

Experts, ThoughtLeaders® And Business Owners...  
We Want To Give You A License To

# Speak Anywhere With *EASE*

**Learn How You Can Control Any Crowd,  
Have Unshakable Confidence  
And An Envious Resume Of Media And World  
Class Speaking Venues *In Just 12 Months***

Dear Experts and Business Owners,

Business today is different. The tools of the trade have changed. Everything we do to move our business forward revolves around one major skill.

It's a skill that we woefully and begrudgingly got through in high school and college.

It's a skill that seems to come naturally to some and still scares most others. In fact, it is the one thing that is reported to be scarier than death.

**But, it is vital to your business.**

It is vital to closing deals, networking and getting your message across. It is vital to telling your story and making a real impact in your community (and your bank account).

## The Good News?

It's a skill that can be learned and mastered.

And it's a skill that we use everyday...

- On the phone
- On conference and Zoom calls and webinars
- At client events
- At business meetings, events and luncheons
- On stages and at venues big and small

## The Skill I'm Talking About Is Public Speaking.

It's the art of putting together your thoughts and expressing them eloquently with your words in front of a crowd.

That "crowd" can be one prospect that you are talking to face to face, or it can be an arena filled with hundreds or thousands of people.

**Today I want to give you a license to literally speak anywhere. A license to:**

- Have the confidence *to walk into any room and control the crowd* and the vibe of the room.
- *Persuade and influence everyone* who has the privilege to listen to you and gain your point of view.
- **Lead and be the leader of your community, your prospects and the people you can help.**

But first, who am I and why should you listen to me about speaking and using the power of speaking to grow your business?

My name is Nick Nanton and I am the CEO of the Dicks + Nanton Celebrity Branding Agency, the world's largest personal branding agency that works with our clients to create and deploy media, marketing and PR to set them above and apart from anyone in their market.

We have helped more than 3,300 clients in 64 countries to write Best-Selling books, speak at events all over the world, and appear on major TV networks like ABC, NBC, CBS, FOX, CNN, CNBC, E!, FOX News, and Bravo.

We have also featured our clients in publications like *Forbes, Inc, Success, Fast Company, Newsweek, The Wall Street Journal* and *USA Today*.

**More importantly, we have built this agency on the back of this skill, more than anything else.**

When we first opened our doors back in 2007, I wrote a Best-Selling book titled *Celebrity Branding You!*<sup>®</sup>.

To tell the world about this book, I packed my bags and started speaking to anyone and everyone that would let me in the door. Some days there were four or five people in attendance.

Other days there were 50 or 60...sometimes more.

At every single one of these events, I got up on stage, or in front of the room, and shared my best tips and insights to help the attendees grow their businesses.

**During the first 12 months of doing this,  
I was able to book more than \$1,000,000 of  
business for our Agency.**

**This one course of action changed my life forever and,  
at the same time, let me help the attendees and all of  
their future prospects and customers through the process  
of word of mouth training.**

To date, speaking at events like this, on big stages, small stages, teleseminars and webinars, ***I have personally sold more than \$50 million in services for our Agency.*** This has helped us hit the Inc 5000 list, win multiple Emmy<sup>®</sup> Awards and even be invited to fly first class with a guaranteed substantial speaking fee to Iraq to speak to a group there (I did turn that one down)!

I owe much of my own, and my Agency's success, and income, to speaking—on stages, on the phone and on conference calls and webinars.

My partners, JW Dicks, Greg Rollett and Lindsay Dicks have followed suit and use speaking to drive all of our expansion, opening new divisions of the Agency nearly every year—all on the back of speaking in one form or the other. A method anyone can learn that will change your life forever, just as it did mine!

Now, you may be saying to yourself, that's great Nick, but...

**I'm Not You!  
And I Don't Want To Sell  
My Products From The Stage!**

I have some great news for you!

But first, I honestly didn't intend to sell from the stage either. However, when I was in front of a group of entrepreneurs that I knew I could help, I did what my friend Jack Canfield says to do, I took the next logical step and offered solutions to their problems.

The even better news is *you don't have to be me, you don't have to sell from the stage, and you don't have to spend time traveling* to realize the impact and the benefits of speaking. You can travel if you choose to (and get paid to do so), but you can also use your speaking skills at home, online, through podcasts, webinars or teleseminars or even broadcast coaching. The choice is yours.

**But, what you can't do is turn the other cheek and think that this skill doesn't apply to you and that you cannot benefit from becoming a better speaker and having real world-class speaking events on your resume—which, for the first time ever, we can now guarantee to secure for you.**

Let me explain.

A few years ago I met Steve Forbes at an event. Of course I'd heard of Steve—he ran for President in 2000 and is the name behind *Forbes* Magazine and Forbes Media.

But this time I was seeing him on stage. I saw Steve present to a group of people and immediately “saw” him differently.

I saw him as this authority figure and subject matter expert— more so than I ever did reading his “letter from the editor” in *Forbes*.

After the event I befriended Steve and was able to bring Steve to an event I was hosting in New York City called “Success In The New Economy.”

At that event, I invited 40 of my top clients to speak and share the stage with Steve.

Not only was it a hit, but also the 40 clients who joined me that day had their resumes changed forever.

**They had instant credibility.** They spoke at an event in New York City with Steve Forbes.

**They had media.** My Emmy® Award Winning film team captured their presentations in beautiful High Definition Video that they could now share on their websites, on social media and even put on DVD's or thumb drives to give away to people in their community or play on their waiting room TVs in their office.

**After this event I realized the powerful effect of creating and delivering a stage for something magical and transformational for business owners and professionals, like you, to appear on and be seen by your clients and prospects as the authority they want to hire.**

Since then we have hosted speaking events at the United Nations Headquarters in New York City, Walt Disney World, Universal Studios, at major universities on the East Coast and at annual gatherings of the world's top ThoughtLeaders® in Hollywood, CA.

At each of these events we have given our clients the ultimate credibility that they have used to change their lives and ignite their businesses to new heights.

**Now I want to do the same for you.**

And in the process...

## **I am going to literally give you the license to speak anywhere for the rest of your life!**

You see, when you get the training and the resume that I am going to provide for you:

*...You can walk into any room and command their attention from the moment you open your mouth.*

**...You can book engagements that were once unreachable or unattainable** for the average business owner.

*...You will be able to lead your own events—from client appreciation events to seminars to online events like webinars and Zoom calls where you will display unshakable confidence and charisma and win over the crowd every time.*

...And you will have media that will live on your website, in social media and on DVDs that will **tell the world your story and make them see you in a different light**, the same way I saw Steve Forbes that day.

If you want to change your life over the next 12 months, then I am formally inviting you to join me on...

## ***The Success Live<sup>®</sup> Tour***

The Success Live<sup>®</sup> Tour is a 3-event, coast-to-coast, speaking tour that will bring you across the country and into three of the most credible speaking venues you could ask for.

Yet, before I tell you about the 3-events you will be speaking at, I

want to tell you how we are going to get you ready for the *Success Live*<sup>®</sup> Tour and turn you into the ThoughtLeader<sup>®</sup> that people can't help but watch, listen to and resonate with.

We don't do this by sending you through some tired course with dozens of videos we know that you are not going to watch.

We do this by pairing you up with one of the top media trainers and speaking coaches in the world and giving you...

## **12-months of Live Speaker Coaching & Training**

Every single month, for the next year, you and a small group of colleagues, who are going on this tour with you, are going to be led through the exact steps, lessons and exercises that will turn you into a world class speaker, no matter if you have never spoken in front of a crowd or if you are a grizzled veteran.

Your speaking coach and trainer is someone who has worked with more than 500 of our own clients to help them prepare for speeches and media appearances at all of our events, TV shows and video shoots. He is also the guy that helped to launch *FOX and Friends* and prepare their guests to be their best on camera.

His name is Jess Todtfeld and he is the author of *Media Secrets, A Media Training Crash Course*.

Over the next 12 months, he will lead you and the other speakers on the *Success Live*<sup>®</sup> Tour through customized coaching and training that includes...

- **Developing your speaking style** and how to fill that style with substance and stories that connect emotionally with any



audience to have them eating out of the palms of your hands.

- **How to organize your talk** so you control the audience from the first word to the last, never giving them a chance to check out, check their phone or head to the restroom.
- **The right way to pull stories from your life** so that you don't just tell the audience your autobiography, but that you use your life's stories to motivate and inspire the audience to go out and learn from your life and get even better results.
- **How to practice your speeches and presentations** so you walk onto the real stage with such a high level of confidence that nothing can take you down and you deliver your best performance—every, single, time
- **How million dollar speakers make their money** and how you can get a slice of the speaking money pie, even if you only want to speak locally, or if you have the ambition to keynote major presentations all over the world like Brian Tracy or Gary Vaynerchuk
- **Opportunities to live workshop your speeches and presentations**, get real time feedback on your opening lines, your titles, your stories and everything in your presentation in a safe and comfortable environment where we only have one goal—to make you a better speaker!

All of these coaching sessions will be recorded, in case you can't make one, and you will be notified of when they are taking place and how to attend via phone or online.

We have found that this style of hands on coaching is the best thing to help you prepare to give any kind of talk, from 10 minutes on stage at a world renowned venue to leading your daily huddle with your staff. The value you will get from Jess is priceless and worth the cost of admission alone, but you know we are just getting started.

In addition to 12 months of live, hands-on speaker coaching you are going to be...

## **One Of Just 20 Experts To Join Us On The *Success Live*<sup>®</sup> Tour**

The *Success Live*<sup>®</sup> Tour includes three major speaking events and engagements in 2018 and 2019. It will showcase your speaking ability all across the country at three of the most credible venues any speaker can use to springboard their speaking career.

This will give you immediate credibility, positioning and visibility in your market from the day you announce that you are on the tour.

We have handcrafted this tour to take you across the country, into different venues that will give you a broad range of experience, backgrounds and fill up your resume better than anyone in your marketplace.

### **The first stop of the *Success Live*<sup>®</sup> Tour will take you to High Point University.**

You are going to kick off the *Success Live*<sup>®</sup> Tour at the prestigious High Point University, an entrepreneur-first university led by speaking legend Dr. Nido Quebein.

At this stop on the tour you will deliver a 10-minute TED talk style presentation to entrepreneurial students in attendance as well as the other members of the *Success Live*<sup>®</sup> Tour where you will share the biggest life and business lessons you wish you knew earlier in your career.

Your presentation will be captured on multiple cameras by our Emmy® Award Winning Film Crew, and then edited, for you to utilize in your marketing, your speaker reels, on your website and social media.

**As a special bonus**, you will be invited backstage for a special taping of “*In Case You Didn’t Know*,” where I will be interviewing Dr. Nido Qubein in his President’s Lounge for my new TV show that is being Executive Produced by Larry King.

High Point University Tour Date: November 12-13, 2018.

## ***Success Live*® Tour Stop #2 Will Have You Speaking On Broadway, Live in New York City.**

While you and I might not be cut out to star in the next rendition of *The Jersey Boys*, we have secured the Broadway theatre, **NO NOT JUST A THEATER ON THE STREET CALLED BROADWAY, A REAL Broadway Theater—The Samuel J. Friedman Theatre—*for a very special tour stop on the *Success Live*® Tour.***

You will be among the first business owners, authors and experts to speak on stage in a Broadway Theatre, giving you a conversation starter for years to come.

The Samuel J. Friedman Theatre is between Broadway and 8th Ave and recognized as an official “Broadway Theatre”.

At this stop on the *Success Live*® Tour, you will give a 7 to 10—minute Ted talk style speech on a topic of your choosing that will also be filmed by our Emmy® Award Winning Film Crew.

Speaking on Broadway is a once in a lifetime opportunity and will

give you instant credibility in your community, to event planners and your clients as someone who gets opportunities that no other speaker has been able to get. This credibility alone is immense and will last a lifetime on your resume as a “Broadway Speaker”!

**Plus, as a special bonus**, you will be given a ticket to attend our very special 1-Night Show with Rudy Ruettiger, the inspiration for the famous top five sports movie of all time, *RUDY*, later that evening at the theatre. You will get to be a part of history two times in one day, by not only speaking on Broadway, but attending this special Broadway Show based on the documentary I made on Rudy’s life story.

**Samuel J. Friedman Theatre Tour Date: February 11, 2018.**

## ***Success Live*<sup>®</sup> Tour Stop #3 Takes You To The Bright Lights Of Hollywood, CA.**

To wrap up the *Success Live*<sup>®</sup> Tour, we are taking you to Hollywood, CA for the 10th annual ThoughtLeader<sup>®</sup> Summit.

This is the premiere event for experts and ThoughtLeaders<sup>®</sup> and you will share the stage as part of the 10th anniversary of this historic event. Hosted at the iconic Hollywood Roosevelt Hotel, the home to the first ever Academy Awards, you will once again address a live audience and it will be captured by our Emmy<sup>®</sup> Award Winning Film Crew to share your biggest secrets of success.

This is the same stage that has seen legends like Jack Canfield, Brian Tracy, Peter Diamandis, Sally Hogshead, Michael Gerber, Jay Abraham, movie stars, entertainers and real life heroes whose lives have inspired movies. Plus, we will film your speech in epic fashion, with our Emmy<sup>®</sup> Award Winning Crew, painting you as

the ultimate ThoughtLeader® in your industry.

Hollywood, CA Tour Date: September 2019.

## **Are You Getting Excited To Be A Featured Speaker On The *Success Live*® Tour?**

You should be. Not only are we going to give you the tools and the training to be an absolute pro on stage and enhance the #1 skill you need to succeed in business today, but we are going to guarantee you a roster spot for the *Success Live*® Tour that will bring you, your story, your insights and your message to three of the most credible venues across all of the United States.

But that's not all.

You see, one of the biggest questions we get asked all the time is...

## **What Do We Do With All The Videos And How Do We Use This Credibility To Grow Our Businesses?**

In this incredible program and speaker representation, you are going to get some of the best media clips you could ever have to position you as a Celebrity Expert® and a top speaker. Our documentary and Emmy® Award Winning Film Crew is going to capture every moment of your presentation and edit it for you so that your videos look cinematic. Compare that to the speaker that setup his iPhone in the back of the room or had their buddy hold it for their whole performance...

But even with this great media, *you need to know what to do with it to truly get the value of the media.*

That is why we have put together one of the biggest bonus packages we have ever offered that will do all the heavy lifting for you and give you exactly what you need to get the most mileage from the *Success Live*<sup>®</sup> Tour and all the media we are going to create for you.

## **Bonus #1: We Will Create A Profile For You As A Featured Speaker On The Impact Speakers Group<sup>™</sup> Website**

Impact Speakers Group<sup>™</sup> is the home to dynamic speakers from all over the world and we are going to add you to that list of speakers. On the website our team will create your speaker profile that will include photos of you on stage, headshots, videos from your presentations, your keynote topics, books (if you have any) and finally, ways to contact you for speaking engagements.

Think about the power in sending an event planner to your profile on the Impact Speakers Group<sup>™</sup> site where they will instantly be able to see the value you can bring to their audience. How much more professional will you look over any competitive speakers? Plus, you will have a home for all of the videos of your speaking engagements from the *Success Live*<sup>®</sup> Speaking Tour, which I am going to tell you about in just a minute.

As a bonus we will create your profile and give you 12 months of hosting for free. After the initial 12 months, it is only \$47/mo to keep your profile active on the site.

## **Bonus #2: The *Success Live*<sup>®</sup> Tour Social Media Success Kit**

We live in a time and place where you need to document and share the great things you are up to. But, it's not always easy to craft the right post, find the best image or even describe what it is that you are doing.

That is why we are going to have our expert social media team create posts for you to post after each of the three stops on the *Success Live*<sup>®</sup> Tour.

These posts will include information and photos from the events so you know exactly what to say and post to drive the most attention to your speaking engagements. This makes it easy for you to stay in the zone and put together your presentations and allow our team of social media writers and designers to create engaging content for you to simply copy and paste onto your social media platforms.

Literally all you need to do is copy, paste and post!

### **Bonus #3: Press Releases For Each Tour Stop**

One of the best ways to tell the world about the great things you are doing is to write and release a press release. Our Press Team at the Agency will write a Press Release for you about each of the three tour stops, touting all of the things happening at each event, with information about you, the venue and contact information to learn more.

After you approve each press release, we will give you a copy to use in your own marketing and send to your own media contacts, plus we will post and syndicate a copy of the press release online for you, giving you even more credibility for event planners, prospects and others to find you online and learn about the incredible things you are doing.

## **Are You Ready To Join The *Success Live*<sup>®</sup> Tour?**

I truly can't think of a better way to represent you than to represent you as a speaker on three of the biggest stages in the world, all while honing your skills as a speaker so you can hold a license to speak anywhere in the world, at anytime, to anyone.

But we knew that in order *to help the most people to help the most people* (which is our mission), we needed to create an Agency Relationship with 20 of our top clients in a capacity that we have never worked before.

*To that effect, we are stepping up the way we represent clients like you...*

*...and you are stepping up into the person you know you need to become—for yourself, for your family, for your clients and for your legacy.*

That is why we are looking to represent you as a speaker.

To ensure that you touch the lives of everyone you possibly can. To make an impact greater than you ever thought you could. To share and communicate your ideas and insights that will make the lives of everyone better.

**In the past, and even currently, we offer opportunities to speak at venues like the ones on the *Success Live*<sup>®</sup> Tour for up to \$12,000—for one speaking event.**

And this doesn't include the 12-months of coaching, the profile on the Impact Speakers Group<sup>™</sup> website, the social media posts and more.



**But today, when you join us for the *Success Live*<sup>®</sup> Tour, you can enjoy all the benefits presented to you in this letter, just for retaining us to represent you as a Speaker for only 12-monthly payments of \$2,000.**

At the end of the year you will have a resume that is second to none.

- You will be a better presenter. A better speaker. A better communicator.
- You will have video and media that will make people stop twice and see you as the person you truly are—a game changer. A ThoughtLeader<sup>®</sup>. A University Speaker, a Broadway Speaker, a Summit Convention Speaker, and A Celebrity Expert<sup>®</sup> Speaker.
- You will have forged relationships with the other speakers on tour that will last a lifetime and lead to unlimited opportunity to work together on other projects.
- And you will have a license to speak anywhere. To anyone. At any time.

But time is running out.

The first stop of the *Success Live*<sup>®</sup> Tour at High Point University is only a few weeks away.

And there is only room to accommodate 10 speakers at High Point University and six of these spots on the tour have already been taken.

**If you are ready to join us on the tour, here is exactly what I need you to do right now.**

1. Go to [www.CelebrityBrandingAgency.com/SuccessLive](http://www.CelebrityBrandingAgency.com/SuccessLive) and you will see the Deal Memo that breaks down how we will represent you as a speaker. All of the deal points will be laid out for you and you will be able to accept that Deal Memo and submit your new client intake form and make your initial deposit of only \$2,000.
2. You can call [800.980.1626](tel:800.980.1626) and ask to speak with one of our Speaker Agents who can answer any questions and get you the details to ensure you are able to join us at High Point University in November as we kick off the tour.
3. You can email [info@dnagency.com](mailto:info@dnagency.com) with your questions and a member of our team will get back to you as soon as possible.

Right now, the choice is yours.

You can continue to live with a message inside of you and not express it, or use it to impact those around you.

You can keep that message to yourself and never realize and live up to your full potential.

**Or you can rise up.**

You can step into greatness and allow us to give you the training, the publicity, the film packages and the grand stages to share your message, your story, your insights and information.

You can step out of your comfort zone and allow our team, our coaches and our crew to guide you, to be there for you every step

of the way and to stop at nothing to make you into a great speaker and communicator the world needs to listen to.

In just 12 months, you can have this license to speak anywhere. But it's up to you.

**Take that first step and visit [www.CelebrityBrandingAgency.com/SuccessLive](http://www.CelebrityBrandingAgency.com/SuccessLive) or call 800.980.1626.**

Join us on the *Success Live*<sup>®</sup> Tour and I cannot wait to see you transform into the confident, vibrant, game changing speaker you know you need to be.

To your success,

Nick Nanton

P.S. The *Success Live*<sup>®</sup> Tour is starting soon.

The first stop is High Point University and it kicks off on November 12-13th.

**At the time that I am writing this, there is only room to accommodate four more speakers** to speak to the students at High Point and have it filmed by my Emmy<sup>®</sup> Award Winning Crew.

Plus, that evening you will get to sit in on the filming of a new episode of "In Case You Didn't Know" where I sit down and interview the legendary Dr. Nido Qubein in his President's Club.

This is a huge bonus and is only available for the next four speakers that go to [www.CelebrityBrandingAgency.com/SuccessLive](http://www.CelebrityBrandingAgency.com/SuccessLive) and sign on to be represented as a speaker by our Agency.

Plus, you'll get to join us at the Samuel J. Friedman Theatre on Broadway and at the Hollywood Roosevelt Hotel in Hollywood, CA for the final two stops of the tour.

This is in addition to 12 months of live speaker coaching, a profile on the Impact Speakers Group™ website, HD footage of all your presentations, your social media success kit, press releases and more.

Do not let this opportunity pass you by. Apply to be a speaker on the *Success Live*® Tour by going to [www.CelebrityBrandingAgency.com/SuccessLive](http://www.CelebrityBrandingAgency.com/SuccessLive) now.