best-Selling Authors (if you are not one yet, you need to talk to Nick!).

Here's a tip that took me a long time to realize, and once I did it made all the difference. Look for shows that are targeted towards people that will be interested in buying your products.

A mistake I made early was what I call "preaching to the choir." I was reaching out to people just like me, who were also talking to and reaching people just like me. They did not have an audience that would take out their credit card or phone and do business with me.

Let's say you are a financial advisor. Don't look for shows that promote to other financial advisors. Instead look for opportunities to reach your target market. Maybe that market is CEO's and high-level executives. What are they listening to? What are they reading? Go to those places to find a qualified audience like I did with Mixergy.

Take Action And Tell Your Story

Each and every one of you have a great story to tell. Whether it's the story of writing a Best-Selling Book, being seen on tv, being featured in a big newspaper or just telling the story of your successful clients – the world needs to hear from you.

Take this time and opportunity to go out and find media opportunities that will help you craft your message and share it with the people that need it now. It's your responsibility to share your story if it can affect and help people.

Let me know what big interviews you have landed this month by sending me a message, comment or question. Shoot it over to greg@productprosystems.com. ★

Greg has just launched 2 great new opportunities to be heard. If you are looking to learn how to craft your message and get it heard on our new radio network, reach out to Greg about our two new radio shows, The Next Big Thing and Beyond The Book.



Nick: Hey everyone. Good afternoon. This is Nick Nanton for our latest one-on-one with Nick Nanton call. And I got a good friend of mine and a really smart guy on the line today, a guy named Steven Placey.

We're going to talk about innovation, and the kind of system for innovating as well as what you call a consumer 2.0, which is a really interesting way of looking at things. Because it really is how you innovate by looking at what your clients want.

Steven: Well yeah, innovation is key. If you look at some of the things you'll hear on the call and we'll probably reiterate this about a thousand times, is that people are looking for innovative and creative companies. You hear that, but are you truly listening to that and are you grasping that? If you look at Apple and what they've been doing, they're known as an innovative company. So they're looking for innovative cool products. But you don't have to create the next iPad to be known as innovative. Before you start innovating, you've got to look at how has the customer changed out there? And so that's what we're going to start with today is, looking at who the Customer 2.0 is, what they want and then how it leads to how you need to be innovative and creative in your products and services and how you run your business.

Nick: Excellent. So let's dig right into it man. There's obviously a lot of different ways to look at all these different things, but let's start about kind of the questions you want to ask when you're looking at who is this consumer or Customer 2.0. What are the main questions that you would ask when you're sitting down to look at this, when you're trying to identify this person? Because one of the hardest things to do, is if you don't actually try to identify the target client you end up being all over the place. As my partner Greg, calls it, you want to try and find your Homer Simpson. He's a fan of The Simpson's cartoon. He knows what Homer eats, what Homer wears. He knows Homer Simpson better than he knows a lot of other things. And a lot of people don't know their clients as well as they know some TV characters. So you got to know who your Homer Simpson is.

So why don't you go through this list of questions that you asked about Customer 2.0?

Steven: Yeah well Customer 2.0 we start out with who are they? So if you look at who are they, well you have to look at these people, these people they have unlimited access to

information on companies. Prospective people they are considering doing business with. Unlimited. If you think about it, I don't know if any of you have ever done this but just open Google, just go to Google.com and that little box is sitting there and your cursor's blinking in that little box, that is like the window to the world. You can do anything, find anything, and learn how to do anything by simply typing in what you're looking for in that box.

So they can research. Customer 2.0 can find out what they need to know and they may come to you in your company knowing more about you and your product service than you do and what they want and they already have an expectation about what they should pay for because they've researched it. So it's unlimited information. Now that's good and bad because the good thing is you can find information about anything. The bad thing is, you can find information about anything because there are no filters, and there are no qualifications. People can start websites and it could be completely false information but since it's on the web, people are going to believe it. So you have to be very careful with that.

The other thing is that Customer 2.0 has stopped listening to your marketing message, and what is driving more sales than ever before is customer-to-customer conversations. If you look at Yelp, and you look at these sites and Facebook and things, think about it, any time you go to a restaurant, I know me and my wife do, we'll go on Yelp and we'll research the restaurant and what are we looking at? We're not looking at what the restaurant is posting on Yelp. We're looking about what these other people that have been there are saying. So the customer-to-customer conversation is affecting Customer 2.0's buying decision more than anything and more than ever before.

Nick: That's absolutely true and one thing just really cool about the whole concept of curating information has become just a big deal online. I mean certainly there are huge blogs and huge bloggers who basically have become curators of great information. It's the equivalent of Napoleon Hill of Think and Grow Rich. I don't know what Napoleon Hill knew when he interviewed all these really smart people that he wrote the book Think and Grow Rich, by covering the top

habits of really wealthy people and successful people. All I know is he's really good at interviewing them. So basically he was able to curate all their information and he was able to curate that and write it in a book and now he is known as forever. He's dead now, obviously, but he's one of the best thinkers of all time, the way he was able to curate this information and pass it along.

So one of the cool things about Customer 2.0 is they are also starting to look at curated sources and even Amazon and sites like Yelp are starting to curate a little better by allowing users to curate the comments. So anyone can comment about anything on the web. But now there's also starting to be systems of was this comment helpful? Was this comment not helpful? Adding and subtracting to push the best stuff up to the top. And it really all kind of comes from his concept of curating great content.

Steven: Yeah absolutely. And they should be able to do that because people will gravitate towards a negative. They might search through, they'll see 15, 20 positive comments and then they'll find the one negative and it'll have a stronger influence than the 20 positive ones. So you've got to be able to curate that and respond to it.

Nick: Yeah exactly. If you just ignore it you have got a big problem. I know Steven you talk a lot about how the consumers have the power now. Everyone on the call is real familiar with that. We talk about that a lot. I used to be, as you say Steven, a happy customer that would tell one person and a disgruntled person would tell a hundred people. You like to use the comment of now multiply that by a million. So that happy person will tell a million and a disgruntled person will tell a hundred million just by taking it to social media through Twitter and everything else. So I think everyone's cool with that and obviously we're all busy and more distracted than ever. So what do we do to make sure that Customer 2.0 doesn't just ignore us? I think that's really an important point.

Steven: What you've got to look at is people are ignored more than ever. Like you said, they're being hit with more sales messages and advertising than ever before. We're busier than ever before so we have less free time than ever. So they're ignoring more than ever. Like I say, why are the Super Bowl commercials so expensive these days? Why are they more expensive than ever before? They have an audience but it's the only time people are watching commercials anymore. It's the only time. Otherwise they're fast-forwarding through them. That's why they're so expensive and top of the audience.

So how to get them near you is you've got to have a message that strikes them right between the eyes. It needs to be a custom message. It needs to talk to them directly. People are just ignoring general broadcasts more than ever. It's got to be targeted. If your target is Lawyers in Tampa, then your e-mails need to start out, "Are you a lawyer in Tampa?" It really needs to be that targeted because they're just ignoring everything else and they have to be short and to the point as well, because if they open it up and it's three paragraphs, forget it. Not happening.

Nick: Yep, it's got to be to the point. And so what I've found is just like anything else, today, certainly shorter is often

better. There's always a huge debate between long form copy and short form copy. Really nothing can be too long, just too boring. But, you do have to check your medium and most importantly, if you're writing me a hundred-page letter and it's all about me, if it's interesting, I'll probably read it. I love when I get something in the mail or even worse in my e-mail, even cheaper, and it's easy to do. It says dear prospect or dear customer or dear resident. I mean come on, I can't possibly phantom how anyone is foolish enough to send out stuff like that. Who would possibly read that when it comes to dear generic name?

Steven: No one is. So what do they want? They want me solutions. They want me advertising. They want me marketing. They want innovative solutions to common problems and they want custom and customizable solutions. That's three top things that Customer 2.0 is looking for right now.

Nick: I love the way you put that, innovative solutions to common problems. It's funny I've often heard it said, that if you have the same problem every day, likely everyone else does too. It's a common problem. So what they want is they want a solution that makes the problem easier, and let's be honest, the reason why people hire you is to buy your products or services to fix the problem. That's the number one motivator of any reason why someone pulls the trigger. They want to fix the problem. You are the fix to the problem, or you have the solution to the problem, that's ultimately what they're looking for is just that fix, that solution to the problem.

So again I just really encourage you to say, "How can I do each of these things?" And if you're already doing some of them how can I do them better? How can I do them more often in order to grow my business to help more people because that's our goal, as you know, to help the most people, and so that's why you're on the call today. And Steven great stuff, man. You're always great. If people want to learn a little bit more about you Steven where can they go?

Steven: Yeah they can go to RockYourBusinessNow.com. That was RockYourBusinessNow.com. Hit me up on Facebook, it's Steven Placey. Facebook, Twitter, LinkedIn – hook up with me on there and if you have some ideas or questions about things you heard, send them to me and I'll do a call with you or we'll shoot some e-mails back and forth to see if we can help you out.

Nick: Awesome man. Well thanks so much Steven. And I'll look forward to seeing you again soon man. Thanks for joining us on the call.

Steven: I appreciate it Nick. Good to talk to you.

Nick: All right man take care. Bye. ★

(This is an abridged version of this interview. For reasons of space, we were unable to replicate the interview in its entirety. The complete version with the many detailed tips and techniques you might wish to use in your own presentations is available to you for the asking. For a copy of the complete interview, contact mandy@DNAgency.com and request one.)



Test And Grow Rich

By Dan S. Kennedy

“Testing” is an ugly topic. Why? Because testing variables in advertising direct mail, phone scripts and sales presentations requires discipline, diligence and patience. To get it right, you can only test one variable at a time. This means that if you change a headline, you can’t change anything else. Plus you have to make sure all other variables remain the same, like the mailing day or a war breaking out that has everybody watching CNN day and night or the President getting caught again with his drawers down or a hurricane hitting.

Frankly, most business people will just not go through the “detailitis” required to test - which is why it’s a very good idea to model proven promotions. And in some cases where you’re only going to use something once or twice or you’re dealing with a very small number, it’s just not worth testing; instead, you take your best shot. But let’s assume you’re working on something you intend to use over and over and over again in some significant quantity, so that it’s worth real effort to fine-tune it...

I have some tips for you: first of all, there’s non-testing testing - huh? Well, I describe that in my book ‘The Ultimate Sales Letter’ (available at <http://www.gkicresourcecenter.com/books-by-dan-kennedy-and-bill-glazer/the-ultimate-sales-letter/>), where I talk about the steps to take with a finished sales letter before you actually mail it. Second, there’s split testing, which is the fastest way to test and get to a reasonable conclusion. Let’s assume you have a postcard and you want to leave everything the same but test four different headlines, and you have 4,000 similar addresses to mail to. You do “nth name testing”; that means Headline #A goes to every 4th name, Headline #B to every 5th name, Headline #C to every 5th name, etc.

So you evenly divide the list without bias among the headlines being tested. Some media (like Val-Pak or MoneyMailer) will let you split test within a single buy. Third, there’s testing against a control. A “control” is a marketing strategy that already works well and you’re using it on a continuing basis - maybe it’s a series of letters you mail every month. You have been using it long enough you know what it produces. You have a “known” to measure against. Now you can start trying to improve that control, ideally one step or variable at a time.

If I’m trying to beat a control, here are the “hot” variables I’ll look at closely, to see if there’s room for improvement:

1. The offer
2. The guarantee(s)
3. The urgency of response
4. The big idea or big promise
5. The overcoming of skepticism i.e. credibility and believability
6. The style or tone of the writing itself
7. The look of the piece

By the way, little, very testable things DO sometimes make very big differences. Recently I showed an example in my newsletter of a guy who just added four rubber-stamped words to the outside of his envelope, and beat his control by 300%. I once brought a TV infomercial back from the dead by raising the price of the product.

Gary Halbert saved the Pearl Cream advertising by adding a particular

bonus. In 1984, after attending my seminar, a dentist in Sacramento changed five words on his Val-Pak coupon and went from getting two or three new patients a month to 15 to 20. This is the sort of thing that makes direct-response advertising as frustrating as golf. (Did you happen to see John Daly miss a put seven times and scratch himself out of the tournament a few weeks back? Ugh.)

Obviously, you can’t test if you can’t, won’t or don’t collect accurate data. You have to code every offer, and track where every ounce of business comes from. If you have employees who are lax about this, you must educate them about the importance, discipline them if they goof it up, and ultimately can’t them if they won’t do it right 100% of the time. I confess that I fly by the seat of my pants in my business more than I should, but I can’t fire me, God knows there are days I should. Anyway, I can assure you: the clients I have with the best profits and incomes possess the best information about where their business comes from.

Let me switch gears and talk briefly about another aspect of “testing”. This is actually how all highly successful entrepreneurs view everything they do...as testing. They do NOT see things in the context of “success” or “failure” like ordinary people do, and as a result they do not become “de-motivated” like most people do. See, most people drain all the vitality, courage, optimism and git-up-n-go out of themselves by focusing on all the things they do that don’t work out well, as a compilation of failures.

But successful people understand the powerful impact of that negative reinforcement on their own self-image (somewhat akin to the impact of pouring a gallon of toxic waste into a pint of clear water, drinking the result, and wondering why the stomach backs up into the esophagus). Instead, they carefully organize the things they do into a series or sequence of experiments, testing options, and focusing on the ones they find that work. And they fully expect to go through any number of experiments that don’t pan out before walking away from the lab with a winner. This not only has practical relevance, it has profound psychological ramifications.

Just like a little tweak in thinking can make a big difference in the results of say, an ad or a flyer, a little tweak in thinking can make a giant difference in the life results experienced by an individual.★

DAN S. KENNEDY is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; advisor to countless first-generation, from-scratch multi-millionaire and 7-figure income entrepreneurs and professionals; and, in his personal practice, one of the very highest paid direct-response copywriters in America. As a speaker, he has delivered over 2,000 compensated presentations, appearing repeatedly on programs with the likes of Donald Trump, Gene Simmons (KISS), Debbi Fields (Mrs. Fields Cookies), and many other celebrity-entrepreneurs, for former U.S. Presidents and other world leaders, and other leading business speakers like Zig Ziglar, Brian Tracy and Tom Hopkins, often addressing audiences of 1,000 to 10,000 and up. His popular books have been favorably recognized by Forbes, Business Week, Inc. and Entrepreneur Magazine. His NO B.S. MARKETING LETTER, one of the business newsletters published for Members of Glazer-Kennedy Insider’s Circle, is the largest paid subscription newsletter in its genre in the world. www.WeRecommendDan.com



ing on your business today, always be aware of the opportunity to lay the foundation for business tomorrow. In this case for Disney they were working as far out as four generations with Linda, Jennifer, Kendal and her future children. Additionally, you can add the value of each of their centers of influences and one, Jennifer, was likely talking Disney to all of her tens of thousands of blog readers on her website thesuburbanmom.com before the night was over.

As always, there are going to be some of you who think that this lesson doesn't apply to you but it does, you just have to pause and see where the impact point is. Sometimes it is in a referral of a future client. In other instances it may be in a brand extension of what you are doing now, adding a new line of work that bolts on to what you are doing with little effort. In any event, the lesson is to look for

where future business may come from present business.

To close the story and the point of this article I will take you back to the GKIC Super Conference I was attending which allowed this story to happen. For those who may be unaware, GKIC was founded by Dan Kennedy, whose articles appear in this letter, and he is a multi-skilled marketer and business consultant.

One of the breakout sessions during the conference was for teenagers of the attendees to go to the Young Guns sessions to learn how to be successful entrepreneurs. GKIC had invited and was beginning to groom the young entrepreneurs into future paying clients. While many people are ignoring teenagers as a group not yet ready for prime time, GKIC and Dan Kennedy to their credit were planting the seed for the next generation of customers. ★