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35

Jeff Moore

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we want to make an impact, that dent in the universe. We want to grow our business, serve our clients well. But often, there's some missing ingredients. I've got a great entrepreneur now who's taking a product that many of us are thinking a commodity. We eat everyday. And he has differentiated his business by asking the right questions to grow it to \$40 million on an annual basis. And he's having a heck of a lot of fun doing it. I want you to stay tuned as I introduce you to Jeff Moore and you are going to learn so much that you can use in your business that you don't want to miss this.

Jeff, I am so excited to have you joining us. You and I are in a Mastermind Group, Joe Polish's Genius Network Mastermind and we were together in Orange County where you live. And we had the opportunity to spend a little bit of time together but as I've gotten to know you even more since then, I've been just blown away with what you've been able to accomplish. And I wanted to bring you to our virtual mastermind AESNation to share your insights. So thank you very much for being willing to share.

Jeff Moore: Oh, it's an honor to be here. I'm really excited.

John: When we were going through the program and I'm checking off who I want to meet and so on, I'm going, "Fish guy, steak guy." I love fish and steak. In financial services, there is not much commonality and I got to tell you as soon as I heard we had the chance to visit and your presentation and saw some of the stuff that you've done online and then get to know, I mean I've been blown away by what you've been able to accomplish and the impact you're making not only in your industry but other industries. How did a guy who's in the fish and steak business... how did you get to where you are today?

Jeff: Oh boy. Well first and foremost, thank you very much and I too am very inspired by the work that you're doing right now as well. And I will say that I hear you say dent in the universe, and I'm like gosh I feel like I haven't even put a little scratch in what I'm doing compared to what my plans are. And so I'm really honored by that. How did I get here today? I have been a salesperson my entire life and just a passionate salesperson, somebody that loves to engage. I have a personal motto of "Learn to teach. Teach to know. Know and share. And share with passion." I remember selling door to door lawn aeration where you pull the cords out of the lawn to loosen up the soil during the summer. I was doing that in like 7th and 8th grade earning like \$300 a week. And I got to go door to door, the purest sense of selling right? The Fuller Brush guy. And so that was it.

But I've grown up in the food business. I'm actually fourth generation food service, food and beverage. And there's a pretty cool story if you want me to tell that.

John: Yeah, one of the things we hear is that almost family by the third generation, the business is gone.

Jeff: Well, I grew up in a family in Orange County and like I said we're fourth generation food service here. And my great grandfather owned a company called Huntington Beach Ice that was a company that obviously made ice but also licensed soda. And so they would go and make soda and put it in the bottles. Take it to the store. Sell it. And then back in the day, you would bring your bottles back to the store. Remember, to get the deposit back, they would then send those bottles back to Huntington Beach Ice. They'd wash the bottles. Fill them up again and then do that.

My grandfather was a very young boy at like 6 years old was washing bottles back then. And he grew up in that business and was a passionate sales guy. And really, my grandfather was like a celebrity to me. He not only was a tremendous sales guy but later on he also sang for the L.A. Philharmonic and was on The Ed Sullivan Show several times and really noted in that world as well. I know that's a whole other thing. But my grandfather as he grew up, he went to USC and left USC and went selling clothing at a department store in Los Angeles.

And one day, he was selling a guy a tie and he got into this conversation about the beverage business. Well, this is a business my grandfather grew up. But instead of telling this guy how much he knew about the beverage business, he just kept asking questions of this person about the beverage business. And through those questions, he established himself as a guy that when you ask questions, people assume that you already know the answers. He established himself as this really kind of an inspiring and impactful and a knowledgeable guy, maybe in authority. And by the end of that sale where he was selling this guy a tie, this gentleman offered him the franchise to his beverage company in Orange County. And the name of his beverage company was Pepsi Cola. And so he was literally given the Pepsi Cola Bottling franchise for Orange County back in the late 30's.

John: A big lesson learned is that so many of us want to promote ourselves. We love our most favorite subject, ourselves. And we just get going and going and going, talking about ourselves. The most powerful connection we can make is by asking great questions and empathizing and caring about that person, connecting with them. You are a big believer in asking questions. It's really helped you accelerate you success and serving your clients and making a difference in their lives and that's really what we're all about here at AESNation.

Jeff: Yes. And really quickly, as we evolved...it there went from my grandfather and then there was my father. This was my grandfather who was my mother's father. My mom married my dad. My dad who served in the navy came out and went to work for Pepsi with my grandfather and then established himself as an authority and a go-to guy in the food service industry, and evolved to the point where he had actually bought and was the head of the largest Protus

company in North America that was doing about \$780 million that they've then sold to Cisco. But he's the same way, asking tons of questions, taking reams of notes of things that he learns about that. So it was really ingrained in that particular mindset for me.

And the more that I recognized I'm a big guy, and I've been a big guy all my life. And I'm kind of a lot smaller now that I met JJ Virgin. And so when I walk in a room, if I start to just start to say, "I'm the authority and here it is," people are going to go into defensive mode. And believe me, as I evolved in my sales career, I learned what that looked like.

So I really went back and I studied the very best in sales. I was probably at one time Nightingale-Conant's number one customer, the Windshield University type thing and just studying the greats in sales. And it all came back to defusing the points and getting to the questions. And I think that as humans, our biggest frustration as human beings is that we don't feel understood. And the only way to truly show that you understand somebody is to be able to tell their story better than they can to themselves. And you can't find that story out without asking questions.

So we really have drilled that down at my company, International Pacific Seafoods, which is our company that we're doing about \$40 million in sales annually. We sell primarily to food service, Cheesecake Factory, PJ's Restaurant Inc., major chains and in local, regional chains around the country through distributors like Sysco, US Foods, PFG, Shamrock, and things like that. But what we really truly were able to establish is that people will ask for something not knowing what they're asking for.

And in the financial products in the financial services industry, I would imagine that people say, "I want to invest in stocks." Like in the first conversation and as a professional it's like "Well, what are you looking to achieve in your portfolio?" What is this portfolio supposed to do for you?

John: It's the classic what they want and what they need and it's really focusing on the results that they want.

Jeff: Exactly. And so what I did is I found that a lot of times we get phone calls and it would be a sales rep for Sysco calling up saying, "My customer wants to see a salmon." And it's like, "Okay, well what kind of salmon?" And then we go through all these questions, I finally after researching and studying under Chet Holmes about six or seven years ago, I came up with five questions that we ask. And now ask them, every single customer, every single time we go in, and every conversation. You can look at every successful conversation and it's these five questions that we always ask. And these questions have statistics to them.

So over the last six years that we've been measuring this... because we've been doing it before and kind of that unconscious competence thing. But now, since we've been measuring it, we find that that when we ask these questions, 73% of the time the customer is not using the best available option for their application, i.e. the most cost effective option.

John: Okay, let's just stop here for a quick second Jeff. Because I think that's important. I mean actually it's critical. 73%... if you're looking to provide a service to a client, no matter what industry you're in, whether you're selling widgets, professional services, what have you and 73% of your clients are not using the optimal solution and you can help guide them to do that as well as show how they can use your product to accomplish that, I mean this is a wow! And this is why I wanted to bring Jeff on is it's so kind of simple.

And when I talk about simplicity, there's two types of simplicity in my mind. There's the simplicity that many entrepreneurs quite honestly that haven't hit a degree of foundation of success because they really don't know what's going on, a little ignorance. And then all of a sudden the world gets really complex for all of us and then when we get on the other side of complexity and when we really simplify it, and we get it so that we can consistently and systemically do it and get great results for our clients and for ourselves, that's huge! That's a big number that you're doing.

Give me an example of when you have that conversation with one of your prospective clients or clients and you're asking those questions. How have you been able to help them?

Jeff: Well, I will and let me just tell you. I'm going to fast forward to the end result right now because 73% of the time, the customer is not using the best available option. And over the last six years that we've been measuring this, we've saved the restaurant operator over three and a half million dollars a year in annual food cost. Now I'm going to tell you how... that's a lot of money. But three and a half million dollars a year is not what one person saved. It's what a collective save and so there's one small burgeoning chain that I was calling on for quite some time and they would say, "Hey, don't come in unless you're cheaper." So they have their own set of criteria of what who they were going to see. And so what they did is they established themselves as saying, "Don't come in unless you're cheaper," meaning don't come in unless you got a lower price product.

Well, there's only two ways that we create wealth. We either augment our means or diminish our wants. And at that point, when you're talking just on the price game, they were literally diminishing their wants because they were just looking for people to give them something cheaper. And so I would kind of rip them off but the President and CEO of Sysco in Los Angeles called me up and say, "Hey, I want you to go see this account." And I go, "They said not to come in unless I'm cheaper." And he goes, "Yeah, but now I'm telling you to go do it." And I was just like, "Cool."

So I went in there and I went to this account and I established talking to them, getting to know them. I knew of him and I'm able to start by asking questions about him but also being able to reveal things that I already know about him. So we established a good rapport out of the chute. And then he says, "So what do you have?" And so I showed him the first thing I have and he goes, "Well, how much is it?" And I tell him and I know that I'm about sixty cents a pound higher than he was paying. And he goes, "I told you not to come in unless you're cheaper." I go, "I'm glad you said that. I have some questions I need to ask you now." And he's like, "Okay." And so I started asking these questions. And after we've gone through these five questions, the product that was actually sixty cents a pound more was going to save him \$35,000 a year in food cost.

John: I find that in the financial services industry as well Jeff. It is amazing. The problem is not the problem typically. You have to go and low price is not going to solve everything for every entrepreneur on either side. And once you dive deep into it, that's where you can really get some understanding. And then all of a sudden now, you can see whether you are the right one that's going to make a big impact and then present it in that light and that is so important.

Jeff: And for me it was truly establishing this thing. And I'm a copywriter. I'm not a copywriter for hire or I guess there's a couple people that do. But I look at people's copy. There's a lot of big time gurus that I look at their stuff and to be named was but I call this "uncovering hidden pockets of profit." And I love the romance of hidden pockets of profit.

John: I'm thinking as an entrepreneur, that's a pretty sexy title to it.

Jeff: Right. And when people say, "Well, what do you do?" And we help food service professionals navigate the water in the sea of uncertainty.

John: What I love about this is we have the best stakes of anyone. That's not going to do it in today's world. It's not a defensible position. On the other hand, do I want to meet with somebody that says they have the best of something? I don't believe them. But if somebody tells me that they're going to help me uncover some...

Jeff: Hidden pockets of profit.

John: Yeah, why would you not take that call? But then you have to deliver. So then how do you deliver Jeff?

Jeff: Well and so that was it. I mean I went through and I helped him uncover this one hidden pocket of profit. And it was funny. We finished and we did all the calculations right in front of him and he was like, "God, that's like \$35,000 a year." And I said, "Yeah." And he goes, "Well,

what else do you have?" And I go, "I don't know. What else are you doing?" And he goes, "Why are you asking me that again?" And I go, "It worked pretty good the first time."

By the time I left that account that day, we saved him just over \$70,000 in annual food cost by making some tweaks to the products that he was buying. And by the way, it fit his application and created an actual level jumping quality form as well. He wasn't having to prep this product where they weren't having to worry about waste in the back of the restaurant. Besides that, we saved him \$70,000 or \$72,000 actually.

But here's the best part of this, these questions are on the back of my business card. And so the culture of the discussion, the culture of your relationship, the culture of every conversation that we're going to have from now and forever, is based on these questions. And the beauty of this, you're going to absolutely love this, is when a customer calls and they say, "I'm looking for mahi-mahi." And I say, "Okay, I have some questions to ask." They go, "I got it here. Just be quiet." And they start answering the five questions, right? What do you think I'd do when we get to the end of that?

John: Well, I know what you do during the whole thing, you're smiling like crazy.

Jeff: Right. But what do you think I'd do?

John: They've laid it out for you Jeff, which is so beautiful as they've shared with what their challenges are, the framing and everything, then help them make the right decision so that they can move forward.

Jeff: I do that. But there's something I do in between that.

John: Share it with us.

Jeff: I ask another question. Because now they think that they've got the process. And they're going, "I know this now. I've got it." Now, I'm just going to ask him one more or two more questions that's going to really bring it home. But these five questions that help me get to where we were. But I never relinquished that authority in the conversation because I know more questions to ask that are going to get even a better answer. It's like building a house; you start with the major framework. And now you're getting to the finish work.

And so let me give you an example, same customer calls me. He says, "I'm going to go use a mahi-mahi." And I go, "Okay I've got some questions." He goes, "I got your questions. I'm not using any of it now, it's a new item. I'm going to be doing this particular item, serving this with it I don't know what my volume is but I assume it's going to be this and I'm not getting the product now and I don't know what I'm paying for it." But he goes, "There's all the

answers." And I said, "Great." And he goes, "Now, what do I got to use." I go, "I have a couple more questions." And he goes, "Oh bull crap. You're just showing off now." And he was asking for an eight-ounce mahi-mahi and I said I have a couple more questions. And he starts yelling at me and I just stay quiet.

And then all of a sudden it gets quiet. And I wait. And it seems like eternity. And he says, "What are the questions?" And I'm like, "Yeah, well my first one is do you need an eight-ounce serving or an eight-ounce portion of mahi-mahi?" Oh and the f-bomb started flying again because now I'm just showing off whatever. And I let him exhaust himself with a little bit with that. Quiet. Again, "Why? What's the difference?" "Oh, I'm glad you asked.

And so I start to tell him that there's an eight-ounce portion that comes from larger mahi-mahi. Now I'm really able to show my authority, right? Like I actually really do know something and I'm telling him about the differences between an eight-ounce and a four-ounce because two four-ounce portions can be an eight-ounce serving and two four-ounce portions cost about eighty cents a pound less than the eight-ounce portion does. And if you're going to be using a thousand pounds a week of this product, I've just saved you \$800 a week, \$40,000 a year. There you go, it's just in this conversation. And he's just like, "Wow!" He never even asked what the price was on any of it. He goes, "Just get me the four-ounce."

John: I love this because we teach our financial advisors to do this as well. Because what you're doing is you're creating an emotional connection first and then you're allowing the decision to be made first with emotion, that connection with you. And then they're justifying it with logic when we get into the pricing discussion. And I can tell you this is in every industry. This is so subtle that so many times we don't recognize it but it's just so important.

Jeff: Right. And the beauty of these questions by the way, and why is this appropriate for your podcast, is none of these questions have anything to do with seafood.

John: And really, if I put my list up of questions, they are more on values, goals, on personal wealth, now I'm talking about. And who are the most important relationships? It doesn't have anything to do with financial. Then you can ask those specific things as you get clarity, whatever your solution is.

You're doing this Jeff. You've grown up fourth generation. You're in the food industry, food service industry and you're out there making a big difference. You really know how to build relationships and so on. What was the big breakthrough? There's a whole bunch of food service firms that are nowhere near the size that you are. What was the big breakthrough that allowed you to grow to the level that you are today?

Jeff: Well, there are a lot that aren't our size. But there are a lot that are a lot bigger. For me, Sysco Food Service who's my biggest distributor customer, they do \$2.2 billion in seafood sales alone. And I'm doing only a 25-28 million with them. Am I even like at that point 28 million within a \$2.2 billion universe, do I even have enough clout to get the janitor to open the door for me, that type of thing. What I did is I knew I needed to really establish myself and what I've learned.

And I got to tell you, mentors like Joe Polish, mentors like JJ Virgin even. Forget the health part of it, watch how that woman runs her company and the Unique Ability team. Mentors like Dan Sullivan, mentors like Jay Abraham and Chet Holmes, God rest his soul; and Tony Robbins. And I started to learn the power of the mastermind and really when I was differentiating it and became brewing my own confidence, I figured that I need to put together a group of like-minded seafood people that sell to Sysco. And we need to meet together in the spirit of cooperation and prove our sales results to improve the message that we're delivering collectively.

And what I did was a couple years, about two and a half years ago, I invited five other companies to meet with me at Sysco in Houston. And we called this group the Gang of Six. We gave it a little romance there right. And I rented rooms at Sysco. I didn't even invite Sysco to be in the meeting. I rented a conference room there for two days and we had a mastermind where we came out with a mission statement and a collective message that we were delivering but the beauty of it was... I was doing \$25 million, \$28 million with Sysco, I now put a group of people together, group of companies together that represented over \$600 million in sales to Sysco, for Sysco.

John: Yeah, I want to go to what happened out of that but the power of masterminds Jeff. You and I are big believers and I have one in my financial services industry that's just been phenomenal and bringing together the right people at the right time and sharing ideas. We're in a couple together. This is so powerful and if there isn't the right one or you need something... I put one together when I was a financial advisor and working with Schwab and I brought in about 10% of their client business. And we met with the president and all the key officers and we were really able to make a big impact together. There's so much opportunity when people are aligned and sharing ideas because there's a lot of people out there that need us and the competition is the least of our worries. What happened out of this Jeff?

Jeff: I've positioned myself as a guy who is forward thinking. I'm able to pick up the phone and work with all of these suppliers. When we are traveling around the country, we all have eyes up and we're looking for things other than our own items. For me, these questions and we'll get back to these questions, actually have a toll-free number 866-360-FISH that people call and they can have answers to their seafood questions, solutions for their seafood success. And we answer those questions and we answer those calls...a good 70% of the

time? It's not about our stuff. And we don't say, "Oh that's not our stuff." And we're not helping them. We are helping them. Even if it means helping them find it in their laptop and explaining to them the value points of that particular seafood and why their portico brand has a point of differentiation and a unique selling proposition versus the other competition. And we're able to do that.

And guess what we're doing every single time? We're continuing to establish our authority. We become, as Chet Holmes said, and I think you learned that from Jay Abraham and I know that you know this as well, is the ultimate strategic position is to be the go-to guy for education and information.

John: And really what I love and what you're doing well Jeff is the combination that I look at as one, you have to be the expert, the authority. You actually have to know what you're doing.

Second is you have to raise awareness and I call it becoming a celebrity that we got to get out from all the noise in the market place. And that's what this allows us to do is by getting together with other people, we learn more. We can go ahead and really make this very impactful. But at the same time, we can leverage together and create awareness, that celebrity part that can have a huge impact.

Jeff: And I call it "value." It's a language that we're talking about right now John. It's a language that has been forever, since the beginning of time. And it's not necessarily a secret language but it's not the most well understood language. And it's a language between a brand and their customer, a supplier and their customer, whoever that is. But let's just call it a brand and their customer that has been used for centuries that's created the most powerful, profitable, and sustainable relationships in the world. It's a co-linear relationship where we are the producers of quality. The only person that establishes value is the person that receives that quality.

And so there's a language coming back from them and the thing that's going out and there's these two lines. And so often these lines intersect on maybe a superficial level but the language of "value", Val-you, is a co-linear line. It's a single pipeline where we speak each other's language. And that we recognize each other from a deeper sense and because the biggest frustration we have as human beings is that we don't feel understood. That if we can establish from both ends of this relationship, that we're understood, that that becomes the relationship that we always go to, we always trust, that we always open ourselves up to and we always allow ourselves to be most vulnerable.

John: Jeff, extremely well said and I totally agree. And this is the opportunity that all of us have as entrepreneurs is if we occupy that space in the mind of our prospective clients, our clients, life is good. It's good for them and it's great for us. We get to do well by doing well.

John: Jeff, on your smartphone, what would you recommend to other fellow entrepreneurs?

Jeff: Asana. It is your virtual to-do list, your yellow pad of paper that you wish you always had with you. The main way I use this because I still believe that writing down your key goals for the day or orchestrating your victories for the day and writing those down on a piece of paper, there's something that really kind of cements that. But I use that for everything else.

Just a perfect example, let's say I'm sending you an email and there's an actionable response I'm looking for and there's a time-based response I'm looking for or I'm sending it to you and I'm promising that I'm going to follow up with something else. Instead of having to look for a place to write that again, in Asana, what I can do with my Gmail account is I can send this to you and then blind copy and say x@mail.asana.com and literally that email shows up on my to-do list and so then I'm able to... as I look at this at the end of everyday and the beginning of everyday and as I work through this, I'm able to go, "You know what, I'm supposed to get John back some information. Here's the research that needs to get done."

Oh by the way, all the people that are in my company have an account with this. And so I'm able to move this account to somebody. It never leaves my inbox or never leaves my to-do list but I'm able to assign that task to somebody else and then we have a private collaboration about this particular task amongst ourselves to get this completed. And I just think that it keeps those floating moments of time, those things that we try and assign to our memory, we now can use as Ari Meisel calls it the third brain or the outside brain. I guess that's what he calls it. And it's a fantastic tool.

John: That's great. Well, let's go to the next segment and that's the Book of the Day. What would you recommend to your fellow entrepreneurs?

Jeff: I'm one of those guys that has probably 50 books on his Kindle at any given time, another 35 audible versions on his phone, and as you can see in the background, I'm not wanting for anything. I think I've kind of mowed down a few trees with all the books behind me as well. But I think that the ones that have had the most impact for me personally, the most impactful book... and again I'm going to say this, there's one from health and that was to read JJ Virgin's book *The Virgin Diet* was something that changed my life. Period. Game over. Not about the diet, it's about my way of eating and so that was just a very, very important.

The most personally impactful book for me though is Charles Duhigg's *The Power of Habit* and put that up there as one of probably the top 20 most important books of all time. I know that Tony Schwartz's book *The Power of Full Engagement* came out. That was groundbreaking and significant. And I think that anybody that's writing about hacking health,

whether it's Robert Cooper or *The Power of Five* that he wrote back gosh was it 80's or 90's but it still has that.

But a book about mind-set and personal philosophy that I've read recently is from a young man by the name of Ryan Holiday and that is called *The Obstacle Is The Way* and it talks about stoicism and the practical application of stoicism. And to be able to see the most successful people on the planet and how they utilize stoic philosophy in their lives. Probably one of the best books I've read in a long time and continue to read it. It's just one that I can never get enough of. And the audio version of it has a great interview with Tim Ferris at the end of it, interviewing Ryan Holiday for about 90 minutes and it's extraordinary.

John: How can they learn more about you and what you're doing?

Jeff: wildthingseafood.com. You can sign up for the newsletter. There's an ongoing weekly newsletter that goes out, our blog if you will that's more about the journey, journey to health, journey to finding great things. But then I also have a mastermind group that's free called Thursday Night Boardroom. And it has been a little group that started with four people at the beginning in 2010, as just watching the Ultimate Business Mastery Summit with Tony Robbins when Tony Robbins and Chet Holmes did the original one in Vegas and I was there. So I had the home study course and I would watch that and we were four guys. We would sit there and watch it. And talk about it at my office in Fullerton. And it has now grown to over 430 people in 24 countries where we collaborate on Facebook. So if somebody wants to be a part of that collaboration and I know you or I know of you, you definitely can go to ThursdayNightBoardroom.com.

John: Go ahead and register for that. Let me do the next segment which is the Key Takeaways. And I just want that everybody gets this. They are pretty fundamental but you've done it. You've really executed it exceptionally well. And I think as entrepreneurs, this is so important for us to do is one, seek to understand first. You do a phenomenal job. We all have to remember it's not us, it's them. And how can we really get a better clarity and understanding not what they think their problem is but what their real problem, that underlying one that we can help solve. So that's number one.

Number two, is to recognize that once we have this clarity, we're in a unique position. If we have the expertise, if we have the strategic partners with us that we can solve their real challenges and when we do that, that's where the magic happens. We have this great deep relationship.

And the third part and all three where you and I are so aligned is masterminds. Nothing greats is ever accomplished by an individual by bringing together like-minded successful entrepreneurs

who want to help each other serve their clients even better and do well by doing that, so much happens.

Jeff, I want to thank you for sharing your insights. This has been extremely valuable and keep up the great work because you're making big difference out there.

Jeff: Thank you very much. This has been a lot of fun and unique for me because obviously, talking in the financial products, I will say one last thing about Wild Things that might be appropriate for the folks listening. We are launching a thing called the Wild Things Wow coming up here in the next few weeks and that's called Awesome Gifts of Fabulous Food. And we are putting together these Wow Packages that will have certain dollar amount but if you would do a certain Wow Package of \$250 or more, there's a personal video that will be sent by me on your behalf to your client or the receiver that will share what we call a gossip video and that's something special that this person's told me about you and something that is about your customer or client and it's really something that cements home. And I know John, you've received the Wild Things for a mini Wild Things Wow. And I think you can attest to how special that video coming in advance is too.

John: And it is. Again, this is where that little bit of added value and making it fun, making it a wow, makes all the difference. Make sure you're doing it for your clients, you current clients are counting on you. Your future clients are doing it. Let's go out and make a difference together. 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.

[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