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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE  
**5**

**Bo Eason**

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**John Bowen and Bo Eason**

**AESNATION.COM**  
Episode #5

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** We have a huge opportunity as entrepreneurs if we can connect with our prospective clients, our customers, but with all the marketing messages out there, over 4,000 messages the average individual receives. Wow! How do we differentiate ourselves? I'm going to share with you our secret weapon. Our secret weapon in my group of entrepreneurs is an individual, Bo Eason. Bo is an unbelievable storyteller. I had the privilege of working with him over the last few years and it has changed my life. And it's going to change yours as we show you how you can emotionally connect with the right clients and customers. Stay tuned!

Bo Eason, I am so happy to have you here with me my good friend.

**Bo Eason:** Thank you, John. Always good to be here with you.

**John:** I keep on going back to where we first met and it's kind of a funny story so I want to share it with everyone. So give a little framing, I happen to be at an event. It was your Broadway play. I think you had two runs on Broadway and I was just picking you up as you had a 50-city tour and I love theater. I do not usually go to one-man plays and I sat through that and I was blown away and we had a little bit of a mutual interest in that I used to work with Lisa Heimburg and our sports side. And I'll let you get into that but we ended up getting together after the play and having a visit. I was asking you, "Bo I've seen in the top financial advisers I've had the privilege of coaching that there's one secret weapon that they have...that when we do all the research, and it's the ability to tell stories, and tell them with passion and really explain why they do what they do. You're so passionate, Bo. Who do you know that could do that?" And you were kind enough to say, "You would." And for the last few years you've been doing that and it has changed the lives of so many people so I want to sincerely thank you on this podcast. That's been a big difference.

**Bo:** Oh yeah, you're welcome and there's nothing more fun too when somebody starts to just access their own story, which gives you your own voice and your own power and a sense of yourself. There's nothing better than watching people take that on for themselves because for so long, you and I were raised in a world where they said, "Hey, don't talk about yourself. Don't brag about yourself." Well, it's all upside down now.

**John:** I want to turn it back over to you Bo to give us a little guidance on this. But one thing...we ran a number of workshops together. We've done all kinds of programs together and we've seen unbelievable results and we hear so many of the guys, "I'm 58, nothing really happened... boring, mundane." And the magic is there's really a story in all of us and once we share it, what a difference it makes.

**Bo:** Yeah, and that's true. Everybody that I've ever met. You know, must be thousands by now that you and I have coached in this realm and everyone of them say, "Who's going to

care about my story. My life is kind of mundane. It's kind of boring." Yeah, if you think of the 58 years, yeah. But we're not thinking of the 58 years. We're taking the most critical turning point times in your life, moments out of your life, and then turning the heat up right there. Those are the moments that people are very dramatic and people are very interested.

And I haven't met anybody to this point who has not had a story that knocked people over. Even when they're telling it, "Oh, this is going to be boring. No one's going to care." And the audience is not only floored, but they become connected to that person maybe for the first time because most speakers and most people that are in front of you, they kind of keep a distance from you and the personal story really lays out that connective tissue for you to join together and that's when business is done. And that's when marriage has happened. That's when deals are closed. That's when love at first sight happens. It happens because of that trust that you have in the sharing of your story.

**John:** It's when magic happens. There's no question about it. I look at it as an entrepreneur and I look at storytelling, there's no shortages of books out there and later on I'm going to ask you your favorite books. But there's no shortages of books and this is kind of a time that's happened in we're used to stories, whether reading books or movies and so on. But as entrepreneurs, it's kind of like, "Well, this is a little fuzzy." I'm going to share with you, just a little framing, is that when we do research we found that 84% of us are right brained versus left brained. Now most entrepreneurs are leaning toward left. They're very logical. They create systems. They really are all about execution. They're so good oftentimes in sales that they want to persuade people.

Well, the reality is that most individuals, they want to emotionally connect. 84% want to emotionally connect with you first and then justify it with logic. We all want to use logic. How can we help the audience today, whether they're on the podcast, video podcast, or on the audio, how can we help them really start to see the power of their own personal story?

**Bo:** Yeah, the word is surrender - to the voice that you already have. Because John and I, we're in our 50s, so I don't know how old everyone is on this webcast but look, you've done all the hard work. Whether you're 30 or 35 or 40 or 65 or 70, you've already done all the hard work. You've spent a lifetime mastering your life. Well, wouldn't it be a shame if you didn't master the telling of that life. Because that's what needs to be passed on to the youth. That's how communities grow. That's how civilizations grow. We share our journey, how we got here, that defining moment. And that helps everybody else learn.

So the first thing we have to do is we have to surrender to the fact that our story is impactful and it's really... if you think about it, it's really the most viable thing that you have. Because people... they connect immediately to a story where they don't know how to connect to a

business unless they've got some molecules to attach it to. That's the beauty. It's almost too simple to be true.

**John:** That's what I love about it Bo is that at the end of the day, whether you make widgets or you're selling million-dollar engagements, whatever kind of business you have, everything can be redone by someone else. What can't be redone is your story and your passion. And when you share your passion, that's when the relationships come alive because you attract the right people who want. They understand you want to be a hero in their lives.

**Bo:** Yeah, I once heard this quote and it's so good. "The minute you start telling a story, is the minute you stopped selling the commodity."

**John:** Wow! One of the big things we want to do as entrepreneurs is to differentiate ourselves and that's so critical.

I want to get a little of your background because you didn't come out and say, "I want to be a master storyteller." When did life intrude and you became a master storyteller or began that journey?

**Bo:** I was in NFL, I was playing football for the Houston Oilers and when you're in that game, it's a young man's game so I had played 5 years and I've had 7 knee surgeries up to that point and then the last one came. This particular play happened. My knee exploded, broke my ankle, my knee, my leg, all at one play and as I was being wheeled off the field, I'll never forget it. It was in Miami, Florida and I'm being wheeled off the field... and you know those moments you have where your whole life just turns into slow motion. And you see your whole life. And I'm on a stretcher, and these two medics are taking me off the field and the first thought I had was prison. Because I thought, "Man, what I'm great at... what I've trained to be the best in the world at is to actually throw my body, and this head, into other bodies. And I was the best at that, but I was thinking on that stretcher, "If I can't find another occupation where that is valued, I'm in big trouble." And so I thought I'd go to prison. And in the very next moment to keep myself from going to prison, I said you know what I'm going to do, I've got to find a platform, a stage, some kind of way, to get this expression out of this body like I used to do in football and get paid for it and be cheered for it. I got to find another way to express this thing so that I don't have to go to prison. And I'd go, "I'm moving to New York City." That's where it all started.

**John:** I want to follow up on this because it's so important. One of the things we're here today... we're using our technology and creating our own platform. In the days that you have to wait for somebody to discover you, you don't exist. And there wasn't 20,000 people watching you be wheeled off but I doubt anybody was saying, "Okay, it's time for Bo to get a platform to share his experiences." You make that and the thing that I've really enjoyed

working with you Bo is that you've reinvented yourself several times and always at the top of the game.

What was that big breakthrough moment that you had... go to New York. There's just so many opportunities there for you and everybody's waiting for you to show up and it's just going to take off instantly. What was the big breakthrough there?

**Bo:** For me, I found a mentor and I don't think he wanted to be my mentor initially because his name is Al Pacino.

**John:** He's kind of busy elsewhere too.

**Bo:** That's right. And I sort of just forced myself upon him and asked him... because all the students in my classes were telling me... I was saying to them, "Okay, who is the best stage performer of our time, who is it?" And they'd all go, "Well, that's Al Pacino." And I said, "Cool! Where is he?" And they said, "I don't know he's Al Pacino, he's probably in a movie set somewhere." I said, "Okay, I want what he has so I need to talk to him about taking what he's got and him teaching me what he's got. So they said, "That's impossible. You cannot do it, it's Al Pacino." Well, within about three days, I was at Al Pacino's house and I spent three hours with Al Pacino and we played pool. And the whole time, all I did was grill him on what it takes to be the best... to express myself on the stage. And he told me. He broke down my next 15 years and he goes, "You know what Bo, I'm going to tell you what to do but you're looking at 15 years." And I said, "Cool! I work great in those kind of timelines. I'm going to do it Al." And as I left him, I shook his hand, I go, "Thank you, Al... so much for breaking down my next 15 years. I bet this happens to you everyday. I bet actors come up to you everyday and want to be famous or want to be you." He said, "No, actually you're the first." He said, "People come to me and they want me to get them an agent or they want me to get them a part in the movie. But no one ever said they wanted to be the best performer on stage and take my mental."

So 15 years passes, and I'm on a Broadway stage with a play that I wrote and I'm the only person in and I'm back behind the curtain about to wet my pants, I'm so nervous. Because the New York Critics are waiting and its Opening Night so I ran out. I began the play and about ten minutes inside the play, I started to get my grounding. I started to get my footing and the nervousness started to dissipate and I made eye contact with somebody on the fifth row and he's right on the aisle and its Al Pacino. And I hadn't seen him for 15 years. We parted ways. That was it. I took what he said. I did exactly what he said. And all he did John, all he did was this. We made eye contact during the play, He just nodded his head. I never saw him again. That was the best review I ever had and that was when I said to myself, "Man, this is who I am. I've got to create my own voice. I've got to create my own story so that I own the property."



Just like any entrepreneur, you own your property. You own it - your face, your mouth, your brand, it's you. So the better I am at telling me and sharing me, I'm telling you John, that was 1998 that I wrote that play. I have never had to wait for the phone to ring again because of one darn story.

**John:** This is a passion segment and what I'd like to hear Bo is, what are you working on now that you're really passionate about it that our fellow entrepreneurs need to hear?

**Bo:** There's something new in my life, actually it's not new. It started when I was 9 but I've just started developing how to teach it and how to train it to entrepreneurs, to business owners and it has been so exciting I just did it last week for the first time and it's literally called "The Best." Because when I was a kid, my dad would wake me up every morning at 5 am because I wanted to be the best safety in the world and he'd wake me up and rub my back and he'd tell me I was the best. This was at 9. And he did it to my sisters and he did it to my brother and he did it to all our friends. Every time you saw my dad, he would rub your back really hard and he would say, "You're the best" and he'd throw a few cuss words in there because that's just how he talks but he always told us we were the best. Well, this embarrassed me and my brother. We'd be going on double dates when we're 15 and 16 and my dad would walk us to the car with two girls and he would say, "Boys, you're the best." And the girls would go, "What is he talking about?" And my brother would be so embarrassed that he would be saying, "Dad get back at the house."

But everything that I've ever done in my life which is about four disciplines that I've really shot at being the best. I said, I want to be the best at safety. I want to be the best at stage performing. I want to be the best speaker. And these things take time - 15, 18 years. And people started to say, "Hey I want to be able to know how you do that in different disciplines. Because the discipline doesn't matter. What matters is the commitment to being the best? And what I learned was... I got a lot of push back on being the best at first, like people would go, "Well, that's bragging. I don't want to be the best." And then I thought about that and I said, "Actually, you were the best way before I met you." And I go right back, John, and it's very funny. I go right back to their conception and say, "Okay, on the day that you were conceived... so you're going to argue with me that you're not the best or you don't have the desire to be the best. Let's go back to the day of your conception when 300 million sperms were swimming to do one thing. Millions of years of evolution and design were these 300 million sperms, you being one of them, were swimming your butt off to get to the egg. Well you tell me, out of 300 million to 1 odds, who won the race?"

**John:** Everybody starts, "I was the best." That's right!

**Bo:** You talk about Olympic Champions. You talk about when Michael Phelps winning. What about you against 300 million and you're the champion?

**John:** And its life or death.

**Bo:** Right! And you won so you're going to argue with me now? If you can defy 300 million to 1 odds and you're going to argue with me that you're not the best? I'm not having it. I'm not buying it. That is the most exciting thing John that I'm working on now and I've developed this whole program where we take people who are... this is the filter. You either have to have a dream of being the best in the world at your position, whatever that may be. Or you have to be the best in the world at your position currently. And I just did it with 20 people last week. Out of 20, John, we had 7 Olympic medals and we had 7 Tour de France victories, and we had people selling, who have sold their business for 300 million and 40 million, and it was just this group of like-minded people who are thinking at the very highest levels. And I'm telling you, there was only 20 of us in the room, but there was nothing more exciting than being in the presence of people who think like that and desire that not only for themselves but for everybody around them, including their children and their spouses and their businesses. It was so exciting that I can't wait to just keep building that.

**John:** We want to make a big difference. We want to put as Steve Jobs says, a dent in the universe. We're not sure exactly how sometimes but it's by really coming together in groups like this, sharing this is why we started [AESNation.com](http://www.aesnation.com) to bring us all together, Accelerating Entrepreneurial Success and share the best practices, the proven success, the great, bold insights. Now I want to bring back... part of being the best is having that vision, being able to tell your own narrative, that story and share it and get people excited about working with you.

The Book of the Day. I know you're well-read. You and I have talked many of the books. A book that entrepreneurs can get a feeling of all of what we're talking about here?

**Bo:** Yeah, you know what my favorite book of all time is - *The War of Art*. Not *The Art of War* which most people know that from Sun Tzu...

**John:** I was in the military; I remember that book.

**Bo:** Yeah, but this is *The War of Art* and it's written by a guy named Steven Pressfield who as a marine...he also wrote the movie, did you ever see the movie, *The Legend of Bagger Vance*? The golf movie?

**John:** I haven't. I've read his book and it's a great book and he writes novels too.



**Bo:** I'm telling you, I was doing the play in New York City. It was during 9/11. We were in New York and a publisher walked up to me after he saw the show and he handed me *The War of Art* and he goes, "This book, you might as well have written based on what you just did in your performance." And it's all about resistance, around resistance to your creativity, to whatever we're building, whatever we're creating and that being our biggest nemesis is our own resistance. And I'm telling you John, that was 15 years ago. There's not a day goes by that I don't just open that book up and read a paragraph or a page. And it just kind of lights my shift. It just kind of gets me going in the right direction so that's a book I love. I never do this with books. I never read a book once. I like the books that I continually go back to and I look at his writing and go, "I so wish I wrote that."

**John:** I think it goes back to your journey of being the best. He doesn't dress it up. He tells exactly how you could do it. And it's a good map for many people.

And one of the things as entrepreneurs, we're creative and creating our businesses... but a lot of times we don't think we're creative in some of the messaging, the stories that Bo and I are talking about. So great book. If you use discipline, it's not like it's a fairy dust gets dropped on you and somehow you become creative. This is actually something you can work on and you can be unbelievably creative in everything you do and it's so important to do it as entrepreneurs because what we have to do is differentiate ourselves. We've got to get more people that we're delivering a great experience to and we got to get more people raising their hands that are qualified to explore working with us and that's where this creativeness, this storytelling to build the relationships with our existing customers and clients. And also the best way of differentiating ourselves is having a narrative that we can share that people want to be part of.

You and I have spent workshops together, two days and more together with a whole bunch of entrepreneurs all over the country, and you've got tons of insights. I've learned so much in working with you and this is the one insight of the day. So if there's one insight... in all the journeys, all the different areas that you've worked in your life... you've got tremendous success in your business today. What would be one of the insights you would want to share?

**Bo:** It's funny John. I have three little ones - 9, 7, and 5. And what I end up training entrepreneurs or CEO's or Presidents of companies, or whoever I'm talking to... whoever I'm training, I train them exactly on the things that I want my kids to have and grow up with. I train my kids exactly like I train entrepreneurs, exactly how I've been trained. And there's a couple of things that come up when I'm with my three kids and when I'm with my coaching plans. One is we always end up saying this, like when my kids are together, everyday before they go to school and every night before they go to bed, we put our hands in the middle, we get in a huddle and we put our hands in the middle. And my wife Dawn, she's very resistant to this and she's like, "I'm not doing that." I'm going, "C'mon sweetie. You got to get in here." So all

the kids put their hands in and we say this, "While other kids complain, Eason's train. Go to bed."

I want my kids to know that practice and training to be great is everything. Being great is gravy. You don't have to worry about being great. You have to prepare to be great. You have to train to be the best. There's another thing we also said, we always say... we put our hands and again we say, "Hard work beats talent every time." So therefore, we take the own-ness out of talent or DNA like, "Oh, he's just richer than me. Oh, he's better looking than me. Oh, he's luckier than me." We take DNA and genetics out of the picture and we say, "We hang our hat on, hard work beats talent every time."

Because I have a theory about this John and I think I'm right. I think in 10, 15 years, you and I are going to be having a beer and somebody's going to come up to us and they're going to have a new book or a new program or a new computer thing [distorted] like this, "Hey John and Bo, look at this guys. See this? this is the newest thing. Maybe you've heard of it before. They used to do it a long time ago. It's called, let me think, it's called "hard work." I want my people to know, just like Al Pacino told me, just like I tell my kids, "If you're going to be the best, you're looking at 12, 15 and you're going to work your tail off." You know how a lot of gurus say "Hey John, work less, make more." And I'm like, "When I make it more, I work more."

**John:** I think most of the entrepreneurs know this and one of my very good friends, Russ Alan Prince and Lewis Schiff did a major research project on the middle class millionaires and what separated people that had accumulated awful lot of wealth out of middle class and those who didn't. I saw the early research and I was saying, "How are you going to make this a business? Not only a book but a business out of it?" Because they were going to do that and really the secret was hard work. After 45, the one factor that determined your level of success wasn't intelligence. It wasn't good looks. It was you're willing to put in the time to make the difference.

**Bo:** There's this guy Daniel Coyle. He's an author and he wrote *The Talent Code* and he wrote a book called the *The Little Red Book of Talent* and he's a guy who just went around and studied all these little hot beds of talent, whether it was Mathematics over here or tennis here or playing the cello here. He didn't care what the discipline was. All he cared was why were these little groups, these little places creating all these talent pools... coming out of all these tiny little places. Why was that happening? And they asked him. they said, "Okay, if you had to sum it up into one sentence, what separates these talent hot beds from the rest of the world?" And he said, "If I had to sum it up in one sentence, it goes like this - talent hot beds have a different relationship to practice than the rest of the people." And that is so simple. But I find it so true. They didn't say they practice more but he did say that a different relationship to practice - what it meant.

**John:** I want to share what I've learned out of our time together here, Bo. And three takeaways. One, the power of perfecting your own story and sharing it is just huge. It's an amazing thing. And I'm going to encourage every entrepreneur to get your story and use it in messaging and communicating, not only in the marketing but also in your existing relationship. It's changed all of my businesses.

Two, get a mentor. The Al Pacino story is a great example. I've had a number of mentors throughout my career and almost always it was just simply asking them. It doesn't mean they're going to take a huge time and energy. But you don't need much for the right person. It's all about having the connections.

And the third Bo, is being the best. I'm going to go to a story you told me that I love. Every time I think that I might call it quits early? I think of this story. Why don't you share it if you would?

**Bo:** Yeah, I'm so glad that you think of that John because Jerry Rice. For those of you who don't know, he is known as the greatest football player ever to play the game. So that game has been played for a hundred years. The guy in second place behind Jerry Rice is 60 touchdowns behind him. That's the gap between first and second. So that leaves the rest of us way back there. He is the most generous expression of the spirit that I've ever seen. He gives more to an art form which we called football than anybody I've ever seen give of themselves. I played against this guy for four years so I knew how great he was. And then I got traded to the San Francisco 49ers so I was on the team with the greatest football player ever to play.

So when I was a little boy, I made a contract with myself. No one knew about it but it went like this, whenever I'm going to go to a practice, whether on a court or a field or a gymnasium, I was going to be the first person on the field and I was going to be the last person to leave that field and I kept that promise for 20 years. And no one ever beat me on the field early or off the field late. It was me and that was my edge.

And then I got traded to San Francisco and the first day of training camp at Walklin, California. I'm walking out the training camp, just like always, I want a half before anybody's even dressed. I'm walking out in that hot sun and guess who's out there? The greatest football player ever to play the game is out there. And I was like, "How does this make sense? If he's the greatest already, why is he beating out everyone else who is mediocre?" So I was angry, because this is the first time in 20 years I've been beaten out there. So we started warming up after the rest of the team came out an hour and a half later. So Joe Montana's right over here and Steve Young's over here and he's throwing the balls to the receivers, in which Jerry Rice is a receiver.

So there's a line of 16 receivers and the first guy, he comes off the line. This is warm ups, mind you. He comes off the line, half speed, trying not to pull a muscle, taking it easy, getting warmed up, runs a pattern; Joe Montana throws him the ball. The guy catches the ball and he stops. And he walks the ball back to Joe Montana, hands Joe the ball, walks back in line. Then Jerry Rice comes up. Whoa! Completely different animal. Full speed. Boom! Breaks off his land. Boom! Catches the ball. Boom! Gone. I mean this guy took off a hundred yards, full speed. We're in warm ups. Everyone in the team is going, "Where is he going? Where is he going?" He ran all the way to the end zone. He turns around. He runs all the way back, hands the ball to Joe Montana back in line. So the next guy gets up. Again, half speed, a pro glide, taking it easy, being cool, catch the ball, stop, walk the ball back to Joe, hand Joe the ball, back in line. Jerry rice comes up. Whoom! Whoom! Whoom! Again and again and again for three hours during the practice.

I've never seen a guy sprint that many... I mean he must have run 10 miles a sprint... every time, putting his butt in the end zone, turning around, running all the way back, handing the ball to the quarterback. I never seen anything like it.

So afterwards, I go up to him and said, "Jerry, what is the deal man? Why do you that? I've never seen anybody finish place like you finish place. What is the deal with you? Why do you do that?" And he goes, "That's very simple Bo. Every time that these hands touch a ball, this body ends up in an end zone." And it just struck me that there are no accidents. This guys has trained his body to get in an end zone. So is it a surprise that he has 60 more touchdowns than they guy in second place?"

**John:** No. Everyday, living in the Bay Area, that was such a treat. Everybody that's an entrepreneur that I know that's successful is working hard. They're focused and this is our opportunity. We are always working toward perfection. We're never perfect. We're looking to be the best.

Let's go to resources. I want to pull up your website and what resources do we have to help our fellow like-minded entrepreneurs who really want to break out and be the best?

**Bo:** The things that I do, I do this twice a year. I train people in La Jolla, California and I'd put them in a theater, a big Broadway type style house and what I do in there for three days John is I train them at their own story, not only capturing that story, but physicalizing it. And what I do is I bring in the people that trained me. The *New York Times* named my play, *Run to the Litter*, "the most powerful play of the last decade." And the reason they named it that, is because I surrounded myself with four people that could deliver. They were at the best at movement or voice or content and I surrounded myself with them.

Well, that's what I do with my entrepreneurs. I take them in there. I get them on their feet for three days until they leave armed with the most viable asset they've got which is their personal story. Not only they know what it is, they know how to physicalize that thing so everywhere they move, everywhere they walk, their body is informed with their voice, with their story, so that people now have to deal with them much like we have to deal with people that we can't take our eyes off like think of firefighters or navy seals or elite athletes or Mikhail Baryshnikov, the greatest ballet dancer. There's something about what they're doing physically that you just have a hard time looking away from their presence. That's what I've been trained to do and that's what I train my people to do.

So that is really the most important thing that I do to impact people... because the one thing we've learned John is that, I mean you and I have learned this together and separate... but you know Rolf Jensen, he's the director of the Copenhagen Institute of Future Studies, and he said, "The highest paid person in this century will be the storyteller, regardless of occupation." So I don't care if you're selling eggs. I don't care if you're selling... it doesn't matter. You're no longer selling. Now you're talking story. If you notice everybody, we've been on this telecast for 45 minutes, right? You notice everything out of my mouth is a story? Everything out of my mouth is a story. That's just how it goes and that's what connects me to my audience. That's why I have made the impact that I have. And that's how you have the impact too.

**John:** I've taken hundreds of my clients and fellow entrepreneurs and we've worked with Bo and I started this podcast. This is the secret weapon. And I'm going to encourage you. Go to Bo's website. It's [boeason.com](http://boeason.com) Easy to get there. Become better storytellers. This is so important as Bo is saying not only today but in the future. This is how you're going to differentiate yourself. Create that emotional connection. Bo, thank you again for spending some time with us and really sharing your hard-earned insights.

**Bo:** Yeah you got it John. It's always great to be working with you and good luck with this. This is going to be awesome. I can't wait.

**John:** Let's go out there and make a difference. Your current clients, your future clients, they're counting on you. Don't let them down.

## A Second Opinion on Your Finances

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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