

CelebrityExpert®

I N S I D E R

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

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Nick Nanton, Esq. + Lindsay Dicks + JW Dicks, Esq.
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Business Insights

By JW Dicks

SUMMER'S OVER...BACK TO SCHOOL

... or work for some of us. Going back to school was always a fun special time. You got to start over in a new grade with some new people, and excitement was everywhere. Going back to work may not be quite as exciting, but a lot depends on your frame of reference and of course that is up to us.

I always tried to leverage the kid's excitement of going back to school as a time to look at what I was doing in a new way. I even went shopping for work supplies just like the kids did for school. It made me smile as I laid

out everything and got ready for a new year to tackle new subjects and usually new problems as well.

Before you dismiss my reframing of my business life to be fun and exciting, let me just suggest you take a trip right now to Office Depot and personally buy yourself some new pens and office supplies you would like to have. Its worth the trip, especially if you come home with the smile of remembering the happy excitement we all felt getting ready for the new year.

AND SPEAKING OF NEW THINGS TO CHECK OUT

Check out Luminare.com (backed by Google Ventures). This is the new advertising media that is going to make shopping lots of fun. For instance, see a celeb-

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Online Branding Tips: Give Your Audience What They Want

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

Connecting with your audience is critical if you want to establish a strong brand. It's simple: if they aren't paying attention to your blog, articles, and social media presence, your brand can't possibly resonate with them. Many business owners realize this, and go to great lengths to be sure that they are producing compelling content which keeps their audience engaged. However, far too many people overlook the best way to guarantee that they are giving their audience engaging content—which is to simply ask them! Of course, you aren't literally going to shoot off an email to every blog subscriber or Twitter follower... but there are simple methods available to gauge the interests of your audience. Below are ten great ways to be sure that you are producing engaging content for your online audience:

- 1. Pay attention to your retweets.** Everyone on Twitter loves to be retweeted. But that retweet is more than just an opportunity for additional exposure—it's a sign that whoever retweeted your tweet found it interesting or informative. If you pay attention, you will start to see a trend emerge, and you'll be able to identify which types of tweets are most often retweeted. And that tells you something valuable: it tells you which content your audience is most interested in. So figure it out and keep it coming!
- 2. Monitor your "favorites."** Twitter allows users to mark tweets as "favorites," which allows the user to essentially bookmark a tweet to be found later. Services such as Fav Star (<http://favstar.fm/>) allow you to track your tweets that have been marked as favorites. Just as tracking retweets allows you to determine which content your audience finds interesting, monitoring your favorites allows you to identify the tweets that stick out to your followers!
- 3. Keep an eye on your URL click-throughs.** This tip applies to any social media site. Using a service such as bit.ly (www.bit.ly) allows you to determine how many clicks a given link that you post receives. This is an even more powerful tool than tracking favorites or retweets—because it allows you to gauge the actions you are prompting with each post. Obviously, the more click-

throughs a certain type of link receives, the more interested your audience is in that type of content.

- 4. Watch your Facebook Insights.** If you have a facebook page for your business (which you should!), you have access to valuable statistics regarding activity on your page. Pay attention to the posts that generate the post feedback, in the form of comments and 'likes.' Again, those are the types of posts that your audience appreciates—so keep them coming!
- 5. Poll your Facebook audience.** Facebook offers a "question" functionality for their users. Simply click on "Questions" while viewing your wall and ask away! Something like "What would you guys like to hear about next: YouTube tips or a Facebook strategy?" would work well. Not only does this technique give you an idea of what your audience is interested in, but it is also a great opportunity to interact with them and send the message that their feedback is valued.
- 6. Track your email marketing or e-newsletter statistics.** Most services offer stats for each message that you send out—make sure to pay close attention to which messages are most widely read. Look for trends, and continue to provide the content that seems to be most popular! You can also experiment with various subject lines to see which will elicit the greatest response.
- 7. Monitor click-throughs on your email marketing messages and e-newsletters.** The more clicks a certain URL receives, the more valuable the information was to your audience. Once you have figured out the type of material that most interests them, you can create campaigns that truly keep your audience engaged!
- 8. Keep an eye on your blog comments.** For a blogger, seeing a post lead to a flurry of comments is incredibly rewarding. In fact, the interactivity offered by blogs is one of the reasons for their exponential growth over the past decade. But comments are more than just a reward for a great

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"I originally learned about Nick and Jack through their blog on FastCompany.com. Their content was obviously very solid content, but I also knew that they must be credible because they were blogging on FastCompany.com. That led me to click through to their website, learn more about them and sign up for more information. When I got an offer to do business with Nick and Jack on their email list, there's no doubt in my mind that the fact that I was introduced to them by FastCompany.com made it much easier to make a significant investment with them in growing our business."

~ Maureen Day

post—they provide crucial information about your audience. Which types of blog posts inspire the most discussion? What information does your audience most appreciate? The number of comments you receive on a given post is often a great barometer of audience interest.

9. Directly solicit feedback from readers. This strategy is applicable to your social media platforms as well as any other content you produce. Simply asking your readers to let you know whether or not they found your content helpful is a great way to gauge interest. You can do this by creating a survey to post on your blog, or you can simply send out a tweet asking for feedback. Every interaction you have with your audience is a great chance to continue building your brand, and sending the message that you care about your audience is always a great thing to do!

10. Analyze your blog statistics. Most blogging platforms allow you to view statistics about your blog—which posts are the most read, how people are referred to your blog, etc. Over time, you will notice that certain posts are more widely read and shared than others. This is a great indicator of the type of content your audience appreciates, so do your best to produce more along those lines.

If a tree falls down in a forest, but nobody is around to hear it, does it make a sound? If a business owner writes a blog entry, but nobody reads it, does it really provide any value? I'm no philosopher, but I can promise you that your online presence will be much more effective if you can keep your audience engaged. The way to keep them engaged is to provide content they are truly interested in. And the way to determine which type of content they are interested in is to keep an eye on the metrics I have covered above! If you have any questions, or if you would like further information, please get in touch with me today! ★



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

Want to get coaching on how to build your Celebrity Branded Business PLUS get into 1 TV show and 1 Best-Selling Book Each Year all for one low monthly payment? We've got an Application for that!

Email Angie@DicksNanton.com or call her at 800-980-1626 ASAP to learn more!

NEW EVENTS AND OPPORTUNITIES

Don't Miss out on this year's Best-Sellers' Summit and Awards Gala in Hollywood with Brian Tracy, Mike Koenigs, James Malinchak and more! If you haven't registered to attend, you don't have much time left and we're nearly sold out! If you would like to attend, email Angie@DicksNanton.com or go to www.TheSummitofTheYear.com to register today!

Hollywood Mastermind and Grammys 2012. Limited Applications now available. This event is sold out every year. If you are interested, please get on the Red Carpet Wait List now. E-mail Angie@DicksNanton.com for more details, or call 800-980-1626

CALLING ALL WOMEN WHO MEAN BUSINESS! We have secured exclusive rights to a new media franchise, **Women Who Mean Business™**. The project will feature successful women from around the world. If you're interested in learning more, please email Angie@DicksNanton.com or call her at 800-980-1626

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EVENT SCHEDULE

OCT 13	BlackFin Tax Franchise Conference (Oklahoma City, OK) [NICK]	NOV 3-5	Glazer-Kennedy InfoSummit [NICK, JACK, GREG] Let's meet up and do some business together.
OCT 14-16	Arielle Ford & Mike Koenigs' 21st Century Book Marketing Conference (San Diego, CA) [NICK & LINDSAY]	NOV 13-15	Brian Tracy TV Shoot (Orlando, FL) [NICK, JACK, LINDSAY, GREG] Early notice if you have interest in being on a TV show with Brian.
OCT 15	PILMMA Annual Conference (Las Vegas, NV) [NICK]	DEC 2-4	Arielle Ford TV Shoot (San Diego, CA) [NICK, JACK, LINDSAY, GREG]
OCT 16	Bootcamp Bootcamp (Louisville, KY) [NICK]	2012	
OCT 17-18	Kinder Reese Annual Real Estate Conference (Dallas, TX) [NICK]	FEB 10-12	Hollywood Mastermind & GRAMMY Awards Experience [NICK, JACK, LINDSAY, GREG] . VERY LIMITED OPPORTUNITY. TO INQUIRE CONTACT ANGIE@CELEBRITYBRANDINGAGENCY.COM .
OCT 19	Elite Mastermind Mid-Year Meeting (Hollywood, CA) [NICK, JACK, LINDSAY GREG]	FEB 18-24	Northwestern Society of Plastic Surgeons Annual Conference Keynote (Oahu, HI) [NICK]
OCT 20-21	National Academy of Best-Selling Authors Best-Sellers' Summit & Awards Gala with Brian Tracy, James Malinchak and Mike Koenigs (Hollywood, CA) [NICK, JACK, LINDSAY, GREG] FOR REGISTRATION CONTACT LISA@DICKSNANTON.COM	MAR 14-16	Elite Mastermind Meeting at Elbow Bay (Bermuda) [NICK, JACK, LINDSAY]

The Importance Of First Steps

By Greg Rollett



Over the last year I have done it all when it comes to attempting to get into shape. I've ordered the Insanity workout from a hotel in Vegas the morning after pigging out on all you can eat buffets and free cocktails at the craps tables.

I've borrowed P90X DVD's from a friend and which, ironically, still had the shrink wrap on half of them.

I've spent 3 months in a Muay Thai gym, sweating until my shirt looked like it spent the last hour treading water in the ocean.

I have tried diet after diet and still come back to the hot wings and some fries.

Why do people fail when they try to start something and could your clients be going through the same process with your products and services?

The answer could be leaning more towards yes than you think. You see, in the past few years, while making educational products for myself and for my clients, the products that have always gotten the highest consumption levels, stick rates and powerful case studies all had one thing in common.

They made the first step easily obtainable. Something that anyone could do, easily and without much effort and allowed them to see results near-instantly.

Too Challenging To Move Forward

The reason many services, info products and coaching programs fail is that they make Step 1 difficult and challenging and instead of pushing their members, it turns them away.

Think about it like this. I wanted to get into shape. I live in Florida and love spending 2-3 days every week on the beach, hanging with surfers and people that look like they popped out of a GQ cover shoot. The motivation and the desire are there.

P90X is a somewhat proven fitness solution. Why do so many people order and never get past the first DVD and the iron board abs they saw on the tv? Because it's HARD, really hard. It's a workout that only a small percentage of highly dedicated and elite trainers can burn through without missing a few days of work because they cannot climb up the stairs to get to their office.

This is what turned me away as I could barely finish the 45 minute workout without my entire body feeling sore for weeks. Thus, I never made it to the second DVD.

Now look at your products or services.

- What is the first thing you make your clients and customers do when they signup?
- Does it require a large amount of time?
- Does it require multiple steps that cannot be completed in one sitting?
- Does it require that they do something far stretched and out of their comfort zone?

Normally, when people want or need to make a change in their life or their business, they need to get forced out of their comfort zone. So this information might sound counterintuitive. But it's not. It's all about psychology.

Take a look at the professional speaking industry. One powerful technique they use is to have the audience respond to questions that result in a "yes" response throughout their presentation. This signals to your brain to make a small commitment (first steps) in order to get you to make a larger commitment (big ticket purchase) later.

When you design your products and services, the delivery of your products needs to be created in the same manner as these speakers. Make your new clients and prospects make small commitments that show reasonable results that gets them re-motivated and excited to move onto the next part in your process.

Getting Your Feet Wet

One thing I learned this summer is that you cannot learn to surf if you do not get your feet wet. Getting your clients to get their feet wet is your number one goal after the sale is made and can also be done before the sale during the pre-launch process.

You see this done during every major Internet Marketing launch online. The marketer releases a video or report, or a series of free training that allows the prospect to pick up a few things that they can implement now, take action and see results before they are able to purchase the program that is ultimately being sold.

This tactic is highly effective. But it can also be

employed in nearly any market or business to help you attain and retain your clients and customers.

Ask yourself and then write down the answer to the following questions (my first step for you):

In order to get your client from Point A (where they are now) to Point B (where they want to be), what is the absolute first thing they MUST do in order to get started?

And for that first step that you just identified, what is the absolute first thing they must do in order to achieve that first step?

If you have a solid answer for both of these scenarios, then you are well on your way to creating a process that will grab your customers and prospects and get them to commit to taking action that will yield a result that you, and your products and services are the answer to their problems.

And once you get them to take that first step, it is going to be very hard for them to back out and join a competitor.

First Step Marketing In Action

Let's go back to my fitness example. So after going through all of the different workouts and videos and courses, I decided to head into a Cross Fit Gym. I found them through Groupon. When I called to schedule my appointment I was told that I needed to commit to attending a few jump-start, or starter classes.

I, like all ego-driven men, thought this was unnecessary, but was told it had to be done.

When I showed up it was First Step marketing in action. Instead of tearing my body down so I never wanted to show up again, I was put through some basic movements and exercises followed by an abbreviated workout.

I got to sweat, I got to feel like I was involved in the process and I felt good enough that I wanted to come back to day 2.

And now, 2+ months later I wake up every morning ready to bust my tail for my trainer, all because he understood how to make me commit to small wins that ultimately is leading me to a big win.

How can you do the same for your customers and clients? ★

◀ Business Insights cont. from p1

rity photo with an outfit you like? Soon, the pictures will be tagged with where you can get the outfit and the price of the nearest store. Want to just share the picture with your friends on Facebook or any other social media? Just click the logo and go to your preferred site.

The bottom line is that you can now promote your product at the moment the consumer is interested. This is important to note because it isn't advertising that has been pushed on him like television. In this case the consumer is looking at something they like with no sales message, but all of a sudden, the consumer is interested and so elects to find out more. This is the classic form of trying to find the "Moving parade" going on in the consumers head and getting involved at the timely point of contact.

The problem right now is the lack of ability to scale since there isn't an algorithm to spot the specific type of designer dress someone is wearing, so teams of people do the photo tagging. This will change, but in the meantime the technology will be a little slower to spread. Keep it on your radar though because it will be the next wave of online advertising and it is already here.

BRIBING THE POOR

An article in the September issue of Fast Company laid out proof that a large selection of poor people could be motivated to do something by bribes. In this case, the bribes of food were used to motivate mothers to get immunization shots for their infants and override their cultural resistance and superstitions to immunization. At half of the immunization camps in a town in India, researchers gave families a free kilo of lentils every time they brought their child in for shots. If they completed their full series of shots the family got a set of plates. At other camps, the families only got the shots.

The results were powerful. By just making the shots more available, all camps went up in immunization by 2%-18%. But, in the camps where there were rewards, the rate went up to 38%.

While this story shows that the offer of a free incentive to do something you should do anyway is an interesting article for all of its social value, it also has value in our business world. Jay Abraham has extensively written and spoken of the, "ethical bribe", such as a free report or book, or a CD given to a prospective buyer

in order to get them more motivated to do what they should do, which in his example is to buy his product.

We recently reported of tests our company are doing by giving away free eBooks written to targeted markets on Facebook, in order to get them to click on our ad and exchange their name and email address for the information they want. It works and very well. If you are having trouble with getting your prospects to convert, test different offers and see what it takes to get them to raise their hand and say they are interested in what you have to offer. Once you can get their information then you can continue to market to them. Make sure your first offer was everything you said it would be or there will likely be a negative reaction. But assuming you can put together good information your prospect wants, this is a great way to begin building your fan base for more of your services.

EVENT ATTENDANCE IS COMING BACK

In January of 2008, event attendance took a nosedive. Several factors were at play, the downward economy was the biggest and the numbers to make events profitable, just didn't work. People were afraid to do things. They were afraid to spend money because they didn't know if things were going to get worse or what they should spend their money on.

While the country is not out of the economic woods, people are spending money again and they are going to events. You should consider adding them to your marketing channel and test results locally and then branch out into other areas. Webinars and teleseminars have also both increased in attendance because people don't have to spend money to go to the event and teleseminars are either free or lower in cost than going somewhere.

HOW MUCH IS BEING THE BEST AT CUSTOMER SERVICE WORTH?

To Disney it is worth \$1 Billion dollars over the next few years to try and eliminate the hassles that theme park guests experience so they can return as happier, repeat customers.

While a lot of the details are still under wraps, it is clear Disney is targeting the things they know their customers dislike the most; long lines, hotel check-in, and worrying about missing certain attractions they want

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ONE-ON-ONE

WITH NICK NANTON

featuring

Dave Crenshaw



Nick: Hi everybody. I have Mr. Dave Crenshaw on the line. How have you been, man?

Dave: Great. Fantastic.

Nick: Awesome, man. Well, we've got some great content to cover today. Dave, you've put out two best-selling books – *The Myth of Multi-Tasking* and *Invaluable*. And then why don't we talk a little bit about what led you down that path. Then, how did you become the speaker/author you did? How did you become the celebrity in your marketplace?

I know a lot of people in the speaker, author, and writing world but I don't know anyone who fulfills your

niche. So why don't we start there.

Dave: Okay. Sure. Well, I started out as a business coach about 13 years ago, '98 is when I began. But my first book came out in 2008, *The Myth of Multi-Tasking*, and since that point, things have really taken off for me. I've been in Time Magazine, Forbes, MSN Money, Sirius, XM Radio, lots of different places, lots of great publicity. And also, recently I have a training course on Linda.com and will be having more coming out very soon. Those are some of the accolades.

Actually there's one that I'm most proud of though, which is that Chuck Norris is my biggest fan. When my wife sent me that e-mail, I was like, "What are you talking about?" And then it turned out he quoted me in his Official Fact Book. So there you go. If you don't like this interview just remember that Chuck will come over to your house and give you 10 reasons why you *should* like this interview.

Nick: So let's start talking about what brought you to the writing process and then at what point in your career did you decide to write the book, *The Myth of Multi-Tasking*, and what made you think people would want a book like that?

Dave: Well what led me to it was just my experience working with entrepreneurs, small business owners in particular, because they have so many different job descriptions. It puts them in a situation where they're forced to multi-task constantly. So one of the things I started doing with my clients was helping them take control of their time and actually get more productive.

And it was from my developing the program and working with my clients that I realized, man, I've just got so many stories built up from this. I wanted to write a book and it just seemed like all this material just landed in my lap.

Nick: So why don't we run through a few of the principles that you teach in the book?

Let's talk about the principles from *The Myth of Multi-Tasking*. Why don't you walk us through and help us understand some of the principles from the book.

Dave: Okay. Well the story is following a consultant or coach going into the office of a CEO. And the CEO's stressed out because she doesn't have enough time. She feels like she can't keep on top of everything that she has to do. What I found in true life is that she's multi-tasking constantly. And when you multi-task, what's really taking place is that you're switching rapidly back and forth between paths.

So, if I'm trying to have an interview with you right now and I'm looking at my computer screen, which I'm not. If I was trying to do both of those things at the same time, I would not be doing both well at the same time. I'd be switching back and forth rapidly between them. And when you have all those little switches going back and forth, you incur switching cost. And there are four effects from switch-tasking.

Number one, things take longer. Number two, you make mistakes. Number three, your stress-levels increase. And then the fourth is when you see the interaction between some employees. That damages relationships really badly when they multi-task. So a lot of the problems that people are experiencing right now in terms of not feeling like they don't have enough time, feeling always behind, feeling disconnected from the world around them, all of that comes down to this fact that they bought in to the cultural myth of multi-tasking.

Nick: Got it. And so the myth is that there's no such thing as multi-tasking. Your take on it is that it's really switch-tasking and you're really just switching back and forth rapidly and not doing either one very well.

Dave: Exactly. And there's lots of scientific evidence that backs this up, but I wrote it in accessible form, because my experience is that even though people have heard that there are studies that say you can't multi-task, the intellectual acknowledgement hasn't changed their day-to-day behavior.

Nick: Absolutely.

Dave: So that's really what it's about; it is about changing behavior.

Nick: So let's dig in even deeper. Based on what you're saying, multi-tasking's not a reality nor efficient. Some would say aren't there times when it does work?

Dave: Yeah. Well, the most common thing is where someone says, "Well, I'm running on a tread mill and watching TV at the same time?" That's actually not what I define as switch-tasking. That's part of the problem with multi-tasking. It's just a poor word. It doesn't have real meaning. What I call that is background-tasking. When you're doing something in the background that doesn't require effort and attention it can actually be productive. That's background-tasking. That can be efficient. But when people say, "I'm good at multi-tasking," what they're trying to do is multiple active tasks at the same time and that's always inefficient and causes mistakes.

Nick: I can see that. I've heard you say that some people would even brag they're good multi-taskers and they're great at it. What do you say to those folks?

Dave: Well the thing that I do, rather than telling them that they're wrong, I take them through an exercise and it's an exercise that all your listeners can have for free. You don't have to opt-in. If you just go to DaveCrenshaw.com/Exercise you'll see a video where I walk people through. But in two minutes, you can illustrate all of those effects first hand to anyone who thinks that they're a good multi-tasker.

Nick: Cool. Okay, so obviously one of the hardest parts right now for all of us is technology. We're between living our lives and now trying to keep up with all of our 'friends' on Facebook and Twitter and people texting us and everything else. Do you feel like technology is making us have to multi-task more?

Dave: It's a great question and the answer that I come up with is that technology is not the problem. It's our improper use of technology that's the problem, and that's a really important distinction. People will look at their cell phones and say, "Oh my life was so much easier before I had a cell phone." Well that's not the problem. If you go to the average person and say, "Do you know how to use all of the functions that your phone's capable of doing?" People don't. They're so busy that they're not taking the time to learn how to use the technology tools that they actually have. So my focus is on retraining people how to use the resources that they have. So technology isn't the problem.

Nick: Okay cool. And so let's be candid for a second – which groups of people do you think suffer the most

from this Myth of Multi-tasking?

Dave: Well, obviously the group that I started with, entrepreneurs in general, have a really time hard with it, because of the different demands on their time and because they have so many different job descriptions. Interestingly, I find that the group that I'm talking to the most, and the one that really resonates the most with my message and gets the biggest benefit are women -- particularly women in business and business owners, women entrepreneurs, because they have an even stronger desire to balance the demands of a family and their business at the same time.

Nick: Right.

Dave: And then secondly, I would just say its more of a personality trait. I see sales people having a hard time with it, and this is more a personality trait than a job description. They just have the tendency to jump around from task-to-task and opportunity-to-opportunity very, very quickly.

Nick: Well, sales people are opportunity seekers, right? You're excited about the next opportunity. I can certainly relate.

Dave: Yeah. Unfortunately, that gets in the way of the follow-through a lot of the time.

Nick: So let me ask you this, how does a woman or a mom or even a man handle it? Talking about women and moms for a second. We just had our third baby. She's a month old and we have two others. What do you say, is it just better planning that can allow you to stop trying to multi-task because you've got lots going on. You're trying to help one kid do his homework. You're trying to cook dinner. Your mom's calling you on the phone just to check to make sure the kid didn't choke while you're trying to cook dinner. How do you deal with that?

Dave: Yeah, a lot of it has to do with living at peace with the truth of time. And I jokingly tell my clients that they pay me the big bucks to tell them the truth of time. And the truth of time is that there are only 24-hours in a day. There are only 60 minutes in an hour and at that point I'll usually say, "Okay and you can send the check to my office, thank you very much." But the reality is most people are living at war with the truth of time and they'll never win that battle.

So it comes down to becoming very realistic about how many hours you have, and making some hard choices about what you're going to devote your attention to during that day.

I talk a lot about living within a time budget. When you think about a money budget, the purpose of a budget is to make sure that you don't overspend. Well, when you overspend time, when you try to cram that extra five minutes into a 60-minute hour, you end up overspending and you go into debt. And whenever you have debt you have to repay it with interest.

So, regardless of your role -- mom, dad, business owner, sales person, whatever it is -- you want to start living by the truth that happiness comes from spending five minutes less than what you have. Not five minutes more.

Nick: What about talking on the phone while you're driving.

Dave: You know there have been lots of studies. In fact, probably the most publicized one is from the University of Utah where they found that driving while talking on your phone is as dangerous as driving while intoxicated... and the reason why isn't necessarily that your judgment is impaired -- it's because of the switching cost. It's because of the reaction time.

Nick: Okay cool. I dig that. All right. Now let's talk about effective multi-tasking in business. So, we know you're a CEO coach. Tell us how much money you think is going down the drain in most businesses because of multi-tasking?

Dave: Well, the average person loses 28% of their time due to switches and switching cost -- and that number comes from a study by Basics Research out of New York. They use the term 'interruption and recovery time from associations' but it's the same thing. Now 28% is an interesting number, but think about it this way.

If you have employees, that means that one week that you're paying them to work is useless. It's garbage. You didn't get anything for that time that you're paying for. So where I'm coming from is that I can't completely get rid of the switches, but we can reduce them greatly. Usually, we can get it down to somewhere around 5% or 10% of their time is spent in the switches. So that's a pretty significant gain in terms of time and productivity when you're getting back 20% or close to it -- an entire workweek every single month.

Nick: Wow that's incredible and frustrating. This is great practical advice, Now, I've often heard ADD, ADHD, and multi-tasking are linked to each other. Do you think one fuels the other?

Dave: Well here's the interesting thing -- I was diagnosed as, and this is word-for-word from the

psychologist, "...freaking off the charts ADHD." So I know what this is all about. The reality is ADHD sometimes called ADD, but the correct term is ADHD. It is a genetic condition. And only about 4 to 8% of the population actually have it. So when most people say that they have ADD, what they really have is what I call Short Attention Span Syndrome or SASS, and SASS is a learned behavior. It's something that you have conditioned yourself to do over time because of this constant jumping back and forth. You can condition your brain to behave as if you have ADHD. The great thing is that because you can condition your brain to behave that way, you can also do the reverse.

Nick: Awesome. Love that. So let's say I'm convinced and I want to stop multi-tasking, and want to help others around me stop multi-tasking. Can you give me a few practical tips that can help me overcome it?

Dave: Sure. In the first place, let's look at how we can reduce the number of switches in the day? How can we reduce the number of distractions that are in front of you to cause your attention to pull away from whatever you're working on? So the first month, the obvious place is in messaging, whether that's e-mail or text messages. Whenever you get a message, are you getting instant notification that that message came in? If you are, then you're creating a situation that's setting you up for failure right from the beginning. You're conditioning your brain to switch.

So the first place is to just turn off those instant notifications. Give yourself the freedom to focus on what you're doing by removing those things. And then instead have a regularly scheduled time to check your e-mail and to process those things on a regular schedule, on *your* time table rather than the computer's time table.

Nick: You obviously have become a figurehead in this world of multitasking and now let's talk about the business implications of that.

Dave: Okay, because of all the other opportunities that I have that are really pressing on my time, one of the things I talk about in *Invaluable* is focusing on your most valuable activity. Every person really has only about two things that bring the most value to their bottom-line. For me, the biggest value besides working one-on-one with my coaching clients is the licensing of my training programs. So that's really where my emphasis is right now. That is where the training program that I've been delivering to people for so long I'm actually getting that into the hands of other companies through contracts -- where they're presenting it to their people, to their platform and

then I'm just receiving royalties off its use.

Nick: So okay, cool. And hey look, I'll be the first one to tell you I've had plenty of ideas that didn't go the way I thought they would go. Whether they were good ideas or not, you're right, sometimes you just can't do them all at one time.

Dave: Exactly.

Nick: In the same vein, here is another great lesson for all our people that have good content.

You were trying to take your content to another level and you decided to try it going into a retail market. But now, instead, you've gone to a more corporate environment where you're saying you're not going to certify them, but you're actually licensing the content. So you're effectively doing the same thing. You're leveraging the content even further. You're still allowing other people to teach your content and you're going to get paid for it.

Dave: Right! ... and the nice thing is too, coming from what you teach people, is that I allow myself to maintain the authority by doing that. So people are seeing me be the one to deliver it, which in turn raises its value. By licensing, I can actually reach a lot more people, help a lot more people get these stories back from people. They're saying, "Man, you changed my life. Everything's so much better." And that's part of it too.

One of things I teach is that you need to have a cause, and I know that's something that you're really big in, Nick. The cause that you did recently with, what's the name of the movie? I apologize.

Nick: Jacob's Turn. Yeah, no worries.

Dave: Yeah, Jacob's Turn. So I know that you understand that. And part of my cause is I want to help parents spend more time with their children. Too many people are working too long hours, and they know they're working too long hours but they don't know how to get out of it. So I want to be able to have as many as people as can, have that opportunity to spend more time with their children, because I think parental involvement solves an inventory of problems that kids have now.

Nick: So thanks for all that you do, man. Thanks for being on the call, taking the time with us and I can't wait to see you again in a few months. So be well in the meantime and thanks for joining us.

Dave: Great. Thanks a lot Nick. ★

Guest Expert

Kenny Chapman, The Blue Collar Coach, Shares Ideas on Growing The Business You Always Dreamed of!

By Vanessa Van Petten



In 1994, after spending seven months in Iraq, Kuwait and Saudi Arabia during the Gulf War, Kenny Chapman started his first contracting business. Kenny, structured his business so that he had to put less energy in, but could still reap extremely high results. He had discovered a magic formula—and it caught the attention of other contractors. “It is really uncommon in the contracting space to be able to have freedom and growth in your business. It wasn’t long before other contractors started asking me for my secrets.”

Once other contractors began reaching out to Kenny, he realized he could begin to not only help his own customers, but also assist other contractors who wanted to grow and be fulfilled by their businesses. In February of 2011, Kenny started The Blue Collar Coaching system and now works with contractors in the plumbing, heating and air conditioning industries to achieve their business goals.

Kenny’s background has helped him to relate to other contractors in his industry. “Because of my background, I can relate to a lot of my clients on a personal level. I also do not have any children and this is my way of giving back and leaving a positive impact.” Making positive contributions to the world around him has always been an important part of life for Kenny. “What really started me speaking and consulting was my desire to have a greater purpose and make a positive impact in the lives of other people.”

Kenny’s impact reaches far beyond his client

base. As a motivational speaker and author his message resonates with audiences all over the country. World-renowned motivational speaker, Les Brown describes Kenny and his program with enthusiasm, “Kenny Chapman has created a program that will begin to allow you to get out of your head and into your greatness. He’ll share with you methods and techniques that will give you the ability to dominate your industry. Kenny is the voice of inspiration and the voice that will transform your life”

Kenny is also the author of *The Six Dimensions of C.H.A.N.G.E.*, a book that helps readers identify aspects of their life where they feel stuck and unhappy. In his extensive library of self-improvement tools and programs Kenny covers many diverse topics, including achievement, human potential, and life balance.

Today, Kenny is not only a contractor and coach, he has become a well-respected expert on business and personal development and has appeared on NBC, ABC, Fox affiliates around the country and even graced the cover of one of the top publications in his industry, *Plumbing and Mechanical* magazine.

One of Kenny’s biggest goals was being able to create a company that allowed him to have a life of freedom and choice. “I needed to take complete control of my life and business. This was a big deal for me because of where I came from. I grew up poor and did not believe I was worth making money. I didn’t know how,” Kenny says. Kenny

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reached out to Nick Nanton and J.W. Dicks of the Celebrity Branding Agency and joined their Mastermind Program.

Nanton and Dicks mentored Kenny and helped him grow his business into an explosively successful enterprise. "It has been amazing working with the elite mastermind group. For me being new in this space, they have really cut down the learning curve. Whatever they do is with the highest level of integrity and I know their hearts are always in the right place," Kenny explains.

Putting together a strong team was only one part of Kenny's success formula. One of the secrets to Kenny's many triumphs is his dedication to making his business all about the customer. He helps his contractors focus on connecting with people. Kenny explains his strategy, "Too often in business, clients think it is just about brands and companies, but good business is about good people. We need to keep the focus on good people whether you work in plumbing or heating or in coaching. It is not about the money, it is about helping people."

Kenny's website, TheBlueCollarCoach.com is all

about helping people. Kenny has used his 17-year experience in the contracting space to create a premium membership website. When members sign up to be part of Kenny's vibrant community, they get access to a multitude of training videos. Kenny explains that pre-packaged training videos are a huge attraction for contractors. "Training can take a lot of time. So our clients love that the training videos are done for them. All they do is turn on a video for new employees and go."

For entrepreneurs who are looking to expand their businesses, Kenny also offers six breakthrough webinar series and works personally with a handful of individual clients at a higher level.

Kenny works tirelessly to inspire people to find their inner leader by sharing his own journey. His positive message connects with those who have been searching for guidance and motivation. Kenny says, "It is all about mindset—it is not about your skill set. So many entrepreneurs do not realize that they already have what it takes to be successful. It is not about learning more skills; it is about learning how to optimize the skills we already have." ★

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to see on their big vacation because of crowds or bad timing. They want to eliminate the hassles and make the experience fun again.

Imagine under the new scenario of "Next Gen" for "Next Generation Experience", a mom books the family's vacation. She picks out where they want to stay, eat, and reserves times they want to hit certain rides and shows. She enters in the names of her kids, along with birthdays and the names of their favorite princess.

Before the family leaves for the vacation, they receive their own "shock and awe" box containing wristbands with computer chips preloaded of their preferences and credit card number. The bands become the families all in one hotel key, charge card and data administrator to personalize their vacation experience.

When the family arrives in Orlando, they step off the plane and board Disney's Magical Express at the airport, which drops them off directly at their hotel while

their luggage is taken to their room. The family never touches their luggage or stops at a check-in counter. The normal time consuming process is all done behind the scenes.

When the family takes off for the park, they slip on their wristbands to use for entrance, lunch and the purchase of souvenirs. They walk to rides at the times they have pre-booked at home, so the lines are greatly reduced with little wait. When the children arrive at the new Fantasyland, the princesses will greet them by name, because their wristbands will be automatically scanned as they walk by the entrance gates.

This is the vision for Disney's future and the new customer experience. It demonstrates to us all the very importance of customer service and how it needs to be planned and executed in detail. The planning includes the analysis of the hassles in our own business and they can be eliminated so our customer has a greater experience and comes back more often. Obviously, none of this is easy and as you can see it takes planning, execution, and money. Disney thinks it is worth it. ★

How not to be a Hog-tied Entrepreneur

By JW Dicks



We just got back from shooting the New American Dream in Washington DC, with a collection of Experts and Entrepreneurs from many fields over half of whom are members of our Elite Mastermind. A group of diverse men and women of different races and experiences, but to a person all had a common thread. They believed in this country, what it stood for, and the opportunities it gave them and their family. They had definite goals, dreams and ideas of where they wanted to go with their business. I was proud to be with them and hear their story of the old American Dream and their thoughts on the foundation forming for the New American Dream in their fields.

As I heard their stories, I thought about how interesting it is to look back on the past and see where we came from, what experiences form the way we are in business and what recent changes in the economy and the internet have begun to shape our future.

In my case, my father was a classic American entrepreneur of his generation which is different than it is today. In his early twenties, he founded the local hardware store, Dicks Paint & Hardware in the small southern town of Plant City, Florida. You will note and I smile in acknowledgement that he knew about “Personality Branding”, even back then and I am sure that carried over to today’s family.

In those days, the hardware store was the place to go for blue collar tradesmen. If you weren’t sure of the right tool or the exact paint mixture, your hardware store merchant had the answer. Remember, back then in the early 50’s we didn’t have big store competition yet. The big boys like Sears were just getting off the ground and Wal-Mart was simply a figment of Bill Walton’s imagination. But they weren’t far away.

By many accounts and standards, the hardware store was good for my father and his family even before my brothers and I came along. In fact, because he was the oldest, and his parents both died at an early age, Dad used the income off the store to raise his brothers and sister and then to raise our family. We didn’t have everything we wanted, but we always had everything we needed and our college educations came before my parents own plans.

I relate this story to you because it is extremely important

for anyone who calls himself an entrepreneur or wants to be one, what exactly it is you want to be. While my father started his own business with nothing down and while he, the business, and my mother’s hard work fed and clothed the family for 30 years or more, my father wasn’t an entrepreneur as we know it today. He was an employee of his own company.

Now don’t misunderstand me. I’m not saying there is anything wrong with being an employee of your company or someone else’s, but watch this. As his own employee, he didn’t have a vacation plan, a health plan, or a retirement plan. In addition, he bore all of the risk of the business. If the business went down and it ultimately did because of the Big Box competition, he lost everything, and because it only provided him work, there was little upside. The result was frustration because he didn’t know what to do. He was trapped in his own business.

I tell you this story because for years, I didn’t understand it. Like my father, I didn’t know what it meant to be an entrepreneur and many of you don’t either. Entrepreneurism isn’t the creation of a job for you no matter how valuable that role is to this country and to families like mine. Creating a job is a fine goal especially if you are out of work or unhappy with your present situation. What I want you to see, however, is that there is another goal that is obtainable and as you take your business beyond the confines of a job, the business provides for you in a sustainable way beyond your own personal efforts. This is the power of leveraged entrepreneurship when your business works for you.

If all you are getting from your business is a monthly paycheck, you aren’t getting enough for all of the overtime and risk you are putting in. Instead, you should be getting your paycheck plus a leverage reward for your efforts as the creator of the business. At some point, you should be able to hire someone to do your daily job and your business continues to pay you for what you have created. This is your goal as an entrepreneur. It isn’t easy to build that business and even when you do, it frequently doesn’t last as long as you want and you have to create something else. But this should be your goal and if you don’t see a goal with clarity and visualize what you are working towards, you won’t see the opportunity when you get there and know how to take advantage of it. Think about this. It may be your most important lesson as an entrepreneur. ★