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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
6

Joe Polish

Show Notes at: <http://www.aesnation.com/6>

John Bowen and Joe Polish

AESNATION.COM
Episode #6



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: This is John Bowen and I am really excited to bring this episode to you. With one of the guys who's been my mentor, partner, and great friend, and helped me in marketing and I know he's going to help you an awful lot at Joe Polish and with that...remember why we're doing this podcast. It's all about accelerating entrepreneurial success of like-minded individuals.

I've always thought I was a pretty good networker. I got to tell you, I'm not at all. Joe has taught me so much and the leverage and the ability to help me grow and my businesses exponentially. A lot of it, I owe to Joe.

So Joe, first of all, thank you for all your help along the way.

Joe Polish: Absolutely. John, it's great to be here with you as always. I think you're an awesome guy doing such great work for so many high level people and that's really the area of focus that I like these days is just really successful, achievement-minded entrepreneurs and I know where that's your total focus and the people that are watching this are in that group so let's talk about whatever will be most useful to them.

John: I mean there's so much that you do that is... there's so many programs out there for the kind of the entrepreneur...I'm going to call it "wannabes" and I don't mean that in a derogative term and all. I mean you and I, there wasn't that long ago that we were kind of wannabes and wanting to have this. But this is really for those who are already having success and struggling with, okay where do we take our business so we can have more life, build that great platform, and Joe you've done such a great job on that.

So what I'd like to do is just kind of dive right into what I think your biggest skill is and you've got so many of them. You were the guy that got me into video. You got me on a lot of fronts. And let's just talk about networking for a second and then I'm going to ask you to go... we'll go into some of the back story, your journey to this. But the biggest powerful of exponential growth that I think you've seen and I've seen is that very little is accomplished with one person?

Joe: Yeah, well let me start by saying that I grew up incredibly shy, really introverted. Even when I think of myself today as "networking" and I think a lot about what does that actually mean? There's a lot of different ways to look at it but it's literally interacting in significant ways with other individuals that ends up creating a result and preferably a real leverage and real win-win situation for everyone involved, meaning if you cannot expand somebody, if they cannot expand you, if they can't expand the business, the cause then a lot of times you're just spinning your wheels developing relationships.

There's a book... I talked to the author years ago, I can't remember his exact name but the book was called *Fake Work*, it was about the amount of looking at how people do work and how much of that work is actually fake. And so if you think of networking there's a tremendous amount of connections. One of the people that you're actually going to have as a guest on this series is our good friend Ned Hallowell who talks about how we are more connected today electronically than we ever have been but more disconnected in terms of personal relationships.

So I have a company called Genius Network. I have a very high level group called Genius Network and the reason I can even think of Genius Network is who has tremendous wisdom, knowledge, genius, skills in a particular area, and how can I interact with them? How can I work with them? How can I do business with them? How can I combine the capabilities and skills to actually produce a really useful result? And every person including everyone watching this that's successful, they're doing that in many ways to some degree and there's lots of areas where they can absolutely improve it, enhance it, and be a total game changer.

So networking is just connecting with other individuals but doing it with geniuses, doing it with people that really are the most important to your goals that you're aligned with is the way to do it. If you think about Facebook as an example, and I find Facebook interesting and useful and valuable where my company advertises and uses it for commerce. We also use it to interact. We use it as a vehicle to give people access to free stuff and build a following. And at the end of the day, if you look at probably 1% of it is about real, significant, deep human relationships. Maybe 50% of it is status building, and another 49% of it is just gossip. But if you can leverage the 1%... and of course I'm not saying that those statistics are based on anything other than my own brain and how I want to interpret something at the moment.

But you know a lot of social networking that people do is social not-working because they just spend a lot of time so I think of networking with real human being phone call, in person, kind of like what we're doing right now and just developing and deepening the relationship for a shared purpose.

John: Joe that's so powerful because when I think of networking, virtually if we could have everybody around, you know conference table, having coffee and sharing experiences because as entrepreneurs what we have is we have this challenge that we've got to have a great client path, no matter, or customer path. All of us have to have this. We've got to deliver a great experience whether you're selling widgets or intellectual property, whatever it is. And at the same time you've got to track a steady stream of pre-qualified, pre-endorsed customers or clients to you.

Today, particularly in the area I work, the average affluent person gets 4,000 marketing messages a day and one of the things I appreciate Joe a lot in working with your group, you

know being a member now for about four years with Genius Network is just the power of the guys you brought together and initially, you don't think there's a lot you can share and I tell you I've learned so much so quickly. Virtually, this is a really convenient way but bringing together a group of individuals of like mind who are going to make a difference in the world is just so powerful.

Joe: And I will say this too based on even what you're doing here. You're talking about individuals that came in for a specific reason that were brought in and educated along the way so that they are really familiar with you to enough to the point where they're going to get introduced to this and it's not just blatantly throwing something out there. So much of what people try to do is almost like shotgun approach versus the laser-focused and identifying who it is you're looking for. It even goes back to marketing.

A little bit of my back story is I started my entrepreneurial career as a carpet cleaner, I mean a dead bull carpet cleaner, no skills, no college degree, went to college but I never got a degree. I've failed owning and operating a small business at a community college and I got a C-minus in marketing. And I learned marketing in a carpet cleaning business doing hard manual labor. I grew up, not dirt poor but I certainly was low and middle class. We lived in trailers half my life growing up. We never had much money so I kind of get the whole struggling for money sort of thing because a good portion of my life and my early adult life was spent just scraping by. And so I learned marketing in the carpet cleaning business doing hard physical manual labor out of necessity. As many of the clichés go, "Necessity is the mother of invention."

And so I learned marketing which is basically what you say and how you say it. And I want to say a couple things that relate to networking and relate to just interacting with humans in general. I'm in the sales and marketing world. I believe sales and marketing are the most important functions of a business. As the late Peter Drucker said, "Marketing and innovation produce results. All other business functions are costs. The primary purpose of business is creating and keep customers through marketing and innovation." So when a lot of people have issues with the term marketing... that conjures up, "What does that mean?" We're going to talk people into stuff. We're going to do advertising. We have to have a social media presence. We have to do certain things on the website. Well, it could encompass all of those things but I like giving people just a way to think about it.

Marketing is storytelling. Sales...selling which is critical, is influence. If you improve your ability to influence, you're going to get a better result. If you improve your ability to tell a story, if you can package your story up and replicate it in ways, you're going to share it with more people. It doesn't matter if you're just starting out or you're an extraordinarily wealthy person.

Let's take Richard Branson as an example, I mean Richard has done a fantastic job. PR is one of his greatest marketing vehicles. The guy is a PR machine. He has well positioned himself as this really cool entrepreneur in this really cool company Virgin and that's been done by telling a story over and over and over again, over the years and I'm his largest fundraiser for their foundation which is Virgin Unite. I've brought in a few million dollars for that organization and one of the main ways I did it was they weren't doing a very good job telling their story of what their foundation even did because it wasn't involved in just one thing. It was involved in many different things so I simply did an interview with the CEO Jean Oelwang who runs Virgin Unite back in 2007 and then I did an interview with Richard Branson and now I've probably interviewed Richard Branson more than anyone just talking about Virgin and that sort of stuff. But it's packaging up those stories and sharing it with people so when people hear the story they get an understanding.

So marketing is pretty much the same sort of thing. If you share a very lousy story, a lousy pitch, you're going to not get much attention. You're not going to compel people and so networking is really the same sort of thing. First off, what's the story that you want to tell? What's the punch line? What's the end result that you want? And how do you influentially and in a compelling way lead people not only into your world but how do you recruit them and enroll them into your sort of belief?

And so let's just take you, John. And there's a million things. As much as I know you and see all the results and how many clients you've helped, I mean you are a true convert of your own system that you teach other people and there are so many things that you do to create value as someone comes into your world. I mean even this right now, you are literally all kinds of guests in your virtual event and your virtual conferences based around specific areas that are going to be incredibly useful and all of these people are brought in and they're able to hear this. And so there's a huge lesson just in watching what you're doing and how you're doing it. But your whole objective is... you want people to pay you of course, why wouldn't they? As long as you create value and at the same time you're just packaging things up to them. You're going to help them get through the complexities of life and their business and how to take already successful people and give them a reason to pay attention to you versus all of the other things that they could be doing simply because you know how to accelerate results.

And the greatest thing about successful people is there's this whole thinking about time is money? Well, money is time because if you make money, you can buy yourself a lot of time. If you connect and network with the right person, I mean one of the reasons I'm always pursuing industry transformers, and that's a term from our friend Dan Sullivan... is people who have transformed industries, attend many conversations with an industry transformer and say, in an area of health, is worth more than a thousand conversations with people that sort of have an idea, or sort of have a mediocre understanding. Or even like some of the experts. If you go to the very top people, that's what I like about Genius networking. Man, does that

accelerate the amount of time. It saves you time. It saves you money. It saves you energy - just everything about it. So I really think that if people are going to fish, they should fish for the most talented, most valuable, most capable fish that they could catch, but they better be well prepared to bait the hook with something that the fish really wants.

John: Well, I want to jump in on that Joe because that's where I was going. He didn't start initially with this unbelievable network. You weren't born with it. How did that happen? Because this is really important for the entrepreneurs. I listen to it, they go, "You're weird, and I'm weird. We've got some unique skills." And the answer is no. I mean we're just taking action and what kind of action should they take?

Joe: That's a good point, and there's a lot of different actions and there's a lot of different ways to be right. I think for me it starts first off with a philosophical foundation of how I occur to other people and how I approach the world. And I also have adopted many beliefs. One of the reasons I think Genius Network is an example... we have very many like-minded, giving people that like to share. They're truly contributors. They're true value creators. They're more definitely more givers than takers.

It kind of goes to something that Dan Sullivan said, and I had this before I even met Dan Sullivan, is I don't wake up nor I have ever woken up except on bad days, I mean I do have a higher self and a lower self. I'm sure I've had times when I've been selfish and totally concerned myself. But for the most part, I think I walked through the world without any belief that anybody owes me anything. I am not entitled to anything in this world unless I create value for someone first. The whole thing about if you want heat, you got to put in the logs into the fire. I mean I just had that sort of belief early on.

And I have a philosophy of don't interact with anybody if I cannot add some sort of value to them. It's like the rental car philosophy of life that some people have where they rent a rental car and they just drive over curves and speed bumps and still crap all over the car and they leave it dirty and they deliver it back to the rental car place completely trashed. Or you have a landlord and rented your house and someone just trashes your house versus you have a tenant who actually really cares for it and takes care of it and when the lease is up, they don't leave the place trashed. In many cases, actually you leave it better off than it was before you showed up.

I try to treat people that way too. Even if I'm not going to teach him anything about marketing. I'm talking about at the lowest level. Opening the door for somebody. Saying thank you. Being courteous. Never being rude to people. Never having an arrogance that has you walk around thinking that you're somehow truly so superior that you should deserve special treatment unless you've earned it. I mean there's nothing wrong with having the finer, greater things, and I shouldn't even say there's nothing wrong with it.

You actually are deserving of whatever it is that you create. If you create more value than someone else 10x more, on a compensation level, you should get 10x more pay than that person does. It's like that ad in that airline magazines by Karrass, "You don't get in life what you deserve, you get what you negotiate." Well, I think it's a combination of both. If you actually negotiate well, you're going to get not only what you deserve, you're going to probably get a heck of a lot more. But so are the other people that you're interacting with.

So there's a book that I read recently with a guy who I became friends with, Adam Grant, it's called *Give and Take* and he talks about there's givers, there's takers, and there's matchers. A giver is just someone that just gives. They naturally give. They like giving. They're just that way. There's takers who are totally about themselves but they will appear like givers when they really want something or they'll kiss up to certain people at a certain high level but they won't be nice to people at a lower level. And so takers just, they take. And then matchers, sort of have a "quid pro quo" sort of relationship in life. They'll do things for you as long as they're going to get something back.

And you mentioned a really important word "reciprocity." I have a friend that I've known for many years named Robert Cialdini, Dr. Robert Cialdini. He wrote a great book called *Influence*. And I've interviewed Robert a couple times. I've had him speak at my conferences and he actually lives about five minutes from where I'm at right now. And he talks about the term reciprocity. The great thing about reciprocity is it's a natural human instinct. If somebody does something for you, you naturally are inclined to naturally do something for them. And I think it would just be foolish to not give yourself the unfair advantage of having reciprocity in your favor. Even if you find yourself as kind of like a selfish person that doesn't really want to think about other human beings, there's a tremendous amount of benefit of saying thank you when someone does business with you, sending them cards, acknowledging, delivering more than what they expect, saying happy birthday to someone on their birthday... I mean there's so much that can be done with reciprocity and I wish I could deliver it in a way where it would sound like earth-shattering, brand new, and exciting so people...

John: But it's not. It's what we should do. What's the name of the book again?

Joe: *Influence* by Robert Cialdini.

John: Okay. If you want to work with people, period. Or you want to attract certainly more clients or customers, everyone should read that. You're always looking at how you can help other people. That power of reciprocity and you do it with all kinds of energy. I want to ask right now, what are you most passionate about?

Joe: What I really enjoy more than anything because people ask me like, "What do you like doing with your time and what are you most..." Well first off, I like exercise. I like Yoga. I like movies. I like reading. I like going to dinner and having conversations with really bright people. And I love learning stuff.

For some reason, I have this insatiable curiosity and appetite to always figure things out because no matter what, I always feel like I don't know enough even though I've read over a thousand books and I do a lot of stuff. So I really like interacting with people that cause me to change my perspective in better ways. I love elegant ideas. I like producers. I like people that are in the arena - the whole Theodore Roosevelt thing, the man in the arena with the dust... if anyone has not read that. I'm sure everyone has. But it's that sort of thing. I really like spending time with people that are in the game. Not people talking about the game. Not people that have critical opinions about how someone is playing the game and how they could do it better. I don't even think someone even earns the right to tell someone in the arena how to do it better if they're not willing to step in the arena themselves.

And there are so many people on the sidelines that are observers that have opinions and thoughts about how someone should play the game. They're unwilling to get in the game themselves. So I like people that are playing the game and those people because they help me play the game better. If you've ever talked to someone who's been to a really bad, lousy relationship and has had their heart broken or has been really betrayed and certainly I could probably point to several things where think that has happened to me. A lot of times they say they're not in a current relationship they'll be like, "I just don't want to play games. I want to find someone that doesn't play games." And what that person's really saying is, "I don't want to be hurt. I don't want to be lied to. I don't want to be betrayed." The reality is people play games. The fact is how you play the game. You play the game. Do you play the game fair? Do you play the game dirty? How do you do it? Because people would play games all day long as long as they want because it's fun to play games when you're winning all the time.

So what I'm most passionate about is simply continuing to learn and educate and collaborating with other people. One of the reasons that I have a couple of podcast that I put out into the world... there are about 40,000 people a day that listen to about an hour of me talk on one of my podcast. And the vast majority is people are never going to pay me anything. I just put it out to the world. It's all different countries, all over the place. And I have this feedback mechanism where I am able to share this stuff but what's cool is that it's a great sifting mechanism for people that truly end up being high level people that will come into my Genius Network. Because I have a world of putting out a lot of great content for free and stuff that I really charge a high dollar for. That's particularly a different level. And to me, that's exciting.

So my passion is genius networking. I like networking with geniuses. I like having conversations with these people because not only am I able to help them, they're able to help me. And so to have a Genius Network to kind of wrap up something for your listeners to think about. In order to have a Genius Network, the ultimate network of just great people that you can tap into, that can solve most, if not all of your problems, and help you to reach most, if not all your opportunities. Because John, you've put together Genius Network for everyone listening. That's all the people that you're bringing here. You're bringing this network. So in order to have a Genius Network, you got to do genius networking, meaning you have to do certain activities and you have to be a genius network. To be a genius network, it's be,do, have. Be a genius networker. Do genius networking. And if you do that, you will have a genius network.

John: And it's really providing that facilitation. Sitting around the table with a lot of people, doesn't do it. Sitting around a table with the right people, does it.

Joe: Exactly.

John: I want to jump Joe to a segment we're doing on apps. For our likeminded successful entrepreneurs, is there an app that you want to share with them that jumps up?

Joe: Well, what I do a lot of and here's my phone. I even have little pictures of me on the back. See those little stickers? What I do is I grab people's phones and I'll take a picture of me off of a... I think it's my sticker face or something, whenever I get them from one of the listeners of I Love Marketing, my podcast, sent them to me. And so we ordered them and I'll just put them on people's phones and it's just amusing. They sell to me. But I love the Voice Memo app so there are things that you can do with a video in the Voice Memo that you simply can never convey in text. And so I like getting as close to in person when communicating with someone and it's a lot easier and faster just to record a video and text it or email it or to actually record a voice memo and again text or email it.

John: So Joe, how do you do that? Because I know I've never been in a meeting with you that you didn't send a video message?

Joe: Well depending on what sort of smartphone you have, there's the ISO cam. Okay on the iPhone, it's the camera option and then you just shoot a video, and then you click and send to text. So as long as it's under a minute, I can send it from my iPhone. I'm going to record something that's like 5 minutes, I'll be using the voice memo because it's longer and I just email it. It's built in to every iPhone so those are apps you don't even need to download. So those are just apps that are built in. Other apps that I like... I love Evernote because Evernote is just a great app to collect.

John: Yeah, it's phenomenal.

Joe: And I love Flixster for movies because it's like a merger of the critic's review and then the user's review and usually if it's over 70% or higher, it's usually a good movie. So I love that as a movie app. That may not be the best productivity app, but I use it all the time.

John: I do use it too. I enjoy movies as well. You got to refresh yourself, recharge, re-energize, and use technology to do that as well. Joe, I want to go to a final question before we start wrapping things up, it's the Entrepreneurial Idea of the Day. Which one, that you would share with the viewers and listeners here on the video and audio podcast?

Joe: Okay, I'll actually give you two. The first one I'll say is from my dear friend Mary Ellen Tribby, and she says, "One thing done equals money. Five things undone equals no money." And in today's day and age where there's a continuous amount of things that you could do, should do... guilt yourself into feeling about that people are going to push their agendas on you, trying to get a piece of your time. At the end of the day, you can work on a hundred things and think you're making progress, but if you're not completing any of them or putting the ball in motion and you're not. So one thing done equals money. Five things, ten things, a hundred things undone equals no money or no progress. So that's the first thing.

The second is I spent the last five days with Dan Sullivan. It was his 70th birthday I was standing at the guest house with a couple of friends and we're talking. Me and Dan spent a lot of time talking about the 10-minute talk process because I do these 10-minute talks in Genius Network where people share a best practice or strategy with the goal of sharing in 10 minutes something that's been worth a minimum of \$250,000 or more in their business. And what we do at Genius Network Group, I have everybody fill out the 10-minute talk platform even if they are not a public speaker, even if they don't even think they have it taught. What we start with is come up with a topic where you share this idea. Why would it be important to the listener? Brainstorm ideas. What's the result that this idea has produced. And I make them go through this, not make them like force them, I mean we create this thinking environment where people can think through a subject matter.

And one thing I learned from Gary Halbert is that the difference in being rich or being broke could be one good sales letter. Or you're just one sales letter away from the right partner, the right business associate, the best sort of client, the biggest check... you can solve any problem in the world with the right sales letter. Now, in today's day and age in technology where sales letter could be a video. It could be an audio. It could be a webinar. It could be something printed in paper and ink that you mail to someone. But it is a communication. And talking with Dan, he's like, "Your one ten-minute talk away from ten times multiplying your progress." So when I'm learning by having had now about 2 1/2 years of people doing 10-minute talks, these 10-minute talks become the foundation of how they build and grow their

story and how they build and grow their communication. So as that translates to everyone that is listening to us here, think about your stupid human tricks in the most possible way. What are other things that you are doing that produce the most results? Because it's just a few basic moves produce almost all your results. And then there's a whole bunch of other moves that don't produce anything.

So if you could think of yourself as like a black belt in skills and capabilities, what are you so skilled with that you could really get into a 10-minute communication and that you can convey and that you can structure it. You can talk it. You can share it in 10 minutes that would have such a powerful impact that could grow into a longer communication. It could grow into a new business. It could grow into a book. It could grow into articles. It could grow into workshops. Even if you don't think of yourself as someone that does, writes books or does seminars. But everyone communicates.

Everything in life that you need to enroll someone in is educating them about what they know, what they don't know that they don't know and how they can benefit from working with you. And every person that's listening has something that they're selling. Even if they have all the money on the planet, where's an area that they don't have it handled that you could get the communication and if you told the story right, in an influential way, you would get people bought in and you would create people wanting to be compelled to work and do business with you. So you're just 10 minutes away from a giant breakthrough. The question is, are you willing to sit down and focus on it and get it done? And if you're willing to do that gigantic breakthrough because that's what I've seen the most happening with people in Genius Network.

John: Let me just kind of take the three takeaways that I got from this presentation. They were extremely powerful. The very first to me is in the power of networking. You've taught me an awful lot and understanding the reciprocity of that too that it's tell me the classic win, win, win for everyone and make sure you can serve first but also someone's capable of making a difference and it's not networking at the chamber of that... it's networking with geniuses.

Two, storytelling. I mean you need a story. Richard Branson is a great example of that.

And the last, and I think this is so important for all of us as entrepreneur. We talk about our friend Ned Hallowell. He talks about ADD as really the entrepreneurial disease and that lack of focus and if we can focus in on what we want to achieve, enroll our team... I mean Joe you've done that so well across all your platforms. I really want to thank you for helping me and helping your fellow entrepreneurs make a difference.

Joe: Yeah, you're welcome John and it's always a pleasure chatting with you because I know you have some awesome clients and I know you're trying to bring the best that you can. So

hopefully what I've shared, they can decide for the things that are usable and applicable and they'll go out and just impact the world in even greater ways than they already are.

John: Well let's take these insights and go out and make a difference. Make sure to check out Joe's website the I Love Marketing ilovemarketing.com/ And if you want to be involved in something really material, the Genius Network annual events each year as well as the Mastermind overall. Let's go out and really make a difference to your customers, your clients, your current ones are counting on you... the future ones are. Again Joe, thank you very much for all your help.

Joe: You're welcome.

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.

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Best of success,



John Bowen
Founder and CEO
Financial Advisor Select