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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**20**

**John Lee Dumas**

Show Notes at: <http://www.aesnation.com/20>



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.

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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:** Have you ever been frustrated with marketing? I know I have and one of the things we hear from all these marketing gurus and experts is we got to grow our list. We got to engage our list. We got to build really strong relationships. We got to create content. You've got to do this, you got to do that. This is a real challenge. I'm John Bowen, Accelerating Entrepreneurial Success, and I have an extremely great treat. I've got a very good friend, really a mentor for podcast for me and many others who is going to show you, because he certainly showed me, how you can really build your list whether you have a small list, whether you already have an extremely successful business and engage them to achieve some unbelievable things.

Let me welcome to the set here by the magic of Skype, John Lee Dumas. John, thank you for joining us today.

**John Lee Dumas:** John, I am fired up to be here and of course prepared to ignite.

**Bowen:** Tell me John, with all the success you're having, what really got you started in podcast because really, you've been on fire. You created more content than anyone I know in a short period of time.

**Dumas:** Absolutely. I mean for me John it was a life of searching for passion. I knew I had this passion. I knew I had this enthusiasm to pour into some projects, some career, some journey, but for the first 32 years of my life it just eluded me. I wasn't able to really put my finger on what it was. But I was an officer in the US Army for 8 years. I went to law school, corporate finance. I tried residential and commercial real estate. That kind of got me that with the entrepreneurial bug a little bit and then finally at the age of 32 years old, always being in the car due to real estate driving and listening to different radio shows and getting tired of those and getting into podcast. Because they were free. They were targeted. They were on demand. I fell in love with the podcasting medium.

And then one day, I said, "Wow! There's just this huge void right now." Because I'm in the car every single day, 5 days a week, for hours and hours and hours. And these great shows are producing one 30-minute to an hour episode a week. Where's that 7-day a week podcast that's interviewing and inspiring and successful entrepreneurs? And John, no online presence. No broadcasting experience whatsoever, but I said "You know what, to heck with it. This is an aha! moment I'm going to be that person that brings a 7-day a week business podcast to the world." So couple of years ago, Entrepreneur On Fire launched. 20 months ago actually to be exact. And here we are over 600 episodes later, having been awarded best of iTunes 2013, generating six figures every single month straight from the podcast. And it has been an amazing journey.

**Bowen:** When I reached out to you and got your consulting services, and it was like Wow! For everyone, whether you're a viewer or listener of this, what I want to encourage you... if you've already got a successful business, one of the biggest challenges is engaging your community and you listen to somebody as John with his youth and energy and all this... and the thing though is what John did is... the world has changed. And I want to talk about this second for podcast for some other older guys like me at 58 or going. You know I thought podcast kind of died. And what we're seeing is all of a sudden now we can own the radio station, we could own a TV station. John, share a little bit about what's going on podcast. Because I think a lot of us don't really understand. It seems like there was an iPod once and it's gone now. What's going on?

**Dumas:** Sure. So thank you for your kind words about my enthusiasm which I definitely have. My youth, you know I am 34 years old at this point. So I grew up with a cassette player, moving into the CD, moving into what we have now with digital audio. So I mean I've seen the really the progression over the past few decades of where basically the audio and media in general has gone. And it's been really interesting for me to witness.

And you're right, even as early as 10 years ago, if you wanted to project your voice to the world. If you wanted to share an opinion over the air waves, you had to either own a radio station or work your way up to some kind of ladder to get there and then you're still going to be pigeon holed in some 3am, A.M. slot or something.

And now, here I am in my living room right here in San Diego, looking at the bay and speaking into a microphone. This is the exact same microphone that I produced Entrepreneur On Fire on 7 days a week, that every single day gets released to the world, gets downloaded John in over a hundred and forty-five countries. And in May, we had over 829,000 unique downloads, unique listens of this podcast. You can reach a massive audience in an incredibly simple way of just clicking a button.

To your question specifically of where do podcasting come from? This is a great question. It was actually started back in 2005, 2006. And people thought it was the next best thing, like it was the next best thing to sliced bread. And people really got excited about it. A lot of big people started podcasting and then it did kind of fade out, kind of this pod fade. And there's one really good reason for that John. There was a barrier for people to listen to podcast. You had to be a little tech savvy. You had to have this crazy new device called an iPod. You had to know how to hook it into your computer. Go to an iTunes store, something similar, and download it on to your iPod and then maybe go to your car and somehow plug it in.

But something changed John in 2010. And that's when more than half the world started to carrying these things around in their pockets, it's a smart phone. And so when everybody started using a smart phone and having a little computer in their pocket, now wherever people

are around the world, 24 hours a day, 7 days a week. Within arm's reach, they have this, within their grasp where they can stream any kind of audio. They can download any kind of audio that appeals to them, incredibly targeted, incredibly... from passionate podcasters like myself, like people in sports, in fashion, in history.

One of my favorite podcast is Dan Carlin's Hardcore History, where he does in-depth recounts of past wars and past experiences and he's unbelievable. So anybody who has passions on anything can find a podcast now that fits that passions. They can listen to it when they want, how they want, for free. I mean how can you beat that?

**Bowen:** It's so amazing and one of the things is that it's so great. It's a little bit like Amazon has changed the book world.

**Dumas:** Totally.

**Bowen:** Have you published a book yet?

**Dumas:** So I have the number one selling and ranked book in Amazon on podcasting.

**Bowen:** Oh yeah, I bought it. I read it. That's how I connected with you okay.

**Dumas:** It's called *Podcast Launch*. It has 266 five-star reviews. That book was written in a weekend.

**Bowen:** John I look at Amazon as really revolutionized and so many people, entrepreneurs and getting their message out would have to... the first few books I wrote I had... four books I wrote, I had a two-year period from the day of the idea to when it finally got published and so on. Today, I'll produce a book in 30 days or less. And you're doing the same thing.

With podcast, what's the timeline realistically, from an idea to owning your own show or TV show, radio show?

**Dumas:** So when you know what you're doing, like I do now at this point. Literally, I can come up with an idea today, record a podcast on that idea, and have it submitted to the iTunes store this afternoon. And it would probably be accepted in live in iTunes consumable by potentially anybody in the world that has access to the iTunes stores. By the way, there are 525 million active subscribers to that store around the world... within two days.

So that's how fast it can be. But if you're someone that's just starting, you're an entrepreneur, you're like "Okay, in podcasting this is a medium. This is a venue that I want to dive into,"

which is an awesome idea by the way. I would give it a solid four weeks to build that platform and you don't need anymore than four weeks to really have that idea for the podcast, create your avatar, understand the exact format and the flow of how to create a podcast, edit it, add intros and outros, tag your mp3, upload it to a media host, submit it to iTunes. It may sound a little bit daunting tech-wise but it's so simple once you see it once with your eyes. And it's a great platform. The barrier is just not that high.

**Bowen:** You've had a pretty linear, little exponential growth here. What was the big breakthrough?

**Dumas:** So I did have a lot of exponential growth at my breakthrough point. And for me to kind of give you a real snapshot of my entire journey... it was in June of 2012 that I had the idea. I knew that I was going to do it right John with the 7-day a week show. I knew that was going to take timing and a lot of back-planning so I merely hired a mentor, Jaime Tardy, the Eventual Millionaire.

I immediately joined a Podcast Mastermind and for three months I learned everything there was to know. Because John, you need to realize that I knew nothing about this side of the world. I didn't have your skills when you came into podcasting with the knowledge, Internet marketing. I had no website, no Twitter account, no Facebook fan page. I needed to build up everything from scratch. That's why I took it over that 3-month period, just head down, did all the platform building, locked in 40 guests, interviewed those 40 guests, got them recorded and then I launched in September of 2012.

From September 2012 until January 1st... so that first year in 2012, I quickly grew the podcast where it was already generating over 100,000 unique downloads per month. And because of that fast growth, I was actually asked to speak at New Media Expo. And that is a conference in Las Vegas every year for the top bloggers, podcasters, and video.

So that was really my tipping point that you asked about. Getting to that conference, stepping up on stage in front of an audience, sharing the fact that I was now an authority figure in podcasting. That I was a credible resource that people would come to and look at. And just a couple months later, was our first month that we actually generated five figures in income. And so at that point, I said "Okay this is a business. I'm generating five figures a month in income." This podcast business has a run rate of a six figure business right now. This is really exciting. And it took me about 4-6 months to get to that point. It wasn't that immediate but I got there. And that's just when it got growing exponentially John.

That five figure, low five figures turning into mid five figures, turned into... in October, we had our first \$100,000 a month. In April, we had our first \$200,000 a month where we generated 232,000. Last month was a little bit lower, we spent half the month in Europe. So we didn't do

nearly as many Webinars, product launches as we always do. And so that's a reflection of that. But it's still amazing that we generated a \$142,000 in gross sales, netted over \$100,000 in income while we were gone for almost half a month. And so this is the business that we've grown as a lifestyle business. Podcasting gives us that flexibility. I just scheduled 40 interviews out the day before I left. They were scheduled to be released every single day. So I didn't have to worry about a thing John and everything went off without a hitch.

**Bowen:** One of the reasons why I did a podcast is I watched you. I watched Jaime. I watched a whole bunch of people that you said were mentors and listened to many of them, Jaime's video. And I wanted to get our message out more effectively. I'm launching kind of this, really a Mastermind Group for entrepreneurs who are already successful, like-minded that we could share and one of the reasons why I wanted to bring John... John is spending most of his time focused on helping really new entrepreneurs or beginning entrepreneurs. John, I think there's a lot of magic in what you're doing because if you already have an established business. Boy, you don't have the handicaps that you have when we got started... ongoing community, already built for you and this is something that I really want our fellow entrepreneurs to see that you can own the station. You can own the platform. And it's amazing.

People get caught up. Okay I'm going to do a podcast. I'm doing it 5 days a week. You're doing it 7 days a week. You chose interview format. I have two. Why don't you talk about why you chose that if you will and how does that come together for our fellow entrepreneurs. What kind of format might they choose?

**Dumas:** So I chose the interview format John for a number of reasons. Reason number 1, I didn't have anything to say. I had no experience in the entrepreneurial world. I was a corporate finance guy. I had some law school experience. I was also in the US Army. But that wasn't what my show was going to be about so I had nothing to say that I thought would be relevant or helpful in a lot of ways and I definitely had no credibility in anything that I would say.

So I knew I had to have an interview show where I could bring on the authority figures in different niches specifically successful and inspiring entrepreneurs. That was the focus. Bring them on. Tell their journey. Have them talk about a failure or lessons learned? Have them talk about an aha moment they had, the steps they took to turn that moment into success?

And I also John, for the number two reason, I didn't have an audience. I had no audience that was going to listen to this podcast. So I needed by interviewing successful and inspiring entrepreneurs, what something do they have in common? They have massive audiences. So I knew that by interviewing them, by bringing out a unique story, a unique journey that they don't get to share with audience often, that I would be able to leverage their audience on interview day. When I say, "Hey John, by the way, today your interview just went live on Entrepreneur On Fire. You shared an amazing journey. You're going to rock Fire Nation. But

if you wouldn't mind, here are the links of the show and I would be honored if you would share this show with your audience."

And so John that entrepreneur would share their interview with their audience. A certain proportion of that audience would listen. A certain proportion of that audience would subscribe. And a certain proportion of that audience would become evangelists. And that is happening for me seven days a week. And that's where my 7-day a week format really came in because a lot of people were just so focused on, "John, you can't do seven days a week. You can get burnt out. You're not going to be able to find..." They're looking at all the negatives. I was looking at the positives. What if I do figure out and crack the code about how to successfully do a 7-day a week podcast.

Think of the snowball effect of having a brand new successful and inspiring entrepreneur sharing Entrepreneur On Fire the podcast with their audience every single day of the year. And it has been a powerful recipe for success.

**Bowen:** I think it is such a brilliant strategy John and you've executed it well and I want everyone to learn from this because to me this is one of the big opportunities. Everyone that's a successful entrepreneur, you already have a community. You've got a tribe. You've got a group following you. And they want to hear from you. If you're delivering value, this can be a great value and the interview format bringing some of those top relationships and creating content that way. I mean maybe you don't do 7, maybe your kind of chicken out like me go to 5 or 2 or 3, whatever the right number...

**Dumas:** You'll be a seven soon.

**Bowen:** Yeah, one a week... whatever it is. And what happens is it's pretty amazing because what you get out of this whole thing is you get some great insights from fellow entrepreneurs, you're sharing it with your community. They're going to love it. And in addition to that, they're going to spread the word of the good that you're doing and that John, I think you've done a great work, but that's the exponential growth. Instead of marketing one to one, we're talking about one to many and it's just multiplying and you can see it in all your results.

**Dumas:** You got it.

**Bowen:** And my primary business as coaching financial advisors and the average affluent individual has 4,000 marketing messages a day. You got to get above the noise. You've got to deliver real value, sharing insights of fellow entrepreneurs. We don't get that very often. Many people, you know John you have a Mastermind Group. I think you're involved in Mastermind Groups so I have one and I'm in several and I want to hang out with really



successful entrepreneurs. And that's why we created Accelerating Entrepreneurial Success, AESNation just to really help facilitate that virtually.

You have leveraged technology. You're extremely efficient. I encourage people to go to your website. John has all kinds of resources. He's got a couple of products of which I bought. They're phenomenal and helping me get organized. So if this is something you want to do, definitely take advantage of that.

But John, tell me an app. What are you finding that's really one that you want to share with your fellow entrepreneurs?

**Dumas:** I have a great one. This is a question I ask every single one of my past guests. So I've heard now over 600 of their recommended apps and resources and etc. And one that someone just recommended to me last week. She actually was basically speaking my language at the same time. She was saying, "You know John I was just struggling with Google Calendar on my phone. It was really just not doing what I needed to do. I hated the interface, I was struggling with it. It just wasn't what I needed. It's fine on desktop. But it's really brutal on the phone, both Android and iPhone." And she said, "So I found this amazing calendar app called Sunrise." Sunrise, that's it. And I was like, "That's exactly what I was complaining about to myself this morning before we had this interview that my calendar on my phone is horrible." I immediately as soon as the interview was done I downloaded Sunrise last week. I've been in love with it ever since. It syncs flawlessly with any calendar. The actual interface is meant and built for smart phones only so it's perfect for it. And it's been a game changer for me. Like I love my phone calendar again which is huge.

**Bowen:** It's so critical that we have the right tools and the calendar is just an amazing thing for busy entrepreneurs. They can really take off and not have control. So I will download that. Give that a test as well.

**Dumas:** You'll love it.

There are just so many different ways that we can take advantage of technology and one of the best ways is to listen to fellow entrepreneurs what's really working out there and make it happen. So with all the experience you've had. You have a lot of experience compressed into a relatively short period of time, a lot of lessons. We've got viewers and listeners here who are considering, "Maybe I should create this content use as podcast." What would be the one insight, having had not only the experience of doing it yourself but now you've coached so many people in doing it. What would be the one key insight that you would want to share with them?

The step number one that you need to do when you think about creating anything that's going to be a business that represents you, whether it's going to be a podcast, whether it's going to be a video blog series, just a typical blog, whatever that might be... the one thing you need to do is define your avatar. And your avatar is that one perfect listener. It's not that target demographic. You can go there afterwards but you first need to sit down and just write out John who your perfect listener is. Who is that perfect avatar for your brand.

Because John the reality is when you're creating your business, when you're creating your podcast, your blog, whatever that might be, you're going to come to one thousand forks in the road. And if you don't have your avatar drilled down to one person that you can picture in your mind exactly, you're going to spend so much time, energy, and effort at each of those forks on the road. But if you have that avatar drilled down, you're going to be able to just go Boom! left right, left right at those forks, not having to spend any excess energy because you're going to know without a doubt what your avatar will want.

Now a quick example of an avatar? Jimmy, my avatar. He's 34 years old. He has a wife and two kids, ages 3 and 5. He drives to work every single day. His drive is 27 minutes long. That's why most entrepreneur fire episodes to about 27 to 30 minutes long. He gets to work. He sits for 9 hours in a cubicle with a job he hates. And he drives back. It's a 32-minute commute home because he's got a little bit of traffic. Yes, you need to get that specific and detailed on your one avatar. Then he plays with his kids. He has dinner with his wife and family, puts his kids to bed, hangs out with his wife for a little bit. And then he sits on the couch and he wonders, why am I spending 80% of my life doing things I don't enjoy? 10% of my life doing the things I love, playing with my wife and kids. And then 10% sitting on this couch wondering why I'm wasting 80% of my waking hours. John, that's my avatar. That is the perfect listener that needs to be listening to Entrepreneur On Fire every single day.

So whenever I come up to forks on the road or questions about the directions to take my business, it's a simple WWJD - what would Jimmy do? And I go that way.

**Bowen:** Many of your fellow entrepreneurs were talking with today, they have their avatar, their ideal client, their ideal customer...

**Dumas:** I would question that actually. I really would. I think if you actually set down and said, here's a piece of pen. Write down a description of your avatar...they won't be able to do it.

**Bowen:** Oh no, I think they would... where I was going to go and I think we're in agreement, we're in violent agreement because what I would say is they don't have the specificity. They have a fuzzy picture of...

**Dumas:** They have a tardy demographic.

**Bowen:** Yeah, they have a primary focus on looking at and the more you can do that...and I think that was a great example when you walk through. Anybody could see that person whether they're watching a video or listening, they could see Jimmy and then all of a sudden as you're communicating and you're developing content whatever format, in the case here podcast. You can do it and it's going to resonate and that's going to engage them and that's going to help them achieve success, Jimmy to achieve success and you can provide the tools to do that. Let me share with you what I have as key takeaways John and why don't you... any color or corrections or thoughts that you have.

**Dumas:** Sure.

**Bowen:** One of the things that I hear over and over again from particularly senior executives, as the firms get larger and larger, they struggle with content creation. Basically you and I are sitting around. You're drinking water. I'm a little earlier in California so I've got coffee.

**Dumas:** I'm in California too...

**Bowen:** You're in San Diego now, I forgot. I'm sorry. And so we got the coffees, we got the waters too. Really, we're creating content by a conversation you and I would have whether we were recording it or not. This is a great conversation. I'm learning from it. I'm sharing it with my listeners, my viewers, and it's huge. And it's easy to do and so I want to encourage people to really think about it. So content creation was number one.

Second is leveraging platforms I mean we talked about iTunes. In 2013, being the best new podcast I mean that's huge. There's a lot of them. Go to iTunes store and look, there's a lot of them.

**Dumas:** 200,000

**Bowen:** Yeah, there's a lot of them. And most of them, I heard, don't go past 7 or something like that...

**Dumas:** Yeah, well most of them suck. That's basically the description.

**Bowen:** The tactical term is they suck and the people recognize by the 7th times where they stopped and so...

**Dumas:** 90% of podcast never get past episode 7.

**Bowen:** This is the opportunity really to be more professional. The entrepreneurs with resources can really do this and take advantage of it. And leverage platforms, not only iTunes but on the Android platform, what's the ah... Stitcher...

**Dumas:** Stitcher radio.

**Bowen:** And then in cars now, it's common. This is going to continue to grow. It's not like it's just a little thing. Maybe it's come back a little, no, it's exploding...

**Dumas:** And they buy the radio... just to be honest.

**Bowen:** Yeah, I would not want to own a radio at this point. And the other is the exponential growth and I think this is one of the brilliant strategies that you can use in marketing whatever you're doing but John has done so well and shared it with us is by interviewing. In essence, partnering with people, developing relationships not only to share those insights, but oftentimes John, one of the things you shared with me off-camera was many of your best relationships have come out of an interview.

**Dumas:** Absolutely. All of my relationships have come out of the interview. That's the most powerful thing about launching a podcast and specifically an interview-based podcast when you have no network, no connections, no online presence, no broadcasting experience. You start to build those connections, those relationships on those 45-minute, those 30-minute intimate one on one chats.

And so many opportunities that sprung from there I can't even expound upon them. And we always talk about the importance of mentors and masterminds. People as me, John do you have a mentor? I said, yeah like I have 600+ mentors because every single time I have a guest on my show who's a successful and inspiring entrepreneur, he's mentoring me just as much as he's mentoring the rest of Fire Nation so it's an amazing way to build that list, to build that role of decks and to really just continue to leverage all the opportunities out there.

**Bowen:** There's a difference between calling someone and say Hey I want to get 20 minutes, 30 minutes of your time and pick your brain. And instead having like John has, one of the most successful podcast... my experience John is everybody is unbelievably willing to share and participate much like you have a TV show or radio show.

**Dumas:** Absolutely. Because when you're calling successful and inspiring entrepreneurs, what do they probably have? They probably have products and services that benefit entrepreneurs and one-trepreneurs, and side-preneurs and so if you have a platform.

If you have an audience, you can bring them on and showcase them, their story, allow them a medium to connect and build intimate relationships with other people that may never have heard of them before. And they're going to jump on that opportunity and podcasting is such a great medium because for me, I don't even have to put on clothes necessarily when I'm doing my interviews because if it's a hot day, I can just be sitting in my bathing suit and my guest could be in their bathrobe and nobody would know. We're just sitting, talking into microphones, having a great conversation that's going to be listened to by hundreds of thousands of people around the world and that's just kind of keeps going back to this amazing world that we live in where we can leverage this type of content like never before.

**Bowen:** John share with our viewers and listeners, what are some of the resources that you have available for them.

**Dumas:** Sure. So all the magic happens for my team for Entrepreneur On Fire at [EOFire.com](http://EOFire.com) and that's just our website that will forward you to [EntrepreneurOnFire.com](http://EntrepreneurOnFire.com) that has John and I talked in the little pre-interview chat. It's hard to spell entrepreneur or entrepreneurial so we both have nice little short ways to get there. Mine is EOFire.com and we are just here to offer for free as many basically podcast interviews that you can consume. We have over 600 now where you can listen to inspiring and successful entrepreneurs, at your leisure, share their journey, their lessons learned, their aha moments, what's working for them now. Every one of them shares their favorite resource, their favorite book. It's just a really great snapshot within 30 minutes of an episode.

And also, we do offer a couple of really cool opportunities for entrepreneurs out there that may think they want to start a podcast. For people that are saying, "This is the medium that we like." We created [PodcastersParadise.com](http://PodcastersParadise.com). And Podcasters Paradise John is the number one community in the world literally for podcasters to create, grow, and monetize their podcast. It has over 150 video tutorials. It has a private Facebook group and community forum. We do monthly private webinars with today's top podcasters Pat Flynn, Michael Hyatt, Lewis Howes, Amy Porterfield, the list goes on. And we also do monthly Q&A sessions with me, private as well.

And we do this all within the community John. But something that we offer for people that are still like, "I'm just not quite sure if podcasting is for me." We do a free, live podcast workshop every single week. We stream it out to the world. If you just go to [PodcastersParadise.com](http://PodcastersParadise.com), you can sign up for our next free live webinar and we have a blast there. We give away prizes. We have fun and overall just a good time.

**Bowen:** The very first purchase I did on podcast to learn... I asked who's doing it right? Everybody said you John and I joined Paradise and it's a great resource. What is the price? I mean it's so inexpensive for successful entrepreneurs.

**Dumas:** It's a lifetime access for \$1,197.

**Bowen:** We're going to have to talk about pricing a little later but get it now before John raises the price there.

**Dumas:** I have been consistently raising the price as we've added more content and more value within but yeah that's where it's at now and that's lifetime access.

**Bowen:** Tremendous, tremendous resources. Also as always [AESNation.com](http://www.aesnation.com) will have all the links that both John and I talked about as well as a transcript. All that is available as well as other resources so that you can go out and make a huge difference.

John, thank you again for spending the time with our viewers and listeners and all your guidance.

**Dumas:** My pleasure. This was a very enjoyable interview John. Thank you and I will catch you on the flip-side

**Bowen:** Okay, look forward to it.

## A Second Opinion on Your Finances

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Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select