

# The Celebrity Tie In Checklist

- √ Brings the expert into a trending story about a celebrity
- √ Or connects the expert to aspects of a popular celebrity
- √ Two angles to approach the Celebrity Tie In article:
  - 1) find a really popular story that is trending
  - 2) associate the expert with desirable traits of another celebrity.

## Headline Option 1

- √ Name
- √ Celebrity/Celebrity Event
- √ Fear or Desirable Trait

**[Your Name] Explains/Says [Celebrity/Celebrity Event] is [Fear or Desirable Trait]**

*Example 1: Attorney Doug Zanes Says Accidents Like Tracy Morgan's Are Actually Common*

*Example 2: Branding Expert Glen Campbell Explains Why Richard Branson Is So Widely Successful*

## Headline Option 2

- √ Celebrity/Celebrity Event

## The Celebrity Tie-In

√ Fear or Desirable Trait

√ Name

**[Celebrity/Celebrity Event] is [Fear or Desirable Trait] Explains/Says  
[Your Name]**

*Example 1: Accidents Like Tracy Morgan's Are Actually Common Says  
Attorney Doug Zanes*

*Example 2: Richard Branson is Successful Because of a Specific Trait,  
Explains Branding Expert Glen Campbell*

### Paragraph 1

√ Name

√ Business

√ Celebrity Link

√ Solution to the Problem

*Example: Doug Zanes, best selling author and founder of Zanes Law, recently commented on the Tracy Morgan accident. Zanes spoke about how long term injuries like the one actor Tracy Morgan suffered are not uncommon and how Morgan and others are protecting themselves.*

### Paragraph 2

√ Two to three sentence quote telling why the solution will help alleviate pain for your target customers.

*Example: "Zanes says when you suffer a great injury, everything changes. Your ability to take care of yourself changes. If you're young like Morgan and many of our clients are, your ability to develop and grow up to be functional in the things that most of us take for granted changes. I love the fact that I get to help many people do the same things for their family at the worst time of their lives."*

## The Celebrity Tie-In

### Paragraph 3

- √ Details about the celebrity story and how it relates to you

*Example: Morgan broke his leg, nose and several ribs in a six-car accident involving his limo bus, and comedian James McNair, 62, of Peekskill, was killed and two other men were seriously injured. The bus was struck by a Wal-Mart truck. Morgan, a former "Saturday Night Live" actor, relies on a wheelchair and it may be months before he can fully walk again.*

### Paragraph 4

- √ Quote from the celebrity about the topic
- √ Look for official statements online
- √ BrainyQuotes
- √ Use attributions for quotes from exclusive interviews

*Example: "After I heard what Walmart said in court I felt I had to speak out," the 30 Rock alum said in a statement. "I can't believe Walmart is blaming me for an accident they caused. My friends and I were doing nothing wrong. I want to thank my friends for sticking with me during this difficult time. I love you all. I'm fighting hard every day to get back."*

### Paragraph 5

- √ Two to three sentences about details of the solution

*Example: Since 2003, Zanes Law has represented thousands and recovered tens of millions of dollars. As injuries become more complex, Doug and his team constantly upgrade knowledge in issues such as truck and motor vehicle accidents, workers' compensation, catastrophic injury accidents, traumatic brain injury and wrongful death.*

### Paragraph 6

- √ Testimonial set up

*Example: "Zanes been delivering this services for Arizona residents for years."*

## The Celebrity Tie-In

### Paragraphs 7-9

- √ Include quotes from the clients that you helped solve problems
- √ Do not oversell or use superlatives

#### *Examples:*

*"I was driving down the road when another driver pulled out of a private driveway and collided with me. I was seen at the emergency room and was sent home with a soft-tissue injury diagnosis. Zane Law helped me obtain the needed medical care and eventually I was diagnosed with a shoulder injury and some herniated disks. The case was settled at mediation for \$260,000.00 after filing a lawsuit," said former client J Martinez.*

*Alice Peters of Arizona recounted, "I was crossing the street in my wheelchair when I was hit by a car. I broke my leg and had surgery to repair it. The case settled for \$195,000."*

*"I was a passenger in a cab when the cab rear-ended another vehicle. I suffered a meniscus tear in my right knee and received arthroscopic surgery to repair the tear. They settled it for \$140,000," said W Carter, one of Zane's clients.*

### Paragraph 10

- √ Closing call to action
- √ Can include phone number or email addresses, if desired

*Example: "For more information on Doug Zane and Zane's Law, visit [www.zaneslaw.com](http://www.zaneslaw.com)."*

## The Celebrity Tie-In

### Attorney Doug Zanes Says Accidents Like Actor Tracy Morgan's Are Common

Best selling author and attorney, Doug Zanes, recently commented on the Tracy Morgan accident and how situations like that are the guiding purpose of his firm. Tucson, AZ,, USA - - September 18, 2014 — Doug Zanes, best selling author and founder of [Zanes Law](#), recently commented on the Tracy Morgan accident. Zanes spoke about how long term injuries like the one Morgan suffered are not uncommon.

Morgan broke his leg, nose and several ribs in a six-car accident involving his limo bus, and comedian James McNair 62, of Peekskill, was killed and two other men were seriously injured. The bus was struck by a Wal-Mart truck.

Morgan, a former "Saturday Night Live" actor, relies on a wheelchair and it may be months before he can fully walk again.

Zanes says. "When you suffer a great injury, everything changes. Your personality changes. Your ability to take care of yourself changes. If you're young, like Morgan and many of our clients are, your ability to develop and grow up, to be functional and do the things most of us take for granted changes."

According to Zanes this is the guiding purpose of his firm.

Zanes explained, "I'm no different than any of our clients in that I want to know that my family will always be taken care of. That's what drives me - that as long as I get out of bed every day and do what needs to be done, my family is taken care of. I love the fact that I get to help many other people do the same thing for their family at one of the worst times in their lives."

Raised in Douglas, Arizona, Doug completed college at Arizona State University and graduated from law school from St. Mary's University in Texas.

Doug began practicing law in Phoenix in 1997, and has been inducted into the Million Dollar Advocates Forum, which is one of the most prestigious groups of trial lawyers in the United States.

Membership is limited to attorneys who have won verdicts and settlements exceeding \$1 million. Less than 1 percent of U.S. lawyers are members. In 2003, Doug started Zanes Law with his wife, Claudia, in Tucson, Arizona. Claudia, who is not a lawyer, brings marketing and business expertise that allows Doug to focus on representing the firm's clients to the highest legal standards.

Since 2003, Zanes Law has represented thousands and recovered tens of millions of dollars. As injuries become more complex, Doug and his team constantly upgrade knowledge in issues such as truck and motor vehicle accidents, workers'

## **The Celebrity Tie-In**

compensation, catastrophic injury accidents, traumatic brain injury and wrongful death.

For more information on Doug Zanes and Zanes Law visit: <http://zaneslaw.com/>

For more information about us, please visit <http://zaneslaw.com/>