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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**37**

**Joey Coleman**

Show Notes at: <http://www.aesnation.com/37>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we all want to build great businesses to support the quality of life that we want. There's really two things that we have to do exceptionally well. The very first is deliver a great client customer experience, world-class. Second, by doing that in getting the word out, you want to have a steady stream of pre-qualified pre-endorsed clients and customers who raise their hand to explore working with us.

Well today, I've got a remarkable individual who's going to share with us how we can do a phenomenal job on world class client experiences in just as simple as a hundred days. I'm John Bowen and you are at [AESNation.com](http://AESNation.com) and it's all about Accelerating Entrepreneurial Success. Stay tuned!

Joey Coleman. I am so excited to have you with us here today. I had the chance to meet you virtually in a program that you're doing CreativeLive. And I watched I think, was it 3 Days?

**Joey Coleman:** 3 Days, yes.

**John:** I watched all your videos. I was just blown away with your attention to details. So first of all, thank you for joining AESNation here today.

**Joey:** It's my pleasure John. Thanks for the invitation and thanks for watching the 18 hours of content in that CreativeLive course, I appreciate it.

**John:** It was during my exercise routines and so on. It was great news, very motivating. As a matter of fact, I reached out in higher jelly to speak to my Mastermind Group after that and we've gotten to know each other. I wanted to share you with our virtual mastermind here Joey because you're really making a difference. Give me a little bit of background. How did you get where you are today?

**Joey:** Sure. I have an extremely eclectic background John. It's one of those things where I think like most of the people probably listening in on the podcast, the path is more easily seen when we're looking back in hindsight than it is when we're developing it. But it's been a wonderful career. I was educated as a criminal defense attorney who also had an expertise in National Security law. I've done stints with the Secret Service, the CIA, the White House. I was a criminal defense lawyer. I then taught at the executive education collegiate level. And I eventually ended up running a marketing and design firm and I've done that for over a decade now.

What I realized as I was doing this is I thought I was in the marketing and design business, designing logos, ad campaigns, helping people to experience brands visually. And what I realized is I was actually in the experience business. Because the experience you create for your customers is the last great differentiator. Thanks to total quality management in the 80's.

The quality of your product has to be fantastic. It has to be zero defects. It has to be beautiful. Thanks to the commoditization and the well-mortification of the world, your price has to be super low.

So the last way that we were really able to differentiate in any meaningful way that it isn't frankly a race to the bottom, and really the depth now for your business is to create fantastic customer experiences that keep your customers on the door and keep them coming back for more.

**John:** I want to take a step back from a defense attorney, political, academic... I mean none of those really lead to client experiences. It had to be those ten years of actually delivering the goods.

**Joey:** Well, it's interesting. Absolutely, it's one of those things where again, just looking at it at face value, people are like, "What does a criminal defense lawyer know about making logos or about creating customer experiences?" The fact of the matter is I've yet to find a client or company that I work with and I imagine this is the case for most of the people listening in where their main customer isn't a human being. We're all built from the same basic cells. We all have human psychology, human emotion, human needs that are coursing through our bodies and the sooner we recognize the way human psychology works, the way people think, the way they feel, the way they act, the better able we are to structure our interactions with them to achieve our desired outcomes.

Now that could sound a little in the [distorted] or a little Machiavellian. And it's implantations. but the fact of the matter is, we all want to buy products that fill a need. Now sometimes it's a want. Sometimes it's a need. But at the end of the day, it's got to deliver a certain result or a certain expectation that we have. And when I was criminal defense lawyer, what my job was to stand up to a group of people, a jury. And convince them to take a course of action that weren't otherwise predisposed to take. In other words, find my client innocent.

Now my job is to help companies stand up in front of their customers, their audience, and convince them to take a course of action that they're not otherwise predisposed to take, which is to spend your hard earned money on my product. And as a result, ironically enough, the stakes are actually a lot lower now. Because it used to be if I misspoke, someone went to prison for the rest of their life. Now if I misspeak, you may not sell as many widgets, disc orders you were hoping to but no one goes to prison.

**John:** One of the things that jumped out at me, having the chance to spend some time now with you Joey is that we kind of take some of these for granted. We're taking with successful entrepreneurs and they've got systems. They've got it taken care of to some degree that may have gotten revenue that's really growing sometimes. Five million, a hundred million, you've

got traction. And once you have that, it gives you a sense of confidence that you're doing well and it can set yourself up for failure. I know a couple of businesses along the way... I thought I was just nailing it. And then we made the mistake of asking our clients how we were doing.

**Joey:** Yeah, it's interesting. I mean most entrepreneurs are afraid to even ask that question. They barely survey their customers or if they do, they survey them right after the purchase. And then our surprise when they get either no responses or the responses they get are kind of mixed in the sense that I haven't even had the chance to try the product. What's fascinating John is in the typical business across all industries across the globe, twenty to sixty percent of your customers are leaving within the first hundred days. So they let that sink in a little bit. Twenty to sixty percent of the people that you've gotten them in the door, that they've given you money, that they've raised their hand and said, "I'm all in." After they've entered the fold and become a customer, they bolt and they go somewhere else in the first hundred days.

And the main reason for that is because we spent so much time and effort prospecting and acquiring and sales pitching and getting everybody in the funnel or whatever phrases you use to talk about driving people to your door. But we spend little to no time actually keeping them in the door.

**John:** We work really hard to get people to raise their hand to purchase w widget or to explore working with us and so on. I'd rather miss getting the new client than losing a client. It's a nausea moment. So one of the things that I loved is how succinct you are on that hundred days because we're not talking about you only have to do it for a hundred days and then you're done.

**Joey:** Right. That's one of the most frequent questions I get. They're like, "So after a hundred days, I'm good right?" No. But the whole concept behind the First 100 Days hinges on two things. Number one, anyone listening to this podcast, any entrepreneur out there, can commit to something for a hundred days. I'm not asking you to do it for twenty years.

I'm asking you just to focus in on the first hundred days. Additionally, what we're talking about is making deposits into the karmic bank account. We're talking about giving the relationship off on the right foot. If you do that from the outset, what it does is it builds up a cushion for when things go wrong. Because the fact of the matter is I don't care how great your business operation is, what industry you're in, how great you think your relationships are with your customers, there's going to come a time when you stumble, when you don't deliver as promised, when you miss a deadline, when you go over budget, when your product doesn't work, whatever it may be.

And when that happens, you want to have enough good will built up, that you can weather that storm. And that's why focusing in on this time is so important. And the last thing I'll say

about the First 100 Days is the studies are absolutely phenomenal in that pointing to how quickly people leave. I mean this hundred day isn't just something that I came up with because it was a catchy concept. It's really based on the fact that if you study companies and you look at their attrition rates, that's where the bulk of the people are leaving. Then there's this slow attrition for years going forward.

But the real kicker is if you can get them today 101, in the typical business, your customer will stay for five years. Stop and think about that for a second. And it's like if we can just focus for three months, we've got five years of revenue. To me it seems like a no-brainer.

**John:** What's the lifetime value depending on your business that can be certainly thousands of dollars to a hundreds of thousands and for some us, millions of dollars.

**Joey:** Absolutely.

**John:** Joey, let's dive in a little deeper here. Because when we talk about the hundred-day experience when you first shared that to me, it really resonated with me. It was kind of like, "Okay this is obvious." By focusing on the hundred days, I can map out and experience. Then I got going, "Okay, what do I do?" This is so valuable. The lifetime value of these clients is huge.

**Joey:** Absolutely. And you know some people that are listening may say, "Well, Joey, I don't think my customers are leaving at the 20-60% statistics you asked or that you cite." What's fascinating is the typical business having no idea how many customers are leaving. Yet if we ask at the 35,000-foot level, if you were still doing business, with all the people that have ever done business with your company, where would your company be today? And most people are like "Oh my gosh Joey! My company would be 2x, 3x, 10x the size it is. And I'm like, "Well, then we've kind of proven the point." And let's carry the mean not knowing what the specific attrition number in your industry is, is the fact that you don't know what the specific attrition number is in your own business.

**John:** How can we help our fellow entrepreneurs here to dive into the hundred days? I'm going to focus for a hundred days. I'm going to deliver a great experience. I'm going to map it out. Go over some of these little details that are big details.

**Joey:** Sure. And this actually ties to the conversation we were having earlier about human psychology. So the typical business fails to acknowledge that the human beings that are purchasing from them go through a series of phases when interacting with your company. And the first phase is assessment. There's A to D. They all start with A.



The first one is assessment. And assessment is where they're deciding how do you [distorted] the competition? What are our options? They're kind of going through the trial process they're seeing what's out there.

Then we come to activation. Activation is when they hand you money when they sign a contract and they say, "I'm all in. I want to work with you. Let's start doing business together." What's fascinating if we can pull out of the assessment of the eight phases for a second, at the business level we're celebrating. We're like "Yes! We landed another one. This is fantastic. We've got more revenues." Some salesperson maybe is making some commissions. People are dreaming of a vacation in the Caribbean. Everything's great. It's all parties. At some companies, they even ring a bell or they celebrate. They do all these things.

The problem is brain science tells us, that almost immediately after making that purchase, Dopamine floods the brain of the customer. And they are like this is exciting. This is wonderful. They have a feeling of hope and euphoria. But as soon as that Dopamine starts to leave the brain, what happens? Fear, doubt, and uncertainty creep in. We know that in common parlance, as buyer's remorse.

And what's interesting in this stage is that we move into affirmation where the customer is sitting there trying to ask themselves the question, was this a good choice? Did my purchase, is it really going to live up to everything I hoped? And what's fascinating is what they hear from the typical company, that you just pointed out, is Crickets. Nothing happens. They spent the money. They got the thing and then we're going to take them through this multi-step process or phase or wait till they actually get the product in the mail and all that's happening in that affirmation stage is dead silence, when they're left to their own thoughts, which we've previously stated are thoughts of fear, doubt, and uncertainty. So they're in this affirmation stage.

Then they move to the admission stage. And I'd like people to think of the admissions stage as like getting the ticket to the theater, right where you purchased the ticket, you've been admitted to the show. And the reason why I want you to think of it as a show is we should be thinking about the performance. We should be thinking about the experience we're creating. And admission is that first taste that they get of doing business with you.

They then move in to the second half of the eight phases, which is acclimation. I live in Colorado. We're doing the podcast from home this morning here in Colorado. My house is at 8,700 feet. When people come to visit, they have one of two reactions. They either love the view or they're wrestling with altitude sickness. Now the problem is the analogy to the typical business is, we don't acclimate our customers at all. We expect them to understand how our business works. We expect them to know where the resources are to take full advantage of our service or product. We haven't taken any steps to acclimate them to their surroundings.

Hand them an oxygen bottle. Let them know that they're here. That it's going to be safe that they're going to enjoy their time at altitude.

We then move into assimilation. This is where they start to really assimilate into the way we do business. We then move into adoption where they actually take on our product or services as their own and they say "Yes. I'm a user. I'm excited about this. I know as much about the product as anybody else," which catapults them into the final phase which is advocacy, where they actually become salespeople for your business.

Now the main problem, and it's we walk through those phases to a degree they sound very logical. But the typical business tries to move their customers from activation where they start doing business with us, to advocacy the next day. And I liken it to a dating relationship. Imagine if you go on a first date. And you say, "Hey this is a fantastic first date. We've had a wonderful time. You know I bet your roommate who's like you because you live in the same place would be really interested in dating me too. Why don't you introduce me to her and we'll start doing business together as well."

We would never do that in your personal life, yet why are we doing it in our business life? Let's serve them for a while before we start asking for referrals. We live in the world where the bar for customer experience is lying on the ground. I mean it's horrific. We're filming this and there's just been a big recording that's all over the internet right now about Comcast and about a horrible phone call that someone had with Comcast when trying to disconnect. And this has blown up millions and millions of hits and views in the first day. We live in the world where if something goes wrong, people on average will tell seventeen people and they will tell them very quickly. And suddenly you're in damage control mode and you're trying to figure it out.

Instead, the opportunity for creating a tremendous experience is so right for the picking that if you do deliver a great experience, everybody wants to tell their friends because they have no other great experiences to talk about.

**John:** And the ability exponentially in both directions. I'm sure Comcast, that is going to be six to ten million views.

**Joey:** Absolutely, yeah.

**John:** I watched the morning news today. It was on that and the opportunity both down and up is so huge.

This segment is the passion segment. What are you working on now that you're passionate about? You're a high energy guy. What are you doing?



**Joey:** I'm totally excited about bringing the First 100 Days message to the entire planet. I spent a lot of time on the road. I speak to audiences ranging from fifty people to five thousand people. And I'm really excited about creating this entire model for customer experience and customer service and delivering these remarkable experiences for businesses across all industries. So I'm working on speaking. I'm working on developing products. I'm in the process of writing a book about it. It's all about helping companies to do this because my life's mission is to raise the level of customer experience on the planet.

Because what's fascinating is if we get one industry to start doing customer experience better, all the other industries are going to have to get on the same page and following. Quick example of how that works. We look at Amazon. Amazon comes along and says, "We're going to do free ground shipping to anybody that orders a product from us." Free shipping. And in the world of Internet where everybody had been charging \$6-20 for shipping, this was revolutionary. It really irritated a lot of eCommerce businesses because once Amazon started doing it, guess what? They had to do it as well.

When was the last time you paid shipping for something you bought online? It's probably been a while and if you did, there was probably a part of you that was like, "Why do I have to pay shipping for this? I don't have to pay at Amazon or at Zappos or that all these other companies, what's going on with this?" So I think it's really interesting the way as you enhance experience in your industry, it will force your competition to do that as well as people in other industries.

**John:** Joey, you are a big user of tech. You know the power of systems and this is one thing that I love. I always like the concept of nail and scale. Nail this 100 Days and scale it. And there's all kinds of technology, what do you have on your smart phone that you would recommend to fellow entrepreneurs?

**Joey:** Sure. So there are two apps that I use every day which I absolutely love. The first one is called Nozbe. [Nozbe.com](http://Nozbe.com). What it is, is a task management system that allows you to record basically an enhanced to do list. You can share it with other people. I use this in my personal and professional life. My wife will make a list to the groceries and if I'm out running errands, all I have to do is walk into the store, open the app, and it's updated to whatever she's most recently put on the list. It allows you to check things off as you go so you know you've got them. I can share it with my team members in my business. I can assign task and know when they're doing them, go through the steps. Fantastic interface. It's available on both iOS and Android platforms as well as a web app, really cool app that I highly recommend checking out.

The second one, I have to tell you. In the interest of full disclosure, they're a client of mine and I'm involved in their private beta, but it's called Hurdlr. [Hurdlr.com](http://Hurdlr.com). Now, it's not going to release until the Fall of 2014. I'm using the private beta right now. But what it is, is the typical entrepreneur hates accounting in my experience. We have shoe boxes full of receipts. We're trying our best to get things into QuickBooks. That was probably one of the first hires we made is someone else to take care of the accounting and the data recording and it turns into this complete cluster where we're running around, trying to get everything together and makes tax time even more stressful than tax time already is.

Hurdlr is an amazingly intuitive app with a beautiful interface. And what it does is when you make a purchase, you tie your business credit cards and all your business accounts to it. When you make a purchase, it prompts you with an email that says, "Hey, Joey. I see that you just went to Starbucks. And I know from your calendar that you're on your way to a meeting with John. Should this be something that you submit as a reimbursable to him? Or is it something we should associate with an existing client project?" You click yes. It automatically tags everything together. You can export to QuickBooks to make your accountant happy. It is revolutionizing the way I manage my finances. I highly recommend you check it out.

**John:** The stuff that we don't like, we should automate. So I'm a big believer in that stuff.

The Book of the Day. Joey, I know you're working on a book. You don't have it out yet so we won't go there. What are some of the one big book that you think you got to share with the fellow entrepreneurs?

**Joey:** Sure, well if I may cheat a little John. I'm a voracious reader. I love books and trying to narrow it to one would be almost impossible. You see the book case behind me represents about ten percent of the books I have in my home. I'm a big reader. I love it. Couple books that I would highly recommend. The first one and I even brought some props along because I thought you might ask this question.

The first one is called *The Five Love Languages*. It's a book by Gary Chapman. For those of you that they'd be thinking five love languages. What does that have to do with business? This is a recommendation that cuts across your personal and your professional life because most entrepreneurs I know don't see a clear line between the two. That's why I make the recommendations for some of the things I have during our call. *The Five Love Languages* is a quick read. You can be done with the whole thing in about an hour. At the back, it has a test and it lets you know that all human beings are divided into five languages that they speak fluently. And the way they feel and react best depending on what language you speak. You take the test, it lets you know which language you're best at speaking, which language you're best at hearing. You can run your clients through this. It's absolutely revolutionary and it will

make your relationship with your significant other, your spouse, exponentially better. I guarantee it.

The other two books I would recommend from a business point of view. My buddy Ryan Holiday came out with this book called *the Obstacle Is the Way*. It's based on stoicism and ancient philosophy about looking at obstacles not as challenges and things we should get upset about but seeing obstacles as opportunities. Based on some of the early writings of the Roman leader Marcus Aurelius, he ties into examples up through the present. Fantastic read. Ryan's a great guy. And he really helps you to create a mind-set of how you should react to the challenges in your life.

Final one by somebody that I know you're a big fan of John. John Jantsch. *Duct Tape Selling*. It's all about walking people through a sales process but then once they're in the door, kind of like the First 100 Days program, how do you continue to deliver results and continue to build the relationship?

So it's a little more than a one-book recommendation but all three of those I think are things that your viewers and listeners will love to read.

**John:** And this is my favorite one because with all of the thousands of entrepreneurs hanging out with us here on the podcast, what's the number one insight through this journey that you've had that you want to share with them that they can take away today and apply?

**Joey:** I would say the number one insight is the most dramatic thing you can do to improve the bottom line of your business is to focus on keeping the people you've already brought in the door. Focus on those First 100 Days. There are a lot of ways to do it. Take advantage of great technology like video. What about sending someone a video thanking them for purchasing your product? Shooting a quick video. Most people are walking around with their smart phone that has a very advanced video camera on it. Shoot a quick handheld video. Send it to them. Let them know. These are things that are not happening right now. There are great ways to set yourself apart and I would just encourage people to focus on having multiple interactions in those first hundred days that aren't about upsells. Stop making it about how can I get you into your next purchase mode. And instead, make it about how can I deliver value? How can I serve you? How can I make sure that the results you sought when you purchased my product or my service had been achieved? And if they haven't been achieved, let me pile on more to deliver to make sure that they are.

**John:** I'm going to pull up in the last segment with you and its Resources Joey. And I know you're updating your website. I'm going to put up the address right now. BUt what's going to be available and how would they get it?

**Joey:** Perfect. In about two weeks, we're going to be launching a new website at [JoeyColeman.com](http://JoeyColeman.com) and there's going to be a special area there set up for listeners of AESNation so if you just go to [JoeyColeman.com/AESNation](http://JoeyColeman.com/AESNation), there's going to be a free bonus guide that you can download that will dive much deeper into the eight phases of the customer life cycle that we just talked about as well as some additional bonuses that I'm going to put in there just because I enjoyed being on the podcast with John so much and I want to make sure that your audience gets some fantastic value for the time they've spent listening today.

**John:** Well, this is extremely valuable. Let me just bring it all together. The key takeaways I'm walking through... there's so many of them Joey. It's amazing. Number one is just a reminder of lifetime value of clients that is just so huge. So many people talk about that but then we don't take the action. So number one is that 100 days.

Second is executing. Go through the phases that Joey talked about, the eight phases. And just break out those hundred days or on the way in the phases. Once you start thinking the psychology behind your client, your customer and that interaction during that period, it becomes, oh yeah, I know what I can do here.

And the third part is don't stop at the hundred days. It is not a sprint. It's a marathon. We're building great businesses and we're going to really make some huge impact together. Joey, thank you for joining me today and all our listeners and viewers. I really appreciate your insights.

**Joey:** John, it's my pleasure. Thanks so much.

**John:** Remember your clients, your customers, and all the future clients and customers are counting on you. Don't let them down. Make those hundred days really have a huge impact. Build a world class client experience. They are counting on you. All the best!

## A Second Opinion on Your Finances

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

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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.

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Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select