

# Shannon's Marketing Implementer

November 2008



Volume 2, Issue 11



**Shannon M. McCaffery**  
Chief Marketing Implementer



## What I'm Thankful For This Year...



### Inside This Issue:

- 1- What I'm Thankful For This Year...
- 1- How to Build Your Celebrity Brand
- 2- Quotes of the Month
- 2- Family is What it's All About
- 2- Special Quote about My Newsletter

### So much to say...

This month was filled with my annual adventure to the Info Summit that was in St. Louis, MO. The conference was the day after the election and what a memorable election that was!

The Info Summit was another incredible conference where I discovered a ton about making money online. The big takeaways from the conference are membership sites are the future because it brings guaranteed income each month from your members. Plus I worked a lot this past summit with several speakers and really helped polish them up for the stage- with their PowerPoint and with their talks. In fact, Jason and Rob (who I talk about in my main article) helped me come up with a wonderful new product idea that I will share soon. I wish I could write about all my great discoveries, but that would take way too long!

The highlights of this month are- I've been a reading machine- *The Official Get Rich Guide to Info Marketing on the Internet* by my client Bob Regnerus and his other book, *Big Ticket eCommerce* which I both highly recommend. I also read *Beyond Bullet Points* by Cliff Atkinson and *Slide:ology* by Nancy Duarte. I would totally recommend all of these books. The later are awesome books on creating presentations which I'm doing some research on a new project that I'll share more about in upcoming newsletters.

This month I also went to Boston for my mastermind meeting which was totally awesome. Plus Nick Nanton attended our meeting and gave us all some great ideas to change our business models to make more money.

Then I ended my month with the most fantastic Women On Fire Tea Party in NYC. Debbie Phillips, the Founder of WOF had another terrific Tea party where 15 fabulous women came together- we laughed, we cried and we walked away with inspiration and many ideas- love those Teas!

Happy Thanksgiving! I have to much to be thankful for! I hope you're spending it with loved ones and have some wonderful traditions that you share.

Best,

Last year in November I wrote about what I was thankful for. It got such a great response that I decided it would be most appropriate to continue my tradition. This year I have so much to be thankful for and I love doing this exercise- writing down every night before I go to sleep the top 10 things I'm most thankful for each day. I would urge you to try it.

Since it's Thanksgiving, I wanted to focus on the men in my life this year that I'm thankful for. In fact, 2 men to be exact. These two guys are the most amazing, inspiring, wonderful friends, colleagues and entrepreneurs that I know. What I love about them is they are a very important part of my success team. They've both helped me grow intellectually and financially with their guidance, kind words and sometimes swift kick in the rear. So I just wanted to take a minute here in my Thanksgiving newsletter to tell them how much I appreciate their friendship, business sense, business smarts and their caring and on target coaching.

I've written about Rob a few times in my newsletter and for those who don't know, he and I have known each other for over 11 years. We met when we worked at the same company- Simon & Schuster, way back when. He's always been a great mentor, friend and wonderful colleague. He's always steered me in the right direction for my business and makes me laugh a lot, and we have way too much fun working together! Then there's Jason who's like my brother, incredibly smart and just so kind, caring and giving. I met him at our Glazer-Kennedy Insider's Circle Chapter meeting in Boston. He's been a part of my Mastermind group for 2 years now. Jason and his wife Robin own a terrifically successful character development company called POWERful Words. Their company touches over a million kids and families each month. <http://www.powerfulwordsonline.com>

Since I work out of my house, it makes for a very lonely entrepreneur. So having Rob and Jason as part of my success team, between the phone and email, there's never a dull moment. I hope you can take some time this holiday and write down what and who you are thankful for. I would also encourage those of you who work out of your homes to attach yourself to some like-minded successful people that will lift you up, make you laugh, keep you sane and encourage you towards success in your business.



**Rob Berkley, Jason Silverman and I at the Info Summit, St. Louis, MO**

## How To Build Your Celebrity Brand



**Yours Truly with Nick Nanton, Celebrity Lawyer**

Have you ever longed to be the expert in your chosen field? Don't you want to be the go to person and have everyone seek out your help?

Well I'm here to tell you that becoming an expert is easier than it looks. I had the total pleasure of meeting Nick Nanton and listening to him speak about celebrity at our Glazer-Kennedy Insider's Circle meeting in Cambridge last week. Nick is a celebrity lawyer. For more information check out- <http://www.dicksnantonagency.com>

His book just came out called *Celebrity Branding You*, which I'm holding in this photo. The real key to becoming a celebrity in your own business according to Nick is that people will buy people. Look at what Michael Jordan and Tiger Woods did for Nike. People want to "be" them, so they buy the products they endorse. One of the ways to become a celebrity in your business is become a trusted resource and friend in whatever business you specialize. Be the "go to" person and the one that has the latest and greatest information to share with your colleagues. The key is to become an expert at something. Also notice **(Continued on the next page)**

## Quotes of the Month



*"If you think education is expensive, try ignorance"*  
~ Derek Bok

*"We are what we repeatedly do. Excellence then is not an act, but a habit"*  
~ Aristotle



I'm just wearing poor Lily out with all the work I've been doing lately. She's a great silent business partner- sleeping while I work. She knows her job description well! Do you have a good silent business partner to keep you company?



Harrison and Rob Berkley hanging together on our last visit to Martha's Vineyard. We were able to get to the Island 3 times this year and love it! Do you have a favorite vacation spot? Make your plans now to go!

# McCaffery

ommunications

240 Thornden St.  
South Orange, NJ 07079

Tel: 888-856-6222  
Mobile: 201-294-5765  
Fax: 815-550-2431  
info@marketingimplementer.com  
www.MarketingImplementer.com

**Email me if you want a FREE Copy of *The 12 Secrets to Maximize your Conference Experience***

# How To Build Your Celebrity Brand

(Continued from page 1)

if you're giving out a consistent message of your brand in your advertising and promotion of your business.

Here are some keys to becoming a celebrity:

- 1) Develop your story- not your biography, your story of how you got to where you are and be creative, make it interesting and relatable.
- 2) Find some local associations in your niche and find out what you need to do to credentialize yourself.
- 3) Ensure that you have a good chosen niche- even focusing on smaller niches, like golf players who are left-handed, is more economical and beneficial.
- 4) Remember the only people that really need to know you, are your target market.

Best ways to get yourself noticed on the web- write articles and get them distributed online, and have a blog. Big key for your blog is to write between 300-500 words, and tell a story that has a purpose. Don't forget to use the power of borrowed celebrity by having your camera with you at all times and snapping your picture with people who are known in your industry. Another great idea from Nick is to do speaking- find a group of people that already meet that are in your niche and find out what you need to do to go speak in front of them. Some good example are associations and chambers of commerce. The point is, get yourself out there, get noticed, use PR, help others and build your celebrity brand that is you!

## Family IS What It's All About...



Here's me and my Dad on his 69th Birthday! I'm just so happy that we have a great relationship. I just wish he lived closer. He's still fixing his house where he lives down in New Orleans where I grew up.



Harrison is on his roller-blades playing some kind of combined hockey/lacrosse. He had a lot of fun at camp that summer.



My Mom and me last year when I went down to visit her new home in Houston, TX. I'm incredibly thankful that she's in my life and that we connect on so many levels. If only she lived closer...



This is a photo I took 3 years ago on Thanksgiving. This is the view from my brother's house in CT where we spend the holiday. The people crossing that little walkway are my brother, sister and their kids. I love this photo. Do you have a family tradition that you hold dear? Would love to hear about it!



**Here's a special quote I received about my newsletter- Keep them coming!!**

*I love your newsletters! Each time one arrives, I snatch it from the pile of mail. Then, I find time to carefully read, savoring it like a good piece of chocolate! The mix of personal, inspiring and marketing ideas for business success all rolled into one terrific package is fantastic. I then recycle by sending it on to other entrepreneurs I know who need your tremendous marketing support.*  
~ Debbie Phillips, Founder, Women on Fire