



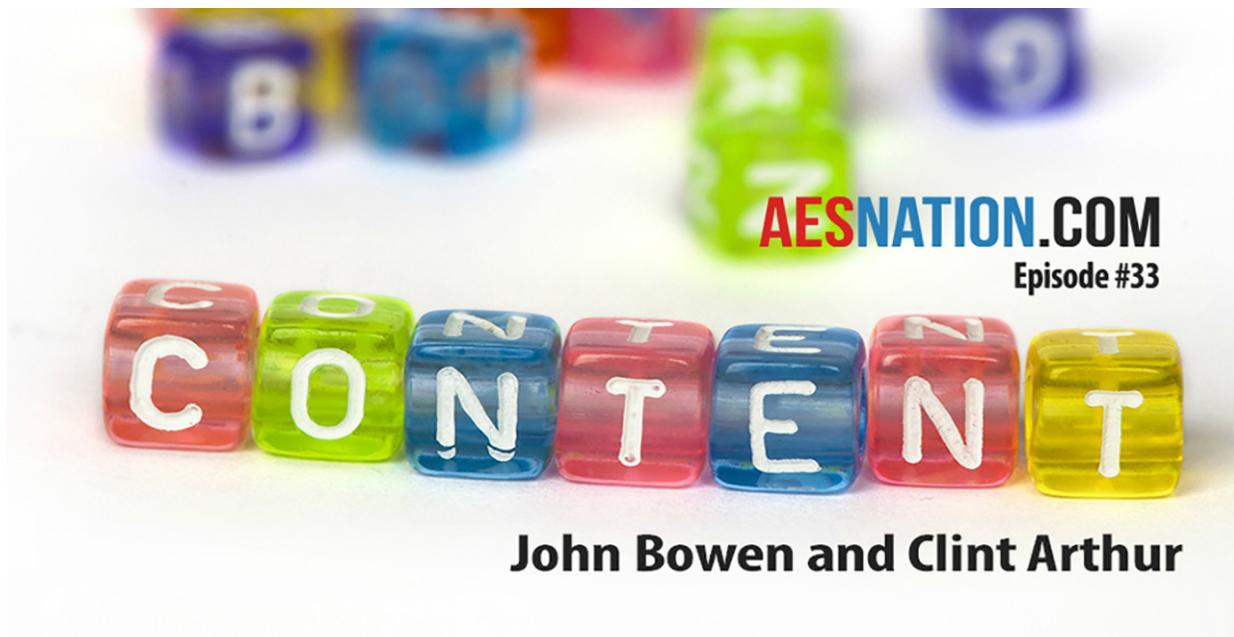
AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
33

Clint Arthur

Show Notes at: <http://www.aesnation.com/33>



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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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:

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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? Of course you have, you're an entrepreneur. But have you ever been frustrated that you look across the street, across the country, the pier, a fellow entrepreneur who you're competing with. And he doesn't deliver as good of experience as you do but he is having tremendous, tremendous success. What's the difference? People know who he is or she is. Well, if you ever wondered how you could launch your awareness campaign and differentiate yourself from the rest of the marketplace? I've got a fellow entrepreneur who is going to help you do it. I'm John Bowen at [AESNation.com](http://www.aesnation.com). Stay tuned. You do not want to miss this.

Clint Arthur, I am so excited to have you here today.

Clint Arthur: It's exciting for me to bring this message to your outstanding people.

John: Clint is going to show you how you can become a celebrity. I always think of it that you have to be the expert first. But that's no good anymore in today's world. The average successful individual's bombarded with 4,000 marketing messages every single day so you've got to stand out in this crowd of all this selection. And what Clint's brilliant at is showing you how you can do that. I want you to tell your background because you didn't wake up one day with that Celebrity Launchpad signed behind you on TV all the time and all these shows across country and everything. Give me a little background of how'd you get to where you are today?

Clint: Let's go all the way back. When I was fourteen years old I was reading a novel about a fabulous international businessman and it said in the book that he went to something called the Wharton Business School. I climbed up to the top shelf of my bookcase, pulled out the encyclopedia with a W on it, flipped it open and sure enough there was something in there called the Wharton Business School. This is where the top titans of the industry would send their children to be educated in business. And right then when I was fourteen, I made up my mind that I was going to go to this Wharton Business School.

I actually did and let's fast forward. First day of freshmen year, Economics 101, they're talking about guns and butter. And I didn't realize that that was just figuratively speaking. I thought you either sold guns or butter. So fast forward and here I am. And when I was driving a taxi, so let's go back a little bit.

While I'm at Wharton, I was very influenced by a couple of teachers. One of them was my creative writing teacher, Frank McCourt. He wrote *Angela's Ashes* which won the Pulitzer Prize. Then I had another teacher at Wharton. His name was Donald Trump. He was a fellow alumni. He taught me through his books. *The Art of the Deal*, etc. and these great writers inspired me to want to become a writer. And then I hit a little speed bump and I saw a movie called *She's Gotta Have It* by Spike Lee. And Spike Lee wrote the movie, directed, produced, made a ton of money and starred. He became a movie star from that movie and I said, "Aha! That's what I want to do. I want to combine writing with performing and become a movie star film maker like my idol Spike.

So I moved out to Hollywood after graduating from Wharton with a 4.0 GPA in my entrepreneurial management major. And I said, "Alright I'm going to go for this." Well, thirteen years of going for the Hollywood dream and banging my head up against the brick wall of that dream, had me driving a taxi for the last six years. I remember I went to dinner with my dad and his best friend just walks by the table and we were at Angelo and Maxie's Steakhouse on Park Avenue South, and my dad's friend comes over, Danny Lembo. You might have seen him in *Survivor Nicaragua*. He's a finalist. He was one of the top 3 finalists at *Survivor Nicaragua* at the age of 63... comes over, my dad's still alive. And he looks at me and my dad and he goes, "Ah, the Wharton taxi driver is here tonight."

John: The introduction not only did your dad not want but you didn't want. I want to stop there because none of us because none of us get out of life unscarred. So whenever you have a down moment, we have all had that. I could tell you about my dishwasher. A taxi driver is starting to look pretty good. But we'll go with your story here. So where, there with your dad, his buddy, and obviously something happened.

Clint: So while I was driving the taxi, I got introduced to the concept of raw nutrition. I had injured my knees. My chiropractor suggested that I try to heal my body with raw nutrition, hands me a book, I flipped through the book. I get into raw primal diet, healed my knees. The problem was that the main elements of the raw primal diet raw meat, raw milk, raw honey, and raw butter. And there was no raw butter. I called up the chiropractor, "Hey buddy, what are we supposed to do? There's no raw butter." He goes, "Do the best you can. We could substitute coconut butter. We can substitute nut butter." I'm like, "That's not butter." He says, "We do the best we can man." I'm like, "Alright. Fine." My girlfriend was like "We need the butter. We need the butter." And there's nothing is powerful as a motivator as a persuasive goddess girlfriend.

So I went on a one man hunt to find this butter, this mythical butter, which did not exist in the United States of America. A hundred and fifty-three phone calls later, I convinced the lady to make me forty pounds of unpasteurized butter. This is the real true story. I come back to my boat where I'm living in Marina del Rey, driving the cab on the weekends, living on a little boat, not glamorous I assure you. No running water, no electricity, no toilet facilities on the boat, and there's a box on the back of my boat. I'm like, "What's in that box?" And sure enough, it's forty pounds of butter. So I called up the chiropractor. I'd say, "Big Stu, guess what?" He goes, "What?" I go, "I got forty pounds of raw butter on my boat right now." He goes, "Give me some. Bring me one right now." So I'd bring over a pound of the butter, he sticks his finger in it, yup that's raw butter alright. How does he know what raw butter taste like? I go, "What am I going to do with the other 39 pounds Big Stu?" He goes, "Well, you can call my friend who distributes the raw milk, maybe he could be interested." He became my first customer.

My first chef client was a guy named Charlie Trotter. You might have heard of him.

John: I flew with him in first class recently. We had a long conversation. If I'd known, we would have talked about the butter.

Clint: Well, he became my client. He remained my client for twelve years until he closed his restaurant in Chicago. And that's how the Five Star Butter Co. was born. So now we go through a little bit more...

John: Actually I was thinking, I'm going Charlie Palmer, not Trotter, so I got mixed up.

Clint: Palmer's a client too. He's a client at Oriole and Charlie Palmer's Steakhouse in Vegas. Great restaurants. So now I start making money. I meet an amazing woman. She encourages me to get into real estate. She encourages me. All this stuff happens. The way I got out of taxi driving was I got into personal development work and I walked on fire with Tony Robbins. I got Toltec wisdom from Don Miguel Ruiz. I did everything including men's power circles and ceremonies.

So now we go through the 2000's and I was building houses and I was getting quite fat and happy, obese really. And in 2008, wherein the world starts melting down, I'm at a men's self-help campfire. And the shaman on the other side of the campfire points at me through the

crackling flames, and he says, "You don't know it yet but you're already dead." And I was like, "What are you talking about man? I'm the most successful guy on this team. Eight years ago I was driving a cab. Now, I'm a millionaire. I was living on a little boat. Now, I'm living in a mansion. What are you talking about?" He goes, "You're already dead you just don't know it." I didn't know what he was talking about because I thought everything was good but I couldn't stop thinking about what he said. And I'd wake up from the middle of the night from a sound sleep mumbling to myself. "I'm already dead. I'm already dead. What does he mean?"

And it came to me New Year's Day of 2009, and I woke up, pulled out a pen and a pad of paper to write down my goals for the year and I was inspired by what the shaman said and I asked myself a question that changed everything. And the question was, if this was going to be the last year of your life, what would you want to accomplish?

One of the things that changed for me when I got out of taxi driving was I swore an oath that I was going to stop writing because basically writing had put me behind the wheel of a cab. I said it's not worth it. But I'm still a writer. So that year I wrote down the lessons that I learned that helped me to become a successful businessman once I decided to become that instead of trying to become a screenwriter. And that book went on to become the book called *What They Teach You at the Wharton Business School*.

And life was great. I lived as if it was going to be the last year of my life. And I brought my men's team along in this journey. We all had a great time. And comes the end of the year and I had one problem. And the problem was I sold a grand total of eight copies of *What They Teach You at the Wharton Business School* through Amazon.com and CreateSpace. It was like, how is this possible? How is it that I can have the secrets of the same business school that Donald Trump went and nobody's buying it. So I spoke to...

John: Let me stop you here Clint because this is a mistake that a lot of us make as entrepreneurs is what we do is we think if we share what people need, we produce what they need, not what they want, I'm bringing this up, I've done this many times. We don't create the awareness around what they want, it's just what they need, nothing happens, or very little. We all have so many friends who will buy our stuff here. So how did you get from several sales which cab driving starts looking good again?

Clint: Yeah. Well, so I talked to Mark Victor Hansen and he's one of the two owners of *Chicken Soup for the Soul* series, the most successful book franchise in the world in the history of

publishing. They've sold more books than anybody except God, literally. And he said that when they were trying to get their book off the ground, they did media everyday. They committed to that.

So I did some radio, spent some money on radio, little bit of effectiveness. And then I got up some courage and I said to a publicist in New York. I called her up. I said, "Hey, get me on the *Today Show* so I can promote this book about what I learned at the Wharton Business School. I don't care what it cost." She just burst into laughter. She said, "Clint, that's hysterical. You're a middle aged guy nobody's ever heard of. You got a self-published book nobody's ever bought. No TV experience. Why would they put you on the *Today Show*? You got to start local. It's never going to happen otherwise." I said, "Okay, well about NBC New York. I'm a native New Yorker, the native son done good. Get me on NBC New York's morning show so I can promote this book." And when she stopped laughing the second time, she said "Clint, I think I have you figured out. You're not really a business author. You're a comedian. Because that's the second hysterically funny thing you've said to me in 30 seconds. You're middle aged guy nobody's ever heard of, self-published book nobody's ever bought. No TV experience, not famous. Why would they put you on the number one show on the number one market in America? It's not going to happen. You got to start in little cities, local! I said, "Even though I'm not from there?" She goes, "Yeah, local." I said, "Well, you can't do New York City, how about Salt Lake City?" She said, "Oh that I can do. And it will only cost you \$1,500 for Salt Lake City or any city outside of the top ten market." I said, "Okay yeah. Go ahead let's see you do it."

A couple days later, i get an email from this publicist and it says, "Congratulations! You're booked on TV in Salt Lake City." And I'm sitting there looking at this email and I'm thinking to myself, "Why would they put me on TV in Salt Lake City? I'm a middle aged guy nobody's ever heard of. I got a self-published book nobody's ever bought. No TV experience. Are they really going to put me on?" And they did.

And I went there to show them how awesome I was going to be. And I sucked and it was really a wakeup call for me. So I called the publicist. I said, "Hey, get me some more of these." How many more you want? Three more. I spent \$6,000 on my first four appearances and they all sucked. You know who was impressed was my cleaning lady. She, "Oh my boss is on TV." And I'm looking at these appearances and I'm like, "Man, I'm really not good." And I said to my wife, "Honey, if I'm ever going to get on the *Today Show*, I need to get a lot better on TV." And she goes, "Aaah." And I said, "Well, I'm going to call up the publicist to get some

more." She goes, "Whoa! Do you have to keep paying this lady? Why don't you try booking yourself on these shows?" And I thought, "Can I do that? Who am I? I'm just a middle aged guy that nobody's ever heard of. I got a couple of TV appearances; can I call the TV news producer? How do you do this?"

And it took me a couple of months to figure it out. But luckily, I'm a determined guy. And I'm also cheap. The best investment is the most expensive. Or do it yourself. Those are the two. We go to the high end mastermind meetings because the best investment is always the expensive option. Or you can do it yourself for free. Those are your choices.

And at that point, I really wanted to figure out, how do I do this for free. I had a feeling I was going to need a lot more experience. My first year, I booked myself on seven appearances. The second year, I booked twenty appearances. And my 32nd television appearance was on NBC New York and I booked it off of an email that I sent to a producer Cole, never spoke to her, still have never spoken to her. And then my 57th television appearance, proving my theory that you can work your way up from small markets to medium markets to the big markets to even the biggest shows. My 57th television appearance was on the *Today Show* and they called me and asked me to be on the show. So that's exactly how it all went down.

Along the way, people started asking me, "Hey Clint, how are you doing this? How are you getting on all these TV shows?" People wanted it. And I put together a little training program and it was called New TV Power. It's a home study kit. And from there, I built an online group coaching model. And now... I really had to get gutsy. Because I was charging a thousand for the home study, two thousand for the group coaching. And I heard that high end coaching programs, were really the way to go. But I was really scared to charge \$5,000. What if nobody wanted to pay. Well, in my first \$5,000-training program, I had Lisa Sasevich there. She's a huge person. I have Daven Michaels. He's another huge list holder. He does outsourcing. I had a full room at \$5000 a head. I had 12 people paid. And that's the best thing I've ever done.

John: Okay let's stop there for a second because it's very hard to figure out how you can do the most value and it's through persistence. What I always like working with is people that have proved it out themselves and really taking a commodity like butter. We'll show later your website there. You built in a really great business working with chefs, taking an extreme commodity booked and getting very successful on to that. And then taking it and now that

you've done it to show others how to do it, that was a huge breakthrough Clint. You've done a great job with that.

Clint: Thank you. It was funny. What my original concept was, "Oh I'll make this training videos and I'll use my appearances on TV where I'm promoting all my different books and products. And I'll use those in the training and thereby promote all my books and products in my training program." Like the goal wasn't to build a successful training program. The goal was to promote all my books and butter company. And it just so happened that the training program is awesome. And it's been hugely successful.

Over the last two years, we've had two and a half years, we've had more than 200 students come through. And they booked themselves using my methodology, using my mathematical formula for getting on TV. They've booked themselves on more than 1,355 television interviews on ABC, NBC, CBS, FOX, and CW news and talk shows, produced by the networks themselves. I have nothing to do with these shows. These are real shows on real TV stations playing at real time slots during the day, and not in the middle of the night, not in the middle of nowhere. And it's been really, really successful and really, really gratifying.

And why? Because of adding the most value to client by charging a lot of money, by putting all my relationships on the line. Not only did I call them my relationships with my highest clients and contacts in the information industry and in the seminar industry like Lisa Sasevich. But I also called in my highest contacts in TV. I recruited producers from all across America who shows I have been on and wanted to go back on and got them to show up. I said, "Hey, if you show up for an hour on a Saturday or a Sunday, I'll put 12 guests in front of you that are going to knock your socks off." So I made a big promise to the producers and I promised my students that if they paid me \$5,000, I would guarantee them that they would get booked on at least two shows. Or else I would give them my money back plus \$500.

John: Obviously a really compelling offer bringing in all kinds of resources to there. Talking about delivering a great client experience, that's what we're looking to do and that's really what you've done. You walked the talk. You proved the concept. You brought in people, scaled it up. I look at this and I go, okay some of us really don't watch a lot of TV, or at least nobody says they watch TV. But if you're watching TV, very seldom does that cause you to call and follow up with the person.

What both Clint and I agree and this to me a big separation, if we go to the very first start I did the introduction where I talked about authority and celebrity. You already have the expertise. You're not going to be listening to this unless you've got something you can do really well. But you don't have the celebrity yet. So by having these type of interviews... it's never been easier to get on the local but by getting a few videos of this, the credibility you have on your website, you can repurpose this stuff. This is pretty amazing. You've had the privilege to work with an awful lot of successful people. Clint, help me on this. How are they using it?

Clint: Alright well first of all, this is a screenshot that one of my clients sent me and the caption on this local news station is "Americans watching more TV than ever." This is recent. It's not important who sees you at 7:30 AM in North Dakota when you're on the little station there. That's not important. What's important is what you do with it.

So for example, I used that as a case in point because Will Ferrell went on and hosted a newscast in North Dakota to promote Anchorman 2, the movie. And I don't know where you were when you heard about that, but I was in Mexico on vacation at the St. Regis in Punta Mita and I read about it on my USA Today app. And I did a little search on Google, Will Ferrell, North Dakota and pages and pages and pages of listings come up from media sources all around the world, *Time Magazine*, *The Guardian*, an English newspaper, *The Washington Post*, etcetera, etcetera, etcetera.

And so, as our mentor Joe Polish says, "It's not the marketing that you do. It's how you market the marketing. How you advertise the advertising." So you go on these shows in little stations and then that's called a marketing video. When you're all done with it, that video clip that you get from the TV stations, is a marketing video that you repurpose and redistribute and redeploy in all of your channels including social media to help you stand out. Because if you think just doing regular social media's helping you stand out, well everybody else is doing just regular social media. What are you doing different in your social media that's going to make you cut through the clutter. And for me and my clients, we're using local TV news and talk show interviews as our video marketing assets in social media and through email, on websites, etcetera, etcetera, etcetera.

So what does this do for you? Well, Lisa Sasevich who I mentioned. She says that these clips which she then re-cut into a sizzle reel which she uses to introduce here instead of having a lame introduction from some meeting planner or a person who's assigned to you at a breakout

session, "Our next speaker is Clint Arthur. He's from GuaranteedCelebrity.com." That's what you normally get. But instead of that, if you cut a sizzle reel then you get videos of anchor people. Like for me on my sizzle reel, I had Brooke Shields when she interviewed me on the *Today Show* as part of my sizzle reel, positioning me, creating the frame that I'm somebody special.

Clint: Now, do you have to be Tom Cruise in order to be perceived as a celebrity? Not if you got these videos. All we're trying to do is differentiate you from the other guy who's selling butter. Or the other guy who's a financial planner or a financial advisor. How do you get a leg up on the competition? Well, I'm telling you today that less people than ever are thinking about TV news and talk show interviews because TV's not the flavor of the month. Social media is the flavor of the month.

So that's why I say, don't run with the herd. The people who run with the herd are the ones who get slaughtered when the herd goes into the corral. Run the opposite way of the herd which is, do what no one is doing. Go on TV and start building your celebrity, working your way up from Salt Lake City to medium-sized stations like Phoenix, Arizona, and into the biggest ones in the biggest markets and then all the way up to the *Today Show* in the correct, logical progression working your way up the ladder. And you can do it today easier, faster, and less expensively than ever.

John: It really changed my life doing this. I got on all the national shows as well as the local and people all of a sudden think you are a celebrity. Okay, you're a high energy kind of guy. Tell me what are you passionate about going forward? What's getting you excited now?

Clint: What I'm really excited about is Celebrity Launchpad. Celebrity Launchpad is where teach 12 high level entrepreneurs, authors, speakers, coaches, financial advisors, doctors, how to be better than any publicist there is, using my mathematical formula for getting on TV. And I guarantee that they're going to get booked on TV. It helps me to maintain good relationships with my producer friends because I'm feeding them guests. My clients love me. I'm giving them the keys to the celebrity kingdom which previously everyone thought was just magic or mysteriously appeared for people. I'm saying, "No, no no. It's a formula. It's science. Just do this, this, this and that. And you're going to get on TV that can't resist."

And using this methodology, if you apply it to yourself, I've had students come out of Celebrity Launchpad and one woman did eighteen appearances in two months and a week. And her

19th appearance was within three months of leaving Celebrity Launchpad on the *Today Show*. And that's a pretty rapid ascension. I had another client who's a nutritionist. It took her one year of traveling around the country going to local shows before she appeared on *Dr. Oz*, which is the Holy Grail. Another client ended up on CNN two months after Celebrity Launchpad.

John: Visualize in your own mind. If you were going through and you've just done all these shows and the credibility you have, you're selling supplements, nutrition, you have a back-end. Because it's very important to have a back-end as you're doing this stuff because nobody makes money, much money off the TV appearance itself. What it is is you're supplementing your business. But if you're really creating awareness to your business and you can leverage it, it can be huge.

Clint: I want to take issue with what you said, I agree that it's smart to have a back-end and you'll probably make more money off the back-end than the average person will make off of a TV appearance. However, one of my doctor clients sent out a link to his first appearance on ABC Tucson, Arizona and one of his friends who is a doctor referred him 200 new patients into his online alcohol coaching program at \$50 a piece per month. That's \$120,000.

John: I'm going to go and say though his back-end was that service. You got to have some kind of experience that you can deliver after, not just sell books or that type of thing.

Clint: However, this is a process that delivers money to you in different ways. Like Mike Koenigs, he owns TrafficGeysers.com. And he came through Celebrity Launchpad. He did a live stream sales webcast the day before he came to Celebrity Launchpad. He did a day of training with me at Celebrity Launchpad and then skipped the day because he had a live stream scheduled for the Friday. He tripled his sales results from Wednesday to Friday based on what he learned in my training about how to speak and perform on camera.

John: I know Mike well and he's a very talented guy so he's got a lot of video experience and live stream is doing like Clint and I are doing now but broadcasting it over the internet so it's really a channel. So the more you can get good at this video credibility. These things are so critical.

The Book of the Day. And Clint, you wrote a book. *Break Through Your Upper Limits on TV*. So you've done it. You showed other people to do it. You wrote the book...

Clint: I believe that TV is not only the best thing you can do for your career. It's also the best thing you can do for your personal self. I believe that TV is a personal professional, even a spiritual transformation experience. Let me explain.

When you go on TV, I've seen people over and over and over again. They lose weight. They change their hairstyles. They get different clothes that fit them better. They become better speakers. They have more charisma. more self-confidence. They even become better looking. Now if that's not personal transformation, I don't know what it is.

I believe that each one of us is like a snowflake with an individual unique message that we are here on this planet to deliver. And the closer you are to fulfilling on that mission, the closer you are to spiritual fulfilling your purpose here on the planet. And when you're out there on TV everyday delivering your unique message to the world that is spiritual alignment. So that is what breaking through your upper limits is really all about, going to higher levels of success, fulfillment, and development in every area of your life.

John: And I love the idea that each of us is capable of so much more than we think we can do. And this is a great way of doing it. And this is all about resources. And you've got a website, it's GuaranteedCelebrity.com. You can check out the book on Amazon. If you want to learn more about the program, what's on this website?

Clint: At GuaranteedCelebrity.com, every video I published on YouTube gets put up on the blog. So I make a lot of really great videos. You probably want to go and check out at the blog and subscribe to the blog for those videos. But directly to the point, we have our money back plus \$500 guarantee published on the website for everybody to see. We also have a schedule of where and when the events are going to be taking place. There's 75 or 80 video testimonials of satisfied clients.

And most importantly, is the application because I am like the first line of defense for my friends who are producers at ABC, NBC, CBS, and FOX. We don't want any crazies showing up in the studios at my friends' TV stations so I pre-screen all the cap of the applicants.

If you want to come to Celebrity Launchpad, fill out the application and if I feel that it would be appropriate, we'll have a free strategy session, you and I, where we'll talk about what are your goals and what do you hope to accomplish with television? And if I think that you're right

for the program and the program is right for you, then I'll invite you to enroll in the program. But everything is done via application there.

John: That's great. Let me do the Key Takeaways for our fellow entrepreneurs here. What I'm really seeing is I look at three key elements.

Number one is the power of celebrity. As fellow entrepreneurs, I tell you I've been one of those frustrated entrepreneurs that I thought I was doing a great job at my financial services side and nobody knew who I was. And I've used the local TV and also I had the privilege of doing some national stuff. And all of a sudden, even my family thought I was impressive. The house cleaner, I agree minded too, thought I was really good, but more importantly, the existing clients, the future clients, and all those strategic relationships that you can build. So that's number one. Whether you are working with Clint or someone else, this is something for you to consider.

Second, is the availability of media outlets. They are desperate for content. So if you can work with somebody to package yourself up, most of us think we don't have a good story. Clint shared his personal story. Everybody has got a personal story. Nobody got out of life unscarred. Most of us think of ourselves as boring, mundane, but when we get together and somebody knows how to extract that, very, very powerful.

And then the biggest thing about this is the leverage-ability. And what I mean by that is you can deploy these content in so many different ways that it really takes off.

So Clint, I want to thank you. Sharing these insights has been invaluable for everyone. You're out there making a difference.

Clint: Thank you. It's really a great privilege because I have a mission and this whole Guaranteed Celebrity experience has been enabling me to fulfill my mission of changing the world one messenger at a time.

And I want to make one more point. We pre-screen every applicant who want to apply for Celebrity Launchpad with our application on the website. And one of the questions I ask on the application is, Celebrity Launchpad is \$10,000. We started at five but when we got really successful, and now we're selling out our programs in advance, it's now \$10,000. So the

question is, Celebrity Launchpad is \$10,000, are you able to make this investment today without putting your family under stress or strain?

And 95% of the people who answer the question yes end up enrolling in Celebrity Launchpad. And this is a great lesson for anybody who pre-screens clients because it saves a lot of time. Hey, if they're not willing to invest the money, then why have the conversation? They need to know how much is it going to be and that they're expected to pull out their credit card today if they want to have a conversation with you. It's a great, great technique and I really recommend it to anybody. And it's really helped me to fulfill my mission of changing the world one messenger at a time.

John: This has been great insights and I want to everybody that's watching this at AESNation, remember you can always go back to our website or a blog and get all the links to show notes, the transcript to this because this has been so good. Remember your clients, your future clients and all those strategic partners and all these big opportunities, they're waiting for you. Let's go make it happen. Wish you the best of success!

Clint: And I'm looking forward to see you on television!

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