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EPIISODE
10

Ari Meisel

Show Notes at: <http://www.aesnation.com/10>

John Bowen and Ari Meisel

AESNATION.COM

Episode #10



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we all want to be extremely effective in everything we do. But on occasion life intrudes. Oftentimes, we all know that intrusion - it hits us hard but we can bounce back. And our next entrepreneur, Ari Meisel is here to share his story. In 2006, he was diagnosed with Crohn's disease, and this is an incurable disease in the digestive tract and it was pretty severe and it required over a dozen daily medications, several hospital visits, and after reaching that personal low point in the hospital, Ari decided he's going to do everything in his power to rise above this. And boy did he - a combination of yoga, nutrition, natural supplements, and a lot of exercise. He fought back. And it was through this though that Ari was able to be totally free of all traces of this incurable disease and it's a big part of everyone here at Accelerating Entrepreneurial Success, is we've got to have our energy so we can have this great life. He didn't stop there. He went ahead and competed in Ironman France in June of 2011 and since then he's been all over the world. He's been at my Mastermind Groups. He's been at TED talks and he has taken all this energy and harnessed it in trying to be even more effective in everything he'd do because he had to. And we have to. Stay tuned. You will be happy you did.

John: Ari Meisel, thank you for joining us here. I am extremely excited to have you here.

Ari Meisel: John, it's always nice talking to you. Thank you.

John: Well, I just want to get a little more background. I had the opportunity to hang out with Ari virtually on Creative Live. I was really intrigued with the story. I started watching the educational videos, the workshops you're putting together and then immediately I had to reach out to you and call and had you come out to my Mastermind Group. This is a group of about 200 financial advisors, some of the top people around the world and you just blew them away. So I want to share you with the Accelerating Entrepreneurial Success audience and I tell you, you have some amazing stories but give me a little background. It looks like you're in not quite a finished building so let's get the out feel in the room. What's going on behind you here?

Ari: No, this is the Less Doing lab actually. This is my home gym and office. I'm very, very rarely sitting on the desk. I do most of my work either standing or on my phone honestly. I'm very rarely at the computer and very, very rarely at the desk. So one of the reasons that I would be sitting on a desk is to be podcasting with someone such as yourself so this happens to be the quietest room in the house.

John: That's great and it looks very efficient. That's very efficient too Ari.

Ari: Absolutely. I do a lot of demonstrations of exercises and equipment. I have all my bio-hiking gear here so when I'm doing videos, it kind of helps to have it all in one place. So I figured it fits the motif.

John: Let me just set the stage even more. One of the things I was blown away with is as entrepreneurs, what we struggle with is we want to be more effective. We want to be more effective from a business standpoint but we also, I always like to term "corporate athletes," that we have to be in great shape to be fully engaged to deliver not only for our businesses but for our family.

And you're one of the few people that I know that does a great job of blending it all together. Your kind of hacked all the systems to do this so you had that purpose but you've taken it so far, what's going on here?

Ari: As far as the health stuff?

John: Where you're taking it now that you're sharing. And really teaching others to do what you did?

Ari: So basically after overcoming Crohn's disease which I was diagnosed with in 2006, through the process I realized that the fitness and supplements and the nutritional aspects were actually the easy part in a lot of ways. The hard part was overcoming the stress and my response to the stress aspect was to create this system productivity which I would end up calling Less Doing, as in Less Doing, More Living. And all I care about or all I did care about in the beginning was helping people free up as much time as possible with the goal of helping them to reclaim their minds and do the things they want to do so I set out this framework to optimize, automate, and outsource everything in life including your health in order to be more effective, but really, I'm just trying to mitigate people's stress.

John: Well let's go, say it slower, the three steps because this is very important to everybody to get because so often we dive into all these things and start playing with them but we don't think them through. What are the steps?

Ari: So a lot of people can outsource stuff and a lot of people have. But the problem with outsourcing as a first step is that it does not make the process more efficient. It's a different form of procrastination.

So you really you have to start with optimizing and optimizing is where you're actually identifying the process that you're going through that is inefficient, that you can try to make it inherently more efficient before you do anything else.

The second step, which is honestly where I live in a way, the automation aspect is where I really love to dig in and just come up with new stuff because there are so many things now that you can do. In the vain of settling forget it. And that's what automation is. Once you've optimized it, then you can look at automation. And automation could use people sometimes but more often it's systems or processes or web apps or other services that will just run for you and you don't have to think about. Then if there's anything left over and a lot of times there isn't. But if there is anything left over, that's when you look at outsourcing to a specialist or a generalist.

John: Let's take each of these individually. I think of myself as pretty system-driven. I built a lot of systems along the way in different businesses and so a lot of money involved for your portfolio management and that I wasn't the guy doing that but I would be the CEO of the firms. I understand this optimization and you're spending money programming and/or putting in any system and process together and I always like this kind of "nail it and scale it" concept where you get the process done and scale it up quickly because you've got a great technology. Big part of that, nailing it, is this optimization. Give me an example, our listeners and our viewers, an example of something in their life that they could optimize and what they should do. A lot of us like to delegate things and we kind of give up and give it to someone else and it becomes a disaster. We haven't thought it through. This optimization prevents that from happening

Ari: So the truth is this can be applied to anything in your life from paying bills to hiring people to how you make dinner for your family. I mean honestly, the issue is that we have these brains that use a lot of energy in our bodies but at the same time they're very lazy in terms of how they exactly use their energy so they want to conserve as much energy as possible.

So we actually have these two systems, Daniel Kahneman wrote a book about this called Thinking, Fast and Slow. We have system 1 and system 2. The system 1 is that automatic system that is full of furistics which is the shortcuts that we use to get through the day and for example, paying a bill is a really good one. That usually sort of hits home to a lot of people. So first of all, it's not that easy to outsource that if you don't go through this process because if I had a bill right now and I just forwarded you the email John and you know, "Pay this bill." You wouldn't be able to do that I would hope because you don't know what my process is, you don't where my bank accounts are, you don't know how I pay or when I pay, who I pay, all that stuff, you know any of that thing. So the problem with a process like that, yes it might take me 5, 4, maybe 3 minutes to do it, but that 3 minutes is...I actually really like the statistic that I found that for every one minute of stoppage on a highway because of a traffic accident or something, it takes 40 minutes for that traffic flow to return to normal. So we are very similar in the way our minds work.

What I want people to be doing is that high level work that they're meant to be doing and if you take that 3 minutes, that 1 minute, 2 minutes, 3 minutes to stop and do something that is administrative or just out of the realm of the thing that you're really supposed to be focusing on, it takes you at least 20 minutes to get back into the flow of what you're doing so there's a huge opportunity cost. That's why I love that when people say, "Oh it just takes me a minute to do it, I'll do it." It will take longer to explain it and that's the point - is that when you look at the paying a bill process and you really stop and think "Ok what are the steps in my to do list in order to do this?" the average number. okay what do you think is the average number of steps to paying a bill?

John: Getting a bill, probably 10, something like that?

Ari: 27

John: Yeah, I know it doesn't surprise me at all. If you're still paying bills at home, the normal way, and licking the staff and everything else, you know it's huge. You're putting a flow chart together of that and that's really...for entrepreneurs, paying a bill, that's not a big deal. When you're talking about everything in our life. Ari, I think of you. I'm going to give you an example. This is the first one where I cover the business stuff. Every once in a while when I'm brushing my teeth I think of you. Why? Ari, he is "Going to get, optimize everything." And I'm going, "Why do I have? Usually, it's my wife doing this. But yeah we ran out." "Get supplies." And so Ari was coaching me and saying "Go ahead. Every one of the supplies, guess what? You can have that automated. You know the time frame you're going to need it. Let's say toothbrush, you're going to need it every 30 days or every 60 days," I forgot which it is.

Ari: I think it's every 3 months for toothbrushes.

John: They show up. I mean Amazon recommends that. You hit it. And for the rest of my life I know I will have a new toothbrush at the right time because of Ari, I mean and Amazon. This is the part that I love Ari is that we can forget about all these low level decisions and oftentimes, they take a lot of energy and then all of a sudden now, we can focus on those things that will really make a difference.

Ari: Absolutely. So that 27 steps I know you know about that so you might also be able to explain. So go to a Bank of America website or whatever bank it is. Log in your username and password. Go to the pay section, pay, and put in the amount, pay this up. And then the actual bill whether it's physical or digital, I have to put it into Evernote. I have to scan it maybe to send it to my accountant to put it into my bookkeeping, whatever it might be. 27 steps is actually pretty normal. And when you look at that process because you never looked at it before. You never even thought about it. You just did it because you know how to do it. Then

you look at that and you say, “Well, I can see right away because I already have written this down now that it doesn’t make sense whether you get to 23 or 24, and 22 and 21 are actually redundant, and you can get it done at 22 steps.” This is what happened to me at least and what I’ve done with other people. And right away, ok great you’ve actually optimized the process by 20% now and you have a checklist you can follow if you need to, to make it as efficient as possible and you don’t have to waste brain resources on it. However, now you look at the 22 steps, and then I can say to myself because this is, again this is my comfort zone, is that I can say, “Ok well if I save this to Dropbox, then this service called Wappwolf will automatically convert it and then upload it to Evernote and then IFTTT will take that file and send it to my accountant and put it into a Google doc spreadsheet and all that stuff. And then you’re down to 14 steps. And that’s when you can finally look at outsourcing it. And the first time I did that with the paying a bill thing, the virtual assistant wrote back and this was way back 5 years ago when I was working with virtual assistants in India and they said “I’m very sorry but I don’t know how you got to step 11 and step 12.” That’s where you stop and say, “Oh right I was just working in my head.” And now finally, it is a 9-step process that is so simple, so straightforward, that anybody can do it without any training and all I have to do when I get a bill is take a picture of it and throw it away.

John: Let’s say I’m not getting probable quite as efficient because you’re using some technology I want to...everybody should but I’m pushing it out there. I got to tell you sometimes I feel like I’m not doing anything and I’ve got more time to think and you know creating value. It’s all about thinking about thinking. You know as entrepreneurs that’s where we get the most value. So there’s a whole bunch of stuff that you went over. I’m going to go to the end so I’m going to jump around a little bit but you know, what I hear from entrepreneurs is they struggle with outsourcing. Many of them the successful 5 million and above, many of the audience here, they have revenue. They have large businesses. They don’t outsource as much and I’m a big believer. I have a virtual business where in Silicon Valley, global headquarters, and of course my pool house. Ari you’re working out of your home I think. We both have sizeable businesses and it’s amazing what you can accomplish. Now virtual assistants for a lot of people are... how can I use these people? I’m gonna give you as simple one coz you introduced me to this, Fancy Hands. I just love to death. And the reason I love these guys it’s really inexpensive, it’s a great one to turn on people, and it doesn’t cost hardly anything to request a helping hand. And if I have just a remote request of information instead of looking in the Internet where I would use to Google and all that, I just ask them to do it. And they come up with some great stuff and I think its \$2-3 in essence per request, and it’s really low.

So we’re going to go through a whole bunch of stuff and Ari is going to shoot out a lot of ideas and I got to tell you they work. Let me go to your book just for a second, go to your blog, and it’s an amazing process here that we have, an opportunity, because what we have is we’ve got a opportunity to make a difference. Your blog is at?

Ari: Oh it's at LessDoing.com

John: Ok great! There's a blog. I got it up on screen for those people who are watching this on video. If they're on audio podcast, it's lessdoing.com and what are they going to find here Ari?

Ari: Well this is the main site for everything. This is where I do all my podcasting, my blog articles, and this is where there's information on my speaking engagements and the Mastermind Coaching Group that I run, and my membership site.

John: Tons of resources, we'll go back to that along the way but as I was reading some of Ari's stuff here. The research on you Ari, there's just so much and initially I got a little overwhelmed with change. Entrepreneurs, we love change when we're driving it. But when we got somebody like you telling us we should change then that's a lot of stuff and what I found is I started introducing just one new idea per week that you're sharing with us through the blogs and the book and I tell you that helped me enough a lot. As people making changes, going ahead in this optimization, automation, and outsourcing their life. How do you see the most success for entrepreneurs execute this?

Ari: Honestly, the number one place that I like people to start is with their email. It's amazing to me how you find really high performing individuals have 4,000 emails in their inbox and it's like a place that they don't even want to look. I understand it but it's almost like a travesty to me because the email inbox, your email in general is the, and you can quote me on this, is the single, greatest productivity tool that you can find on the planet because, if you use it right of course, because there is no other system that can carry on fourteen conversations with different people, in different languages, in different countries, in different time zones all at the same time and keep track of it.

Basically, remember every conversation you've had for years and make sure that things are followed up on, deal with corrections and documents and collaborate on work. Email is amazing. And if we use it properly you can be so much more productive, you get so much more done. And really, be much more successful. I know that might sound silly because I'm talking about email but that is the truth. Email is so, so powerful if you just own it.

John: I think this is so critical. I totally agree. I was getting stressed out a little over a year ago and I was getting 400 emails a day and they were all landing in my email box and I was secluding it up every day would be an understatement. It was just overboard. I love my business Ari and I love serving people and make a difference. But when you wake up in morning, it was overwhelming. And you got some great ideas that you've done. How do we organize this madness to make it that productive tool that you're talking about because it is

so phenomenal I mean today, I think I have 8 emails in my inbox right now? That's a big difference in the record was probably 8,000 where it's impossible to do the 8,000 with 8 I can deal with them very effectively and those lessons you shared with me.

Ari: And that's fine. It is okay. I think that 10 is a reasonable limit. I think that's where I'm comfortable. That doesn't really happen to me. I don't have, even in the last 40 minutes that we have been talking, I have no emails in my inbox. That doesn't mean that I don't have a lot of emails come in. So this is important. You don't need hundreds and hundreds of folders. That's one of the things. That's one of the biggest trip outs for people because searching an email is so effective that having multiple folders is just a waste of your time.

You need three folders and this sort of depends on what email system you're using but it applies to all of them. With Gmail, you have this archive thing. It's not necessarily a folder, but it's basically that your email is sort of in your all mail folder. It's something you don't have to see ever. You could always search for it if you need to but it's nothing like it's an active folder. I think there's an archive, but there's a trash obviously and the difference between the archive and the trash is that the archive is that it's not deleted so if you did need to find it again it would be there.

John: Yeah, I do that and I use that very effectively.

Ari: So basically you need to have two folders. Your Inbox and optional folder. This is key because this could be a simile of really everything in life. The essential vs. the optional. So you need to be able to differentiate the two and a lot of times you can do this automatically. So basically your optional folder is the stuff that you'd like to read, you'd like to see, you'd like to know about, it's a newsletter that a friend forwarded to you, it's the daily deal site. It's not garbage, but it's also not essential. So you can set up filters basically and you want as much as possible into those optional folders and if you have time at the end of the day or the end of the hour or whenever it is, and you will have the time if you use this method. Then you can go into the optional folder and you can look and you can scan headlines very effectively because once you know you're in optional mode and you're not missing anything essential, it's very easy to look down a list of 60 emails and say you know Facebook, Facebook, "Oh my mom forwarded me this newsletter." and you can click on that and go for it. So one of the ways to do this, one of the easiest filters to put in there is that if the email has the word unsubscribe in it, it should be automatically being placed into your optional folder. And it should not ever show up in your Inbox because that is not essential. I don't care if you work in social media and every email you get has a word that says unsubscribe in it. You're not deleting it. Remember that. You're just not going to have it in the Inbox making noise for you. The Inbox should be a place of Zen. Now the other thing is that there are only three ways to deal with an email and you only do it once. You either delete it because it's no longer relevant, or it's trash or it doesn't require a response. You defer it, because now is the right

time to deal with it and you can do that using something like followup.cc which I can explain further. Or you deal with it right now because now is the time to deal with it. It will only take you a few minutes and that would include delegating it.

John: I think this is so important, having those automatic rules keeps only the most important ones to go to your inbox and it just keeps the stress level down tremendously and then you can go to the optional folder and look at those. That has worked exceptionally well for me. One of the challenges are that some are assigned to you, some you can delegate immediately, some you can defer for a while, it's not the right time. Ari, you and I have talked about this at length on this to do list. I mean the emails for many people kinds of a to do, and they just have these all stacked and it's just disorganized and that's where the stress comes in. Why don't you talk about how you see most successful entrepreneurs dealing with this?

Ari: To do lists are very counterproductive. I promise you, it is destroying your productivity and ruining your mind. The problem with to do list is that most of the things on them you can't do right now, either because they're too big or it's not the right time, or because you're waiting on someone else to do it first. And also multitasking does not exist. We actually cannot multi task. It's proven without a doubt. You cannot multitask. You have to be able to single task as much as possible and to do that you need to bring a task in front of you only at the time that you can actually effectively deal with it which is important also to explain that every task has a timing associated with it, whether it's a time to be started, checked on, or finished. And the time that is best for you to do it is very personal and it's not as simple as being a morning person or a night person. It can get much, much more specific than that.

So basically you want to use services that will bring into your attention right at the time that you actually deal with it. And my favorite thing for that is followup.cc it's simple and works with any platform. In followup.cc, you're sending an email to anybody you want and on the bcc field you put a time period of followup.cc so maybe three days at followup.cc or maybe one week at followup.cc and then when that time period comes around, that email comes to you as a reminder and will now include the snooze functionality which enables you to practice and get better at learning about timing.

So for example, if I think that Friday at 10am is going to be the right time to deal with this particular issue, and today is Tuesday. So Friday at 10am comes along and I'm on a phone call that I wasn't intending to be on and that email comes in, but now I'm three days wiser. Things have happened this week. I've learned some things maybe relevant to this task or not but in that moment I can now say Oh I'm going to be out of this call in 15 minutes and I can actually deal with this issue or and say now that I'm here and three days have passed and I've learned some things, I don't actually have to deal with this until Tuesday or even better, maybe it's no longer relevant at all and I can delete it.

John: This is so powerful and this has changed my life. In addition, some of you like have Mondays I have a lot of staff meetings and I want things to show up right at the time of my staff meeting. So that they're not in my mind and everything else the email shows up right up at 9am, 10am, whatever the meeting time is and then I can review that with the team. Again, this is getting control of your life. Ari. let's go to another segment.

I call this one the passion. To share with us, I mean you've got so many things, we could go on and on, we could do this as an 8-hour podcast, I don't think the entrepreneurs mind. There would be no problem. Tell me how you're getting this out?

Ari: I'm passionate about just... I have a geeky obsession with having things more efficient and the fortunate thing is I would never recommend anybody else do it the way that I do it because a lot of times I go through a lot of painstaking inefficiencies to find and create those processes that other people don't have to. So my passion is about helping people save time. That's really what I want to do I want to make people save time so they can do better things. I have this very idealistic belief that everybody has this awesomeness in them that is usually being obscured by something stupid like having to run errands or scheduling meetings.

John: I didn't use until... I used a different one. I don't think you used Time Trade but I had already bought it for an enterprise level so it's kind of like Ari keeps on telling me those things and I'm a little bit like the old life commercial where they pass a cereal then "Mikey, try it. Mikey likes it." And I got to encourage all of you watching and listening. So much of this is just going out and trying doing this stuff. Do this in a staggered thing and you're going to be amazed right now like in the podcast I said Ari this podcast it was on Time Trade it was scheduled. In the past, my assistant, where we'd go back and forth a few times. Ari you were the first one I think that forced me every conversation I got to use your appointment. The common place is that we all use this but it's so much more efficient. I get to choose the time that works for me and Ari got to choose the time that works for him instead of going back and forth. So there's a lot of this. Ari what I want to do is go to the next segment.

The app of the day but I'm going to do a little different than normal because it doesn't work for you. I'm going to go to the web and go to Ari's blog which is lesssdoing.com/blog he has on the resource section, I'm going to go through and just show you all of these have links to tremendous amount of resources and the 10 minutes we both have I don't think we can go over those Ari, what do you think?

Ari: That's one of my things I have like 30 different apps and services that I love to use and I just want to point out by the way that you don't need technology to be more efficient and less doing is the actual methodology and philosophy. Technology will only add up the problems that you already have so you need to get more efficient before you start adding on more tech.

John: And this is... technology is a great facilitator but it is not the solution. That's one of the reasons why i love that optimize first. You got to get clear on the process, then you can use the tools as Ari is saying, the automation.

Let's go to the next segment, Ari this is the book of the day and I told you I wasn't going to let this off the hook. Your book was amazing to me. I want to put it up on Amazon.com. Tell us what the readers are going to get when they go ahead and acquire this from Amazon. Less Doing, More Living: Make Everything in Life Easier.

Ari: They're going to get the 9 fundamentals of my system. Everything from the 80-20 rule which is all about self-tracking, to creating your external brand, stop running errands, choose your own work week, bashing organization, customization, finances, and wellness.

John: I'm going to ask you the entrepreneurial tip of the day, the one insight. You got so much going on. You're sharing and making such value. What would be the one thing that you would want to share to our fellow entrepreneurs?

Ari: Well my personal definition of success is that if I'm better today, in any way that I was yesterday, then I'm successful. And I really do believe that and that could be as a better father, as a better entrepreneur, as a better writer, better at speaking foreign language, better at keeping my cool in situations that make me stressful, and trying to always strive to be better in some way and always optimizing myself in one way or another. And I think that's a journey that every one of us can be on.

John: I love that. We're all working on perfection. None of us is ever going to obtain it, but we're working toward it. Ok let's go to resources Ari and we have talked about your blog, your resource section with all of the information at lessdoing.com but you've got some services. I'm a big believer and to me Accelerating Entrepreneurial Success is a big virtual mastermind. I have a mastermind of top financial professionals from around the world. You've created a mastermind for people who really want to get value from this. Tell us a bit about that.

Ari: In the name of Less Doing, I have a staff doing individual coaching basically because I was becoming too inefficient. I was putting too much energy on clients that i have been working with. I was really limiting myself and honestly, not delivering to them the full value that I could be now that I have these Mastermind Groups which I launched about 2 months ago or maybe 6 weeks ago and it's been amazing so basically we do these weekly calls and I have a private Facebook group in between where lot of discussions, lots of questions we talk about health, email, products and services people might want to use and recommend. And then there's that networking effect that people in the group have been

helping each other. I have a lawyer and someone from finance and somebody else who is an inventor and just as the discussions are going back and forth, I'm learning so much everytime and then I'm pouring that right back into the group and it's really been amazing. Basically, every quarter, we're going to have these two-day live workshop events out here on the Hamptons where I live which is always a nice destination for people I think and we're going to really dig deep on the processes the people are going through and I'm just supercharged as human. I find myself basically as more of a human performance consultant.

John: That's great! We could all use that. I started with corporate athlete as entrepreneurs we spend so little time getting prepared for the game. For a professional athlete it's 90% training and 10% performing. And the tools you have are just fantastic Ari where can we find out more information about this?

Ari: So the best place to find everything is lessdoing.com. If you go to lessdoingbook.com that will save you one step for getting the book and if you get to lessdoingpodcast.com, that will get you right to the podcast. So that's all and then of course lessdoingmastermind.com for the masterminds. I try to make that as simple as possible but I'm taking more people into the group focusing on producing the best content that I could possibly can everyday.

John: It's one of the ways. You bring in the group together, sharing ideas and just amazing not only the idea itself but how you execute. I'm going to go into the last section.

And these are the key takeaways I'm walking away from this podcast. I want all of the entrepreneurs for yourself, for your family, for your stakeholders, for your clients, these are great things to share.

Number one is that most of us are doing it pretty inefficiently. As entrepreneurs, we're all about control. We want to stop that. The ability to take those things off the table and stay on our side of the line where we can add the most value, our unique abilities is huge.

Number two is that we're going to follow Ari's three step-process. We're going to start with optimizing so everything we have. As entrepreneurs, it's simple when we first start businesses because we're ignorant. We don't know what's going on. Then we go to complexity. As Ari is talking about the 27 steps for writing a check, I'm going to go to the right side of simple and that's thinking through the process, doing it once, and then automating it, outsourcing, using a technology, go to Ari's resources they are amazing,

And the third part is going to how important health is. How it affects our performance and think of yourself as a corporate athlete. Use the tools. Ari's done an amazing job there. Ari I want to thank you for spending the time, sharing your insights, your heard-earned insights, they're just so valuable.

Ari: Thank you. John it's always fun talking to you.

John: Let's go out. Your clients, your customers, and all those future clients and customers are counting on you to be efficient and full of energy. Let's go out and make a difference. Wish you the best of success.

Ari: Absolutely! Keep optimizing everything.

A Second Opinion on Your Finances

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

Dear Fellow Entrepreneur,

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

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

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

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

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

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

Best of success,



John Bowen
Founder and CEO
Financial Advisor Select