



AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
18

Jimmy Harding

Show Notes at: <http://www.aesnation.com/18>



Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

We hope you find this transcript to be a valuable supplement to the podcast and encourage you to share it with like-minded entrepreneurs in your network.

In addition to our five-times-a-week interviews with leading entrepreneurs, keep in mind that we have plenty of other resources to help put your success on the fast track:

- Our **monthly live, interactive webinars** co-hosted with Dan Sullivan of Strategic Coach feature today's top entrepreneurs. These are world-changing entrepreneurs who have the insight to help transform your business.
- Our **virtual conferences** showcase business leaders and experts in elevating your success and your life. These one-day online events give you access to the in-depth presentations and interaction that you'd get at a live conference from the comfort of your office or home.
- The **AESNation.com weekly newsletter** will always keep you on top of the latest interviews and events. [Sign up here.](#)

Thanks for being part of the AES Nation community. We'll see you online.

Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: You are in for a special treat today. How many of us are a little overwhelmed by all this great new technology? I'm sitting here doing the video podcast with you and I'm surrounded by all kinds of lights, cameras, technology, big mics, and everything. And it doesn't stop there... producing this stuff, it's going ahead and getting it distributed. And I wanted to share with you one of my top experts, one of the guys who really got me into the game. He's just an amazing individual and much like AESNation where we're building a community of like mind entrepreneurs where we're helping each other accelerate our success.

I met Jimmy at a Mastermind Group and Jimmy came up to me and we ended up hitting off right away, went out to dinner and just the insights that he shared with me I had to hire him... just amazing person.

So if you want to take advantage of today's technology to get your message out, to attract a steady stream of pre-qualified, pre-endorsed individuals, clients, customers to your business, stay tuned. You are going to learn an awful lot.

I have a very special friend with me, Jimmy Harding. Jimmy, thank you for joining us today through the magic of Skype.

Jimmy Harding: Thank you, John. It's just a privilege to be here and I really love what you're doing with AESNation. It's just incredible to create a platform of forum here for like-minded individuals to get together so you can help share insights and strategies for everyone to accelerate their business. That's awesome.

John: Well and you've helped me accelerate our multiple businesses and I know we've got a bunch of friends you've done a lot of work for and your fellow podcast too. Make sure to check out Game Changer Talks. I was listening to you actually on the airplane last night coming home and loving the stuff that you're doing. Jimmy, give me a little background. How did you evolve into being this digital expert?

Jimmy: Okay, so it's a real funny story. Lifelong entrepreneur... so I've always been in business for myself. I'm the type of guy who I'd go get a job for two weeks to figure out a business so I could start my own every time I needed to learn a new skill. But I had a really successful construction business when we built both residential and high end custom homes for about over 20 years and we literally got wiped out in Hurricane Katrina in New Orleans. It was kind of a thing where we were really blessed and fortunate to be able to help so many people recover in the initial rebuilding phase which lasted about 18 months. We have helped so many people and did more business than we ever imagined that we could do in that short time.

And then what happened kind of, the business all dried up and the only thing that was available were big multimillion dollar, hundreds of millions and billion dollars, government programs that were going on. But I have noticed something about 6 months earlier, where all these companies were coming in from out of town and they were spending all of this money doing this marketing and all of this stuff and I had always kind of laughed at marketing. I'm like why do that? I mean I do such a great job for everyone. Everyone always comes to me, positioned perfect in this market. I'm not going to spend all that money in marketing.

And what happened to me is after that 18-month initial phase. They were getting all the business and I had no business because I was doing no marketing and I didn't know how to market. So as things were going down for me, I had this last slush fund of money that I've got to make it happen here. And what I did was go out and spend money on a bunch of marketing that didn't work. I ended up buying time on the billboard at the Superdome doing the Saints games and all of this fancy stuff that was beautiful but it was nothing that ever worked. The only responses I got were from other advertisers trying to sell me more advertising. So out of necessity I started to learn digital marketing because I needed to market for my business.

John: Jimmy, let me stop you here for a second because life intrudes and obviously New Orleans was unbelievably affected and then changed the world. And none of us can predict as entrepreneurs those types of world-changing events, our world-changing events. What I always love is entrepreneurs who rise to the occasion. You rose to the occasion, did a bunch of traditional marketing. You generated leads, other advertisers calling you. I always had a problem when I did that I'd get my drinking buddies called me and told me, "Hey, I saw your ad." But that doesn't count.

So most of us an entrepreneurs and I know everybody watching this, you've had the same experience that Jimmy has. Hopefully, not as devastating to your community and everything but we got all excited about marketing. We hit a low point. We start getting worried about cash flow. We go ahead make this investment in traditional marketing and we wait. We wait by the phone and nothing happens. We wait for the email flood and all that. You didn't give up. You decided to become an expert in this. How did that happen?

Jimmy: Well, I started learning how to do this from the best of the best. So how I got to know about digital marketing and everything in the very beginning is I'm a big Tony Robbins fan and he has this series called the New Money Masters. And it's all of the Internet gurus so I started just devouring that information and learning and I've had some really good success with it, had a little bit of success in my own businesses and I became so passionate about it, and I said, I love this so much more than construction and pretty much a lifelong career. I just decided that this is awesome. I've done this for me. I'm going to do this for other people because I love it so much.

And just to back up because I forgot to mention this and I think it's an important point because here was my turning point is I have used these technologies again and these digital marketing strategies and what not to put myself in a boardroom at a Fortune 100 company to go sign a contract to do some environmental work for one of the oil companies. And do you know that the morning that I'd show up to actually sign a million-dollar contract after all the struggle? The BP oil rig exploded the night before, and it was burning on the flat screen in the boardroom, when I showed up to sign this contract.

John: These are great lessons Jimmy. All of us have these things. Life intrudes.

We call this the big breakthrough moment because while hearing all this stuff, what happened there? There's a big difference from construction to buying ads in the Superdome, to the disappointment of a million-dollar contract just ready to sign, and now you're one of the top digital marketers out there.

Jimmy: So what happened John is this light bulb went off. Like I mentioned, being a big Tony Robbins fan and just coming through big mindset shifts after going through all of those struggles after having been in success... something that he always talks about is ask a better question like I always have a primary question and I ask that question all the time without even realizing it and mine was oh no not again. Like I expect this to happen again?

Well this time when that happened, instead of saying "not again." I said, "How can I use this experience as a situation where I could turn it into massive value not only for myself but for others." And I thought, I said, here I am, a guy who's been a contractor for over 20 years, had these businesses, have gone through struggles, just like every other entrepreneur and business owner does.

And all of a sudden I find myself in the boardroom to sign a million-dollar contract with some executives and how did I get in front of them? By using some direct response digital marketing techniques. And I said, this is a valuable skill and craft that I've learned so maybe instead of doing this for myself, I can start doing this for others. And that was the breakthrough.

John: I want to know what you're doing that you're really passionate about now. Because your business has been evolving and I've watched that and we were both learning that this digital world is changing so quickly and what are you passionate about right now?

Jimmy: The thing that I'm most passionate about now is I help companies put together a complete digital strategy because I saw many people dabbling in the field and using all kind of different tactics and techniques but no one had a complete digital strategy. I'd say not no one, but most people that I saw because obviously some people did. So really, what I love to

do is help people put a system together that really simplifies publishing their content that fits into a complete a digital strategy and the clients that I'm doing that for, they are just having phenomenal success and their success gets me even more fired up so that's the primary thing that I'm really passionate about at this time.

John: And Jimmy a couple lessons for us as entrepreneurs, the more value we can bring, the more success we enjoy. By helping others do really well, we get to do well. I was a little frustrated, I was telling Jimmy this that in Google searches I wasn't showing up as much and Jimmy just said, "Hey, let me show you how to do a video strategy." And almost every night, I was ranked in almost every keyword with video that we had done and it was just amazing. And that was the start where I go, "Jimmy, you're on to something here."

Jimmy: Yeah, it's really incredible. And you know one of the things that I noticed and it's what gets me so passionate about what I'm doing with that is I noticed a lot of entrepreneurs and business owners that are just trying to take their business to the next level and they're spending a whole bunch of money just like I did on ineffective stuff.

So one of the things that I really like to do is take what someone's already doing it. You don't have to throw it away but I can show them a different way where we can turn this into more direct response and digital and bring that direct response and integrate it with their offline stuff and also take their offline stuff and integrate it to the online world. So once you do that, you actually create something called... what I call marketing synergy.

John: And what's so powerful because many of us as entrepreneurs think of the old world marketing and what we do is we don't realize that in today's world, we can measure all this stuff. We can see exactly what's working and what's not and giving us a little runway. It's amazing Jimmy what you've been able to accomplish.

Jimmy: Well, thank you. What I can tell you is that being able to accomplish that hasn't been... because I'm on an island by myself, it's because I put myself in an environment with people like you. And I get a Mastermind and share best practices with people like you and different masterminds that we belong to. When I need help, I have people to reach out to. When other people need help they can reach out to me. And to me, I found that's the biggest multiplier and path to success. I have never heard this before. I was actually interviewing Nick Nanton the other day and he said money buys speed. He's a celebrity branding expert, not just movie stars and stuff. He actually takes business owners. He's working with Peter Diamandis now and creating some documentary and different things so he takes entrepreneurs and brands them as a celebrity in their respective niche.

John: You and I both like technology. Neither of us grew up writing code or anything like that and one of the things that I always like sharing with fellow entrepreneurs is simple tools that

we can leverage. I would like you to share an app that you use that you think fellow entrepreneurs could use.

Jimmy: Okay, awesome. One of the apps that I use the most is Dropbox. So probably everyone who's listening has heard of Dropbox but not everyone that I speak to has it on their phone. It gives me access to all of my stuff that I need on my phone so I can literally manage a project on the road. If I'm creating something with my team, I can see what's going on and do what I need to keep it moving. So Dropbox, you're probably aware of it but if you put that app on your phone, it really makes things convenient for you.

John: It's made storage almost free. It's as close as free that most of us need. What's your recommendation for the Book of the Day? Something that you enjoy that you want to share with fellow entrepreneurs.

Jimmy: Absolutely. I may mispronounce the name but it's *Getting Everything You Can Out of Everything You Have* by Jay Abraham.

John: It's a great book. And it's one that I would recommend strongly for everyone. Okay, if have to do just one insight, one insight that you want to share with your fellow successful entrepreneurs, what would be the one thing you would tell them?

Jimmy: The one thing that I would tell them and it sounds so simple but it's true... Don't major in minor details. When I first started this digital business and went on this learning curve, I was spending my time. I'm not saying to be but I was spending my time to do anything.

So what I literally did was I listened to a guy at a Mastermind Group and he said, "Take an inventory of your day and see what you're spending time on that someone else could be doing." And that's what I did and I'm a virtual company too. And I have team members and contractors and I took an inventory and I looked at what I was doing. And I was like, "Man, 50% of my day is going to mundane tasks that someone else could be doing." And I corrected that problem and put my team on it and things really just transformed for me.

John: My favorite thing is not doing a to-do-list but a not-to-do-list. If you don't enjoy it, you're probably not the best at it. And if you can delegate it, there's so many tasks you can delegate at \$30, \$40, \$50 an hour or even less. And that you do that you don't like, it's crazy for you to do those... but take an inventory. I think that's really great.

I want to do the Key Takeaways. I want to play back to you what I heard through this because this has been really good. Oftentimes, these conversations are a little subtle. And the three key takeaways I have is...

Number one is have a marketing plan. And this is one of the things Jimmy helped me so much with. I have a pretty good content machine that we build a lot of content and so on and what Jimmy did is he showed me...what am I going to talk about on video? How am I going to post this and all this? And he broke it down into very systemic plan. So we knew what was the idea or outcome we were looking to achieve and then step by step, what do we need to do to do it. And it became easy. Really quite honestly, it became easy. And as I was watching the podcast, I reach out to Jimmy too because like, "Jimmy, there's a lot of moving parts in this stuff." And he'd go help me and help your team and he has immensely. So number one is just put a plan together. Be clear on your ideal outcome you want to achieve. Put together, step by step. Use outside support. If you're not a digital marketing expert and I'm not sure any of us are digital marketing experts but bring people together for that.

Second is what I'd call, Jimmy, you said synergy. I love that because what synergy does is it's you're having the different resources play off that different items and tactics and so on that you're doing, but you also bring together a team. It's like a Hollywood movie, you're putting it together. Everybody goes, when the movie's done, they go off. But when the project's aired you decide to do it, like I have a virtual company so you bring the people together and you can have experts because no one person can be an expert in everything. And you can have the facilitation of that so make sure you've got somebody doing that.

Above all, don't do it alone. There are so many great people and what's happening is, we're all specializing more and more.

Jimmy, how did I do in advising our fellow entrepreneurs? Those are some important takeaways that I had that I want to share.

Jimmy: That is really great John and just to expand briefly on the marketing plan. Everyone would benefit themselves if they would step back, take an inventory. We were just talking about inventories of what they're doing now. And get some metrics in place. Make sure when you put you plan together that you have some key performance indicators so you know if it's actually working for you or not. That was just the thing that I wanted to add because marketing is such a vague thing and advertising. Make sure you know your numbers because it's really just a math game to get it going.

And something I recently found out about John that I think it's really incredible... a guy that I trust very well told me, "I was reading Richard Branson's biography and in the Forward, he mentioned the word "we" several times. Not once that he mentioned the word "I." And it made me think of that when you said "never do it alone." It's like we build companies, not I build companies.

And then that was your third takeaway. That's what made me feel compelled to share that.

John: Jimmy what are the resources available on your website?

Jimmy: Thank you John. My website is JimmyHarding.com. I would say the best thing on there is Game Changer Talks. In the main navigation, you'll see podcast and just click that and on each of the episodes, we have different links and resources so a ton of free things there and there's also a book that's free, you can download. Nothing there for sale but a lot of educational material if you want to go through and look at a bunch of different content and best practices and strategies.

John: That's where you and I are very similar. We're big in believing... getting a lot of information out in the marketplace to help fellow entrepreneurs share the insights that we've learned. We want them to make original mistakes. You can't make the same ones we did.

We need to be lifelong learners, all of us. And one of the most important things as entrepreneurs we can do is connect and this is what AESNation is all about, AESNation.com. Make sure to go to the website and you can get the transcript of this podcast as well as any of the others, all kinds of resources.

And I want to thank you for a great podcast, sharing all your insights with your fellow like mind entrepreneurs and wish you the best of success!

Jimmy: My pleasure, John. Thanks for having me. It's always a privilege to share with our fellow entrepreneurs and you just have been a gem since we've met so your insights in helping me in my business have been great.

John: We're invested in each other's success. I think just about everybody I'll have on our podcast is somebody that I've got a connection with that we have invested together in each other, making a difference in the world.

It's your turn. Go out and execute. Make this stuff happen. Your clients, your customers, and all those future clients and customers, they're counting on you. Don't let them down. We wish you the best of success!

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.

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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