

CELEBRITY


MARKETING

SECRETS

Become The Authority In Your Niche

BRAD ROSS





JOEL BAUER.
Best Selling Author of
"How To Persuade
People..."


**"...he'll get you doing things
you've never done before."**

Brad Ross...he's dynamic. He's an expert on branding & positioning... he's a maven, he's got expertise, he's well studied, and he applies what he knows.

The great thing about him is he can transfer his skill-sets. He doesn't show you things you can't do - he shows you things YOU CAN DO.

He'll get you doing things you've never done before - and he'll make it simple. The outcome will be easy, lucrative & fun...He'll change your world."

CELEBRITY MARKETING SECRETS: Become The Authority In Your Niche



SCOTT BARHOLD.
Melbourne, FL

**"If you're not coaching with Brad Ross...
you've got to get your head checked..."**

I've been working with Brad for a few years now, and everything he does, he goes so far over the top in what he delivers.

If you're not coming to It Factor Live, if you're not coaching with Brad Ross and investing in his products, you really got to get your head checked because this is the way that you're going to help your business. If you're really serious about making money in this business...about being successful, then you have to be serious about being here, in the Magic Marketing Center Community with Brad Ross.

The 5 Celebrity Steps to Building Authority in Your Niche.

Celebrity Marketing Secrets: Become The Authority In Your Niche
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INTRODUCTION

Being viewed as a celebrity or an authority in your field is important because it immediately sets you apart from your competitors. When you think of Internet search engines, Google is the first word that pops into your mind. Facebook immediately comes to mind when you think of online social networks, and Apple is top of the list when smart phones and tablets are mentioned. They all have what I call *The It Factor*. They are Known, Liked & Trusted.

All of those companies have been around for some time. They have worked very hard to develop customer loyalty. Longevity is often important in helping a company build a reputation as the leader in a particular marketplace. However, this is not always the case. Thanks to global Internet access and the World Wide Web, even a small, brand-new company can quickly develop an authoritative presence in just about any field ...

... if they follow a proven path to success.

How can you or your company benefit from the respect and admiration that comes with being an influential leader in your market, even if you are just starting out? Stick with me, I can help you.

Well, since 2004 I have helped entrepreneurs to establish themselves as the celebrity in their market, to close more sales and make the kind of money they deserve. I have grown my own influence and authority in multiple niches both inside & outside of the entertainment business as a professional entertainer & illusionist. And I was able to skyrocket my career from an unknown kid-magician, fresh out of collage to making an executive level income touring the world and headlining in my own multi-million dollar production, produced by the Disney called Disney LIVE presents Mickey's Magic Show.

I was cast out of thousands of hopeful magicians to star on this world tour alongside the world famous Disney Characters. It was Mickey, Minnie, Goofy and Brad! Yeah, BRAD!! No I wasn't wearing a furry costume... they producers booked me because I had the "It Factor" that they were looking for. I manufactured & created celebrity, authority & expertise in my small niches that made me a proven entity, that Disney could trust. How cool is that?!?

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So, if I could go from making rabbits appear and twisting balloons into dogs at local birthday parties to performing at Madison Square Garden in NYC and the Dolby Theater in Hollywood... you can learn to stand out & become see as the celebrity in your niche too!

Over the years I have developed several proven strategies to shorten your path to becoming a celebrity & an authority in your niche. I've assembled 5 actionable steps to help you start building your reputation as a leading influencer in your marketplace.

1. "Niche Down" and Focus

No matter what business you're in, you can learn a lot about becoming an authority figure in your field from someone like, NFL Draft Expert Mel Kiper, Jr. Even if you don't care for football or even sports in general (and I really don't LOL!), the following story illustrates how anyone can go from a "nobody" to the global leader in a targeted market in a very short period of time.

In the late 1970s in Baltimore, Maryland, Mel Kiper, Jr. was a teen-ager who loved the National Football League (NFL). The NFL is the largest professional football organization in the world. Kiper wrote player evaluation charts, showing what college football players he thought would be a good fit for the NFL.

The problem was, he was a total unknown, and no one took him seriously.

While attending school at Essex Community College in Baltimore in 1981, the young entrepreneur nevertheless started Kiper Enterprises, calling it an "NFL Talent Evaluation Business." When anyone asked him his name, he would say, "*Mel Kiper, NFL draft expert.*" The NFL draft is the process by which teams select college football athletes to play for their franchises.

At that time, there was no such thing as an NFL draft expert. Very few people paid attention to the draft, except if you were personally associated with college football or NFL teams. Not to be swayed, Kiper continued releasing a yearly draft report, and talking up the importance of his evaluations for the annual draft to anyone and everyone who would listen.

A young & emerging ESPN TV network hired the self-professed draft expert in 1984. He tirelessly suggested to the growing 24-hour sports network that they needed to start covering the NFL draft before anyone else did. You can see where this is going. Today, thanks to Kiper's efforts in establishing himself as the preeminent authority in his field, the NFL draft is a multi-million-dollar franchise, which draws year-round attention from football fans and media channels.

And guess who is viewed as the top global expert? That's right: Mel Kiper, Jr.

Kiper could have called himself a college football expert. However, that was a huge field, with thousands of individuals who were extremely knowledgeable about college

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football, maybe even more-so than Kipper. His knowledge of the NFL meant he could have sold himself as a National Football League expert. The same situation existed there, with too much intelligent competition.

So HE did what YOU should do.

He dug down deeper than anyone else, and found a niche which no one else was serving. He also ensured that he focused on an evergreen business.

Evergreen markets are viable year after year, providing a lifetime of revenue and profits to the authority figures in those marketplaces. While you can't foresee huge changes in technology, at least try to focus on markets that don't change from year to year. As an extreme example, centering your business around this year's iPhone model will limit your authority to the period of about a year. However, becoming an expert on all things related to iPhones and iPads would at least keep you evergreen while iPhones/iPads are still being sold, which will be a long time coming. You just have to stay on top of all the changes.

Fans of both college and pro football, NCAA and NFL executives, coaches, managers and owners, as well as prominent college and even high school athletes were Kiper's target market. However, by placing a laser focus on a small niche market (the NFL draft), rather than a large market (the NFL or college football), Kiper became the #1 NFL draft expert "overnight."

Your lesson?

Don't sell yourself as just another dog trainer. Begin calling yourself the world's greatest trainer of Bichon Frises. Don't open a hot dog stand. Sell vegan hot dogs, served on almond flour buns, with a wide variety of natural, organic condiments and toppings.

Niche down far enough in your market or area of expertise and you will find a group of rabidly enthusiastic prospects which are being under-served. This is possible in any and every market, and can dramatically shorten your path to being viewed as an authoritative influence in your field.

2. Communicate with Stories

You just saw me demonstrate this. The above example about Mel Kiper, Jr. and niche marketing was relayed through a story. Storytelling has been used to record human history long before writing was even developed. Stories are still very powerful today, I'd argue even more important. You can connect with people on an emotional, mental, and even spiritual level if you learn the art of storytelling.

You may be thinking your products and services don't have any heart-pounding, eyebrow-raising, dramatic stories surrounding them. In most cases, you would be wrong. Consider the case of the advertisement which has made more than 2 billion dollars for the Wall Street Journal. (Yes, that is billion, with a "B".)

It begins like this ...

"On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college.

They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates are – were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president."

The ad goes on to show that the only difference between these 2 young men was that the company president read the Wall Street Journal, and the other man did not. (Search for "*Martin Conroy Wall Street Journal ad*" online and you can read the entire ad.) It's a great example of how storytelling can be used effectively for any product or service. I mean, WHAT ON EARTH can be more boring, less sexy, and further down your list of priorities than a newspaper subscription? However, because a compelling story was used to connect with its target audience, this short, 2 page advertisement was used for decades because it was so effective in showing the Wall Street Journal as the leading market influence for business and financial news. **In short, start using stories to communicate your personal or business message whenever possible.**

3. Be Helpful

“Helpful? That’s Brad’s # 3? How will that make me into a celebrity in my niche?!?”

Have you ever sought help from someone who was really knowledgeable in a particular area? Of course you have. We do it all the time. When someone answers a question, or solves a problem that has been bothering you, you instantly look at that person as an influential figure. After all, they provided you with a solution you could NOT obtain on your own.

So yes, HEPFUL is a huge part of being seen as an authority & celebrity. When you help someone with something they have been struggling with, you are now viewed by that person with a sense of respect and admiration.

Think of it like this – ever been sick with a stubborn bug for days or weeks not knowing “what you have.” You finally decide to go to the doctor after everything you have tried over the counter hasn’t worked. The doc performs his examination and does some tests. He determines you have “XYZ” and all you need to do is take this antibiotic for 5 days and you’ll be fine. You INSTANTLY FEEL BETTER. You haven’t even left the office but in an instant his expertise has helped you and you see him as a hero. A hero who HELPED YOU.

Your goal should be to do just that – and be the hero helping people within your niche. In fact, that should be your job if you want to build your range of influence. Join forums relative to your market. Join, or start your own, groups on Facebook, LinkedIn, and other social networks where you can share your knowledge & expertise with others in your field.

Put your mind in a place of selflessness and deliver value FIRST without wanting anything in return.

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Don't worry about sales and profits for a little while, and try not to have a sales-only-oriented mindset. Just offer advice and valuable content that does 1 of these 2 things for your prospects:

1. Relieves a pain

2. Delivers a pleasure

Every important decision a human being makes is hinged upon either relieving a pain, or delivering a pleasure.

So focus on developing, creating and publishing helpful content online and offline that solves a big problem, or creates a pleasurable experience for your market. Your niche influence will grow, as will your reputation as someone who truly cares about others. That is certain to set you apart from others within your industry.

4. Build Strong Relationships

Who are the most important people in your life? Are they strangers, people you know nothing about? No, of course not. The people that matter the most to you are those that you have developed strong relationships with.

Because of the way you feel for them, these people have a very strong influence over your actions.

Becoming an important industry influencer requires building quality relationships, just like you do in your personal life. This can mean hard work in some cases. Think about your most important and valuable relationships with family members, significant others. They probably require a little work from time to time. They are not effortlessly maintained.

Take the necessary time to build deeper relationships with other industry influencers in your market or niche. If you connect on a very real level with someone who is seen as a market leader, by proxy you are also viewed as an important force in that marketplace. Other influencers are not the only people you should be developing rich relationships with, however.

Your customers, prospects, and anyone else in your field should be the source of your relationship-making efforts. Get out there, making yourself visible to anyone and everyone in your niche. Once you make an initial connection, do more listening than talking, and make sure you provide more "give" than "take."

Just a handful of important relationships can help you weather any storm that comes along in your industry. Your colleagues & clients will go to bat for you, want to see you succeed and become your raving fans. These relationships are often a great source of business partnerships as well, which can further the influence of both parties in your market.

5. Grow Your Knowledge and Expertise

Finally, KEEP LEARNING & GROWING. Take a minute and think about the people you consider authorities and leaders. You undoubtedly think of those people as knowledgeable experts, no matter what field they're in. This is how you must strive to be viewed in order to effectively paint a picture of yourself as a market influence.

True leaders never stop learning. They thirst for knowledge and information concerning their field of endeavor. They want to be on the cutting-edge of innovation, technology, marketing, sales, and every other aspect of their business. Accordingly, they spend a great deal of their time talking to other leaders in their field, attending seminars and conferences, reading trade journals, taking new courses and devouring any and all industry information they can get their hands on.

If you are in an especially competitive field, the right knowledge can revive & save your business. If you get a hold of a piece of information before any other industry influencers or competitors, you have your hands on a potential golden goose.

Procurement of knowledge also means improving your skills.

You know what business areas you need to improve upon. Don't spend time working on what you are already proficient at doing. Brush up on those skills and market areas where you aren't so strong. Combined with industry knowledge and a constant effort at working to become better in your market, a well-rounded skill set can ensure you are viewed as an important influence in your field. Tony Robbins says it best...

“If you are not growing you are dying.”

–Tony Robbins

Conclusion

My 5 Celerity Action Steps will go a long way towards building your authority status. Smart business owners & entrepreneurs target a smaller, well-defined market rather than a broad one. Using stories whenever you can to deliver content, information, and sales messages that connect with your audience on a very emotional level.

You should always be asking, *"How can I help my market?"* When you solve problems and help individuals with problems in your niche, without initially thinking about sales and profits, you develop strong relationships. Those relationships build your influence as your prospects, clients, and customers share your message FOR you.

Finally, continually learning and staying ahead of the curve in your market or niche is extremely important. People respect knowledge and expertise. You should always strive to be the go-to expert with the most relevant and actionable knowledge in your field.

These are just a few important pieces of the market influence puzzle. Consider them valuable tools in a large, well-equipped market toolbox.

If you'd like to learn more about becoming THE celebrity in your niche, the authoritative market influence and be recognized as the ultimate leader in your field, be sure to check out my complete course on How to Become an Industry Influencer & Celebrity and our 4 day live celebrity marketing Boot Camp – It Factor LIVE which you can learn about at ItFactorLive.com

About Brad Ross

Brad Ross is an internationally renowned speaker, illusionist/magician, author, marketer & business success coach. He has been featured on over 500 national & international TV programs, trusted by major corporations like Disney, Six Flags, Universal, Aflac, General Electric & Marriott. He has spoken on stages around the world in more than 36 countries, on 5 continents and he has impacted millions of lives with his unique brand of his magical marketing. On a personal level Brad is a competitive natural bodybuilder who enjoys fitness, cooking & live theater. He's a Seinfeld Mega-Fan and a devoted doggy daddy to Merlin, an adorable Bichon Frise ball of fluff!

To get to know Brad better & connect - find him on social media by searching @BradRossMagic

Next Steps

This is a Private invitation for Magicians, Entertainers & Speakers looking to be #1 in their marketplace...

HURRY! HURRY! HURRY!

"A Four Day, No Hype Event That Will Finally Arm You With The Knowledge, Skills, Tools, Strategies & Turn-Key Systems You Need To Generate More Leads, Attract More Clients & Put More Money In Your Pocket..."

And Live The Life You Deserve...Guaranteed!

**The Doors To It Factor LIVE
ARE OPEN... But Closing Fast!**

It Factor LIVE is a 4 Day Direct Marketing & Sales Bootcamp, designed to help REAL PEOPLE GET REAL RESULTS. It is Guaranteed To Be Worth Tens Of Thousands Of Extra Dollars In Additional Income To You... Or You Get Your Entire Investment Refunded!

When you join us at IFL, we're going to divulge EVERYTHING – you're going to get every last little secret about how to build YOUR show business and take your career to the next level... including secrets, techniques, ideas, resources and tools NEVER SHARED BEFORE!

Best of ALL – these 4 days are going to be TOTALLY and UTTERLY HANDS ON. No dozin' off in the back row – you will be accomplishing what you've NEVER accomplished before, at any other event... **GUARANTEED!**

**Learn Why Entertainers & Entrepreneurs Keep
Coming Back, Year After Year to IFL.**

→ ItFactorLIVE.com ←

Real People... REAL RESULTS

Conrad Colon IFL connects you with a group of like-minded, focused, passionate and successful entertainers. In an environment tailored to cultivating synergy and success, you can transform your thinking and your business. Everything presented is based in the real world. It's stuff that's working right now, no far-out theories, pipe dreams or fluff here. What you walk away with are actionable strategies that when used and adapted to fit your business will work. I know I will easily make my investment back and more. With a family like atmosphere and real-world marketing GOLD it's a place like no other. I learned more in 4 days than I did in years on my own.

Love · Reply · 38w



Michelle Lafontaine Marketing is the process of teaching consumers why they should choose our product or service over our competitors. ... The key is finding the right marketing method and defining the right marketing message to use to educate and influence my consumers. And IFL is always teaching what new on the market to make sure I can grow and do more money. Not by working harder but working SMARTER.

Love · Reply · 38w



Pat Lambe What an awesome time I had! Whether you need to give your business a reviving jolt or a quick shot of adrenaline, you're sure to find what you need at IFL. You'll learn effective and actionable marketing strategies in a professional, yet warm and friendly environment of like-minded, talented and knowledgeable folks that are eager and willing to share. We get down to business from day one but it's not just about business. There's also fun and games and time for networking and fellowship. At the risk of sounding like a late night infomercial, I can truly say . . . THIS STUFF WORKS! I got results on the first day and I witnessed it for many others as well. If you want to improve your business and you don't know what to do or you've tried everything else, I suggest you trust IFL. You deserve it! This was my first year attending and I wish I had done it sooner. Hope to see you there in 2019 'cause I'll be back!

Love · Reply · 38w



Mark Miller Wow, what can I say about IFL? Okay, I'll say this, I used to think that I knew the magic business and that IFL couldn't teach me anything I wasn't aware of. Boy, was I wrong! I have learned and applied so many things in my business that make it easier to run and more successful over all. There are so many helpful and likeminded people who go to IFL and Brad Ross holds nothing back.... every question gets answered in an honest fashion. Don't get me wrong, if Brad doesn't know the answer, he'll tell you that too... however, most often Brad knows the solution or can lead you to it. If you have never attended IFL, you owe it to yourself to go and invest the time and money in your business. It's really that simple!

Love · Reply · 38w



Bentley Burns You need to go to IFL because it's unlike anything you've been to. They provide the newest techniques to take your business to the next level. I attend every year because it's packed with information and I get value out of it. Worth every penny and honestly you can't afford to not go! I was transformed. From my appearance to my website to everything I do in my business. Honestly I went from no business to treating it like a business.

Love · Reply · 39w



Brian Reaves IFL gave me a laser focus of direction for my business in the coming year. The information was practical and invaluable. Halfway through the conference I put what I'd learned into practice and booked a huge event with a brand new client. Invest in your business and you will see results!

Love · Reply · 39w



Eddy Wade If you've never attend IFL and you want to take your business to the next levels of success , register now! It's an investment in your future self. The world is rapidly changing. The IFL presenters are on the cutting edge of what is working to build a successful business in this thing we all call "Show".

Like · Reply · 3 · 1 hr

Clifford Spenger I first came to It Factor Live (3 years ago) looking to upgrade my website my marketing and my lead generation retrieval converting to Prospects and then to clients system.

I'm still tweaking and polishing and continually staying in continual contact with my current, past and future clients. Working with **Brad Ross** as a marketing coach and **David Farr** as a Amazing System coach, one on one has worked brilliantly for my age, traveling schedule, web and internet savvy and for sure the sharp business sense of the young the strong the again mentioned

Brad Ross and the spark plug #ItFactorLive2018

Love · Reply · 39w



David Knight Amazing, amazing, amazing! I can't begin to tell everyone in that room how much I love them and how blessed I am for their insights into our struggles as well as how grateful I am that they allowed us to learn from their struggles. Mind blowing and EPIC! Thank you all!

Like · Reply · 12w



Kylie Knight It was completely amazing! Thank you all for sharing your insight, your thoughts, your expertise, and your love with us. I'm almost crying just thinking about you all right now with such joy. You are an inspiration.

Like · Reply · 12w



Ron Pearson It really was the best ever, thanks so much Brad!

Like · Reply · 12w



Brenda Hahne So glad Marty and I were a part of this! It was awesome!

Like · Reply · 11w

