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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
44

Nick Nanton

Show Notes at: <http://www.aesnation.com/44>



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Episode #44

**How to Accelerate Your
Career with Celebrity Branding**

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we're told over and over again, "We've got to have a brand. We've got to have a personal brand. We've got to stand out. We've got to differentiate ourselves from the crowd." I don't know about you, but I've heard that probably a million times. AES Nation, we're all about results.

I've got one of the number one personal branding experts in the world. He's got the number one company in the world, so he should be the number one expert. He's a three-time Emmy Award winner.

One of the biggest things on branding is books. He is a co-author of 36 books. He has a new book that we're going to share with you that's on the Wall Street Journal best-selling list right now. He is someone who's going to show you how, by the end of this podcast, how to accelerate your success by developing your personal brand.

Wow, Nick Nanton. Nick, thank you for joining me today. You and I have known each other for a number of years. I've given some good introductions in the past of other people, but yours ... I've watched you accomplish almost all of this, Nick, and it's pretty amazing. Why don't you share with us a little bit? You didn't wake up as a kid and say, "Hey, I'm going to be a personal branding expert." Give me a little bit of the background before we dive into how our fellow entrepreneurs can get some results.

Nick Nanton: Sure thing. Thanks for having me. I'm excited to be here. It's been fun to watch your business grow as well. I started out as a musician. Started playing guitar at six. Started song-writing at 16. Put out my first record at 18, of which there's still about 800 copies under my parent's bed. Why? Because I didn't know how to market. Now that I do, I wanted to stay there for a long, long time.

I went off to undergrad at the University of Florida, got an undergrad degree in Finance, went on to law school. Only went to law school, because I wanted to be the president of a record label.

I've been an entrepreneur my whole life. Was teaching tennis lessons making \$100 bucks an hour at 12 or 13, teaching 10 kids for 10 bucks in the same group. Then, I was a clown of all things, because I could make \$150 bucks an hour, when I was in my sophomore year in high school. Always been an entrepreneur. Always been into music and entertainment.

What really happened is I went to law school, because I wanted to be the president of a record label, and that whole business kind of crumbled, while I was in law school. Thankfully, it's looking up again now. I'm still pretty involved in music.

My business partner, who has been my mentor for a long time said, "Nick, if you would just do the exact same thing for business people that you were doing for bands, you would be happier. You'd probably make more money. You'd feel less like you were babysitting, because these people are actually responsible for themselves." I took that hint. We tested it. It worked really well.

We built my brand first. Then, we wrote a book called, "Celebrity Branding You: How to Become a Celebrity in Your Own Industry". We hit seven best-seller lists. Now, we've been able to help over 2200 clients in 33 countries all around the world, utilize these same strategies to become a celebrity in their business. I'm not talking a celebrity like a Paris Hilton and Kim Kardashian. If that's what you strive for, go for it. I'm talking about how to become the best known person in your industry, so you can help the most people.

John: Yes. You said an awful lot. Most of us as entrepreneurs don't want to become Paris Hilton. What we do want to do is we want to go ahead, and we want to make a difference. To make a difference, we've got to stand out from the crowd. We all know that. We've heard it over and over and over again. One of the things as entrepreneurs, at least what I've found, it's really gaining an understanding that business is like entertainment.

The parallels ... You did it through your mentor. You've been delivering it a lot. You learn how to create that awareness in the entertainment industry. It's really the same here in traditional entrepreneurs, whether you're selling widgets or professional services. How do you see those parallels, and our fellow entrepreneurs being able to leverage this?

Nick: You're exactly right, the same principles. Every business at the core is more similar than it is different. If I'm selling records or music, it's different than selling consulting services, but is it really? What I need to do is sell somebody something. I need to have retention. I need to deliver it in a timely fashion in the way that they expect it and the way that I promised. The more I can build up buzz, the more people want it, the more I can build scarcity. It's all the same stuff. Music sounds really sexy, but I can tell you travelling in a tour bus with eight dudes for weeks on end is not all that sexy.

The thing about personal branding that I really look at this in what we call, "Celebrity Branding," is the clients that I like to work with are people, who are looking for more than just success. They're looking for significance. You can want significance in many ways. Most of the people who I work with, they want significance, so that they can actually significantly affect the lives of other people.

At the end of the day, if you're really good at what you do, but you're stuck in a basement somewhere, and people don't really know who you are, you're never going to achieve that significance. You may achieve some modicum of success, but never going to achieve that significance. Much like a band or actor or president of a university, if we want to impact the world and make it a better place ... I'm not saying kumbaya here. I like making the world a better place in a capitalistic way. We have to achieve some level of significance in order to have the influence we want to have in the world today.

John: In the way I look at it, this is every business, Nick. These two things that we have to do really well. One is to go ahead and deliver a great client experience. Whether it's music, whether it's selling widgets, professional service consulting and so on, we've got to deliver a great experience.

There's a lot of people you and I both know that are very talented and doing a great job, and they've nailed that experience, but they haven't scaled it up. The way to scale it up is marketing. You got to get more people aware of what you're doing, and one of the best ways of doing that is standing out from the crowd in what you call, "Celebrity Branding".

When I look at this and I'm so busy as a fellow entrepreneur, I can see most of the entrepreneurs going, "Okay, I've heard this before. I'm working hard in my business. I'm delivering a great client experience. I'm frustrated as heck as my competitors are having more success than me. Maybe they're on TV. Maybe they've written books, but they don't know what I know, and they're not doing as good a job for their clients. You've heard that a lot. I'm sure of it.

Nick: Sure.

John: We both have. "How did it with this busy schedule and all these things?" They get caught up with that. "Jeez, I don't have time to become a TV star, even if I knew what I'm doing. I don't have time to write a book. You want me to do all this creative stuff. I'm not a

creative guy. I deliver a great experience." How do you help entrepreneurs get through all that?

Nick: To get started, in general, first of all, you have to differentiate yourself. If not, here's the real problem. Let's say, whatever business you're in, I'll use an example of a brain surgeon. If you or I needed brain surgery, and we went to visit two different brain surgeons, I guarantee you that based on credentials and how good of a job they do, we couldn't differentiate between the two. First of all, I have no idea what makes a brain surgeon doing a good job.

While brain surgery is an extreme example, I think all of your clients and prospects, no matter what business you're in, they don't understand why you're doing a better job than the guy down the street either. If you're a financial adviser, butcher, baker, candle stick maker, lawyer, they think you're all the same. That's our fault as professionals and entrepreneurs. We haven't done a good job differentiating.

I went to law school. I passed the bar. I did entertainment work. The first thing that would happen once I passed the bar, or once I started doing some legal work, people started asking me questions about divorces and child support and litigation. All these things I knew nothing about. People automatically assumed that I was a lawyer, I must know about these things.

First thing we have to do is differentiate and niche down. One of the first things I teach people is my service could help any entrepreneur or professional. The problem is I can't afford to reach every entrepreneur and professional. What I've got to do is niche down into some sort of defined niche, where I can figure out this is a group of people, who I can resonate with pretty quickly. I can do business with them. I can grow my business that way. I can be everywhere they are looking. They think I'm everywhere, because I'm everywhere they're looking. I'm not everywhere. I'm just everywhere they're looking. I can generate enough revenue to then move to a second, third, fourth, fifth niche as verticals in my business.

I think the key, first of all, is niche-ing down, so that you can speak the language of the person who is looking for you. For instance, if I'm going to market to personal trainers, and I'm a personal branding consultant, I need to be able to cover, in their language, the things they normally experience, the objections they normally get, the objections they would have

to building their own brand, all these things. There's no way I can do that, if I don't focus on some level of a niche to begin with. Then, I've got to speak their language, so they then begin to trust me.

John: Let's go to niche down, because I think that's such a powerful term. What happens is I see so many fellow entrepreneurs. I have the privilege of working with some of the most successful financial advisers. Also, you and I are in a bunch of mastermind groups together with entrepreneurs. I see there's a pattern of success. I have the research on the financial adviser-side. The majority of the most successful ones, they narrow down to a niche. Not that they can't serve other people, but they create a primary focus. Once you create that primary focus, two things happen. One, the marketing-side that you're bringing is so important that you can emerge into the center of that community. The second thing you said was you can understand their language and be in a better position to serve them.

So often Nick, I find that a lot of people think that they're giving up something, if they niche down as you're saying. All those opportunities are walking away from them. What they don't realize is they can go to that niche and really dominate. Of course, they could expand from that if they want. Dominating a niche, certainly nationally, can be an unbelievable business.

Nick: The people who I know who dominate niches, typically, are making more money and having more fun, than the people who I know who are serving everybody. In our agency, we serve a lot of people. Twenty-two hundred clients are a lot, but you'll find they're pretty distinctly into four or five different niches.

Some people I know with the most money are the guys who you can't really explain what they do to your friend. You know they're successful. You know they make a lot of money, but they run like a niche marketing firm for IRA only captive brokers. Something like that is totally niche, but they're the only guys who speak the language as well as their clients, and they're the experts.

At the end of the day, one of my mentors, Dan Kennedy says, "The higher you go up the ladder of affluence, so the more money people have to spend, the more you get paid for who you are rather than what you do." Let's give an easy, stereotypical example. If you're in Beverly Hills, and you are the plastic surgeon that all of the country club wives want to go to, there's a million plastic surgeons that can do the same surgery; but everybody wants to

go to Dr. Smith, because it's part of the whole deal is that "I got my work done by Dr. Smith."

That's kind of a stupid example, but you get the point. They get paid more for who they are than what they do. At the end of the day, I guarantee you, your clients and prospects don't really know what you do, and how it's different than what someone else would do for them, but they know they need it. They got to pick somebody. They'd rather have the guy who has the best reputation.

A lot of my clients hire me, because it becomes a credibility-builder for them. Their agent is an Emmy Award winner. I'm actually now giving them ammunition in their business to look bigger and better too. It's just an interesting way to look at things.

John: We do all kinds of surveys in the financial services industry and also in the affluent, people with a million or more financial assets. What we find is, Nick, you're exactly right. Ninety-one percent of them want to work with an expert. Why not? They've got a choice. Why go to the one next door? I want to go with somebody who's at least got an implied endorsement. He's got a best-selling book. He's written papers. He's on TV. He must be good. You and I know that by itself doesn't mean that they are, but so many things have become commoditized in today's world that you need to stand out.

Nick: You absolutely do. What's funny? Quick story. On the weekend, I was out filming. I'm filming a documentary on Peter Diamandis, right now, the author of "Abundance". I was flying with my crew from Santa Monica to Mojave to Richard Branson's Virgin Galactic, because we're going to be interviewing Richard and filming a bunch of stuff for the day. We had to get there, so I rented a helicopter to get us there. When the pilot showed up, nice girl, but young girl. If you had given me a Vietnam helicopter pilot, and up charged me three to four to five hundred bucks, I would have paid it all day long. It was such an evident place for it. I would have paid a lot more for at least perceived expertise.

John: Yes, it is. This is something that the hours do count to be pilots in the Navy. I do know this; a little experience isn't too bad.

That differentiation ... One of the things I'm going to dive into, Nick, is media. Media has changed so much. We're talking about awareness. We touched on some of the tools, whether it's the video, like what we're doing today. You and I are talking. You're in Florida,

and I'm in Silicon Valley. We're on Skype. To produce this podcast is basically free in today's world. The incremental cost is free or a few dollars. Creating videos, creating books, the cost has gone down. We've got these media.

All the evolution has changed now, where before, for you and I to be an author ... I can remember my first book that I wrote in the early nineties, and how hard a process it was to get with a first tier publisher and all that. The world has changed. How has it changed, Nick?

Nick: Let's start with a couple of concepts that I think really bring it all into clarity, and then we can delve down from there. There's two main concepts I teach, one called "The Business Trifecta", and one called "The Secret Formula for Media Success". Here's what they are.

The Business Trifecta is there's three things you have to have for your business to run on all cylinders. The example I give is when I turned 16, I bought my first car. It was a Daihatsu Charade. It was sweet. It had three cylinders. I didn't even know they made three-cylinder cars, but they did. I live in Florida, and I used to have to turn off the air conditioner to get on the Interstate. As you can imagine, my dates didn't love this, because Florida is a pretty hot place. One time, I went to get an oil change or some service on my car. The mechanic goes, "Nick, did you know your car was only running on two cylinders?" I said, "I had no idea." He told me how much it would be to fix it. I begrudgingly paid it. All of a sudden, I can keep the air conditioner on while I got on the Interstate. My dates were much happier, bliss forever after.

The reason I give that story is kind of funny, but most business owners listen to this probably aren't even running on two cylinders, probably on one. There's really three cylinders that make up this business trifecta that you need to be operating on in order to be growing your business at full capacity and full speed. That is media, marketing, and PR. Let's run through what those three things really mean right now.

Media is any medium you use to tell your story. It can be anything from video like this, audio, podcast, CD, DVDs. We do what we call "Branded Films" we make for people, an entire film about you and your business. It can be a book. It can be a special report, a sales letter, a website. Any of those things are media. They are mediums for telling your story. You got to use them to effectively tell your story to differentiate.

Then secondarily, you have PR. PR is where a lot of people just punt, we'll call it. They think that "I can't really figure out this marketing thing. It seems kind of difficult, but if I just pay a PR firm, and they get me in some magazines, on some TV shows and stuff, they get me some media, then my business is going to blow up." Not the case at all. PR really is just a validation of who you say you are, whether that's online, people finding press releases about you that validate who you are, because they're written in third person; and you could actually write them yourself and put them out there, or if they are press mentions.

I often ask the question, "When was the last time you saw a TV show, let's say "Good Morning America"? First of all, that might even be on right now. We're not watching it. The best thing you get out of being on "Good Morning America" is being able to say you were on "Good Morning America". A lot of people aren't watching it. When was the last time you watched someone get interviewed on TV, or you were reading a newspaper article or magazine, and someone was quoted, and you put down everything you were doing and said, "This person is brilliant. I must do business with them. You tried to find them. You called them, and you gave them money?". It doesn't happen.

PR really is just for credibility. A lot of people pay a lot for that. Then, they don't get business, and then they go out of business, because they ran out of money.

Then there's marketing. Marketing is really the only thing that would drive revenue. It's the practice of getting people excited, and making them want to buy from you. Giving them a desire, creating your own demand. You must have media, marketing, and PR, all three of these things working together in your business in order to be running on all cylinders.

The second thing to tie it all together, and then we can delve down if you want, is what I call "The Secret Formula for Media Success". We talked about media. There's two types of media: "Mass Media" and what we'll call "Direct Media". Mass media, again, television, radio, newspapers, magazines, awesome for a couple things, credibility and awareness, like we talked about. Not great for generating revenue. Direct media is any type of media that you would ... When we talk about direct marketing, we talk about the concept of creating a list, building a list of people who are in the market for your services.

If you sell Harleys, you don't want to be marketing to people who wouldn't be interested in Harleys. If you sell financial planning, you want to be selling to people who can afford financial planning, have money and all these things. Direct media is the concept of taking a

list of people who've opted in, or have been referred to you, people who actually could and would maybe hire you.

Creating your own media, like we talked about, DVDs, CDs, sales letters, websites, newsletters, magazines, all that stuff, and then sending that media that you've created to the people who actually could buy from you and making offers. It really is just direct marketing. What happens though is in direct media and direct marketing, the good news is you can spend as much time, energy, and effort as you want. You can control the budget. The bad news is that people still know it's a marketing message. You could hide it pretty well, but still, at the end of the day, people will figure out you're making an offer.

The secret formula for media success is just taking mass media credentials and credibility, and then inserting them into your direct marketing. If you can do that, you really have a win, because you can go out with a sales letter or post card.

It might say, "Hi. I'm Nick Nanton. You might have recently seen me on NBC, CBS, ABC, FOX, E!, CNN, MSNBC, FOX News; or perhaps you've read one of my 36 best-selling books, or seen me in the Wall Street Journal, USA Today, Newsweek." That stuff is an example, but you get the point. People would say, "Man, have I been in a coma? How come I haven't heard about this guy?" It's just because I've been on when they haven't been watching, which is typically what always happens. At the end of the day, you got to use direct media to make your offers, but you're perceived much more as an expert, if you have mass media credentials and credibility inserted in that direct media.

John: That's great Nick. I haven't heard it explained that way. I think it's really powerful bringing that together. We can't control mass media. We can't control who's out in front of it, what's going to be said, and so on. There's still so much credibility there that's available, and because all the media outlets are so many more it's not difficult. When there were only three channels, to get on was a big deal. Today, to get on and have that credibility. Then, to take it and put it in our direct response content, and then the marketing that we're doing with that media, that really comes together exceptionally well.

Nick, one of the things I love about working with you is that you are walking the talk. Let me go to this segment here. What was your big breakthrough? Where did that come. You were already successful when I first met you. You've been accelerating like crazy. What was the big breakthrough?

Nick: The big breakthrough, there were several. I'll try to see if I can articulate them. Those two concepts that I explained to you, first of all, were probably my biggest breakthroughs, because I realized that there was no magic about the guys who were getting media. The thing about media is media begets more media. I was recently quoted in the "USA Today" twice about Britney Spears' Las Vegas Show. I don't know anything about this. I've been quoted about The Beatles. People look me up and find that I've already been quoted about celebrities and branding, so I must know something about this, and they'll quote you so ... I think just understanding that there was no magic formula for anybody to be dominating like they were. It was just understanding how to use media, marketing, and PR together in order to not only be out in the media, but actually to be making revenue from it.

That's where a lot of people lose too. They'll get really excited and caught up, and "I'm just going to do media." Good luck with that, because people aren't paying you to do it, first of all. You got to still be able to use it to drive revenue. "Good Morning America" doesn't let you have 30 minutes to make it an infomercial.

Those were huge for me. Also, my first book, "Celebrity Branding You", literally changed everything, practically overnight. It was understanding that my business partner had several books out before. He had a book deal on McGraw Hill. I saw how that went. I just assumed that when he said we should write a book, I thought he was talking about an e-book. He was talking about a real physical book. He told me that an e-book would never give you the credibility that a real physical book will.

Here's one of my books right here. I used to joke around. You can see how much I know. It's kind of funny. It'll thump on a desk. It's really influential. What happened was he taught me that you don't make money by selling books. You make money by having a book. Let's just get a book out the fastest, easiest way possible. Thankfully, I had studied up from one of the consultants at McGraw Hill and my partner and all them. I make the book a best-seller. I studied it, I followed the formula, and we hit seven best-seller lists. Then, I had the credibility, because of the book, and because it's a best-seller to travel around the country.

What I did was I found existing marketing groups, people who were talking about marketing, groups of entrepreneurs that were interested in marketing. I would reach out to the head of the group and say, "Hey, on my own dime, I'll fly to your meeting. I'll give you a copy and promotions to get people excited to come to the meeting. I'll give everybody in the room a free copy of my best-selling book, if you'll let me teach for an hour, and then tell people

about how I work." I did that. I flew around. I gave away a thousand copies of my book. I hit my first seven-figures in business the 12 months after I had that book, because look at the formula. I had credibility. I found rooms full of people who were interested in my services.

I was set up correctly to be the speaker, the best-selling author coming in town. I built reciprocity by giving them books. They would line up, and I would sign it for them. I'd make offers. I sold people media and PR packages in a way that no one else was ever selling them. I really wouldn't have been able to do that had I not had the book. The book was really my ticket into those meetings, where they go, "If I say this best-selling author is coming, I think I can get people in the room for that. You're going to give them a book too? That's awesome. This is like a no-brainer. You're covering your travel too?" Yes, I'll pay a thousand bucks to get there. I'll sell fifty or a hundred thousand. That was really a big breakthrough for me too.

John: That's great, Nick. If I were going to share just a second, my biggest breakthrough was a book too with McGraw Hill, my very first one, "The Prudent Investor Guide". It ended up doing close to one hundred thousand copies. I didn't know what I was doing. Some of the same things you just said. It just took off. As a financial adviser, all of a sudden, I was an expert, even though nothing was different other than I had a book at that time.

Let's go ahead and go to the next segment. What are you passionate about now? What are you doing that you're most passionate about?

Nick: I'm doing a lot of things that I'm passionate about. I figured out a couple of things. I'll give you this example. We just did a three-part documentary series for a financial adviser. He had a medical emergency. I encouraged him to not cancel his seminar, and to run his documentary, the first two-parts of it instead. He had the same exact closing ratio as if he were there. I think you understand what that means. He now has freedom. He doesn't have to be at his own seminars. He can run 20 seminars at the exact same time. He can run 100 seminars at the same time, in 100 cities across the country, around the world. Whatever he wants. That's a freedom for me. That's one I'm really excited about. Helping people get that freedom by telling their story the best way possible, one time, and then being able to help the people who it's appropriate for.

Secondarily, I just joined the Innovation Board on the XPRIZE, where Peter Diamandis, you and I both know, solving the world's grandest challenges. I've always been huge into trying

to figure out how to give back, even when I didn't have money. I'm not a billionaire by any means right now, but it's been really fun to give till it hurts, if you will. I'm excited about that, and it's always come back in spades.

Another project I'm excited about right now, I'm raising money and taking 20 entrepreneurs down to Mexico. We're filming a documentary on reversing poverty, and we're building an entrepreneurial center for some indigenous Mexicans that live in the mountains of Oaxaca that want to become entrepreneurs. Those are some fun things I'm working on right now.

John: You and I are both passionate about entrepreneurship. I want to go back to that very first passion. No matter what industry you're in, I call that nail and then scale. Once you've got a business going, there's never been a better time, we're delivering a great client experience, to use the media, everything that we're talking about, the media, marketing, PR strategy, the trifecta that Nick's talking about, to scale up. You got to have that niche. Don't try to take on the whole world. You can make such a difference so quickly in today's world. Once you are delivering a great experience, prototype it, pilot it, work with a small group. You don't have to try to do everything at once, but then scaling it up. This is where technology, the changes in media, have made it so fantastic.

Nick, you travel a fair amount. We have a segment. Let me go to it. This is the "Application of the Day". I'd love to have you share what you're using on your smart phone that you'd like to share with your fellow entrepreneurs.

Nick: One of the things I'm using right now ... I am waiting for my BEAM robot, so I can drive around my house while I'm not there, and play with my kids, and tuck them into bed sometimes when I'm not there. My agreement is I'm only gone seven nights a month, which has been great for everybody. When I'm not there, when I'm at work, I often want to know what's going on at home. My wife is notoriously great at taking care of our children and bad at answering her phone. Sometimes, I worry, because I can't reach her.

My favorite app is called a Dropcam. You can buy these cameras at Best Buy or Amazon. They're \$200 dollars. They're HD webcams that you hook up to your phone by Bluetooth, and you log them into your Wi-Fi. You just plug them in anywhere in your house. They will run all the time. You can cloud record if you want.

Essentially, I've got five cameras in my house, that I can just go on my phone anytime I want, or I'm on the internet. I'm looking that on my other screen right now. I can see my daughter's bedroom. She's three. I've got a nine-year-old, six year old, and three year old. My daughter takes naps still. My wife and I sometimes would like to try to run or workout in the middle of the day. We would run in our cul-de-sac, but her baby monitor wouldn't reach far enough. So I put one of these Dropcams in her bedroom, so we could just run with our cell phone and turn it on. Through Wi-Fi, I could see and make sure she wasn't waking up or crying. Of course, I can see if the kids are running around, or doing something they shouldn't be doing. I can see the front door. I can see the back door, and make sure no one is breaking in the house. I can make sure no one is stealing my TVs on my back porch.

It's been a really fun app, and you can talk through it. The people on the other side cannot see you, but I can see them. I can actually talk to them through the app. It's been a cool app. It's a free app, and the cameras are \$200 bucks a piece. It's been revolutionary for me.

John: That's great. I'll actually have to give that a try. Let me go to the next one. This is the "Book of the Day". I know you have a new book out, and I'm not going to let you talk about any other book. I want you to talk about your book. Let me put it on the screen, the Amazon page, and it's "Story Selling". You and I love stories. Everybody loves stories, but knowing how to use stories to effectively generate business and awareness and the content to use your trifecta. Tell us about the book.

Nick: The book is called, "Story Selling". I mentioned that I've been creating documentaries for non-profits, as well as professionals and entrepreneurs for the last three or four years. We've won three Emmys, like you mentioned. I knew it worked. I never sat down to read and figure out the research behind why it worked. We took our formula for selling without selling by telling your brand story, which is what we've been doing through the documentaries, and the books we've been publishing for people. We have fifteen hundred authors we publish at this point, and they've been best-sellers.

We sat down, and we did all the research behind why does this really work. We found Harvard research, DARPA research, and brain chemistry, and why storytelling really works. Why it builds trust? It actually emits chemicals in the brain. It makes people put themselves in your shoes. It does all these things to create the empathy and the trust that we want. We wrote the book, and we've laid out our entire formula for everyone to read; so that whether

you can afford to have us make a documentary on you or not, you can follow this formula, which really will change the game for you.

John: That's great. Nick, you've worked with so many entrepreneurs. I think we're in three mastermind groups together. I don't know. Joe Polish, genius networking. I know you work with Dan Sullivan, a strategic coach. Those are two of the big partners on this AESNation.com. Peter Diamandis, his "Abundance 360". We're not only in our businesses, but in these masterminds, you and I have grown an awful lot by hanging out with other entrepreneurs. At AESNation.com, what we're trying to do here is create one of the largest virtual masterminds for successful entrepreneurs. I want you to think about this for a second. With all those entrepreneurs that you've worked with, what's the entrepreneurial insight, that one insight you want to share with the thousands of entrepreneurs we have watching this video or listening to the audio podcast?

Nick: The entrepreneurial that I know that are the most successful do something that's counter-intuitive to our human nature. It is that when they see something that's working for somebody else, they don't say, "That won't work for me." They're listening to a podcast like yours, maybe this one, "Yeah, that sounds great, but I have compliance. I can't do that." No, they don't do that. They say, "How can I make that work for me? What tweaks can I make to that system that's already making someone else money, that's already working for thousands of people all around the world? How can I make that work for me?" The entrepreneurial I know ask that question an awful lot. That anything they see, they ask that one question, "How can I take the best of that and make it work for me?"

John: You and I sat in many mastermind groups. Sometimes, you're sharing advice, sometimes I'm sharing our success. What's always interesting is the most successful people in the room are the most fully engaged. You can see they're taking notes, and they're going, "Okay. I can make that work in my business." Not only do they think that, but by the next day, if not that day, many of them are just getting on the phone with their team and say, "Hey, we got to try this." They test, test, test.

Nick: I'm out of the room at Joe Polish's and Dan Sullivan's half the day. I had to tell them, "Don't be offended. It's not that I don't like it. I literally am implementing." We talked about something. I got an idea. I'm calling the team. They're going into action. I don't want to just write this down for a day and then come back and do it.

John: No, you're going to do it. In marketing particularly, if you're a brain surgeon, it's ready, aim, fire. In marketing, it's ready, fire and aim. It's that testing component. You're giving it a try. In today's world, with what we're talking about, you can do such small tests.

Nick, let me go to the last segment here that I need some help with, this is resources. I know you've got a ton of resources. Let me pull up your website. I'm pulling up for those of you who are listening. It's CelebrityBrandingAgency.com, and Nick's got all kinds of things here. Nick, for someone who's trying to get up to speed on this and bringing it all together, what's available there?

Nick: We've got tons of blogs and articles and stuff. We have an option there. If you want a free copy of our book, "Celebrity Branding," you can download it right there. We'll give you the e-book for free. Because you're listening to this podcast, and you're a friend of John's, if you want to email info@celebritybrandingagency.com, we'll also send you a free PDF of e-book copy of "Story Selling". We got a lot of resources. We do tele-seminars, webinars, lots and lots of education all the time. We got a ton of resources there for you to enjoy. Of course, if you need something directly, you can feel free to reach out to us, and myself or my team members will be glad to help.

John: Nick, this is great. Let me play the last segment, where I'll share what my key takeaways are. This is all for those entrepreneurs. If you're going to go out and create action, this is massive delivered action is really what makes all this stuff work.

Number one, I love the trifecta. Thinking over the media, the marketing, PR, how to use that. In today's world, it's gotten better and better and better.

Second is recognize that almost across every industry, we've become commoditized. As we become commoditized, the need to stand out has never been more important. The best way to differentiate yourself is your story. Most of us think of ourselves as boring, and there's not anything there. The reality is, there is. All of us have a story, and we can differentiate ourselves effectively. It's our story, and it's one of the true ways.

The last, Nick, you've talked about it, you've done it yourself personally, you've done it for thousands of fellow entrepreneurs, is to use media to really scale up and make it automatic. Get that client experience first going well, and then start testing the media. Your ability

within a niche, in a community to emerge and be that expert, is never been better, and the ability to scale it up. We're seeing it over and over again.

Nick, I want to thank you for spending the time with us, and to really share so many insights. You're making a huge difference. Your fellow entrepreneurs, if they take your advice, and they go out and execute, not only are their current clients going to thank them, they're going to love that they're working with an expert, but their future clients will be a steady stream of pre-qualified, pre-endorsed people coming to them. Let's go out and make a difference. Wish you the best of success.

A Second Opinion on Your Finances

A Complimentary Service from Financial Advisor Select for the Members of AES Nation

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

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Best of success,



John Bowen
Founder and CEO
Financial Advisor Select