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Richard Rossi

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we face many challenges. One is find the right group that will really be passionate about serving and then doing it. And as an entrepreneur this is one of the biggest challenges when you realize that you can create amazing things. And our next entrepreneur, he's done exactly that. Richard Rossi has built an amazing business serving young people. He's passionate about making future leaders. He had the most successful business in the world, okay and took a full cycle. And this is "entrepreneurs." This is stuff he loves. He took a full cycle both in training them to be successful from a standpoint of leadership and life success.

Over 600,000 young people from around the world and he built it to 130,000,000 of revenue each and every year. I mean wow! That's amazing! And then he sold it. And he's doing it all over again. I can tell you this is an unbelievably talented individual who's going to share some hard-learned lessons on how you can do the same. Stay tuned!

Richard, I am so excited to have you with the magic of Skype. You are a good friend. I've known you over the years both from Dan Sullivan of Strategic Coach. You've facilitated one of the meetings four years ago, a series of meetings and it was unbelievable meeting you there and then I saw you with Joe Polish in the Mastermind Group that I have been following your career. And there's a lot of guys that talk about doing it. You've done it. First of all, thank you for joining and sharing with our audience.

Richard Rossi: Well it is my pleasure. I'm glad to be here and I appreciate you asking me.

John: I gave a little bit of way during the introduction. To me one of the biggest challenge is kind of nailing it, getting the process, going and then scaling it up. And you've done both. I mean in your previous business, 600,000 young people, most of us would have a hard time, you know with one classroom full of people. And making that big dent in the universe. That's a huge dent in the universe. How did that all come about?

Richard: Well, it's a long story, but in brief, I worked for 9 years in the United States Senate and during that time, I was asked to run the summer internship program for my senator and that exposed me to young people learning about democracy and civics in Washington. I got very interested in that so after I left the senator's office, I got to thinking about, could we do this as a business? Could we bring young people from all around the country to Washington and teach them what it means to be a good citizen? Teach them what it means to be an American that you have to not only take but you have to be part of the process.

And that's what got me thinking about starting my very first organization. I'll tell you John I've never actually had a job. I don't consider working for the United States Senate to be your typical job. After that, at 25, I became an entrepreneur, started this little venture. I put \$2,500

in. My partner put \$2,500 in. We took one gamble. If we are wrong, we would have to go back and find another job but we were right and from that little beginning, we built this amazing company over 26 years.

John: You know this is something that all of us, as entrepreneurs, some start with a lot of capital, some start with negative capital, \$5,000 is probably pretty close to what most of us started our businesses with. This is all about creating a community. You and I are involved in a couple Mastermind Groups, getting together and that's what we're doing here virtually. We're sharing insights to accelerate our success. I'm going \$5,000 in idea, some experience the two of you had and growing to \$130,000,000 revenue at the end and then selling that, and the thing that I know you personally how important it is to help the next generation really be successful leaders. This is kind of a dream come true. There's a little more step than putting \$5,000 in, I mean what are some of the lessons that you want to share with our like-minded entrepreneurs.

Richard: Well, I think that the first lesson is that it really helps when you start your very first business to be completely ignorant because I believe and I mean this very seriously, that we as adults, as mature adults, the biggest thing we face, the biggest problem as entrepreneurs is fear. And some will call it lack of confidence or lack of discipline or lack of focus. I honestly think number one is fear - fear of the unknown, fear of rejection, fear of not being capable. And there's another dozen things that you could put into the fear category. And when you're 25 years old, when your judgment-proof, when you have never failed because you've been too young to fail, it actually helps pretty well.

And then the second thing of course is a hell of a lot of luck at the beginning and we as entrepreneurs know that no matter how good we are, you need a little luck. I love studying business biographies. When you look at people like Bill Gates or Steve Jobs or others of that nature, let me tell you, luck without question, played a role in all this. So I had that and a little bit of direct response marketing background. I used it. We took our guesses as to what our right approach was and what the right audience was and the right message and we were lucky enough to be right. And that's how it all got started through direct response. In my case, direct mail.

John: Yeah and one of the things Richard that I think is so powerful, I mean one, the two issues. One you have fear. That one's universal. I mean if you're not afraid, then you're probably missing something. And I want to get back to that again because many of us think of ourselves as serial entrepreneurs and once we've got a little bit of capital, it's a lot harder to start that next business because fear can enter you know. All of a sudden there is expectations and people, "Of course Richard you're going to be hugely successful. Oh well, then maybe not." So we have that in the back of mind.

But I want to go to really taking luck and one of the things, being successful on purpose. Chance favors a prepared mind. You are an unbelievable direct mail guy. I mean I've seen some of your marketing and I'm at awe. Everything that I have gotten from you Richard, I can it on my computer. I go over it with my team. The reason I scan it, give it to them, because we have virtual one and they gave me one copy. Where did you get that knowledge because this is something that you excel at? It helps you fill your passion but I got a couple of Master's degrees and a lot of life lessons, I didn't start learning about direct mail until I ran into guys like you Richard.

Richard: So that can happen in school, so that can happen in undergraduate or business school. In fact, I tell young people, for God's sake, don't have a marketing major because I'm just going to have to un-teach you all those things. I have a friend that teaches marketing in Missouri. Believe it or not, the four textbooks in college that he is actually required to use were all written by theorists. Not one of those individuals ever went out and earned a dollar worth that information. Now I earned direct response marketing actually at the Republican Senatorial Committee which is probably the Republican Party, and they do magnificent direct mail.

And I had a good fortune of meeting a guy by the name of Alan Mitchell and he, no one knows, but he built the Republican's database and marketing machine into a hundreds of hundreds of millions of dollars a year organization and he taught me really the basics of direct response marketing and that's what I use when we started our first business. Honestly, just took one of the packages that he had invented and pretty much just knocked it off.

John: I call it re-purposing Richard. We don't knock these off.

Richard: Stealing some work. We do that in our business, in our marketing constantly. Now there's a difference between stealing smart and steal. But taking an idea, and reproducing it - absolutely done all the time. And in this case, the package that you scanned from your computer is not terribly different from the one that I learned at the Republican Senatorial Committee.

John: Sometimes it's a danger that I know the guest so well and I know you Richard, we're hanging out last week together for a couple days in another Mastermind Group. Before we got started we were talking about how much we learned and it was Robin Robins, just a phenomenal coach of MSPs. I don't know what that stood for but, Managed Service Providers, and she's just phenomenal business person and getting together like that is huge. I never thought about hanging out with the Republican Party or the Democratic Party learning direct mail but I should I get enough mail. I should know that. But the one thing, I'm under the impression that, I'm not sure if I'm right that you're big on...so many entrepreneurs, we want to try all different types of marketing. You're pretty focused on how you approach things.

Richard: Well these days, I'm heavily into integrated marketing which means often I start with a direct mail piece and then I progress to email, to Web, to the telephone and in the future, I'm hoping face to face. But here's the point. It all depends which you're selling. Now, I sell a multi-thousand-dollar event to parents, who not only give me money but have to give me their child. And I ask them to put that child on a plane and come to Washington, D.C. by themselves. I can't send an email and achieve that goal because that parent is not going to trust me but when I send a beautiful piece of direct mail that has flail, that looks like a wedding invitation, that is embossed, that is quite frankly has gravitas, it changes the conversation. So someone very wisely said in the year 2014, "It's never been harder to get the first sale, but it's also never been easier to get subsequent sales." So once you get that person's trust, and really you need three things to make a sale. The person has got to want what it is you're selling. That's number one. Number two, somehow, someway, they've got to be able to pay for it. Then number three they've got to believe you. And I'll tell you what, in the 21st century, number three is by far the biggest challenge and I find in my world, at least in what I'm selling, direct mail is the best way to begin that relationship of trust.

John: And I want to go... Richard, you sold your business. You and your partner sold your business. You had a non-compete, what's that for one year?

Richard: Well, these foolish, foolish people. Let me get with a 14-month non-competing. To all the folks that are watching out there, when you sell your business, do not, do not under any circumstances, let management get away with a 3-year non-compete.

John: No... I got in four!

Richard: Five years, you can get it enforced.

John: In California, if it's a large enough jack they can enforce five years here.

Richard Rossi: Well whatever you can get away from it, but don't be cheap, pay for that agreement if the management team wants it because what you're really buying is exclusivity. You're buying a few years without any competitors and you really need that, so yeah, 14 months.

Well and I want to go to... let's touch on fear. But I also want to touch on the challenge, the biggest challenge that I saw. All of a sudden you're asking hundreds of parents to write a check because I'm assuming the child isn't writing the check - a few thousand dollars, travel, everything else coming out and hang out with you and I remember looking at the direct mail piece. I don't have kids but if I had kids, knowing you, I would have put them on a plane right away. But not knowing you, I would go and say, "Is this real? It's almost too good." And the

average affluent family in your marketing affluent families gets 4,000 marketing messages a day. So tell me how you had a little time, 14 months thinking about what you want to do next. How did you decide and how did you rise to the occasion? I want to let them know what you're doing because you've been doing pretty amazing things Richard.

Richard: Well listen John, I've got to tell you this is where fear comes in. We did sell the business. I did leave with a good reputation. It's interesting. The first couple of months is just a relief because selling a business is a horrific process even in the best of times and you're negotiating and it gets ugly. So you're just recovering for a couple of months. And then for a few months after that, "Oh my God, I can do anything I want. I think I'll fly here. I think I'll fly there. And then all of a sudden you realize, "Well I got to start thinking about what the next thing is." And that's where fear sets in. That's where fear sets in because you think, "What if I fail? What if I fail? What will my friends say? What will my family say?" And it's huge.

John: And you're this successful guy. And now everybody expects you to just keep on going up the hill literally. I've sold a few businesses and then at that point too, it's like Wow! So how did you overcome it?

Richard: Well really what they don't tell you is that once you've sold that business, when you really get thinking about it and dark, dark secret of an entrepreneur is that a little piece of them always thinks that there's success was because they were lucky and they wonder, "Can I do it again? Can I pull it off again? Or maybe I was just lucky the first time or the first two times." And I have to face all of those demons. I really did and in fact, our mutual friend Dan Sullivan says, "When you sell your business, you got to get going within 12 months or you'll never get going because it will just become all too damn fearful to you. So yeah I went to that process and I got to thinking about who was it that I wanted to be a hero to? What was it that I could devote the next couple of decades to? Because I'm not a "serial entrepreneur." I am an entrepreneur, but I like to get into something and then stick to it for a long time. And when I went through that exercise, I realized that I was in love with the high-achieving child. This the audience I had served for 26 years.

If you think that kids these days, the future is in trouble, hey man, just spend a couple of days in my shoes with the young leaders of tomorrow and you will change your tune. They have the most amazing focus, committed, lovely, intelligent, young people and they're not just a few of them. They're hundreds of thousands of them around the country. And that's the audience I served and that's the audience I decided I wanted to continue to serve. But how? So I wanted to reinvent the model that I had previously used in the old company and I've decided I wanted to make it bigger, shorter, cheaper, better, and I settled on, for lack of a better description, is a large scale TED conference for high-achieving young people that all focuses on one area. The first area was medicine. We can talk a little more about that. But

hey, let me tell you. When I had started thinking about that, all I got was negative feedback. "Oh no Richard, you've got this all wrong. Kids don't come for just 2 days. They won't bring their parents. The sessions are too long. The breaks are too long. The material is..."

John: You're not talking about bring a group of 30 people together. What were you targeting here?

Richard: Well in the first event, we had. We had 3,500 high school students and 3,000 of their parents so this is a stadium-sized event and if you look at the little scissor reel at the top of futuredocs.com...

John: Yeah let me put that up on the screen here and so those who are watching the video, you can see this is Richard's first focus niche. And I want to go to what else you're thinking about, about helping these people who want to be future docs and it's futuredocs.com. I've got to tell you, go there. Go there and play the scissor reel and without kids, I've been married 33 years but I don't have kids and sometimes I wonder Richard, I tell you I was so inspired just with the scissor reel that just hearing these kids and the inspiration and what they want to do. I mean this is, this is wow! and there is no way a parent, in the case of this one, the physician, they watch that and their child wants to get in there, there is just no way they're not going to send him. That's not going to happen.

Richard: When they believe and we touched on this earlier and I want to tell you, that's my biggest problem. It was that people would throw that package away and say this is a scam. This can't be real. And now it's a little easier because we got one under our belt and the social media is unbelievable. The testimonials are unbelievable. The past speakers are unbelievable. And that scissor reel says an awful lot. So it's getting better. Listen, let me tell you something I sent test mailings out in March 15 of last year. Two months later, the returns were sketchy, very sketchy. I mean I have to...

John: Yeah I want to make sure everybody's listening, test, test, test, and it doesn't come back right.

Richard: Well in most of the time it does. I mean one of the best ways to describe, testing is like a key ring. These two keys might open the magic door, but you might have to try 10 keys, 12 keys, 14 keys before you get to one of those two keys to open the door. One of the big novice mistakes that people make in direct response is they stop too soon. They try one or two things and go "Oh you know, x doesn't work. It doesn't work in my world." Guess what? What the pros know is that you've got to keep pounding away at it because you're rarely hit, the right tempo and the first try. But, and frankly my first attempt was marginal. And I went into a deep depression. I got really, really down.

John: Why would you not?

Richard: I mean I was surprised at how down I got. And I mean it was a true depression and I started thinking, "Jesus, it's true. My first win was luck. Look at this, I sent this thing out and it's so meager. The returns are so terrible." When I went into this I was so convinced this was the magic piece. I knew it. I've been thinking about it for so long but I have to make a tough call.

John: Why this is huge. I want to just stop for a second Richard because this is very personal and I really appreciate you sharing it and you know, everybody we got on, watching it or listening, your successful entrepreneurs, I got to tell you there's nobody that gets out of life un-scarred. We all go through this stuff. I've had the privilege, because being in financial services, I have a lot of billionaires that I know. There's only 1200 and I know a fair number of them. And sitting down, they have been scarred. And in some occasion, they're still scarred going forward. So this is a big deal and this is where it's so important to have a great support group to help you through these periods. It's not that they're going to solve the problems but they're going to help you think about the problem so you don't let this get behind you and you rose to the occasion. You've got a great team around you. I'm thinking, I test marketing a lot but I don't have to fill a stadium. You got to fill the stadium. That's huge!

Richard: Well I will say, if you're one of those people that has the "support the individual who's out there and having a tough time." Here's what they do not need to hear. They do not need to hear, "You're awesome. You'll figure it out." And that's what I was hearing. I was hearing "Oh my God! You know your blah blah blah. Don't worry about it. You'll figure it out." And in my mind I'm thinking, "You have no idea what you're talking about," right? I mean the chances of me hitting a successful direct marketing process the first, second, or third time is small. It's like, "Don't tell me that." Because it's simply isn't true. I may in fact not hit it. But what you should say is, "Look, let's talk about it. What have you tried? Tell me about the returns. What do you think you can do better?" Yes, you should feel negative but don't see shadows that aren't there. Believe in yourself. That's the message. But don't start telling people and a pat on the back, "Hey buddy, you'll figure it out." That's not what people need to hear because it's simply not true.

John: And particularly when we're down, somebody telling us "it's going to get better" doesn't do it alone. We need to be thoughtful in the process. Let me do the next segment here. And I want to talk about your passion. Your kind of teased us a little here and you want to help these future young leaders and I'm telling you I'm so glad you're doing it. You and I and many of our fellow Mastermind Groups are working on. You're living for a long time and I want to have young leaders coming up, making a difference in the world as well. What other things are you going to do beyond Future Docs?

Richard: Well, listen, first of all I want to say that one of the big negatives that people are saying to me that was negative was "Hey Richard, you're putting 3,000 kids in a room? Nobody's going to feel special. This is like a meat market." And guess what? And I was worried about that because they well could have been right. But they were completely wrong. Picture out a rock concert. What if there's only a hundred people there. You may come away saying, "That's a good group." But you didn't feel it. It's because there was 20,000 people there and you felt it and what ended up happening was that these young people came into the stadium.

Young people often are awkward because they're so smart and not understood and appreciated by their teachers, and their counselors, and sometimes by their peers, and they look around and they said, "Oh my God, I found my tribe. I found my family, I found people who get me. And what happened over those two and a half days. There was a magical experience that actually could not have been crossed or could not happen if not for the volume of kids that were there. So to answer your question, and by the way there's a hard 3.5-minimum in our programs. Every kid in the room is an A-student, they have to demonstrate it.

I'm going go next to Science and Technology and after that, I'm going to add my personal passion which is life success skills. I believe that if young people could learn what you and I have learned in our 30's or 40's or 50's and learn that when they're 14 or 15 or 16 years old, they would have the greatest advantage that any young person can have and I'm talking about the things that the Tony Robbins's teach, the Dale Carnegie's teach and so on that we've learned about confidence folding, and goal setting, and putting in communication skills.

John: Out of all the formal education and we have to do the discovery totally on our own. It's crazy.

Richard: You will never, ever learn that in school. It isn't happening. And in the world of no child left behind, the chances of it happening are going down and down and down. This is a time when they're cutting out fist ahead because they got to get through so much of the basics but here's the message:

If you are a parent, you can and you should take the time to teach your child the life success skills that frankly are what you use every day to be successful because you isn't conjugating any verbs on a daily basis but your ability to be confident to communicate effectively, to be a great listener, to be likable, to negotiate, time management, I could go on and on. That is what is making you and keeping you successful and that is what your children need to learn and understand. I think for me that's going to be the big one. I'm hoping I can put tens and tens of thousands of young people through that training every year.

John: It's so powerful Richard and I want to be there cheering you on too because it is making a big difference. Let's go to another section here that I want to get. It's so easy to say well Richard is training kids and so on. These are lessons for all entrepreneurs. One, we want to take care of our families and the people we care about.

But the tribe part, if that doesn't resonate with you, creating community in your business, then you really don't have a very good business because you need that and creating that, a unique place for people to hang out with you, whatever it is, the service, the widget, whatever you do is so powerful.

Richard, let me go to the next segment. And this is the Application of the Week. You are extremely an efficient, effective leader and entrepreneur, what's the app that you use on your smartphone that you'd like to share?

Richard: I'm going to give you one that I'm hoping your audience doesn't know about because I could go through all the usual ones and it's called WorkFlowy. WorkFlowy.com. It's absolutely free and it's one of those kind of deceptively simple apps where when you start using it you think, "You know what this is nothing but a way for me to create lists," And it is. You create list and you can indent and indent and add notes to it and so on. But what happens when you start using it, you realize "Oh my Gosh! This is the most powerful, little, free-form database in the world." And when you start searching or tagging, you find... I mean I know people who have lists in the workflow that have five, ten, fifteen thousand lines on them but you're able to immediately zoom in on just the things that you're most interested in.

And here's the coolest thing, you can take just one line or one section and share it with the team so that if you have one section on a particular project, that team can add items and notes just about lines so if you're just seeing 50 lines, they're just seeing one section and you can have four or five teams working together on different sections. You can also share it with other people. My wife and I share one section of workflow early on trips we would like to take and restaurants we'd like to go to. I share one section with the folks that monitor my health about medications I'm taking and supplements. To put a long story short, check it out. It's pretty amazing.

John: I have not heard of it and I will download it. Let's go to the next section. And Richard, here what I'm looking for is the Book of the Day. What is one of the books that you would want to share with your fellow entrepreneurs?

Richard: Oh baby, I've got a good one for you. Well it's called Boost Your Brain and the author is Dr. Majid Fotuhi and he is a neurologist at Hopkins and the Foreword is by Michael Roizen who's the author of the Real Age series, but here's the deal John and my estimation one of the fears that we all have is losing our fine edge. Sometimes we realize we can't

remember names anymore or there's like this short term memory loss or all kinds of things. Sometimes we feel fuzzy. We don't recover as quickly and we think as we age, this is the natural process. Well it's not. You don't have to lose that fine edge. And what the doctor here does is he really describe the whole process by which you can not only maintain the edge of youth mentally but increase it to a level that perhaps you didn't even have in your 20s and 30s and he has kind of a brain camp. And my wife said the other day, "I want to go to Brain Camp with you." And his office is up in Maryland but you can also so it all through the books so I've really gotten a lot out of it and I encourage a lot of folks who are watching to not in any way, shape, or form feel that anything you maybe experiencing is "normal or unavoidable." You can do something about it.

John: This is great Richard. I really appreciate it. Let us go to the final segment here. And I'm going to put you on the spot. You have heard so much good stuff and what I love about doing this podcast is I get to hang out with you and hanging out with our fellow entrepreneurs who are making a difference. This is one thing, for people to tell us you were talking about the marketing professor who was telling us concepts and there's big difference between concepts. I majored in economics which are all concepts and kind of metrics. Then I got all that MBA and all that stuff and you learn how to learn.

From other entrepreneurs, the value of insights, what I would like you to do is what would be the one insight... you have this great crew that you have, the new adventures you're having, what would be one insight that you'd want to share with our like-minded entrepreneurs?

Richard: That's an easy one actually and I will just ask the entrepreneurs that are listening, do you ever wake up at 2 o'clock in the morning worried that you cannot provide excellent service, that the product or service that you are providing or invented, you're just not going be able to pull it off? And I will tell you 99 times out of a hundred? That's not why you've awakened at 2 in the morning. They have no doubt that when they have a client or a customer they're going do a great job. And if that's you, then you should be spending most of your time marketing and sales, studying the art and science of marketing and if you're not going to classes, if you're not taking webinars, if you're not reading books, if you're not devoting, I would say a couple hours a day, or at least a couple hours a week to learning how to market and sell well, then you're doing yourself a huge disservice because I bet in one shape or form, that's why you are awake at 2 o'clock in the morning either directly or because lack of cash flow indirectly.

John: I know in my own mind, I'm going, "That's it!" and so are the fellow entrepreneurs. Richard let me share with you my key takeaways. One of the things that you've inspired me a lot is that, whatever you're going to be passionate about - serving. Be a hero to them. Really make a difference, you built a phenomenal business, 600,000 individuals, young people that got leadership and life success training and they're out there making a

difference now and then you went on and took 14 months off along the way for the non-competent section of the typically in or out type of situation. And then you go and you're doing it all over again and you just touched well over 3,000 young people with their families and everyone else. I know I've been with you a few times since then and everybody around you is inspired by that so it's a huge journey.

So number one, all of us as entrepreneurs, I want you to think about what Richard's doing. He's so passionate. He's going to be here and he's making a difference. I've never heard Richard talk about money in a sense of "I mean it to make money." And Richard, when you and I get together with other people we hear usually it's the least successful ones in our group that are talking about making money. The most successful is - they're going to make a difference.

Two, I'm going to say embrace the fear. What Richard talked about is low point. Not only when you sell your business. Yeah you get a check and everybody thinks you're a superstar. I went through that and I questioned it as well as you did Richard. The other thing is I don't have my team anymore. It's kind of like okay the people who helped me be huge and be successful. I'm rewarded for it but they're not with me. Now I got to do something else and really make a difference and it's a scary thought and make sure you embrace that. And don't ever try to solve that fear by yourself. Bring other particularly successful entrepreneurs because everybody has lived that and I love Mastermind Group whether it's [AESNation.com](http://www.aesnation.com) here or...I really encourage you in your local market or your niche.

I have a follow up on your insight because I think it's so brilliant. There are two things we have to do. I don't care what business you're in, you have to do really well.

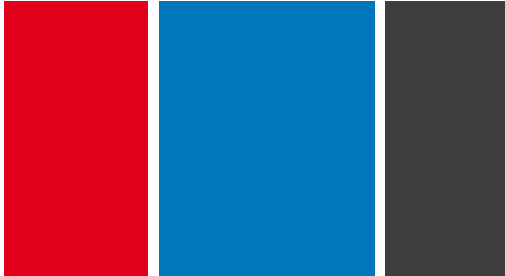
One is deliver a great client or customer experience. And you probably wouldn't get to this level of success if you aren't already doing that. Doesn't mean you can't improve that.

But the second thing you have to do is you got to get more people to raise their hand to explore working. You've got to start that conversation. Richard that really resonated with me. I don't wake up on stress. I do wake up and getting up my hands in the air and creating that systemic process and so many people doing that. Get involved with fellow entrepreneurs. Listen as Richard said to webinars, podcast, the virtual conferences, come attend live events, get together with like-minded entrepreneurs. You don't want to be the smartest guy in the room. I want to be the dumbest guy hanging out with really smart people.

Richard, I want to thank you for joining us. Sharing all these insights, it's been invaluable and not only for sharing the insights but the difference you make in the world. I wish you the best of success in continuing that.

Richard: Well it's been a pleasure being here. I just want to say I think all of the points you made are so poignant. I think that marketing is the most important thing for one simple reason because until you sell something, not a dollar is earned and not a life is changed. So it's a real joy being with you and happy to do it anytime.

John: I appreciate it Richard and everyone out there appreciates it and the key is now to go execute. We talked about some really important ideas. Let's go out and make a difference. Your current clients, your future clients, they're all counting on you. Don't let them down. We wish you the best of success.



A Second Opinion on Your Finances

A Complimentary Service from Financial Advisor Select for the Members of AES Nation

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe has the ability to address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

[Find out more about how Financial Advisor Select can help you and your family.](#)

Why do we offer this service? Because at Financial Advisor Select, we have just one purpose: to help successful individuals and families achieve financial peace of mind by connecting them to top financial advisors in their communities. We look forward to assisting you.

Best of success,

John Bowen
Founder and CEO
Financial Advisor Select

