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EPISODE
3

Dan Sullivan

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Episode #3

John Bowen and Dan Sullivan

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As successful entrepreneurs, we want to grow our business. We want to make a huge difference but many of us, we're frustrated. We're having single-digit growth. Incrementalism, we're trying to figure out what's missing. And you know what, there's just one simple thing. We have a guest today who is going to help you. It's Dan Sullivan, strategic coach and he's going to share with you why focusing on your mindset, that 10x growth is so much easier than that incremental growth. Stay tuned. This is an amazing one you don't want to miss.

Dan, I am so excited to have you here today. The power of technology, the ability to transform and share you with my fellow entrepreneurs is just an amazing opportunity so thank you for joining us.

Dan Sullivan: Huge opportunity for me too, John and I just want to show and tell people what I've discovered of where entrepreneurs can go because of the new technological world that we're living in.

John: It is. What I'm seeing and you and I are both doing it really today is, technology is such a great facilitator. Many of our fellow entrepreneurs don't need to be frustrated. Just a few little changes in their life can make a huge difference. One of the things I'd love you to explain so we get the framing for this whole podcast is 10x. When you first came to me and you said, "John you know, you need to think bigger." A lot of times, I thought I thought big. I got caught up like many entrepreneurs in this concept of incrementalism, just kind of growing. And then all of a sudden, you shocked us 10x and it's changed my life. I want our fellow entrepreneurs to hear from you as well.

Dan: Yes, I think what you have to understand with 10x is that we live in a fundamentally different kind of world than 40 years ago. So 40 years ago, I started paying attention to how the microchip was going to change the economy and change society. And the big thing is that it's based on a law which is called Moore's Law, which says that the speeding power of a microchip doubles every eighteen months. And that has just utterly changed our world. 40 years ago, there were no personal computers. 40 years ago, there was no software application. 40 years ago, there was no technology like the one we're using and 40 years ago, there was no Internet so people were disconnected. So they thought in terms, as you mentioned in your introduction John, they thought in terms of the incremental growth. You know, if I can just go 5% or 10%, because that's what the world that they were trained in actually allowed. Most industries are still fixated on that type of linear growth. The difference between linear growth and exponential growth is that growth multiplies itself. So I began taking a look at how entrepreneurs really thought about things and I said, "Well, what if you just had a mindset, a normal mindset that you were going to look for everything that could help you grow 10x?" Pick your time period, if you do it for 10 years, it's 26% per year. I know

a lot of entrepreneurs who've had years that are 26%. If you come closer, it gets higher than 26%. If you go further out, you pick your time period, you can grow 10x. Right just by taking advantage of the opportunities, the capabilities and the resources that you already have but looking at them from a standpoint of what contributes to 10x, what doesn't contribute to 10x.

John: When I started working with you Dan and we started doing 10x... Prior to that, I wasn't using video. Another good friend of ours, Joe Polish, was walking around with a flip phone and taking these videos. I guess I was doing a little video but I would bring a film crew and spend as much as 20, 30, \$40,000 really in a day or two. All of a sudden now, I saw the power of using technology that it was oftentimes the content that was much more important than the medium, if you will. And you've blazed that trail yourself, and with Joe, and others. What I wanted to do is just have people think about this 10x and why it's so important. A difference it made to me... I've had a number of businesses and we've had good growth. I'm a big believer of having at least 20% growth per year, not more than 40 because it gets destructive there, because then you can attract not only the right teammates, the right strategic partners, but the right clients. It's so easy and particularly after the 2008-2009 financial downturn to not only not have the 20% growth, but have this incremental. That mine shaft Dan, of all of a sudden going 10x was really freeing. I know we have the technology and everything, but I didn't really have the ideas of how to do it differently and I think that's something that we want to encourage all the entrepreneurs to really think about... that by forcing yourself to think 10x, it's just an amazing process.

Dan: Yeah, well I just like to get the comparison. Let's say someone is going for 2x growth, which in a normal world if you double your growth, that's really interesting. I'm going to compare that with 10x. Now what I've noticed because I've been working with entrepreneurs for 40 years on this, is that your mind does two totally different things in moving from 2x to 10x. In 2x, you're not actually looking at the future. What happens is people immediately look backwards at the past and they say to themselves, "I wonder if I could double my growth." It could be income, it could be profits, it could be new product or offering something. Some area of your life, you'd want to go 2x. But the natural inclination is saying, "I wonder if I can pull this off without really changing anything." Funny enough is that if you're thinking in terms of twice the growth, you actually embed yourself in the past compared with, if you'd move over to 10x, your mind immediately goes to the future and you say, "Ok, I want to pull my present into the future and what part of the past actually gets to come along with that?" You need to start looking at everything around you, your clients, your customers, your support team, your technology, every aspect of your entrepreneurial life including your lifestyle. Your lifestyle may not be supportive and you start making decisions. John, the interesting thing is, each person who's watching this in the next 90 days can make three, what I would call, negative transformations and three positive transformations that will immediately move them very very quickly onto the path of 10x growth.

John: I want to give an example because it's really what you and I are doing today. This came out of the 10x. I'm going to go to lifestyle first. You and I have gone on planes for the wrong reason, to go to Kino, to trade shows or professional shows and so on, and invest a lot of time, energy and money as we're bringing this message out. At the same time, we've refined our messages over the years and we've got an awful lot of friends and a great network that we want to introduce entrepreneurs to and we said, "How could we do it different?" Well, we can leverage and create podcast. This whole Accelerating Entrepreneurial Success series, the conferences you and I are doing together, the podcast, the webinars, this is one of the greatest outcomes for me. I hope our listeners and viewers, this 10x mindset, the big change...

Dan: Here's the thing John. You started this after you were 50. Your great breakthrough technologically happened after you were 50. I just celebrated my 70th birthday. A lot of people say, "Well, I'm a little bit too old to actually be getting into this." Actually, this is the best time because when you've got a lot of experience, you're able to differentiate the activities that really make sense than those who don't... because you've had a lot experience, you've had a lot of trial and error behind you. So actually, the technological revolution that we're going through, I think supports people with a lot of experience more than people who are just starting out. But the other thing is, let's just use trade shows and conferences as an example, I made my living for 25 years of traveling to trade shows and conferences and being a keynote speaker and then I just noticed, "Boy, this is just a lot of work for a not very big return." You've got about an hour or 90 minutes of actually really productive work but then spend three days of waiting and sitting around and talking to people you don't want to talk to, and then you got the plane flight back, and you got all the expenses, I always take a team with me. I'm talking about 50 to \$60,000 a crack. John, you've done things which if you add them up, they're like 160 off the bat, 150 of that and you're reaching far more people and you're getting a much bigger result and I think that's what the microchip does. It allows you to get massively bigger returns at very very low investments but the only thing is, you will only get that if you've got the mindset that's actually looking for that type of capability and the opportunities. And it goes totally against the grain of the traditional ways that people look at the business world.

John: I'm not even sure this is 160 of the cost. I'm 58 and you just turned 70. Some people would call us old. You and I are getting younger every year. We're working on that. What happens is, we may not be the most technically proficient individuals but we know how to find them. Whatever you are as an entrepreneur, whether you're selling widgets, or you're selling intellectual property, million-dollar engagement, the hundred thousand dollar widget, the software application, your ability to amplify and reach this audience through this technology has never been better. You can own the platform instead of counting on PR and trade shows and press, you now can have it. Dan, you've been leading the charge on this.

Dan: Well, here's the thing. I just like to go back to the word that you used John, "technologically proficient." It's not a case of being technologically proficient, it's the case of

being technologically purposeful. And there's a huge distinction there to be made. What they find is, here's a little test. They have 20-year olds do a web search and they do 50 year-olds' web search and they do 20 of each. And they find hands down, the 50-year olds will clean the clock of 20-year olds in doing a web search because the 20-year olds get seduced by the technology and they say, "Hey, this is really great. I can do this and I can do that." Meanwhile, the 50-year olds just find what they're looking for. I think that's the big thing. You have to have led a strategic lifetime using normal ways of operating. John, you and I have come up through the sales route over the last 30 to 40 years and we're very purposeful and we're very strategic and I think any entrepreneur who's got 10 years' experience is a hundred times more purposeful than when they started. Now, you just multiply that purposefulness with technological capabilities and that's where you get the incredible multiplier. That's where you get your 10x.

John: I think of it as, we need to be good users of technology... Dan is, and his organization, certainly we are, as well. If you want to accomplish great things, this is how you do it. You can use technology no matter what you're doing but before you think of using the technology, you've got to have that 10x mindset so that you know what you want to amplify and attract you.

None of us get out of life unscarred. Dan, you've been doing this for four decades now. I can't imagine anyone else who's the top coach of entrepreneurs out there, and great organization. Looks like it's just been a steady climb. Has life ever intruded for you?

Dan: Well, yeah. This is another interesting thing. How do you become purposeful? My sense is, you become purposeful through pain that you don't want to repeat. So, it's not that successful entrepreneurs haven't had mistakes, in fact they've had 10x more mistakes because they take risks. But every time it doesn't work the way that you want it to work, then of course there's some pain, you're frustrated. And then the whole question is: Do you actually learn something from that? I always consider one of the most important days of my life was in August 15, 1978, John. When I was both divorced and bankrupt on the same day. I was divorced in the morning; I was bankrupt in the afternoon. These are official, these are like diplomas. You just graduated from a school and they gave you two diplomas and what the two diplomas say, you're doing things really stupidly and you've got to change the way that you're looking at it. Looking back at that now, I don't those as negative experiences at all. I see them as tremendous transformations of telling myself what I really wanted and what I didn't really want. Before John, I talked about that every 90 days, you can tell yourself three things in your life that you have to eliminate because it doesn't belong to 10x growth. Every 90 days, you can add three things or reinforce three things that you're already doing. Just by going back and forth between elimination and increase, get rid of the negative, get rid of the activities which actually deprive you of energy and actually increase the activities that increase your energy, you can actually make tremendous progress every 90 days. Then do

that for four quarters a year, then do that for twelve quarters in three years, and you're already operating in many areas of your life at a 10x level performance and results.

John: This is so valuable, thinking quarterly. We want to have the big vision; we want the 10x. Then breaking it out into quarterly processes is just so powerful. One of the mistakes I think we make as entrepreneurs Dan, is this concept of going ahead and literally working on our weaknesses, we think we're broken. End of our career, we're going to have strong weaknesses. I never understood that. We can hire people there and bring them in and magnify the opportunity. I want to go to your passion. What are you most excited about now that you're working on?

Dan: Well, actually I've got two areas John. One of them is, we have a program and Strategic Coach, it's a very elite group, at the top of Strategic Coach in terms of performance and results that we call the 10x Group. I'm coaching hundreds of entrepreneurs and they all have the potential, of what I would call a game-changing idea, a game-changing concept, or tool or skill. What I'm showing them is, just by focusing on this game-changer and gradually getting rid of the activities that really don't have growth potential, that they can make incredible breakthroughs and that if they stay with that for the rest of their life, they will almost be the top person in their industry, they'll be the top person in their market. I'm very excited about that and you're one of them John. So I have about somewhere between 6 and 10 in various grades where I just want to work with a person because they're doing such exciting things. I just turned 70 and I accept my game plan for 95. At age 95, I'm going to be just as excited. I'll be just as motivated as what I'm doing right now and because of that excitement, because of that motivation, I'm going to keep myself in great shape. I'm going to be healthy, I'm going to be fit, I'm going to be energetic and I'm going to just work more and more with individuals who have a big vision for themselves... they're very talented, and they're very successful and they're very ambitious and just to spend the next 25 years doing that. So my eyes are only seeing people who have this ability and my ears are only hearing about people who have these characteristics. At age 70, this is just the finest, most enjoyable, most motivating period of my life right now.

John: It's really helped me Dan a lot and I think what I want to share with our fellow entrepreneurs is, we had this conversation because not that long ago, it was your 70th birthday and you sent me an email and an audio file talking about your life extension and how you're going to be focused on the next 25 years. I know another friend of ours, Peter Diamandis of Abundance. You got Peter to put together a Mastermind Group for 25 years, as commitment, you would help him. Then you showed me your life extension, what you're planning to do the next 25 years and I had my 15-year plans. You made me raise the bar 25 years. The reason why I'm bringing that up for all of us, if you want to live the next 25 years, you might as well live it well. Define it. Really, what can you accomplish over the next 25 years with the knowledge you have as a successful entrepreneur, the network you have, the

capital that you have, the foundation you have and all this technology and help that will leverage whatever you want to bring to the market. This is such an exciting time to be alive.

Dan: Well John, first of all, how does it feel moving from 15 to 25?

John: I'm pretty good about the medical side. I went to the doctor yesterday again. I got to make sure I got everything in order.

Dan: Yeah and there's going to be lots of help from the technological world, the scientific world, the medical world. So if you have the purpose to live 25, the support systems and the capabilities and resources that are going to become available over the next quarter century are unimaginable to us where we are today. And I think that's the whole principle, you're catching an express elevator where most people are used to taking the stairs. You're not just taking an elevator; you're taking the express elevator. And that's not just in your area of health. Just look at your communication reach, you couldn't have imagined what you're doing today, just in this podcast that we're on right now John. You couldn't have imagined this 5 years ago. But the big reason is, you didn't have the purpose 5 years ago to actually take advantage of these tools. The moment you got the purpose, you became almost like an incredible seeker-out of almost any kind of technology that had this multiplier capability. So, this mindset that I talk about, it seems like it's going to take you a long time but you could actually have the mindset within the next hour. You would just commit yourself and say, "For the rest of my life, I'm going to look for, I'm going to listen to anything that relates to 10x growth." And then I'm going to look at what I have right now and say, "Does that get to come along?" and you're going to make some decisions and you're going to make some choices. I think it's wonderful because we're getting past that notion that 50 or 70 or 80 or 90 actually mean anything as far as the person's actual capabilities and ambitions. I don't think it means anything anymore. I think, over the last 20 or 30 years, we've passed completely out of that way of thinking.

John: Dan, one of the things that helps, and you've done some work on this, it's a segment we call the App of the Day.

Dan: Yeah, well apps are the great explosion that have happened when people talk about the technological transformation that's taking place with the microchip. But where it's showing up most is, centrally around the world, is with the iPhone. So I think we're pushing 4 billion people now, more than half the global population, we have the iPhones. Apple was really the great pioneer here because they just opened their platform for anybody who wanted to create an application. They're well over a million now, the number of applications that people have created. I think in the future, people's lives are going to be more and more organized and designed by the apps that they have under iPhones or iPads or the tablets that other companies make. I often think that corporations will be like online platforms. I think school systems will be online platforms. I think whole industries will be online platforms. And I think

more and more government is going to be online platforms. More and more are going to go to this platform world where people custom design their lives and their futures through applications.

John: I want to give a mention to an application that you put together with your team.

Dan: What I did John is I created the original paper form, I think, as I'm very very good in creating thinking tools on paper. But then I've teamed up with programmers and I've got a great project manager, this is actually Cathy Davis, who is my number one project manager for taking my ideas and making them real. She teamed up with an application company who are very skilled and we created this platform which is called WinStreak. Just a step back a little second here, for the last 25 years every night before I go to bed, I'd review the three wins I had for that day. It doesn't matter what kind of day I had, could be an up day, could be a down day but before I go to bed, it was an up day because I just reviewed the three wins that I had. As a second step to that, I'd just look at tomorrow and I said, "Well, if I had these kind of wins today, what kind of wins am I going to have tomorrow?" So I did this little preview of what tomorrow's going to be. So I go to bed feeling very positive about the day I've lived. I go to bed feeling very excited. I do that every night. That's just a habit. I wouldn't go to bed without doing WinStreak. So I've done that and then I converted it to a paper tool and people got a lot of value out of that but over the past two years, we've been able to convert this into an app which is totally free. Anybody who wants to download WinStreak, that's fabulous for children. If you get children started on this, a lot of them have iPhones at a very young age, you can just train them on this. Just think about a person going through their entire life who goes to bed happy about the day they've lived and is looking forward to the day. What kind of productivity, what kind of creativity, what kind of cooperation can become out of that? That's just one app. We've gotten very high marks in a lot of the online reviews about this app and it's spreading really quite quickly. It's completely viral because it's free and we're adding a lot of features to it. It gives you congratulations and it notifies you that it's time to do your three wins. We're very happy with this. We're just part of a huge avalanche, new capabilities that are coming on board. Your iPhone is one of the most amazing technologies that's ever been created. Your cell phone is one of the most amazing breakthroughs in technology for personal empowerment that's ever been invented.

John: Dan, let's go to the next segment which is the Book of the Day. I know you are an avid reader as am I. Why not? It's the cheapest intellectual property any of us will ever acquire. What's a book that you want to share with your peers today?

Dan: Probably the biggest book, and it's had the greatest impact on me over the last two years is, you mentioned Peter Diamandis. I think it's his book, *Abundance* because Peter is probably the most connected individual on the planet right now as far as cutting edge technologies, and how virtually every part of life on the planet is just going to get better in

ways that most people on the planet don't believe right now. It's gonna happen really fast. Fortune Magazine, about four months ago, named Peter one of the 50 Most Influential People or Individuals on the planet. If you're only going to read one book for this year, and if you're only going to use one book as your foundation for the rest of your life, I would get Peter Diamandis' book, *Abundance*. I keep reading it. I've got it in my computer and I keep outlining passages from it. I've never seen a person who is more alert, more curious and more responsive to breakthroughs and exponential technologies than Peter is.

John: I love the subtitle. I think it's, *The Future Is Better Than You Think* and it's so easy to get into this scarcity mindset versus the abundance mindset and it's a great book for that.

You've got books of quotes, you've written many books, you've got 40 years of experience working with some of the top entrepreneurs of the country. What would be the one insight that you would want to share with our audience, these very successful entrepreneurs?

Dan: I think the biggest one, if I look back over 40 years which seems to be constant, it would be, focus increasingly on your strengths and delegate all your weaknesses. The schooling system actually teaches people to work on their weaknesses so you're a well-rounded person. You're a well-rounded person but you're not a purposeful person. You're not a strategic person. You can't work on everything. Just the amount of effort and time it takes to work on your weaknesses, which in fact are never going to become strengths. If you can take all that time back, if you take all that effort but I think more than that John, I think if you just take back the mindset, that's a stupid thing to do in the first place. You just focus and say, "Where am I really good?" and just focus more and more on that and then outside of that, find people who are much better than you are. Like you're much better at doing what we're doing today than I am, and so naturally I'm just going to sort of plug in to what you're doing. I'm just going to get on board your platform. I have lots of people like that in my life. I'm not going to learn this, how you put this together so incredibly easily, it seems to me anyway and magically. But I have other things that I'm developing that you can utilize and we can trade strengths. I think a world where you're only trading strengths and you're not involving yourself in weaknesses is the way to go. This really cuts against the grain. People say, "Well, you develop character by working on weaknesses." and I said, "Probably not after about 10 years old." Once you get beyond 10, you better just go for the strengths. I think parents should keep that in mind when they notice that their kid is incredibly inventive but he's really, really bad at Math class or whatever the reason is. Let him alone, let her alone, just go after the strengths, just reinforce where people are really great. You know he's an amazingly good seller, he sells things, he's persuasive. Go with it. Just go with the flow. I think a lot of entrepreneurs, that would open up their 10x mindset because the 10x mindset is where you've gotten rid of all your weaknesses and you're just focusing on your strengths.

John: The key takeaways that I'm going to encourage everybody that's with us today, whether you're on the video podcast and you're going ahead and watching us or you're on the audio podcast, is these three takeaways: Number one, the 10x mindset. I think this is just so critical. The ability to think in the future, not in the past to work out what's broken but envision what's possible. Two, the ability to appreciate. We have a great tool Dan's put together and his team, WinStreak. One of the things I love so much is recording those wins and at the end of the day, you're there. Literally, I got my iPad and I'm doing it in bed and I just do it the very last thing. What I like to do is reflect on those and when you start seeing that pattern, it's amazing. The third key takeaway Dan that I've got, that I want to make sure all our fellow entrepreneurs have, it's a big one. The ability to focus on our strengths. You talked about the schools being set up to teach us how to get better on our weaknesses. In today's world, if you're going to do 10x and you start thinking about all the things you can't do, then you're never going to get there. But once you go ahead and focus, your unique ability, your top strengths and find the rest of the people around you, those are just phenomenal.

Dan: I think that the biggest thing is, I always say that the people who focus on their strengths own the world and the people who focus on their weaknesses work for the people who own the world. It's just that simple, that the people who just lay a bet down on where they're really good and they keep with that bet and they keep raising the bet throughout their life, just get more and more confident, more and more clear, more and more capable. And that's really the essence of entrepreneurs. The beautiful thing about the world we live right now is that because of technology, it favors entrepreneurs and in the entrepreneurial world, it favors the entrepreneurs who are focused on their strengths because they're the ones who are going to go 10x.

John: Let's give them some resources here. Dan, I'm going to pull up on the screen your website. *10x Quote* for entrepreneurs, all kinds of resources and then add [aesnation.com](http://www.aesnation.com). You're also going to be making available the *80% Approach* book, tell us what that is.

Dan: Again John, just a follow up on strengths and weaknesses. I have a strength and I think you do too. And that is, we can get things started really good. I'm a great starter. I'm a very bad finisher. So what I decided is to just focus on getting the first part of the project done, which for me is actually just telling other people what the project is, what the purpose is, what the results are going to be, why it's so important. So what I do is, I create a document then hand it off to another person. One of the things that I think of is the square. If you think of the square, but my first part of the job... starting it is really the most important thing. Somebody's got to get it started 80%. And then the next person takes another 80% So we're now at 96%. And another person takes another 80%, Now we're at 99%. This is the way things actually get done in the world. It's not everybody doing the whole job by themselves, they're not doing it perfectly. They're just doing that part as fast as they can, as well as they can. And then you're off to another person who has completely other strengths and passes it on. So I've got

a download for you, it's an eBook, it's an audio that will just take you through the entire logic of this. I've had people who have never been to Strategic Coach who've never met me but I'll meet them somewhere along the line and they'll say, "Just this one, listening to this, reading this has just changed my life. It's changed the way that I do teamwork at the company. As a matter of fact, it's changed how I cooperate in every part of my life."

John: Dan, I want to thank you because it's made a big difference in my life too, and my team, and all the people I've had the privilege of working with. Again, thank you for joining us, sharing your insights. So much appreciate everything that you're doing to help fellow entrepreneurs really accelerate their success and make the world a heck of a lot better.

Dan: John, I think that this thing that you're doing with the various platforms that you've put together, is just going to grow quarter by quarter and you'll be sitting there in your 25-year mark and say, "25 years, let's go 50."

John: I'm there with you Dan. With our fellow entrepreneurs, let's go take these resources, these key takeaways that we talked about. You can go to aesnation.com and get all these resources. We'll have a transcript of this. Share this video with your friends but most importantly, your key relationships so they're on the journey with you. Let's go make it happen. Wish you the best!

A Second Opinion on Your Finances

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Best of success,



John Bowen
Founder and CEO
Financial Advisor Select