



Report 2

10 Secrets to Manufacturing Celebrity Status, Overnight

All Rights Reserved

Copyright © 2016 and beyond – Peter Tzemis Fitness. All rights are reserved. You may not distribute this report in any way. You may not sell it, or reprint any part of it without written consent from the author, except for the inclusion of brief quotations in a review.

Disclaimer

The information presented in this work is by no way intended as medical advice or as a substitute for medical counselling. The information should be used in conjunction with the guidance and care of your physician. Consult your physician before beginning this program as you would with any exercise and nutrition program. If you choose not to obtain the consent of your physician and/or work with your physician throughout the duration of your time using the recommendations in the program, you are agreeing to accept full responsibility for your actions.

By continuing with the program you recognize that despite all precautions on the part of Peter Tzemis Fitness, there are risks of injury or illness which can occur because of your use of the aforementioned information and you expressly assume such risks and waive, relinquish and release any claim which you may have against Peter Tzemis Fitness, or its affiliates as a result of any future physical injury or illness incurred in connection with, or as a result of, the use or misuse of the program.

WELCOME!

I'm so glad to have you here; because this information is life changing. I know the first time I heard it, it rocked my world. I completely changed my business and how I live my everyday life. The results have been nothing short of remarkable. And I'm sure you'll feel the same.

Why would you want to be seen as a celebrity in your niche?

Well as a celebrity you have elite status. You are seen as the number 1, go to guy in your industry. You get free rewards. People just seem to do things for you.

At networking events, people want to take pictures with you. They want to show all their friends on Facebook that they got to hang out with you.

When it comes to income though, this is where celebrity status dominates. You can command whatever fees you want, and people will gladly pay you. You always get your money on time and in advance. Because you are perceived as a celebrity.

Celebrity status essential places a halo on your head that dictates you are the best. Everyone feels it.

People assume. because of this celebrity halo that you will deliver results faster and better than the other guys...and you do.

And you know what the funny thing is?

Celebrity status is MANUFACTURED.

You do not need to be born into royalty to generate celebrity status. There is a proven formula that can get you there. And in this manual, the formula is revealed.

In the book, *The Fame Formula*, there is a phenomenal quote to sum this all up:

"The essence of fame is not brought on by God but by the publicist"

In this case you are your own publicist. It is your duty and your responsibility to build celebrity status, if you choose to do so. There are 10 keys to building celebrity status.

So without further or do, let's jump right into it.

1. Your Hero Story

Your hero story, is your story of triumph. The story of you went from a small little boy, to the king of the world. How you conquered obstacles and overcame the odds to become the man you are today.

The reason for your hero story is two-fold. One is to ground your audience. Secondly is so that your audience can identify with you, and you become there hero. You want to be the model where they want to go.

Because if you can relate to them, they will always pick you to be there go to guy. Whether it be getting ripped, getting laid or making money.

2. The Law of Association

To paraphrase the late Jim Rohn's wisdom: "You become the average of the 5 people you hang out with the most"

Ever noticed how celebrities only hang out with celebrities. Well theres a reason. When you, who is not a celebrity, hang out with celebrities, you become a celebrity through osmosis and by association.

Now this could mean taking pictures with celebrities, being interviewed by them or just telling stories about them. If you are constantly surrounding yourself and your name with Arnold Schwarzenegger over time people will come to associate you with him and thus your celebrity status.

3. Commercials

All celebrities do commercials. It is a know fact. When a company has a celebrity promote a product, it means that the company thinks they are a pretty big deal.

And so if you do a commercial for a company (even for free) you short circuit peoples brains and bypass there logic because they will automatically place you into the category of commercial guy. You know else is in that category? Almost all celebrities.

4. Speaking and Events

Having people listen to you intently, trying to cherrypick and dissect all of your secrets is powerful. And having pictures of this is like jumping to the top of the food chain.

The more you spread the speaking message, the more authority you create for yourself and the more your celebrity status gets cemented into their brains.

5. Google Must Say you're a celebrity

When someone googles you, on the very first page there must be social proof that you are the badass you claim to be. Your Instagram, Facebook and home page website must look like you are a big deal. Google must say you are a celebrity.

When someone sees your online profile it must prove that you are a celebrity. It is your first impression most of the time, and might be your last if you don't use it wisely.

6. Your Massive, Social Following

The bigger the social following the better. One of the 6 influence triggers in Robert Cialdini's book "Influence" is called social proof. What this essentially means is that people think you are awesome, so more people will because others already do.

7. Be everywhere

In your customers mind, you want it to seem like you are everywhere. Interviews, podcasts, websites, tv interviews; you need to be everywhere. If people see you everywhere, then you become a celebrity because only people that are a big deal are everywhere.

8. Get interview by a celebrity/authority

By getting interviewed by someone of celebrity status, you become a celebrity by association. It is one of the most powerful tactics one can use. Now if you can't afford to pay a celebrity, right now, keep this one for the future.

9. Social God, connections and visibility

By always hanging out with people of high status, you become elevated too. The tide rises all ships. When you become the go to guy for events, parties and cool new adventures, people are naturally drawn to you. By becoming the epicentre of social gatherings you become and manufacture celebrity status. Girls want to be with you and guys want to hang out with you. When everyone in the venue or social group comes up and says hello to you, everyone else is thinking in their minds...who the fuck is this guy.

When people think that, the natural conclusion is that you are a celebrity.

10. Photos

The last one on the list is the most powerful. If you can have pictures that prove you live the celebrity lifestyle, you automatically become a celebrity. Pictures and video are the number one way to social proofing your celebrity status because they combine all 10 of these celebrity influence triggers into one was to consume format. They are the gateway drug to freedom.

Masters of Fitness Inner Circle Reports

Report 1 - 10k Vision Exercise

Report 2 - Overnight Celebrity Secrets

Report 3 - Badboy abs: The abs solution for men

Report 4 - Loaded Guns: 2 inches in 2 weeks

Report 5 - Anabolic Running: The Cardio Solution for men

Report 6 - First class Freedom: The 6 laws of success

Report 7 - Alpha Male Body Language

Report 8 - 6 week speed shred

Report 9 - Vocal Masterclass: How to deepen your voice

Report 10 - Loaded Guns: 2 inches in 2 weeks

Report 11 - Deep six pack abs report

Report 12 - Bad boy Style Secrets

Report 13 -Same night Sex System

Report 14 - Lean Traveler's Guide

Report 15 - Blow her mind, every time: confessions of a sex god

Report 16 - Supersize your manhood

Report 17 - The promises and dangers of smart drugs

Report 18 - Nicotine: The truth

Report 19 - Injury proofing the body

Report 20 - Dominate your day: Peak Performance Secrets