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# One On One with Waldo Waldman

By Nick Nanton, Esq. and JW Dicks, Esq.

**Nick:** Hey everybody, Nick Nanton here for our One-on-One call, and I'm really glad to have you. I've got a good friend of mine here today that I met at SANG, the Speakers and Authors Networking Group. Some of you have heard me talk about SANG. SANG is what I like to call the place where they have like the top 100 speakers and authors in the world, and they let me go too. So I have a great time when I go there, but I got Lt. Colonel Rob Waldo Waldman on the phone and Rob is known as the *wingman*.

A really cool story; he overcame what was a lifelong battle of claustrophobia and a fear of heights to become, of all things, a combat-decorated Air Force fighter pilot and now is a highly successful businessman. He is an entrepreneur and the author of the New York Times and Wall Street Journal Bestseller, *Never Fly Solo*, and then his motto is: WINNERS NEVER FLY SOLO.

Also Waldo, your clients have been everyone from Aflac to Marriott, Siemens, Honeywell, Verizon, Home Depot, ...you name it, they've been a client of Waldo's. He's been on everything including Fox News, CNN, CNBC. He's been in the Harvard Business Review as well as Success Magazine. So you're on the line with a very talented guy, and I'm really glad to have him on the phone – that's you, Rob Waldo Waldman.

**Waldo:** You got it, Nick. Great to be here.

**Nick:** Let's talk a little bit about your background, ...of your fears and overcoming those fears, and what led you to become a fighter pilot, because that's just freaking cool before we get into the rest of this stuff.

**Waldo:** I like challenge. I think if you look back on my life, ...my career, ...who I am as a person, I thrive on challenge. I think anybody on the phone who's an entrepreneur, a fellow speaker, a business person, they love the excitement, the thrill. The fact that when you get up you can sell and you can succeed, ...and you have to be willing to get what I call 'shot at' and the possibility of losing, but doing whatever you can to win is what really drives me.

So even as a kid, I was really, really competitive. I grew up with an identical twin brother and there is no more competitive person in my life than my twin, but he's my best friend as well, that kind of inspired my whole 'wingman' philosophy which I'll talk about later, but I was just really, really competitive. I did well in high school. I wanted to go into the military. I decided to go to the Air Force Academy, which is a tough place to get into. I was blessed to have good grades, a good upbringing, and my parents taught my two brothers and sister about work ethic, which is really, really critical to succeed in anything.

After I graduated the academy, I was blessed enough to be selected for pilot training. I was an instructor for five years and then I was given the opportunity to fly the F-16, which in my opinion, is the coolest jet out there ...and a lot of challenge there. I chose to do it, but like you mentioned before, it was a tough decision for me because three years into my 11-year flying career, I had a scuba diving accident in the Caribbean hanging out with some buddies, and basically I had a panic attack 30/40 feet under the water, and developed claustrophobia.

The next time I flew, and for the next eight years of my 11-year flying career, every time I strapped in to do the thing I loved the most, which was to fly jets, I had to deal with this panic, ...this possibility

of having a panic attack -- which really faced me with my future every single time. Do I give into the fear and abort and say I'm not doing this anymore? Or do I break through it and continue to do what I love -- to live my dream and be in a world of excitement and challenge. And I think that's the key to anybody who wants to be a success -- how do you break through those barriers in life and in business?

**Nick:** That's awesome. It really seems from all the stuff I've read about you and just from knowing you, I love the fact that what you just said really resonates with what I believe is true too. That really, if you can't answer the why of anything you're doing, then it's probably going to end unceremoniously, I'll put it that way. So when people don't have a purpose and a passion for what they're doing, it's like that's why most people don't really lose weight when they want to, because there's really no purpose to it. They say they want to be healthier, but they haven't tied it to a specific purpose or why they need to -- and if they don't, what's going to happen? And weight loss is a good example, but there's plenty of business examples out there; but it really is about passion and purpose, and that would be that you had a purpose you wanted to accomplish.

Now, just because I think it's cool too, I read that you flew an insane number of combat missions in Iraq and some other places. Just tell us a little bit about that.

**Waldo:** Yeah, 65 combat missions in Iraq and Serbia dodging missiles. One mission had four surface-to-air missiles which are basically 40 or 50 foot telephone poles with warheads and bombs on the end that explode right when they get near an aircraft. That wasn't a test. I always say like you were mentioning before Nick, you know, your passion. You've got to find your passion -- I always say... *"When you find your 'why,' you're sure to fly!* So you need to find that passion, that thing that drives you out of bed, it's what I call **pushing it up**.

When you strap into the jet, you're cleared for takeoff, you push up the throttle, you go. When you're committing on the enemy, your wingman says commit, commit -- that means you push up the throttle, you go, you commit. But commitment is only tested in the heat of battle when you can possibly lose, when the missiles are there, when the fear is present, when the customer says no, when the objections are there, and where there's a possibility that you're going to fail. So if you don't have that passion, that drive, the thrill of jumping in the jet and the fact that you love what you do, you believe in it, ... you'll never drive forward.

So the analogy for me not only was the claustrophobia, not only was it just flying combat missions, but it was the fact that you could die and that the missiles were real. So everything I ever did up to that point, at the academy, training session, everything I did in training, flying missions, simulated missions in Phoenix and South Carolina, was put to the test when I was in Iraq and Serbia. So if you're not committed to take action when the missiles are real, you are just a philosopher. You have to be an activator. You have to take action in the heat of battle, otherwise you're just -- well, your training is for nought.

**Nick:** Absolutely. So once you got out of the military, you decided to get into business and that ultimately led you to a speaking career, ...which we're going to talk about a little bit as well. Chronologically, did I get that right? Anything I'm missing there?

**Waldo:** Yeah, what I did was, I did 11 years, which was a little bit more than the average time when

you become a pilot, because you have to do around 10 years, and it was at that point in my career, I made the 'go' or 'no' decision. Commit or abort. Do you stay in and do the 20 or 20 plus, or do you get out and do something new, and I was 32, 33 at the time. I love being creative. I love to write. I love philosophizing, and the military was great, but it just stagnated that ability to create. That's just the way the military is. So I decided to get out. I stayed in the Reserves. I'm still in the Reserves right now, as a Lt. Colonel with 22 years in total.

I got my MBA. I think it's important to get the education if you can while there's no requirement for it, especially as an entrepreneur. I wanted to enter the corporate world, which is what I did. I worked for a defense contracting company for a while. After 9/11, I was in mergers and acquisitions. I worked with a buddy of mine who was the CEO of a major consulting firm and I was a commission-only sales guy for two or three years before I started my speaking business.

So I know what it's like to pick up the phone and get hung up on, ...deal with rejection, ...to make zero in a month, ...to borrow money from my parents to make rent, and I also know what it's like to make \$20,000, \$30,000 a month back then, and I make over six-figures a month sometimes now speaking. As a matter of fact, this month is the best month of my speaking career. It took me a long time to make over six figures in that month. Anybody that says you can do it in a year I don't think really, really understands the speaking market.

So I earned my wings in business and then I got into the speaking world to talk about the business world. So if you haven't really been in business to know what it's like to lose, it's hard for you to be out there speaking about it. So I think it's important to have that credibility.

**Nick:** Very cool. Let's just clarify for people that you're making that money in speaking fees as opposed to sales-from-the-stage, and there's no problem with either one of those, but you're absolutely right, making six-figures in sales-from-the-stage is much easier than making six-figures from speaking.

**Waldo:** Oh, I agree a thousand percent. No, I'm totally with you. It's a tough thing to do, and I've been to courses with it, and some guys are out there teaching that and it's important. It's a great way to supplement your income, or to have your speaking fees supplement your sales-from-the-stage, but I'm more of a classic speaker having organizations and corporations hire me for \$10,000, \$15,000, \$25,000 an hour. But also, I do sell a little bit from the stage. I sell back-of-the-room programs at public seminars as well coming up here. So I think it's important to do both and have good proficiency in both.

**Nick:** Very cool. Got it. So let's talk about some of your principals for entrepreneurship that you got from being a fighter pilot. I know that's kind of the main thing you teach people. Man, everybody on the line, you're getting a \$25,000 speech here at no charge – its free! So we'll take advantage of that. So teach us some of your principals that you think really apply coming from being a fighter pilot to being an entrepreneur, or even a sales professional.

**Waldo:** Okay. Number one is what we talked about before, Nick, that passion. What I call *push it up*. The commitment that you place in everything that you do, and I always say commitment is attitude in action -- not just being positive and enthusiastic and ready to go -- the actions that you take, the fact that you're fired-up ready to go and that you take action, and to be able to really love what you

do. If you wake up and you're not driven and don't enjoy the thrill of what you do every day, then whatever you're into right now, stop it, and go do something else -- because it's not enough to break you through the tough times when the missiles come, when the fear happens. So just be aware of that complacency component, because it kills you in battle and it kills you in the business world.

A lot of guys that may be listening are very successful and making it happen, so you have to commit and push up the throttle every day, regardless of how good you're doing or how bad you're doing, and remember that if you don't find the drive inside of you to *push it up*, then realize that other people are depending on you. So when I move into combat, there was no way I was going to abort my flight lead and my wingmen, and there was no way they would abort on me, but if we were out there by ourselves we very well may have. So realize that there's meaning in your mission, there's other people depending on you, your family, your peers, your clients, your God, whatever it is that drives you, remember to realize that.

Number two is your preparation, what I call being *mission ready*. You could be committed and fired up and get ready to go and break through your fears, but if you're not prepared in this business world, if you're not prepared to jump into your jet and deal with the changing technology, social media, all the instruments and tools and weapons at your disposal, then you're flying by the seat of your pants and you will get your butt shot down. Period.

Fighter pilots don't 'pop in' motivational tapes before they fly a combat mission. We train, right? You know what I mean, Nick, I mean that's why folks are on the phone learning new techniques, a motivational technique, a skill, a communication, writing, social media, leveraging technology, the web, whatever it is. I call it getting a mini-MBA. When I got into the speaking business, I went to the seminars. I read the books. I saw the videos. I took social media lessons. I learned as much as I could, and the environment that we're in is constantly changing, so don't fly by the seat of your pants – prepare, rehearse, and learn.

And then third, realize that you can't do it on your own, that if you're committed and prepared that's one thing, it's what I call working on your inner wingman, but there's things that you're not going to be able to work on your own. So develop those relationships with those folks in your life, the wingmen, just as you and I met at SANG. We developed a relationship, we're connecting, we're going to be doing some work together. You've got to give your wings away and build relationships with people, so when the missiles come, you can say the three most important words in business, which are: **I need help!**

The problem, Nick, and I think you'll find this in anybody experienced in business, they will say that they often call out for help before they built the relationship. I think it's important. Take Elizabeth Dole, when she was head of the Red Cross, she said "I didn't wait for the rivers to flood before I built relationships." By then it's too late. So the best time to start looking for a job is when you have one. The best time to build relationships and connect with people is when you're successful, when you're doing well; but give to other people, provide perspective.

And the most important thing I think you can do when it comes to building trust with your wing men and relationships, is to create an environment of trust with people who tell you what you need to hear, and not what you want to hear. So many folks have egos. They don't want to hear the brutal

truth. They let that ego get in their way. You want a wingman, a coach, a mentor, ...to just be brutally honest with you, to get your butt in gear, to put you on vector, to grab your keys when you've been drinking, and to bruise your ego. A great fighter pilot, a great business person, is open to that feedback and they're also not afraid to give it, because sometimes you can help your buddy out and you've got to hurt their feelings to do what's right. You know what I mean?

**Nick:** Absolutely. I do know that. I think that something you just said I think is a really important point and we're going to hash it out a little bit more. The most important words in business, and probably in life as well, **I need help**. A lot of people have a hard time asking for help. They think it's a sign of weakness. Why don't you talk a little bit about that.

**Waldo:** And you're right. It is tough. I always say you have to take with honor and then give with honor. What I mean by that is when I ask somebody for help, and I've had so many people in my speaking career who I've taken out to lunch, I've built relationships with, I take with honor -- meaning I appreciate it. I send them thank you cards. I buy them lunch. I'm so much more successful than the coaches that coached me five, ten years ago, Nick. But I never forget the folks who helped dig my well, and we can't forget those folks and we continue to help them.

I referred a guy, one of my speaking coaches. He's a better speaker than I am, but I'm kicking butt because I know business and marketing a little bit more than he does. I just referred him some business. He never asked anything from me, but I keep him on the radar. Keep the folks on your radar and give them referrals and hook them up. So that's why when I 'take with honor,' it means I'm paying it forward, and taking care of those people that helped me. And then when I 'give with honor,' it means that I'm paying back those folks, but I'm also holding those other people accountable.

When you give, try not to expect anything in return, but also command that action, don't demand it -- meaning when you're mentoring somebody, set an expectation for them, give to them, but make sure you follow up a little bit and make sure they're getting on the right path. And that takes effort. It takes a lot of effort to give, and it's a sacrifice and sometimes it sucks, and sometimes you're not going to get paid financially or even get appreciation, but that's what I mean 'giving with honor.'

So the thing about asking for help in general though is, you know, when I flew my combat missions, when it was unbearable for me to take off, I remember sometimes flying six, seven, eight-hour night missions, and the claustrophobia demon was creeping up on me and I knew the enemy was there and the missiles, when it was really, really tough, what I would do is to pick up the phone and call my twin brother. I didn't talk to my buddies, the fighter pilots. I didn't want them to think that Waldo was a wussy, right? I'm like, I got to call my brother. So I took my mask off and called out to him for help because I really, really trusted him. Not that I couldn't have talked to anybody else, but I didn't want them to know, and I couldn't let them know, and we often have certain limitations with whom we can really reveal our weaknesses to, but Dave's my wingman ultimately. So I called out to him for help, and he dug in, he fired me up, he's like ... "You're going to kick ass. You're my twin brother. I believe in you," and he was able to give me wings to fly essentially. He saw that I was greater than I thought I was, and it just kicked me over the edge.

Many times we're on that precipice. We're looking down to the water, we're ready to jump off a high diving board -- if we're afraid of heights, ...ready to fly a combat mission or take a risk, ...leave a

job, ...deal with rejection, ...get married, you know, I mean that's a huge combat mission, at least it was for me. I'm still married. I've only been married two years, the first time, but you know, that's a big risk. So it's okay to do that, but you have to take your mask off and be willing to do that because other people see your greatness, and if I could overcome my claustrophobia by asking for help and having somebody inspire me, and more importantly getting trained and preparing myself for those missions, I think anybody can do anything.

**Nick:** That's awesome. Very cool. Let's talk a little bit then about who's in the business of speaking, because you moved into the speaking business. You've obviously gotten your rates as high as anyone I know in speaking. So you're at the top of that game. Let's talk a little bit about that. You've been really great at getting a lot of that for yourself and I love do-it-yourself tips. So why don't you share a little bit about how you were able to build your platform in your speaking career, and what really helped it take off, and any other tips you have for kind of some do-it-yourself PR stuff.

**Waldo:** Got it. I'll try to consolidate this down. Number one is you just really have to stick to the fundamentals, the basics, ...a good solid marketable website that has your brand definable, easy for a person to purchase or to understand your value, and then make sure it's not just about yourself, but the deliverables that you bring.

I was fortunate as a fighter pilot, a combat-decorated business person; I have a "sexy background," and some people listening may not. You know, ...I was an architect, ...I was a financial advisor, ...accountant, a massage therapist or an insurance salesperson. It's not that sexy to me. How do I differentiate? That's tougher. You're able to do it, but I get that I had a little bit of a cool background to start off with because I earned my wings in the business world and in the fighter pilot world, and you have to find that definable niche that you can create and own, be it in your background or in the deliverables.

My brand is the WingMan, but the most important brand really that I have and that you have is yourself. You know, Tony Robbins, Zig Ziglar, any of these reputable names that are out there ...it's the name.

**Nick:** Yep. People pay you more for who you are than what you know. Very important.

**Waldo:** Bingo. But to develop that brand reputation, you have to start with what you know. You have to have that core, that foundation. So get the background, the experience, turn it into a definable concept that is easily understood, and make sure they understand it on the website. Have a darned good demo video. They've got to see you, they have to feel you. You can hear me on the phone, I'm a passionate guy and that video has to display that, and the value, the passion, who you are. Don't confuse them. Make sure they see that, and in some people it may turn you off. They don't like the New York accent. They don't like the military. I'm too short. I'm too good looking, whatever the heck it is man. So that demo video is really, really important.

So before you start doing all sorts of high-end PR and marketing to those folks that you're selling to, they're going to go to that website -- and if it's crappy and it looks cheesy and doesn't give a definable brand and doesn't display you right or correctly, do not pick up the phone and try to sell yourself. Get those fundamentals straight and then you can start doing what I did and develop some marketing and build your PR and reputation in the industry, and I'll share more of that if you want.

**Nick:** Yeah, it's really, you know, another thing that most of you already know about me. It is that

by helping you tell your story, I'm able to help you find those sexy moments and help you build your brand and build it around whatever it is that you do. I mean, obviously you had a sexy one, but you kind of saw that -- as it sounded so as well, but if anyone can do it, if those of you who haven't really developed your unique selling proposition let me know, because we actually did a whole call on that, because that's just a very important part of your positioning and what packages you as different.

I definitely agree that those of you who don't feel like your website's up to par, I wouldn't stop the wheels that are in motion in everything you're doing, but I would get your website up and rolling in a great fashion as quickly as you can. Most of you know my partner, Lindsay, she's able to get websites up for me and a lot of our clients within 30 days or less. And this is certainly not a pitch for her, but if you have somebody who knows what they're doing, you can get that turned around very quickly. But I agree with you. It's so important because that's most people's first and sometimes last impression of you.

**Waldo:** Yeah, it's so true, and you're right. Some people get too complicated with it. But it has to be clean. It has to show you. So have good pictures of you. One picture tells a thousand words. I see so many websites with all this content, content, content. ...Have some pictures. ...Pictures of you in action where you did a volunteer program. ...Have some professional shots done. You have to invest.

I attended the seminars, I read the books on speaking, Money Talks by Allen Weiss. I attended part of the National Speakers Association. It's not just the content that I learned, mind you, but it's the relationships I have through different people. That's why we met at SANG. You've got to show up.

So that's really, really important, as well as getting a good demo video. And how do you get the demo video? That's a whole other story on how you get those first couple of gigs.

But what I did, you notice that I was in the Harvard Business Review, and I was also featured in Success Magazine. I've been in Business Week. That didn't happen overnight. The way I got that was I called some associations, some regional state associations, you know, not these big wig ones. I spoke for the Western North Carolina Builder and Architect Magazine. I did some articles for them. I was a columnist. North Carolina, Western North Carolina Building and Architect Magazine, but I wrote in there. It got me out and I started writing these articles. They sent me the pdfs and then I got into a heating and refrigeration news. The HEAC baby, that's what we're talking about. So I started writing there, and then some big wig company saw me there, Honeywell or Trane, and then I built and incrementally built this up and I took the pdfs and made color copies. I turned them into files that I'd email to clients and slowly and surely I built my way up. I was in Selling Power Magazine. I did some advertising there and then they featured me there.

So your brand doesn't build up overnight. It evolves. It grows and morphs into what I developed known as the *wingman*, so don't expect it to happen overnight. Look for targeted media, targeted PR, targeted writing, and then eventually you can use those to leverage yourself at the bigger companies, bigger articles and publications and then online or high level TV, which I'll talk about.

And it's the same thing with clients too. I started off speaking at local state associations and that's where I marketed and I sold to -- because you can do that a lot easier on the web. Then there were some big wigs in the crowd who eventually took me in and hired me for their company. So I always say, "Sell to associations, and then the companies will be there who'll hire you eventually." I try not to sell direct to companies, because they're hard to sell to.



**Nick:** That's brilliant, man. I've actually never heard anyone say that as concisely. Some people dance around it, but yeah, I mean everyone on the line can go to an industry publication and provide them with valuable columns. And they need content. They want content, so man, and obviously the way to get in is by being unique and having a unique selling proposition, a unique angle. Obviously there are plenty of people who do motivational speeches.

There are plenty of people who do sales training or leadership training, but you found a way to package it in a way that they knew the readers would like. It's a cool story with all the wingman logo, or I'm sorry, wingman lingo, and the military background. You made it so that it would be entertaining and informative, and so while there's a bunch of other people who play in the same field as you do, you did it in a way that they knew that you'd still be a great addition because it wouldn't just be the same old stuff, and I think that's where...

**Waldo:** Bingo. Yes. Well said. It is important, and you have to build this lingo around your brand. You want to get it, there's wingman, there's wingnuts; you know wingnuts will drag you down. A jet has lift and drag, wingmen are going to lift you up and the wingnuts are going to drag you down.

You've got wing-givers. Don't network, wing-work. You've got wing-moms and wing-dads. If you want to turn from a wingman to a bling-man you'd better work your tail off, right? I mean so there's a language in it and it's fun, it's unique, people remember it, and then they remember you, and that's the key.

**Nick:** That's awesome. Cool. So let's talk about how you got into some of the real high-end TV stuff too. I think people would find that interesting.

**Waldo:** Okay. Man, I'm telling you. Definitely with some relationships, but the first time I got on major media was Fox News. It was the fourth of July, I think 2004, and I had some connections in town that I met; somebody that was in the local Fox affiliate or this and that, and I navigated my way. Now, I am a salesperson. I love cold calling. I'm confident on the phone. Most people aren't, ...I am. It takes a lot of time to build up that confidence because you have to be a salesperson in this business to win.

So I got a list of some of the Fox News people and I researched them online and I cold-called and I sent emails out. So I did a multi-touch, these folks are busy or too lazy, most of them are too busy in the PR world, the lazy ones don't make it, but when you're contacting folks, and particularly in the media, you need multiple touch points and you need it folded, crisp, clear, simple and easily identifiable.

So it was the Fourth of July and I'm like, "You know, I got to get on the news. I want to get on Fox News," so I cold-called the New York office. I had a list of five or six different producers. I had their email. I put in a pitch. I think it was in the headline I placed my pitch -- combat decorated fighter pilot talks about patriotism on Fourth of July. And then I said this is my background. Combat decorated. This is before I was in the New York Times bestseller, before I had any brand or anything. Combat decorated fighter pilot speaker and then I gave four bullet items.

-- why

-- what can I provide

-- what value can I provide on the fourth of July about trust and integrity and

-- America is about service,

and basically I had my pitch points and I'd say, "Would love to talk to you."

It took them two minutes to read that, if that, and I called and left that pitch on the phone. I practiced it and then I got a call back within 30 minutes or less, “Are you available this weekend 4:00 p.m. New York,” or wherever the heck it was. I said, “Yes,” they said, “We’ll be in touch,” and I got on Fox News. I was scared to death, did a crappy job I thought, but it was on man and it’s there. It actually was my first piece and I did the same thing when I got on CNN I also used a major PR company which was garbage most of the time, but he got me a CNN interview.

So no one knows you and can sell you better than you, but it takes practice giving the pitch.

**Nick:** Amen. That’s great advice. Very cool. Well, hey, you know, I know that there’s an event that you have coming up and I’ll be speaking at it. I think it’d be a shame for us not to tell people a little bit about it. Again, this is not a pitch. I always try to give you guys resources I think can help you. If you want to learn how to become a speaker who gets paid to speak, which is a little different than a speaker who sells to get paid, and again, I like both. I do both. I don’t do as much paid speaking as I do selling, but I’m working on that and Waldo’s given all of us some great strategies, even just on this call, so if you want to learn more of this type of stuff, Waldo, why don’t you tell them a little bit about the conference you got coming up.

**Waldo:** Okay. Cool. So it’s going to be 3<sup>rd</sup> – 5<sup>th</sup> August in Atlanta, and it’s going to be called The Top Gun Speaker’s Academy. If you go to: [www.topgunspeakers.com](http://www.topgunspeakers.com) it’s me and another New York Times bestseller, Chris Wagner, some of you may have heard of him. Just a really great guy, a great speaker, and you, Nick, will be there and some other folks who understand the speaker’s industry and some other folks will be there, but basically what this program is about are the nuts and bolts fundamentals on how to grow and augment your speaking business and get booked in a commoditized speaker world.

You heard a lot of the things that I spoke about today and I’ve been coaching speakers for years. I was the past President of the National Speaker’s Association in Georgia. I go out to lunch every other week with another speaker, another entrepreneur, and this is my first public seminar that I ever put together. The first, and I’ve been asked to do this for years, so I’m kind of stepping outside my comfort zone doing something that’s a little unique, but this academy, it’s a little bit different than the others because they may tell you about getting a demo video, they may talk to you about your need to get PR and you need to have an outline of your speech, and you need to have a good philosophy on business, etc., but we’re going to teach it to you.

I’m going to put actual websites of folks in the audience up on the screen and we’re going to break them down step by step. We’re going to look at the good, the bad, the ugly. We’ll look at my demo video and other demo videos and say what makes it happen? In the first minute, they have to understand who you are and what your value proposition is -- they got to feel emotion mostly through laughter. If they don’t have that in the first minute they’re gone, because people need an experience when they speak, and like I said before, most planners and executives are too busy or too lazy, they want to go home. If you don’t wow them immediately, you’re done.

So those are some of the things, and then Chris Wagner, who is a master in marketing and product development and social media, he’ll talk about how he makes money on social media using his brand and how to leverage that to make money and sell products as well. ...Not just the philosophy. ...Not just the must dos, but literally getting in the trenches and learning the nuts and bolts from very experienced folks.

**Nick:** Awesome. Very cool. It's going to be August 3<sup>rd</sup> – 5<sup>th</sup>. You guys can email me if you want more information on that and I can connect you with the right people from Waldo's organization, and if you're going to go, let me know so we can be sure to hang out while I'm there.

Awesome stuff, man, those were some great tips and secrets. I appreciate you sharing them. Very cool background story obviously, and I look forward to seeing you in August. Thanks for spending some time with us on the phone today, man.

**Waldo:** You got it. By the way, the fee is \$1497; however, if they sign up today and they put in **top gun** in the code, but they'll get \$200 off and a fee of \$1297, so make sure you put **top gun** in and if they want to email me direct: [waldo@yourwingman.com](mailto:waldo@yourwingman.com) I can send them more information or it'll work through you as well. And listen, I look forward to flying with you guys. Great to talk with you this afternoon. Have an awesome weekend. Check six, push it up and we'll be in touch man.

**Nick:** All right, man. Sounds good. Thanks, Waldo. Take care.

**Waldo:** You got it. Bye-bye.

**If you would like more information about Marketing Your Products,  
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*JW Dicks, Esq. & Nick Nanton, Esq. are best-selling authors that consult for businesses from Start-Up to \$4 Billion in annual revenue, on how to build their business through Personality Driven Marketing, Personal Brand Positioning, Guaranteed Media, and Mining Hidden Business Assets. They offer free articles, white papers, and case studies at their website. Jack and Nick have been featured in The New York Times, The Wall Street Journal, USA Today, Newsweek, Inc. Magazine, FastCompany.com, CNN.com and on NBC, CBS, ABC and FOX affiliates across the country.*



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