



Nick: Hey everyone. Nick Nanton here, and I'm excited to have you along this afternoon for our next One-on-One Call. We're going to dive right into it today, because we've got something that clients of mine are seeing lots of results with.



But the reason why I'm interviewing my good friend Tracy Myers today is because what he's going to talk about plays in really well with a lot of things we've been talking about recently with core stories. Some of you've seen Bart Queen's article on core stories in our newsletter. And so I guess the real concept here is what I call *story selling*, but before I get too far into that, Tracy, I just want to acknowledge and say hello. Thanks for joining me on the call, man.

Tracy: Hey Nick. Good to be here, man. Thanks for having me.

Nick: My pleasure. And I'll tell you guys a little bit more about Tracy in a minute. Very cool guy. I've started calling this whole concept 'story selling' and it's the concept where, if you tell your story effectively, it sells for you. You don't have to get into what I call a sales mode, because when you tell the story and if it's structured correctly, the only obvious solution is what you're selling, because that's the story you're going to tell.

And again one of the things I like to point out when I talk about telling a story, it's something we're going to talk about with Tracy. In life, you are where you are for a reason -- there's a bunch of ingredients and experiences that leads you to where you are now. And I think a lot of people have a tendency to take experiences, whether they're good or bad, shut the door on them and move on to something new.

And so I tell my story of how I started out in the entertainment business -- and then I kept going, went off to college and got to work with a bunch of entertainers there and I learned some secrets from

them. I paired up with Jack. We combined our talents and we became an agent instead of staying in the entertainment industry; I became the first business agent in the world to represent entrepreneurs, authors and speakers. And it's funny because certainly not everything that I did along the way was successful.

The first thing you've got to understand before we dig into this concept of a branded film, you've got to understand that all this stuff revolves around your story. And everyone of you has a story to tell. I would guess that, quite frankly, for many of you the only thing you might be unsure of is how to tell that story so that it's effective for you, and so it actually helps you make money, because that's really key in this whole concept of storytelling.

So I've been intrigued by story telling and story selling for a long time. I've also been intrigued by media. Most of you know I've produced music videos and lots of TV shows. And also, most of you know the story about how I produced the short film, *Jacob's Turn* -- about a little boy named Jacob with Down's Syndrome. Jacob is four years old and played t-ball out of Floyds Knobs, Indiana. I told the story, did it in film, and we won an Emmy for it. So I figured out that we kind of knew how to do this.

And so the next thing that people started asking me was, "Hey, is that the only kind of story you can tell? ... Because it probably would be pretty cool to tell some business stories of people. And it would probably be an amazing promotional tool for them because of the way you can tell the story." So now, enter Tracy. Tracy and I have been working on stuff for a couple years now? Is that about right?

Tracy: Yep. A couple years.

Nick: Tracy, like many of you on the call, has become a best-selling author along with us. He has been on some of our TV shows on NBC, CBS, ABC and Fox. He is coming to the Grammys, been involved in some of our masterminds, and been to our Best Seller Summit.

You're in the Winston-Salem area in North Carolina and you're constantly winning awards for everything under the sun. You're resourceful with the opportunities that come up and use any opportunity you can find to utilize it to promote your business. I think the most important thing to me is that you run a great pre-owned car lot, used car lot. You sell a lot of cars. You've won the top award in the industry out of all the dealers in the country, and you're a great marketer and promoter. That's why I have invited you here, but if I've missed anything, just remind me.

Tracy: I think that's about it. And all the awards and accolades they're great, but at the end of the day, if you can't work those into your marketing in a way where your potential clients and your potential customers don't see it as marketing, then it really is not doing you any good. So we had to find a way to use everything, including the branded film, to where we're continually telling our story in a way that people are interested in hearing it, where it doesn't seem like you're bragging or boasting.

So we've found a really good way to do that.

Nick: You have, and we're going to walk through step-by-step how you did that for everyone; but also one of the things you said was so important and it's that everything you get -- it's funny, I've met so many people who spend a ton of time getting certifications or going to conferences or get awards and then they don't do anything with them. Quite frankly, in my line of work, an Emmy is as good as it gets, but for most people, their life changes zero from the day before they get the Emmy to the day after they get the Emmy. Literally, they got to a level of success that was great, and then they expect they're going to continue having that success, but there really is nothing else spectacularly amazing. No aliens come down and give you a million dollars. None of these things happen.

The concept of a branded film really is using the film, using the medium of video to tell your story with all the characters that come into play, along with the locations that come into play. They're shot cinematically; so to be able to show your story and tell your story with characters who play into the story locations, as well as cinematic photography, all those things together just create magic, right?

Tracy: Well yeah, we actually had, and we'll talk about

this later, but we had a red carpet premiere in an actual movie theatre and black tie, red carpet, the whole nine... The mayor showed up and they had a lot of bigwigs and people in the community there. But when you're there and looking at it, it looks like a film. It is a film, but it looks like a film when it's on the big screen. It doesn't look like a television show or a cheap production that's been half put together that you just threw up on the movie screen. It looks like something you would actually see in the movie theatre.

Nick: But what went through your mind and what made you realize that this could be an opportunity you might never get again?

Tracy: Well, for us it was a fairly easy decision, because we'd been looking for a way for many years to be able to separate ourselves from the competition, to where we're not just in the commodities business. Because selling used cars, used trucks, used vans are just a commodity. And of course, we've got to do those things at the end of the day, or we can't keep the doors open.

However, when we're just in the commodities business and there's no story behind it, then we're forced to do one thing and that's to compete on price, and when we compete just on price and there's no story, no emotion, no feeling behind what we do, then everyone's going to lose, especially us. So we've been looking for a way to tell our story and get it out in a quality, professional way without it being braggadocios or standing on a soap box, or in a marketing way, if you will, for 10 to 15 years. When you came to me about this project I knew right away that this was perfect. And when we saw the end result, I knew immediately that this was the catapult, if you will, that would take the car dealership that was successful already, and be able to tell our story to the masses in a way that there was an emotion tied to it. It would give the community a reason to shop here instead of, well, do you have the best price? **See note below...

Nick: Awesome man. Well that's killer. Thanks so much for joining me. If any of you guys have a question about this stuff you know how to find me –

Nick@CelebrityBrandingAgency.com.

Tracy, thanks for sharing all these secrets and for your enthusiasm and just for being great at what you do. I certainly appreciate you. So thanks so much.

Tracy: Thanks man. Appreciate it. You have a good day. ★

***In this article, Nick and Tracy continue to discuss the marketing of Tracy's business using the branded film. The complete interview, which discusses the marketing steps Tracy went through, is detail-laden, insightful and a model for those who wish to learn more about promoting their own business. For a free copy of the complete interview, contact mandy@dicksnanton.com and request one.*