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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
42

B. Jeffrey Madoff

Show Notes at: <http://www.aesnation.com/42>



John Bowen and B. Jeffrey Madoff
AESNATION.COM

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we're told over and over again that we have to be clear on our brand. It has to be compelling. It's got to attract the right audience and more than just understanding a brand, we've got to know how to use it. We have to be able to get it out there, use today's technology, the video. You're in luck today. I've got one of the top experts in the world. He is a director, producer. He is out there teaching about this. He's a brand expert, but more importantly, he's actually doing it, some of the top brands in the world and he's here to share with you how you can do it too. Stay tuned.

Jeff Madoff, I am so glad to have you here today. I know you are so used to interviewing other entrepreneurs, creating all these videos, and I've had the privilege of being interviewed by you. I feel really privileged to be interviewing you today, so thank you for joining up.

B. Jeffrey Madoff: Thank you. I'm happy to be here.

John: Jeff, we both met at Joe Polish's, the genius network mastermind group and we have met at a number of times. We had the chance to do some things together and I've just really been blow away with what you've been able to accomplish and looking at your work, and I wanted to share it with your fellow entrepreneurs here at AES Nation. They're so interested in accelerating their success and you've helped so many brands get clear of who they are and how to get their message out. Why don't you help me out, a little bit of background? How did you get there?

That's not something you wake up as a young man and say I'm going to go out and work with these top brands and do all this cool stuff to make it, and there's technology cool and business cool. You did the business cool that actually makes great money for everybody in getting that message out. How did you get to that?

B. Jeffrey: Depending on how far back you'd like to go, John, my first entrepreneurial venture was a movie theater in the basement of my parent's home when I was growing up and I rented movies. They were silent, so I borrowed my sister's portable stereo and we put together sound tracks, sound effects and music that I would get from her albums. Then I designed printed posters, literally tack them up around the neighborhood and sold tickets and just like a real movie theater made the biggest profit margins on concessions, especially popcorn, which my dad used to buy by the drum and I would sell it actually never reimburse him, so there was a great margin on the popcorn.

John: Jeff, give me an age on this. This is really looking ahead a little bit here. I'm saying you didn't wake up as a young man, but it sounds like you did.

B. Jeffrey: I was probably 11, 12, 12 years old, something like that. Like a lot of other kids, I had a paper route, I mowed lawns, shoveled driveways on snow days, which was great because I didn't have to go to school and I could make money, so that was fun. I had a bunch of other jobs that you might find interesting. I set tombstones. I never had a complaint from a customer when I did that. I was the youngest Fuller brush man in the company, actually set sales records for Fuller brush.

John: That's some great sales experience there too.

B. Jeffrey: Unbelievable, to go door to door cold calling was an astoundingly valuable experience. I don't know that people even open their doors anymore to strangers, but back then they did and its amazing sales experience. It really is. You learn how to engage because you've got about 10 seconds to create that engagement and you either get a door slammed in your face or you have the possibility of selling them something. You can create that verbal bridge and that's what I did. I worked in a store and I sold shoes and I did things.

Then when I graduated from college, I was working at a little boutique and a friend of mine called me up and asked if I could think of a gig that would earn more than bank interest. I said I see this stuff we're selling and I could always draw it, so I started a clothing company and within two years, I had 110 employees and was selling to the top stores in the nation and was chosen one of the top ten young designers in the United States. There were only eight of us, so it wasn't hard to get into the top ten.

It was all phenomenal experience, but I'd like to add John, because I think this is most important. My parents encouraged and supported my exploration and creativity and they were all for me expressing myself through writing, through drawing, through acting, talking, the various things that I did, and I think having that supportive home environment was really important to me because I was quite liberated. I was always comfortable around adults because my parents didn't raise me as kids should be seen and not heard.

In selling, although I started selling at a very young age, I was always selling to adults. When I was hiring, when I started my company, I was hiring adults, but I never had to

overcome a discomfort because of the comfort with which my parents brought me up and encouraged me to do these things.

John: It's amazing how many entrepreneurs have read a lot of research reports that they had that home life where they sat around the table, they were included with adults, they got comfortable with adults at a very early age and really saw they could add something. You did it on an awful lot of fronts. The clothing store, where were you located when you had this Jeff?

B. Jeffrey: I was in college. My degree by the way was in philosophy and psychology, and I had been on the wrestling team, so that combination of course set me up for business very well.

John: There is a lot of wrestling going on in business here. Having a positive mindset with the philosophy side might bring it all together.

B. Jeffrey: Actually to bring it all together, there's something very significant I learned from wrestling and that is in wrestling you have to think, it's like chess, you have to think in series. You can't just have your one move and if that move is stopped and you meet resistance, you're stopped. What you do in wrestling is that when you meet resistance, you pivot quick and you learn how to overcome the resistance by disruption and doing something else fast. That, and you have to train. You really have to be in condition.

Most people in business or so many people in business I should say don't train. They're not really ready and they aren't really ready to think in series and to be bam, quick in terms of what they do. Wrestling really taught me that because otherwise you end up flat on your back. Wrestling actually was a valuable learning experience.

John: I think it's a great one. I did a little bit of wrestling, not that much, and where it really was useful is exactly as you're saying is that any sport, you've got to train. Jim Moore of Human Performance Institute has done a number of programs with me, not podcasts, but webinars we've done and he has written a book called Powerful Engagement, but also another one called Corporate Athlete. He relates that as athletes, we train, and we train, certainly a professional one at least 90% and then 10% we go out and do.

As entrepreneurs, what do we do? We're really 100% almost or at best, we're training 10%. It's just so important if we're going to be really effective and then I also like the pivot. I haven't heard that one before where the market gives us feedback as entrepreneurs and it's not like we have to throw everything out. It's how do we use that force to pivot, to really take advantage of what's going on today? Those are some great analogies, Jeff. You're doing all this stuff at a young age.

What was the transition to move to where you are today with your own production company. That doesn't sound like the movie theater in the basement with your dad's popcorn, the clothing store, and then now philosophy and wrestling major, and all of a sudden now, you're doing for some of the biggest brands in the world, work for them, helping with the branding and the commercials and it's high production. How do you go from there to here?

B. Jeffrey: What happened was and this was under the time of significant challenges, it wasn't just this upward trajectory to success. There were obstacles along the way. Those obstacles, I think if you turn obstacles into a learning experience, and I'm not saying that to be Pollyanna because when you're going through it, it's awful. It's not like wow, this is great and I learned so much. If you can avoid it, you want to avoid it, but you can learn a lot. I think that failure is giving up and not trying.

When I was quite young and a recession hit, this was in the early 70s, I had to lay off a lot of people. I was laying off people who were more than twice my age who had families. I was their sole source of income and that's a big responsibility especially for a 22-year-old kid, but I had empathy. I realized the impact that I was having on their lives, both good when I gave them a job and bad when I had to let them go. No matter how language tries to mask over by saying down-sizing, we're cutting back, what you're really doing is eliminating is somebody's livelihood.

I don't take that lightly. I think that that's a real responsibility. When I wanted to move to New York from Wisconsin, my financial backer did not want to continue to support the business because he hired me, or he back me I should say because I was providing employment for Wisconsin people. I was providing over 110 jobs, but something else that I learned is that money is replaceable, time isn't, so spend your time wisely because you can't really save time. It keeps passing no matter what you do.

I learned some very important lessons when I was younger and that is about the value of people and to not take what you do lightly nor take those people who help you do it lightly because they're important to your success and that time is a very important element and you shouldn't squander it, you shouldn't waste it because you can replace money. You can't replace time. There was a time when you and I both had hair.

John: It was a little while ago for me. I don't know about you, Jeff, but it's been going at a fairly steady rate lately.

B. Jeffrey: Those were big challenges that I met because I had to decide am I going to close the business after having tons of national publicity. I was written up in every major fashion magazine. I had gotten tremendous press coverage. Now I'm faced with if I'm going to move, close the business. That's pretty heavy. I had already laid people off. Then I'm going to do this. Am I going to close down my business and the answer was yes, because I wanted to move to New York. I wanted to get on with my life and I didn't want the fear of not making money to inhibit my chance of moving forward.

John: Jeff, I want to just stop for a second because that was a huge decision for you and many entrepreneurs have gone through that, many are going to go through that, and you're going to reach a time where, and sometimes it's going to be because of good news. Somebody wants to pay, write a big check to you for an acquisition. I've dealt with that and that creates a lot of stress too. I've dealt with there's nothing worse, I totally agree with, laying off people. I've built up a pretty good size company as well and went through a downturn in the market.

We had to lay off and there was nobody that we had to lay off that wasn't someone I wanted to keep. We go through all this stuff and how did you come to that conclusion? You knew that wasn't the right thing for you because you could have rolled up your sleeve potentially, stayed there and done a disservice to certainly what you've been able to accomplish and the many lives you've touched since then. How did you get from that point? How did you make that final decision?

B. Jeffrey: Going back to my parents again, my parents were entrepreneurs. Both my mother and father were in business. They owned retail stores in Akron, Ohio which is where I'm from. Akron was the rubber capital so maybe I was resilient. I talked to my parents. The scale of my business was way beyond the scale of my parents' business because I was

dealing nationally and even internationally. I sold to Japan. They never did that. They sold to local people in their small retail store, but the principles of business are the same no matter where you are.

When you have employees, when you need to have cash flow, all those things, it doesn't matter whether you're big or small. It's more digits to the left of the decimal point, but the principles and protocols are the same. I have that ability or good fortune, I should say, to be able to talk to my parents about it and to talk about the challenges I had and a couple of other good friends and mentors that I had, but I was really lucky that my primary mentors were my mom and dad. They were great. It was tough.

There were mornings I didn't want to go to work because I knew the huge mountain of crap that I was going to have to go through and it's tough, but we don't go through life alone if we're fortunate. If you have important relationships in your life and you can use those relationships to help propel you through difficult times, help counsel you through those hard times, I think that's phenomenal. I was very fortunate that I have cultivated that and frankly try to do the same for people that I have met and people that are younger than me now, which is a weird proposition.

I've consulted a number of businesses, not as a business enterprise, but as people who were good to me, I want to give to other people who I feel that kind of empathy with.

John: I do as well. None of get through life unscarred. We see it over and over again, and as a matter of fact you may want to go to, if you're going through any of this, really what Jeff said, I am a big believer, never go to a problem alone. This is the time you want to bring those trusted family members, friends, business associates. Ned Hollowell has a good section. He was one of the earliest podcasts I did. He's a psychiatrist, a friend of Jeff and mine and just a super, super guy that can help.

You're in New York. I know I've been in New York many times Jeff. I grew up in upstate New York and I know when you come to New York, they don't embrace you and say you should do commercials. You should be one of the top guys in branding. Let me employ this segment here. What was a big breakthrough? You came with a lot of experience, a lot of hard lessons learned in New York. What happened?

B. Jeffrey: When I moved to New York after closing my first business, I actually traveled the world for about a year. I had saved up enough money that if I lived in a very frugal way I could do that, so I did that, and I also wanted to try to understand what happened and learn from the experience because I think a lot of times people confuse motion with progress. As long as they keep buys, they think they're actually accomplishing something when oftentimes, it's those times when you stop and reflect that you learn a lot more because they can seep in.

I had a very good reputation in the fashion business. I was approached by other people to start a business. To put it very quickly, I started another business, built it up, and sold it. As I was in the process of selling that business, I met some people who were starting a company doing video related to fashion. It was either going to be actually fashion or believe it or not, Playboy magazine. I actually created the prototype for the first video Playboy. That's not what I wanted to do, but it was interesting.

I literally locked myself in an edit room. I taught myself how to edit, how to shoot, how to light, and how to do all of these things because I had this intuitive feel for the medium and I thought wow, the camera can be my pen. I've always written and the camera became my pen and I started a production company and literally within a few months, I had segments on all three major networks. This was before cable. I had segments on The Today Show and on Good Morning America and a few other things.

My first client was Halsted who was the top designer at the time and I worked with him until he stopped designing and Ralph Lauren who I've been working with for 30 years. Again, it's about relationships and that was a big thing. You hear about these and the phone rang off the hook. I've never experienced that ever. I've been written up in the New York Times. I've been written up in the Wall Street Journal. I've had very high profile jobs and thought this is going to make the phone ring off the hook. Never does.

I think that that's the rare exception and I think it's often the slow sustainable build, which is what keep businesses going and keeps businesses growing, and that's what I've been doing over the years. I do good work and I think if you just show up ready, it goes back to the wrestling. If you're in shape and you've practiced your moves and you're ready, you're already going to beat out the majority of the competition.

John: Jeff, these great brands, just pretty amazing brands that you've had the privilege of working with, not just one time, but over many, many years. What are some of the lessons that you've learned on branding that you're teaching your students as well as a professor at Parson's New School for Design. I see it in the work. I go to your web-site. I see Victoria's Secret. I see Ralph Lauren. I see these commercials. I'm kind of blown away and I've seen a lot of your work and what are some of the lessons that you would share with your fellow entrepreneurs that they could really start using?

You're the classic overnight success like most entrepreneurs. Somebody learns of you right now and they say you've always been there. I've had the phone ring actually a huge amount, but it was when somebody put up a wrong number, some telemarketing group, but other than that, it doesn't ring like that ever for almost any entrepreneurs. What would be some of the lessons that you learned in working with these, talk about intangibles and how to get the message across of what these brands are about in short periods of time, that's huge.

B. Jeffrey: There's a few things. I think in the most global sense in terms of business, if you're looking out for your client's best interest, you're looking out for your own. Instead of trying to think about how I get the most out of the deal, think about how you can serve your client the best way because that is why they come back. You can always con somebody once, but Ralph Lauren said the nicest thing to me some years ago. He said I can hire anybody I want. I can afford to hire anybody, but I want you.

That made me feel really good because it went to the essence of character and that was what I felt was so important because business like the rest of life is about relationships and how do you build sustaining relationships? One of the key factors to building a sustaining relationship is listening and wanting to express the gratitude for what you get from the relationship and reciprocate. I think that looking out for your client's best interest and creating a trusting relationship also allows you to do good business because there's already a foundation of trust, so you can present new ideas, which I do all the time.

You can present new ideas and do new things so there's many things that I'm doing now that technology has allowed that didn't allow before, but I can pitch them and sell them because I have the trust of the client and they know that I'm looking out for their best interests. In terms of creating a brand, creating a brand is a marathon situation. It doesn't

happen fast. Oftentimes when somebody asks me the question you did, what does it take to build a good brand? It takes a client that allows you to do good work.

A lot of times, people don't have the courage of their convictions. Someone like Ralph Lauren, if you look back, he's been in business for 48 years. There is nobody that is as consistent as he is in what he does and there is nobody who is as successful as he is in what he does. A successful brand creates the message that not only resonates with the consumer and it creates an emotional connection with the consumer, it is reinforced over time and the best brands, be it Ralph Lauren, Walt Disney, Apple Computer. They constantly reinforce that message. A lot of company's mistake creating a brand with branding.

They think if they throw money at it, they get the name out there, that that's what creating a brand is, and it isn't. A brand is a story that you need to tell and you need to tell that story well and you need to tell it over and over and over again. It's a long term process that takes a willing client, but you have to understand what the story is you're telling and how you relate that to the consumer.

John: That's great, Jeff. Let me play this segment here. Jeff, share with me what your passionate about now. You've had the privilege of working with so many successful entrepreneurs. I've seen you interview I think over a few day period a hundred of them. You're out there working with some of the top brands. You're doing some amazing things and what are most passionate about now that you're working on?

B. Jeffrey: John, I'm the most passionate about learning. I'm seduced by ideas, so I'm most excited about what I'm going right now and that's what gets me. That's what engages me. When you've been doing something a long time such as I have, I think the key is maintaining your passion, your engagement for what it is you do, not being cynical, not being bored, and being open to learning all the time. When I'm fortunate enough to be interviewing all those entrepreneurs such as yourself, it's an opportunity for me to learn.

I also not only ask questions, I listen to the answers and as I hope you could tell from our interview, it was a conversation. I didn't have 20 questions down on paper that I asked you because I'm willing to go anyplace. It's jazz. Life to me is jazz. You're improvising trying to get a rhythm going. Sometimes it's cool and it works, sometimes it isn't, but it's always

getting back into that rhythm again. It's the newness. It's the engagement. It's the curiosity because I'm seduced by ideas and that's what motivates me. That's what gets me going.

John: Jeff, I really saw that in you. I saw it particularly, I had met you before, but when you were interviewing me, it was a conversation. We were on video doing it and so on for a documentary, but you are fully engaged and I think this is so important for all of us as entrepreneurs is that it's easy to get caught up in the day to day, the mundane. We've got to do what Jeff said. We've got to deliver a great client experience. We've got to be consistent in everything we're doing. We all want to do well financially, but it's first doing well by the client.

Doing well by them, you're going to do extremely well in almost every market, but then you've got to keep that passion, that zest for life, and the world is changing so you've got to stay on top of it. I saw that, Jeff, in our conversations. I've run into you at Master Mind groups with other successful entrepreneurs. We both have that passion. That's really why we created AES Nation so that we could share this virtually as well. I'm going to switch just for a second here over to the next segment, which is the application of the day.

On your smart phone, I know you travel a bit and shoots unfortunately, they don't all happen in New York. Clients are all over the world. The shoots are all over the world. What's on your smart phone that you want to share with your fellow entrepreneurs?

B. Jeffrey: One thing that's on my smart phone that I won't share is my wife's phone number.

John: Nor should you. I'm thinking the application here now.

B. Jeffrey: Those are some of the things that gets me through some of these things, being able to talk to my wife and kids, but the application that I have that I think is great is WhatsApp.

John: I've never used that one. I'm a big user of a lot of tools. What does this one do?

B. Jeffrey: The good thing about it, it was bought by Facebook within the past year, is that it's an instant messaging service where you do not use up your data plan, so if you're traveling overseas, which I do often, you can be texting and if you're texting through your

phone and regular phone lines, it can cost you hundreds and hundreds of dollars to do that depending on how much you text, and this is free. It doesn't cut into data so it's really great. It's a very efficient way to communicate and it's an extremely cost effective way to communicate.

John: I will be downloading that because my wife does like to text and overseas, I just let her text, but I think the cheaper, she's a thrifty one too. Let's go to the next step. I want to go to the next segment. Then this is the application of the day. Jeff, what would you recommend your fellow entrepreneurs that they should read that would really help them with some of the challenges we face as entrepreneurs?

B. Jeffrey: I look at books, not as one offs. I look at books as my life's curriculum where I'm always studying and always learning. I'm only going to recommend three quickly. One is Money Ball by Michael Lewis, which is a brilliant, brilliant book that on the surface is about baseball, which I actually care nothing about. What it's really about is how to look at data and re-interpret it in fresh new ways. Instead of opinions, you're looking at real information that can be interpreted and acted upon. It's a brilliantly written and entertaining book.

John: I want to say it's one of the best books. Everybody talks about big data now. Read that book, Money Ball and you'll get an understanding of how to use data. What else do you have?

B. Jeffrey: That and there's another book that's almost like a case study of what Money Ball talks about and that is Freakonomics. Freakonomics is really interesting because it's an economist who looks against at data and brings very fresh interpretations to it and challenges established perceptions. I think that's a great book and finally the third in this curriculum of cognitive awareness of how markets work and how businesses work and how our mind works is The Black Swan by Taleb Nicholas Nassim, which is very, very interesting. It's written about financial markets and it's a brilliant piece of work.

John: When it came out, I'll never forget reading it because it came out in 2008 and it felt like a black swan had arrived as the book did as well, but it is a great book. Those are great series. One of the things as entrepreneurs, we're so tempted to take what's in the wind right now and boy, there's so much. The market will provide us feedback and if you look at the data and interpret it and even if you're not good at it, I took three years of statistics and quite honestly, that's not my first love.

Hire somebody who is because you're getting all that and you can really make some good decisions. Jeff, let me go to the next segment, which is resources. When we talk about resources, I know you're updating your web-site, but let me give everybody the web-site here.

B. Jeffrey: It's the same address.

John: It will have the same address. For those of you who are not on the video podcast, it's madoffproductions.com and Jeff, are there resources there because I know what the one when we're doing the recording is, but what kind of resources are there going to be for somebody who wants to check out what you're doing and how they might work with you, both free resources and then engaging you type stuff?

B. Jeffrey: We have a YouTube channel, Madoff Productions and its spelled M-A-D-O-F-F. You can see a very large sampling of our work on YouTube. For a little production company, we have over four and a quarter million views on our channel, which I'm really happy about. On our Facebook page, Madoff Productions again, I post segments from my class where there will be entrepreneurs and interesting people talking about what they do, sound bytes. It's not extended interviews, but really great nuggets of wisdom about business, about creativity, about things like that.

If you're interested in following us, we're at Madoff Prod on Twitter. We post things there regularly too and a lot of quotes from the interviews I conduct in my class, so I do that. I wanted to mention one other thing because we went off. I'm sure we could go on for a long time because you ask great questions. It's very interesting. It's a pleasure being on the other side with you, so thank you. When you said what am I excited about now? I talked about curiosity, etc.

I wanted to mention I'm going my first feature film, which is really exciting. I wrote it and that's a glacial process, but it's really fun. I'm working on a play that's about the life of a music legend, Roy Price, who's an astounding person. He's in the Rock and Roll Hall of Fame and it's written, his life story, and we're actually meeting with the people who financed Jersey Boys who we hope that they're as interested in this as they were in that. We don't know, but it's very exciting.

On December 9th, we're doing a live streaming show, which precedes the Victoria's Secret TV special on CBS. That was an instance of where we used new technology, video streaming, pitched the idea and now before every one of their major shows, we do a live streaming show that's produced like a full up talk show. I think that's really the future of branding because things have become so narrow casted because the audience is so splintered that it enables people to follow their favorite brands and engage in ways they never did before, so that's something else I'm excited about too.

John: I'm excited about all those. I'm going to flip up. I just pulled up your YouTube channel and you can take a look at a whole bunch of the work that you're doing. We've got tons of videos, the Facebook resources. This is all amazing. Let me go to the last segment here. This is a key takeaway. I want to share the key takeaways. I've got an awful lot of notes, Jeff, because there were so many. I think the thinking of, I'm going to use the wrestling analogy, I really like that one, and I'm going to go with three key takeaways.

Remember with the wrestling, business is wrestling. It's a little messy at times, but there's a lot of feedback in the marketplace. We've got to understand that we've got to be in shape to be able to play. We've got to be that corporate athlete. We've got to be training. We've got to really be out there making a difference and learning along the way. Then we have to pivot. Jeff, your story is just one of pivoting along the way and higher and higher value that you can bring to the world to make that dent in the universe, and that's really impressive.

All of us are capable of that. We want to really make sure that we're being aware of it. Second, some great advice that has been given time and time again, but I just want to restate it is that we're in business to serve our clients first. It's now all about making money. If we can do a great job for our clients, be consistent in what we do, be there for them, bring them new ideas, help them, inspire them to really make what's important to them even more successful, we will be hugely successful and you've demonstrated that along the way.

Then one of the things, I know you personally now and I want to go to that all of us define success differently. This is so important that you take the time, and Jeff, you took a year off after closing down a business. When I sold one of the main businesses that I had had, I took six months off. Just taking this quiet time to reflect and really think what do you want? What do you want out of life? What's that legacy? What's the difference you want to make in the world? It's just so important. You've lived that, Jeff. I really want to thank you for sharing

all these insights. It's going to help inspire our fellow entrepreneurs to really accelerate their success.

B. Jeffrey: It's been a pleasure. I've enjoyed it very much in talking to you. I don't know. Did you want me to expand on anything?

John: Sure. If you'd like to, go ahead.

B. Jeffrey: The issue of success I think is the most primary because I think that defining what success looks like for you, there is no right answer, there is no wrong answer, but it is what do you want out of success? For me, I want to be able to do what I want to do. Being successful in business is the ability to say no without any bad consequences. There's certain people I don't want to deal with or certain projects I don't want to do. If I'm in the position to be able to say and not have it hurt me, that's being successful.

Success in personal life is different. Success in personal life to me is having strong lifelong relationships and that's what success is in life to me. What I think that people in business tend to quantify success by what their acquisition is, and I think that, and I'm sure you know too, many, many people who have acquired a lot who are miserable. I think because they never thought about what success looked like, they just thought if they got a lot of stuff that that would fill some hole in them and it never does.

I think examining that in a real way is profound in terms of your own happiness. After all, I think that's what we all want is to feel good about ourselves and to be happy with what we're doing in life.

John: That's great, Jeff. Let's go out and take these lessons. We want everyone here that's a member of aesnation.com, go to our blog. You'll get all kinds of resources available, all the show notes, so anything that Jeff and I refer to is there, the links and so on. Your current clients, your future clients, they're all counting on you. Most importantly, we want you to be hugely successful in whatever your definition is. 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