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EPIISODE
8

Jeff Walker

Show Notes at: <http://www.aesnation.com/8>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: Wow, are you in for a treat today. I have an unbelievable, really remarkable guy. How many of you would like to build campaigns and generate over \$500 million in sales? Well our next speaker has. He's a tremendous entrepreneur. He's a good friend. He's taught over 10,000 students. How to bring in that \$500 million? He's helped bring several million dollars in just... in one idea from his new book, brought in \$200,000. You want to stay tuned because he's going to make a huge difference in your business.

Jeff, I am so excited to have you here... power, magic of Skype in your new, almost complete studio.

Jeff Walker: Almost complete. It's great to be here John. Looking forward to this.

John: Jeff and I have become good friends over the years. We've been in a couple masterminds together and we shared an awful lot of ideas. Jeff is my go-to-person. As a matter of fact, on occasion I sit on a cool table... cool guy table and just over there and I have walked away with so many ideas and insights and so on. I wanted to share them with our community here Jeff and maybe just give a little bit of background. Because didn't know who you were and I consider myself a pretty successful serial entrepreneur and you're making a huge difference out there. What is it that you do?

Jeff: Well first of all, John, we always want you at the cool guy table because you bring such a tremendous insight. You're such a big thinker and you get things done. So we always want you at that table. So what I do is I teach people how to launch new brands, new products, new businesses primarily online. I've been doing business online since 1996. I've been one of the great beards on the Internet. Frankly, I know we're talking a lot of people who got great businesses and even more corporate. Now I've been sort of nose to the grindstone, not so much for a bootstrap... everything all along the way. And because it was the only way I only knew how but these... what I've developed... it's funny. We call it the Product Launch Formula and people have taken that and used it just in every business in every market you could possibly imagine. And it's been a crazy, crazy ride because I started from my spare bedroom. It's actually a baby's changing room back in 1996.

John: I think it's important to know your background. Jeff why don't you start... kind of the humble beginnings because you didn't really grow up as an Internet giant. First of all, the Internet wasn't there but how did this evolve?

Jeff: Yeah, and the funny thing John is I've watched your progress as if we've known each other for the last 4 or 5 years. You've done a great job at straddling this world of really bringing the corporate tools and the corporate knowledge and all your success there. But then melding it with some of it, more the bootstrapping type of stuff that the world that I've been in.

I think that's a big reason why you've had that remarkable success. You've pulled the best from both worlds. But I was... actually I was a corporate failure. I just did not know how to do the whole corporate thing. I got out of school, went to work at Motorola, worked there for a few years, was [distorted] hanging around hall, bounced to a couple of corporate jobs, and then when my wife was in graduate school, she became pregnant with her first child, my son Daniel, and she was just finishing grad school and I could not stand my corporate job so I quit and I came home to be a mister mom. And a lot of times, mister mom, primary care giver, stay at home dad, whatever you want to call it... And I wasn't one of those guys that I sold my business for 30 million then I came home to stay with the kids. It was just I didn't have really other great options. And this went on for a very long time.

John: Well you were an early adopter, wasn't quite cool as it is today it got too.

Jeff: Exactly. It was totally not cool that... it was so weird because I think I had the education and the aspirations so I did not fit in with the other stay at home moms. It was just weird. And this went on for years, like 4 or 5 years. Then one day, my wife came home in the middle of the day from her job. She's an engineer. And she drove up in front of the house and in the middle of the day, I'm like "What's going on?" I'm in the living room taking care of now two kids and my wife came in, walked in the door and she was in tears. And she's like "Jeff, I just need you to try to help support a family in some way I'm getting up in the dark, I'm coming home in the dark. I want to be a mom or at least a part time mom. Is there some way you can help support the family?" At that point \$10,000 in a year would make a huge difference for us. Basically, we're surviving on one salary. It wasn't a huge salary. My wife was working for the federal government so it was not a lot of money to go around so I'm like, "Okay, what am I going to do?" And...

John: Well that happens too for any guys. I know you are a great guy and when your wife comes home with that, I mean that's huge.

Jeff: It was like a knife in my gut. And I just felt like I was in a complete box. It was yeah... so I just resolving that I was going to do something and actually, the best plan I have come up with immediately was I'm going to go back to school, like go to grad school, get another degree and try it in the corporate world again and I figured that way I could try to hide that 5-year gap in my resume. It wasn't a very good plan. But what I also started doing was... at that point, I've been studying the stock market very intensively. For the third time, I was at home with the kids. Because I'm a guy, I'm driven. It's like now I'm after the kids, bad, I have to do something right? But what I did was I came up with this idea of like, how am I going to get into grad school if I don't have anything on my resume so my idea was I'm going to start publishing a newsletter.

John: What time frame is this?

Jeff: This is 1996. And I thought I'm going to apply to grad school and if I start publishing a newsletter, no one's going to know that it's for your email. I'll just put on my resume that I'm publishing the Walker Market Letter. Maybe look impressed enough to get me into school and the weird thing is... so I started publishing August 30th 1996, that's the first Walker Market Letter and sent it out to 19 email addresses. And I would specifically say email addresses because one of them was my second email address. One was my wife's email address.

John: I want to focus on that 19 because I know your list is bigger than 19 now okay and it's so important. We're building communities. Jeff's phenomenal at building a community and making things happen and so on. But with no resources, without a big list, a community starting with 19, where'd you go from there?

Jeff: Well that's great [distorted], I wasn't born with a list. No one comes out of the room with a list. That list it grew through the mouth. Eventually, within... I don't know the time frame... probably by 2000-2001, that list I grew it to 80,000 subscribers.

John: My list of top financial advisors is 80,000. That is a lot of work for pulling together a list of 80,000 people that want to open up your emails and communicate with you.

Jeff: Right. And so intuitively, I knew that's the one thing I got right. Intuitively, I'm like, if I get this list of subscribers, then I'm going to have some kind of influence, some kind of power. It's worth more than zero dollars and so that list I started to build, and initially it was just to put on the resume but after a few months, I had this thought that maybe I can sell them something. And I had no sales experience. I had no marketing experience. But I was desperate. We needed...

John: Desperation works too.

Jeff: Exactly. Exactly. I needed some change in my life. And so I actually bought... it was an information product that bought, it was a floppy drive. And it taught the basics of selling. But I was still scared to ask for the order. I was scared to ask people to pay me. The thought that someone would pay me for something I created was... I couldn't conceive of it. But if I had to sell something, I needed to change.

And so what I did was I started this romance process where I just delivered a lot of value and I kept on giving more and more and more value. And eventually it led up to asking for the order. And I didn't know it at that time but what I was creating was really the basics of the foundation of Product Launch Formula, because that's what my formula is all about. And then in January 1st, I did my first product launch. That was 1997, January 1st, and I built it all through the month of November, December... to delivering tremendous value and then I set

up a sales letter sent via email. I couldn't take credit cards so I basically said, send me a check. And the product was just an enhanced version of my free newsletter. I just added more stuff to it, made it come out more often. And I woke up the next morning and sent that email. And I woke up the next morning and someone actually wrote back and said, Yeah, I'm in. I'll send you a check.

John: All I need is a little bit of positive encouragement out there.

Jeff: I jumped so high. I could not believe it that someone at the group pay me. And then within a week, I had a few more orders come in. And then I ended up being \$1,650. Money is a funny thing. It's all a relative where you're at. And I know most of you people listening to this or going to be watching this are very highly successful but for me, \$1,650...remember my wife said, can you just bring in \$10,000 and somehow it will change our life.

John: I got to tell you most of the people on the, whether they're watching the video podcast or listening in the audio, there's been a time that \$1.650 was a big deal.

Jeff: It was monumental. But the thought I had right then was, I did this once, I can do it again. And I can do it again. And I might even at some point get better at it. I literally had that thought. That's what happened. A few days later though I did get accepted into grad school. I was going to go for a graduate finance degree at the University of Colorado - Denver, and January 4th or 5th, first day of school, I went there and I'm sitting there at first class. Mind you, I have spent six months for this whole big plan of somehow getting into that class. But I'm sitting there first class, I don't know if I told you this story John, but I was sitting there first class and it was back in... remember in Peanuts, when the teacher is like waah-wawaah-wawaah..I'm sitting there listening. I'm looking around everyone. I'm like, I just made \$1,650. And in the middle of that class, I got up and I walked out. In the middle of my first class of graduate school.

John: I don't think that the world needs anymore of that. We need help getting people to raise their hand, and takes four, working with us, which I'm glad you left the class.

Jeff: So long story short, the next launch did get better. I did \$1,650 and then I did \$8,000. And it just kept on ramping up. As my list grew and my skills grew and I eventually started taking credit cards. I figured that one out after... you've got to be a few years later and in '99, or late '98, we did the launch. It was actually June '98, \$34,000 - that was more than I ever made in an entire year and that was a launch that brought Mary home. That was when we started talking about her retiring and then by '99, she retired. I live in Colorado. We were living in the Denver area and I wanted to move out to the mountains. In 2000, I did a launch that did \$106,000 in seven days. That one bought our home out in Durango, Colorado and we moved to the mountains. And it just kept getting better and better and better. And then in

2003, I went to a seminar, a marketing seminar, and I've realized that what I was doing was unusual. Up till then, I figured everyone must be doing this stuff, but... I started teaching a few friends that I met at that seminar, one of them did a launch that did a million dollars in 24 hours.

John: I want to stop here we're in 2004. I would've met you not until...actually I met you during the financial downturn so 2008-2009. And that's where I was a little more open to ideas. I don't know why but... I'm meeting Jeff. Jeff had a nice newsletter business, making good money and so on and this is sometimes, the business we're in is not the business we should be at. And Jeff has... I always think of it as kind of the... I want to work with people who have made things simple, a ton of right side of simplicity where there's simple when you're just dumb. When we're ignorant as beginning entrepreneurs, we make all these mistakes. And then we start figuring out but then we make it really complicated, and then you go to the other side where it becomes... I don't want to say effortless but really working well. And Jeff, you saw that vision there that you could help others like me do these launches. And for the entrepreneurs, we all get excited about Steve Jobs and how he would do these launches masterful. But you're coming out from really bootstrapping and all of a sudden you saw wow! people want his help and where did it go from there Jeff?

Jeff: Well it's a funny thing. It's an entrepreneurial lesson because no matter where we're at, we always run into challenges and so I had that business teaching about the stock market right up until 2005 and I have a partner in that business who was helping me with some of the content. And then in early 2005, we had a partnership breakup and that business ceased to exist literally over a phone call. And it was a bit of a surprise to me but I looked around and said, "Boy, I love this teaching people other people how to make their businesses. I love making that impact on people's lives and people are asking me for it. And so yeah, I just created a new business. The second time around, it went a lot faster than the first time.

John: It does so often. I wanted us fast forward because I was meeting you just after you've done, I think the first product launch maybe or right around, maybe second even.

Jeff: Yeah it was the second one I think.

John: Well, give us the numbers of that.

Jeff: So I came up with a product called Product Launch Formula, then when we met was 2008, like you said on a downturn and I did a launch, sort of my 2.0 version and that was a big one. We did almost \$1.1 million in the first hour that we released that product. And at this point, I'm doing this from my basement.

John: For all of us as entrepreneurs, most of you have businesses over \$5 million. Some of you watching this have over a hundred-million-dollar business. I know Jeff. I mean his [distorted] and all that but he's doing it out of his basement, not even Denver. He's on Durango and if it's a power day, he doesn't even work on and he's out there. So this is why these lessons, this simplicity and taking the launch, it's so valuable and there's no question you've had a lot of success bringing this information out. Why do you think people keep on coming back to you for your expertise?

Jeff: Well that's a really good question. I think one of the things is that I'm continually refining it. I keep on making our training better... our product better. And back in the day when I started this, teaching people... I knew 10% more than everyone else. But now, one of the things I do is community and I build a strong community and so my preference from here, this is one of the rules in my businesses... is everyone who bought my product. my team, they're referred to as Product Launch Formula Owners and we always have to capitalize the O. It's important because they're part of the family. And they always bring their learnings back to me in and the things they come up back to me and now at least I know 100% more than everyone else because my students are so successful and they bring the lessons back. So that's one of them. And I think fostering the whole idea of community.

So many people are so disconnected right now. We're talking via Skype John. I mean we're blessed that we get together 3 or 4 or 5 times a year. But so much of our connection is, we're sitting in front of the computer, we don't connect with people and so I always bring a very strong effort to build that community. I think, frankly, that's one of the reasons people keep on coming back because they love that connection both with me and with the Product Launch Formula Owners.

John: There's some lessons learned here. One, Jeff, everything you've always done is constantly raising the bar, delivering a great experience to your owners and whether it's community, tribe, whatever you call, I've seen that Jeff and I look at your website and blog and you got tons of comments made by people, they're very vested in your success because you've helped them be successful. Sometimes in the corporate, we lose sight of all this stuff, We're building the business. We're charging so hard. We don't bring everybody along. I have the good fortune, my primary business is coaching financial advisors and the lessons learned when you let them be part of the community and we're all participating... it's huge. You get an unfair competitive advantage.

Jeff: Absolutely. I think I'm probably the most boring person in the world like at a cocktail party because also I want to do is brag about my Owners, about the results they've gotten... \$500 million. And I know there's a lot of people watching us with very significant business but a lot of the \$500 million is people just starting out and bootstrapping from nothing. And I've got a story after story of the impact that they've been able to make and that excites me. I just

really get jacked up about the impact that I make. I've been able to build, make a lot of money. Money is great. I love that. So tens of millions of dollars of my product, they're very high margin so that's awesome. I've been able to create this great lifestyle for my family. Those two kids that were little babies, I get to ski with them and mountain bike with them now... married 26 years now. I've got this incredible family. I've got this great team. But the thing that drives me to keep on building and make it better is the impact. I just can't...It's hard word into me that I love helping people build businesses and roll out their ideas and their products and bring more good and wealth and progress to the world.

John: And Jeff you've done a great job and I was just thinking. I have probably about 2 million a year of revenues every...[distorted]

Jeff: Nice! I'm going to say this 502 million...

John: Per year though too.

Jeff: Okay.

John: Really in some new ounces and so on and this is one of the reasons why I wanted to have Jeff join us. Sometimes we get caught up in our own industry whatever industry we're in and we think, we're looking at all the competitors, what they're doing and what we've got to do. One of the things I want to encourage everyone and this is part of why we, Dan Sullivan, Jeff is in my Mastermind with Dan, Strategic Coach and a lot of top information marketing guys really are in our group. And it's just hanging out like that. That's one of the reasons why Dan kind of pushed me to get this going is that we got to share all the insights that we collectively have. It's an amazing group. Can you give me kind of few sentences of what Product Launch Formula is? How it works and so on so everybody can get a flavor so that they can go to some of the free of your resources or maybe even buy your book.

Jeff: Basically, it's this process. It's almost like you manage a [distorted] Apple, the way they roll out products, or even you look at the way Hollywood rolls out products. But both obviously have massive, massive budgets. And so what Product Launch Formula does is it gives you a lot of that power for someone who doesn't have those resources. It costs almost nothing to pull off one of these launches. It costs you effort and work, but the budget is almost non-existent. And so this idea of you deliver great value upfront and you do it in a sequence that grabs people's attention and have them rapidly anticipating your product or your business before you roll it out.

Part of it is discovery where you're discovering what are the hot points? What are people really looking for? So that you're actually selling the product that people want. I'm a big fan of coming up with stuff that people just really want to buy. You don't want to be in a situation

where you're trying to sell them something they don't want. So part of that is just pre pre-launch where it's a discovery of what they want, of what their objections are. And then take them into a process where you delivered great value through a series of pre-launch content. These days it's almost done via video... so easy to do video these days. And it's so much easier to communicate in an authentic and articulate way via video. Most of us can speak a lot better than we can write. And so you deliver a series of videos that lead right into your launch so people have got you launch date circled on a calendar so they just can't wait to buy from you. The reality is it's a very noisy environment. There's more content, more information than anyone could consume 20 years ago, 30 years ago, we didn't have text messages and Skype and voice mail and email and YouTube and advertising on your airplane trays. Well, our brains have been... the marketing fogs increase but our capability of processing that has not increased so we pay attention on less.

So if you're just out there advertising, no one cares. No one's watching. But if you put together content and you do it in a fashion that leads down to the garden path to your product then you win. And then it comes down to that launch date, and instead of the [distorted] what I call "hope marketing" and just creating something and putting it out there, hoping people want is about engineering your process so people land on your launch day and they're ready to buy.

John: We've taken what you've taught us and I refer my whole team has watched you. They know you very well. Jeff does a lot of videos and its step by step and it's very systemic. It's very process-driven. Jeff, I'm pulling up your website and it's at JeffWalker.com for those of you on the audio podcast, and as it comes up, you got some free offer there, the 16 Rules. What's that?

Jeff: Oh that's a PDF report basically since I've been doing business a hundred percent online since '96 so it's a long time. I started boiling it down to my 16 Rules of Success. Some of them are simple, some of them are less obvious. But I basically wrote that out and my team put in this beautiful PDF and I've always been very strategy-focused. There's tons of tactics online but I've always been very strategy-focused and that's exactly what the report is. The 16 Strategic Rules that I've got, I've seen drive people's success and when people ignore them, they drive failure.

John: One of the things I love working with Jeff and the other really direct response people, I mean you don't do anything without measuring it and really being thoughtful. In today's world we all have this real, sophisticated, particularly in the corporate side you can have all the marketing animation, you really have it in the just bootstrap side too now. And what happens is that you test this and what I love about what Jeff's done is he's tested and tested and tested, not only obviously in his own business but others. And boy, you just nailed it. For the larger businesses, they can scale it up pretty quickly.

Jeff: Absolutely. That's the beautiful thing. So I guess what I do is direct response. And I've studied direct response from before the Internet. I think that was one of the big successes I had once when I started there was no training on doing business online so I went and found the only training I could which was old school direct response and then I just started applying it to the Internet. I think I was one of the very first people to do that. But I never did do big direct mail and TV and radio, but I do know that it took a lot longer to measure stuff when you send a direct mail. Here you can put something up. You can put an ad up on Facebook and you've got feedback in minutes.

John: Yeah, there's no reason not to test everything anymore. I mean it's so cheap.

Tell me what you're passionate about now. You're a high energy guy. What are you passionate about right now?

Jeff: In business?

John: Well, in business. I don't want to get too personal. We're good friends...

Jeff: Because you know me. I love skiing and mountain biking...

John: We've shared about the great passions of life. But I'm talking about as our fellow entrepreneurs, what are the big things that I think you do that a lot of people don't do. They say they do but they don't do is you actually have designed your life. I would include myself this way too. We designed our lives to be successful on purpose and you live on the mountains for a reason, why?

Jeff: It's pure lifestyle. I live in Durango, Colorado because I can live anywhere I want and I've got the mountains, I've got the desert. I have this passion for being outdoors, for playing in my body, for playing with my friends, for playing with my kids, and it's a big part of me. But I think it's also like you as... why do people stick with you for so long? And in this business and in every business, it comes down being attractive. And I don't want to go woo woo on you but I am from Southwest Colorado and I think there's things that make you attractive and things that repel people and one of them is your inner game and part of my inner game is being healthy. It's getting out and having fun. And having fun within my business. It's meditation. It's a complete package. And I think the more you can have a well-rounded life, and have true power in every area of your life, the more attractive you come.

Frankly, you see when I put out a blog post, there might be 80 or a hundred comments or more. And certainly not everyone wants to live in Durango. Why wouldn't you want to live in New York or L.A. or San Diego and that's great! But you only got one shot at this. There's no dress rehearsal. So everyone watching this, you're an entrepreneur or maybe you have three

business or whatever, this is business is perfect for me. My last business was great. It was 98% perfect but it wasn't perfect so I rebuilt the perfect one. And i misquote. my businesses aren't perfect. Nothing about my life is perfect. But it's really close. It's 98% perfect and I want that other 2% damn it.

John: And that 2% keeps on moving up...

Jeff: Exactly. Exactly. But what I'm passionate about right now is I'm always passionate about my clients and help them get better and bigger results. For years, Facebook and the ability to advertise on Facebook has tremendously excited, same thing with YouTube. And the ability to certainly drive traffic to your site and immediately start testing on that, it's intoxicating that's what it is. And when you're in this phase right now where it's easier to drive traffic to your site than it's been since I can remember.

John: One of the things you think, maybe we're late to the game on all this. No... all the big brands have created these huge platforms. Jeff was talking about YouTube, Facebook, and we could go on and on. All these different brands, whether on iTunes or Stitcher for the podcast here, whatever, they've created all these platforms for us, but they need content and the ability that you have to generate content to attract people, like mind people to you has never been better. Jeff, you do that fantastically.

Jeff: Everyone watching this has the ability to shoot a video. I mean you've got a camera built in to your computer or you got a camera built in to your phone. I'm sitting here right now, within three feet of me, I've got three different cameras that I could be shooting videos for YouTube so we're in my studio. We aren't really obviously set up to do a great Skype shot yet but I've got a nice studio, we've got nice cameras and we spent many thousands of dollars for. We've got lights and so I've put on a weekly video on my blog. And about three quarters of the time, we do it really great with a full pro set up. But the other quarter of a time, like if I'm on a vacation and some inspiration got us, and as I hold my iPhone out and I'll shoot a video at arm's length, I shoot a selfie. And you know what, those selfie videos get just as many comments as the full out pro. It just doesn't matter. I love production cut. I like looking good. But it doesn't matter in terms of getting your message out there. You just have to be able to articulate your message.

John: Don't let money or fear of looking bad... you can go to full production, corporate videos... somebody from one of the major firms will say or Fortune 50, "Shouldn't you do all this..." Well we could produce one video a month at a level that they want to do it. And that's how people want. They want content. They want your inspiration. They want your message. And getting it out there and sharing videos... phenomenal.

Jeff: Right. I remember back when you got one of my older products and it we were just starting to shoot video and I'm sitting there in front of a white board with a lousy camera, and lousy lights...

John: Millions of dollars of production value.

Jeff: Sitting there. a T-shirt with a whit board is like... but it didn't stop you from making a cup of million dollars a year.

John: And I've bought everything else that you had. Plus, my whole team has watched them all and I learned a lot Jeff from that too. And then I think probably the whole set up was maybe a thousand, two thousand dollars?

Jeff: Maybe.

John: Yeah maybe. That's counting the beer that went with it and everything. But I didn't care about that. The initial, because I came from corporate, i was like "I don't know." And then all of a sudden, I saw the value of the insight and I was like "Whoa!"

What is on your smart phone that you want to share with your fellow entrepreneurs you think is a great tool?

Jeff: This is app and it's called Relax Melodies and you can get it on Android, iPhone. I think you can get it for your computer. Basically what it is... this is a white noise generator. So you can layer in all kinds of sounds, put in your ear buds, put in your earphones and it's also binaural beats, i don't want to get into what that is but it's pretty cool. Basically, you're programming your brain to either relax or be super focused and so we're all creators, we have to be creators. And when I get in that creative mode, I'll close the door. I'll turn off my phone. I'll turn off Insta Message. I'll turn off everything. Put that on for an hour. And it will just help me focus and completely just turn the world off.

John: I will download it. Thank you. I mean one of the things we all have a challenge of is focus, focus, focus.

This is the Book of the Day. Normally, I would let anybody choose whatever they want. But I wasn't going to let Jeff with choosing somebody else's book. As we're doing this recording Jeff has just launched his book and it's just a phenomenal one, the book at Kindle for only \$7.69. So it is one hell of a return on investment Jeff. One of the problems of being a successful entrepreneur is high expectations. So when you write a book people go, Oh it's going to be hugely a success.

Jeff: So it's launched. The proof is in the pudding right. If I teach launch, I got to be able to do it. And this is my first book ever. It's a whole new world for me but I do know a little about promoting things. We've done a bunch of pre-sales and now it went really, really well. And then the publication date as we record this was just a couple days ago. And we've already hit, we're number one, over all in Barnes and Noble. We're number one in many categories on Amazon including Sales and Marketing. And a whole bunch of others that I can't remember. So it's pretty exciting. We've already sold tens of thousands of this book and we're just getting started.

John: Everyone should buy it. Quite honestly if you're doing anything to do with marketing at all, this would be the best purchase you make this year and maybe ever. It's one of those foundation books. I'm going to encourage you to do it. You can go to... Amazon obviously have it.

Jeff, I really appreciate taking that time to do the book with all the other things you're going on and sharing insights that other people have paid really thousands of dollars and actually millions of dollars in mistakes, if they could just buy the book and see how to execute.

Jeff: Right, it was quite a journey to write this thing because so much of it is my personal story. And I have to get it right and so much of it is my students' stories so I really got to get it and I did what you're not supposed to do. I took years writing this book but it was a labor of love and I'm just really excited... the feedback I'm already getting. Certainly, you create something like that, you spend years and then you're like... then I have to stop like whoa. I this going to really actually going to suck? I think it's good but you never really know.

John: Well the market is telling you it's very, very good. So you got a lot to be proud of.

I need your one insight for entrepreneurs you want to share today that they should be thinking about their teams.

Jeff: Yeah, you're one-insight stuff. But we were actually talking about this before the interview. I think what I bring, what I do, all my success is based on providing tremendous value to the market and then closing in a sale. There's a lot of great salespeople in the world and they're always selling. That's working, in my experience, less and less nowadays than it used to. And we all know that business success is based on repeat sales and if you're not a great closer, often you're not making that repeat sale. So they're not providing value upfront. And then on the other hand, you see a lot of people that just provide value and maybe they're putting out blog posts and YouTube videos and their value, value, value, but they're not actually closed for the sale. So the thing is, provide that value but have that grease. Shoot that leaps and you be seen as the authority and the service provider or the product provider

and close on the sale. You need both. You need to provide that value upfront and you need lead ins to sale.

John: That's fantastic!

Let me go to the key takeaways that I'm walking away with Jeff because these are big.

Number one, treat your clients lie owners. Whatever terminology you use, they are so important that there is so much research on client-centric and client-focus and all that and we've done a bunch of it in the financial services industry and the incremental improvement in your business, for the level of service you have to do to deliver world class experience, it's huge. So treat them well.

Second, build a community. Jeff talked about the noise of the marketplace. Our researcher says the average affluent, the successful individuals many of us are targeting, is getting 4,000 messages a day. I mean 4,000 and we talk about noise. And the only way we can get around that noise is by creating a community.

And the third part is really what I took away Jeff, the "does it" it, going ahead and delivering value and I think I'm trying to remember the earliest work you did. I think it was at least one out of our four times to one that value first. Before you would sell, you really build in that relationship and I've seen you doing that more and more. So these are lessons whether you're an online marketer or you're any of the Fortune 50. This is so important for us to do and it's not done. To the extent you do it, you're going to have huge success.

Jeff, I want to thank you for spending the time today with us... out there making a difference. I'm going to encourage everyone to go out. Definitely go out and get his book, *Launch*. You can go to Amazon or any of the other areas and get that. Read it and put it to use. Your clients, your future clients, they're all counting on you. Don't let them down. Wish you the best of success.

Jeff: Thanks, John. Love being with you.

A Second Opinion on Your Finances

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