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Dov Gordon

Show Notes at: <http://www.aesnation.com/49>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs we're faced with all kinds of challenges and what we do is overcome these but there's only two that really count and allow us to build these great businesses. Number one, we've got to have a great client experience. It's got to be world class. It's got to be differentiated. We have to nail them.

My experience is most of you that are watching this already have that. The second one that will give us a lot more challenges and that's we've got to get a steady stream of people to raise their hand, to explore working with us and this is where we really can differentiate ourselves.

I had an opportunity for you. Our next guest is somebody who's helped me build a simple and elegant systemic process to attract the right pre-qualified pre-indorsed clients and he's going to share those six steps that have helped many businesses attract the right client. I'm John Bowen and you are at aesnation.com and stay tuned because we want you to serve those great new clients.

Dov Gordon, I really appreciate you being with us, the power of Skype, I'm in Silicon Valley. You're in another part of Silicon Valley is it where it all seems to be one of the biggest players out there, but thank you for taking the time to really join us today and share some of your great insights.

Dov Gordon: Thank you for having me. Good to be here.

John: It's always a pleasure. Dov, you are one of the top consultants in marketing and client acquisition and I've been following you and worked with you, I love your content and I wanted to have you share some of the insights that you've helped so many other businesses, but before we do that, I don't know about your background and our listeners and viewers don't know, I'd love you to share with me how you became this marketing powerhouse.

Dov: Thank you. Mostly self-taught like Abraham Lincoln I suppose, right? At age 13 I discovered the self-help section in the library. First book I read was Million Dollar Habits by Robert J. Ringer, ever read that one?

John: It's actually one of my favorite books. I have everything they wrote and even his audio series that he's done.

Dov: That got me hooked. I went on to read *Winning Through Intimidation* which I think he renamed and looking out for number one, really excellent books and it just introduced me to the whole self-development and business section of the library which I continue to read and haven't stopped.

I was done in around 2001. I've been married about a year or so. It's time to figure out what am I going to do to earn. I came across this idea, I heard something about business coaching and I didn't quite know what that was. I looked into it and I decided, "Okay, that probably is something I can do." I enrolled myself in a course that teaches coaching.

Then, of course, the first challenge was, "Okay, how am I going to get clients?" It turns out that somebody had just restarted a Dale Carnegie franchise in Jerusalem and I figured, "Okay, I'll enroll in that," and not because I want to learn public speaking but because it was a 12 or 14-week course with four hours in evening once a week, you really get to know people. I figured this is a good to meet English-speaking business people and that's where we had about 44 people on the class and I can't remember with 12% were my clients by the time the three-month program finished, that's how I get started.

John: One of the things we learned as entrepreneurs said that it's very important to pick a niche, show up in the middle of that niche and become the expert. You picked your niche, it was very small, 44 right in the beginning, came right outright.

Dov: They spoke English and they're in business.

John: Many of us have from humble beginnings, we have this and ... What are you doing now? I mean, yeah, I want to get to kind of the solutions and what you're helping entrepreneur because you became a business coach at that moment and there's so many lessons learned. I mean, I have the privilege of coaching some of the top financial advisors in the world and I just love it because not only that am I able to help them to be better entrepreneurs and really serve their clients well but I get so much feedback from them through the marketplace of what's working that every year, I feel like I'm getting a real, big competitive advantage. How do you see then that kind of playing out as you've grown your business development side?

Dov: The thing that I focus on right now is the thing that I struggle with the most at the beginning. I had grown up and I knew that I was able to help people with their businesses

and I was interested in a lot of different things but I struggle to explain to anybody why they should hire me, you know? The biggest challenge is talking about what you do in a way that draws the eyes of your clients towards you.

Clients are drawn to confidence. One of the things that undermine our confidence the most is when we don't know how to talk about what we do in a way that brings people to us. That was a big challenge for me at the very beginning. It was a big challenge for me beyond the very beginning and I'd say it took me a good eight years or so to really figure out how to do that nonetheless five, six years as what I've been helping others do it, mostly consultants, coaches, experts, professional service firms of all different types.

I guess probably the key insight that ... I want to present it this way. I can just share with you the six key steps that I teach people and it's based on three very fundamental questions, okay? If you're going to build ... Most people, you ask them, what's the purpose of your marketing and selling system, right? What do you think they would answer? What do you think most people would say?

John: I think most people would say is they want more clients to make more money.

Dov: Exactly. Most people when you say, what do you think if you got this marketing system you're trying to build, yeah, what if we say the purpose of it, and most people say it's to build a funnel. It's to attract clients, to close deals, whatever it might be to build a pipeline, and all of those are true but those are ... I forget the guy's name right now but he said that I wouldn't give a fig for simplicity on this side of complexity but I give my right hand for simplicity on the far side of complexity.

To answer that that the purpose of your marketing system is to fill your funnel, to fill your pipeline, to attract clients, that's true but it's oversimplified. The simplicity on the far side of complexity is this. The purpose of your marketing system is to answer the number one question on your prospect's mind just the right time, which means that when your prospect comes across your marketing whether it's a speech or giving, whether it's an AdWords ad, whether it's an SEO result, it doesn't matter. I'm tactic agnostic, doesn't matter what it is. They always have a single question. If your marketing system helps them answer yes to that question, now, first question they ask is should I pay attention? Is this interesting?

If your marketing system helps them answer, yes, this is interesting, then immediately they have a new question which is, can I trust you? You got me interested but can I trust you, are you for real? If your marketing system then helps them answer, yes, I can trust you. Instantly, they have a new question, the last question, which is, okay, but is it right for me? What do you recommend for me? You got my interest. I see I can trust you, but what do you recommend for my situation is what you from my situation, correct and if your marketing and selling system helps them answer yes to that, congratulations, you've got a new client.

Now, they may have all sorts of sub kind of variations of that but it all goes down to one of those three questions. Therefore, when I tell you that the job, the purpose of your marketing system is to answer the number one question on their mind just the right time, this is where those six pieces that you mentioned earlier, we have two little steps that are designed each to answer one of those questions, all right?

John: Let me stop you just for a second because I want to make sure everybody is following us because we spend billions of dollars around the world, probably trillions now, advertising, trying to get our message out and it's crowded no matter where you are in the world and I love this simplicity. I mean, when we think about it everybody has plenty of choices on going somewhere else to entertain them and so is it interesting. Most of the stuff really quite honestly isn't very interesting so I'll be knocked out right away.

As entrepreneur is we got to make sure whatever we're doing for our market that it's interesting, and then the trust part, I mean, that you've got to establish credibility and I like the term quiet confidence, so much of this message has to be that way so it builds trust, and then is it right for me, is it ... Have you picked your market well? Do you understand? Are you entering that conversation there in the mind? These are really powerful that each of us should be asking ourselves, are we delivering? But let's say that we've got that, we're getting that or we're getting clarity around that. Where do we go with that, Dov?

Dov: The first thing we need to do is recognize that there's only ... If the first question they have when they come across your message however you're putting it out is should I pay attention? Is this interesting? It's good to believe that there are only two things anybody is interested in, okay? The only two things that your ideal clients are interested in is a problem they have and don't want and/or the result they want and don't have.

What happens is, is that we tend to get clever. We tend to talk about what we do. We tend to talk about our methodology. We tend to talk in vague generalities. I used to believe that when ... My message should have the word strategic in it. I dug up for this, something that I put this together maybe a couple of years ago. This is a list of my value propositions over the years and they're pretty lame at least the early ones. My first one was we're an asset on your balance sheet. I mean, it's a financial planning guy. It's clever but it's completely meaningless. My ideal client would hear that and they had no idea like ...

John: What's the result? I don't want to hire a coach. I want the end-result coming from the coach. The last thing I'm thinking you're a liability on my balance sheet.

Dov: Anyway, the thing is and I'll add another important point is that these days there are so many distractions out there, there's so many distractions from what I call the marketing plumbers. The marketing plumbers are the people who ... Like if you go and ask Joe the plumber, right? "Hey, Joe, you're a good plumber, right?" "Yeah." "Could you build me a house?" What's Joe plumber going to say?

John: Hopefully not, but for the right amount of money he might make an effort.

Dov: Okay. Right, but what he's probably going to say is, "Hey, John, I'm a plumber. You got to get yourself an architect who will design the plans and then a contractor to build the frame and I'll come in, I'll give the best plumbing in town, but I'm a plumber," because Joe the plumber knows his place. He knows he's really good at what he's good at but he doesn't try to be more than that. When it comes to marketing anybody who's good or thinks they're good at a tactic, things that they are this wonderful architect so the guy who likes Twitter I think he's a Twitter expert thinks everybody got to be on Twitter tweeting, same thing for the Facebook expert and LinkedIn and so on.

What happens is what we need to really understand is that every tactic could work and every tactic can fail. I'm tactic agnostic. The way I think about it is this. Imagine what we need, it's like a balloon, right? Bill has a blue balloon and Sally's got a red balloon and Bill lets go of his blue balloon and it falls to the floor and pops, right? Sally let's go of her red balloon and it starts to soar drift up to the sky and it looks beautiful against the occasional white cloud and the deep blue sky and you think I don't want a balloon like Bill's. I want a balloon like Sally's so you go out and you guy the reddest, shiniest balloon you could find, and with great anticipation you take a deep breath and you blow it up, you tie a knot and, of

course, it falls to the floor just like Bill's and you're frustrated, "I did the same thing as Sally. I didn't buy a blue balloon. I got a red balloon." Of course, the answer is Sally's filled with helium but yours is filled with hot air.

It's the same thing like all tactics could work. It's just like the balloon, it's what you put inside and what you put inside is what we called marketing helium which is the first step in marketing and selling system that works when it's effective and that is this. If the only thing ... Remember their question is should I pay attention is what you're talking about interesting to me and if the only two things anybody's interested in is probably they have and don't want and the result you want and don't have, your marketing message must be talking about a very specific problem and/or very specific result, the result could be an outcome and experience and so on. I got an example I'd like to use to explain that point because a lot of people think, well, I am talking about that but it's almost never specific enough.

John: Dive into it because the more we can make this real ... These are getting on the right side of complexity that simple part is ... The only simple I always think is ignorance. This is we're getting ... This was what works, so go for it, Dov.

Dov: All right. Quick example is ... Couple examples, I once had somebody in the webinar and his website, he was offering some kind of software that created dashboards and reports for businesses. It said, "We sell dashboards and reports that give you better business results." What problem does that here to solve? What result does that to enable? We have no idea, right? It could be one of a hundred different things, all right? His ideal client is, let's say, Joe CEO.

Joe CEO wakes up in the morning and the problem in his mind is why can't I get the data I need from this multi-million-dollar information system I just installed so I can make this difficult pricing decision. Joe CEO could walk out his front door and he got two scenarios. There's a billboard. We can put a billboard right opposite his home and we got two scenarios. The first scenario is the billboard says, "We help you make with dashboards and reports to help you make better business decisions." You won't even notice it. I walked to his car drive to the office.

The second scenario is on that billboard. We say, "We can help you get the data you need from that multi-million-dollar information system so you can make those difficult pricing decisions. He'll be on the phone with your office before his rear end seat of his car, right?"

Now, that's perhaps an extreme example, but it illustrates the point that so many of us want to talk about everything we do, so what we end up doing is we talk about things that are so big in general that we sound like everybody else, and then we fail the first test because when your ideal asks themselves, "Should I pay attention. Is this interesting?" Their brain says, "No, this is just like everybody else. I already know that. It's not going to work for me."

John: That is so powerful and I see the mistake over and over and over again. I mean, there are studies, I don't know how many are really true but that there's at least 4,000 messages trying to get your attention. I don't think there's any way you could see all those, but that competition unless it's aligned with something I'm really interested or prospect is interested it isn't going to happen.

Dov: True.

John: Let's walk down. I want to make sure we get the six steps. Where are we here?

Dov: The first thing is to make a list. I'll give people an action step. Make a list of the problems that you help solve and the results that you enable. Just make that list and be specific. Another quick example is a client who want to be a leadership consultant and we made a list of what are the problems you help solve, results we enable because, again, if you say, "Well, I'm a leadership consultant." It's like, "Okay, great. I know what you do. I understand." Even though she's really good, much better than everybody else but it's not going to get through to her ideal client. One of the things on her list was that I can help with the problems you have, something like this, from that employee who's too valuable to fire, right?

Everybody's got an employee who's too valuable to fire, I imagine even if it's a really small business. Everyone's got that. She started talking about how to negotiate, how to work with that employee who's too valuable to fire and suddenly she sounded different from everybody else. What is she doing? She's doing leadership consulting, right? Organization development. Same type of thing. Make a list of specifics. The second step is now craft into a simple compelling message, okay?

The simple version of that which we won't go beyond that right now is really just create a one-liner, what do you do? I help senior executives deal with that employee who's too

valuable to fire and turn it into an asset or whatever you want to say, right? What's so much more interesting than I'm a leadership consultant, right?

If you do those two things, if you gained deep insight into your ideal client and you can talk about the problem they have and the result they want to have, whatever tactic you're going to use. Any AdWords, public speaking, your client asks that question, "Should I pay attention? Is this interesting?" Their brain is going to answer yes, and then instantly they'll have a new question which is, "Okay, you got me interested, but can I trust you for real?"

Now, the third piece of the marketing system that you want to put in place is what we call hand-raising free offer and we've seen these all over the internet, right? I mean, you would see them everywhere and everyone wants to collect your email address. The problem is that many of them never get email addresses and those who do fail to actually get anyone to reach out to them, to follow-up for something page, right?

That has to accomplish three main goals I'll just mention them quickly. Number one it has to ... If it's rooted in steps one and two, if it's rooted in deep insight problem result and a symbol compelling message then the title will draw people in, all right? The second job is that you have to present your material in such a way that people find to be compelling.

Someone sent me something today, asking if I thought this was interesting and the answer ... I think it's a fantastic example and hand-raising free offer that is not going to get anybody going any further because it's like five strategies to grow your business to get more clients. I'm looking at it. I hope I'm not embarrassing anybody. There are actually includes six steps but they're so generic and meaningless. You don't gain anything from it. The first one is get clear on your path. Clarity is power, right? Second one is set up systems and processes. These are really short. A paragraph for two each, and be willing to invest in yourself and your business and so on, it's like that. But compare that to the way I'm sharing this process where we have an overflow, an overarching theme where we can see that the whole goal of a marketing system is to answer three questions and then we build everything and I show you the next steps. I teach my clients how to create, take their information and what they know their expertise and present it in a very similar way.

John: I think what I like, Dov, a lot is you provide a framework and really starting with the questions. Can you answer those three, the interest, the trust and right? And then starting to think of the marketing helium, so how are you going to bring this all together, we've got the

problem resolved and we're talking about the crafting that simple compelling, really value proposition, and then getting their hands in the air.

Dov: Expanding it.

John: Yeah, the ethical bribe.

Dov: Ethical bribe, right, and doing it right.

Now, once you've done that foundation work these first three steps, the next step is get noticed, right? Because, again, they say, "Can I trust you?" So you got their attention interest. Now, you both hand-raising free offer, now we're going to get that hand-raising free offer noticed.

Finally, in step four we come to tactics. Most people jump straight to tactics, right? They're talking about they're out there in the web or advertising and so on, they're doing things but they don't have the marketing helium and that's a very big difference obviously between those who do it right and those who don't, but the fourth piece is now let's get it noticed. Now, let's find one maybe two tactics that you can enjoy mastering and let's get you really good at that. That's the fourth step.

The fifth step is once you have ... Once you're getting your hand-raising free offer in the hands of your ideal clients and they go through it they get a yes to that second question. "Can I trust you? Are you for real?" They answer yes to that second question because I can see from the way you present your ideas, I can see from the stories you tell, the material that you're sharing that yes, I can trust you, you know your stuff, and you also care about me. The third job of that, of course, is to leave them to realize that if they want to fully solve their problem, fully get the result they need to reach out to you for more. That third question is okay. Now, what do you recommend for me? I see, right? That's the third question and we have the final two parts. The fifth piece of this is what I call the elegant sales conversation, which is I just think of a simple structure for controlling your sales conversations are leading them without ... You don't have to be pushy and salesy but you also don't want to be winging it.

The biggest mistake people make with sales conversations winging I'm sure that that's a big part of what you teach in your financial planning if you're coaching, is that right?

John: Yeah, I know. People want to be inspired. They want to be led. You have to have that client confidence. You have to understand your clients. You've got to be able to add value, share with them how you can do that compelling value proposition, but one of the things that I see so often is people want to show up and just kind of they're going to be smart and they have a pad of paper and try to make it up along the way.

Dov: It doesn't work.

John: No, we have, literally, in our program we have 61 questions. We teach the advisors step by step. It's all outlined. Many of the advisors are coaching program or netting already when they come to us over a million dollar, I mean, they assume they're all successful people but they recognize that they're just ... They were unconsciously confident. They're really talented but they're capable of a lot more and they can do better jobs for that client by having really thoughtful approaches to, we call it, discovery, but having that elegant beginning of the consultative process.

Dov: It's whether you're winging it and thinking that those who are doing so much better than you are just must be smarter, more talented or so on, or those who are going to say, "Okay, there must be a process for this. I'm going to go and find somebody who can teach me a process so I don't have to reinvent the wheel." Those who are really doing much better, they're not smarter than us, they're not more talented, they just either learnt or develop a process and they're ...

John: Having systems in place, I mean, this is ... As entrepreneur, there's two things that we have to have really going first. Number one is we got to have that client experience and that should be extremely systemic. You should have every part, so we don't leave anything the chance, and then as Dov and I are talking about, getting people to raise their hand and then starting that conversation, this is critical. This is the lifeblood of growing the business and serving new clients well and so I'm going to leave it to chance. I always like the term being successful on purpose and simple and elegant. This is what builds great qualities and life for entrepreneurs because you're doing it and you don't have to worry about it. You can staff it up. You can scale it up. It's amazing, but if you make it up each time you would leave so much to chance.

Dov: That was one of the two things that made the biggest difference for me is understanding how to get the attention and interest of your clients by focusing on a specific

problem result and learning how to master the elegant sales conversation which is the fifth part of this. Again, when the person is thinking themselves, okay, but what do you recommend for me, that's the fifth part. You have to lead them through a sales conversation to the point where they feel, "Okay, you got me," right? Then they're ready to hear a recommendation because people only want to hear what you think once they feel you understand me, right? It's like none of us are open to advisor influence from someone who we feel get us.

So the final piece is that irresistible paid offer which it becomes almost the buzz word but the way I think of it is just present what you do in a way that makes it easier for them to say yes than to say no. If you can present that and if you build the foundation that we talked about which is problem resolved and then you present your offer in a way that's consistent with everything that you've done along so far so that when you talk about the offer, you're showing how it's going to move them from here to there, to there, to there, to that result that they want, to where that they no longer have that problem. You walk them through a process, that's how you present your offer then they're going to say yes because their brain has told them is it right for me? Yes, and then congratulations you have a new client.

To bring that all together remember we started off by saying what's the purpose of the marketing and selling system? Is it to fill your pipeline? Oh, that's true but that's oversimplified. Simplicity on the far side of complexity when you really understand something you can simplify it beyond the complexity that snares most people, and the answer to that again is like, yeah, the purpose of your system is to answer the number and question your prospect's mind at just the right time. With the first question, should I pay attention? Interesting. We put two things in place to help them answer, yes. Can I trust you? We put two things in place to help them answer yes. Is it right for me? Put two things in place to help them answer yes and each of these has their own subsystems and sub-processes so that you can master the skills.

John: Yeah, it is. This is one of the things for all the entrepreneurs is that on AES Nation whether you're watching this or viewing this, listening to it, yeah. You can view, view, but you probably should watch it a couple of times and go to aesnation.com. We'll have the transcript there. We'll have all the show notes, but this is so important. It's simple and elegant that having that whole process where making someone aware, taking them all the way through, the classic sales funnel that we're talking about but it's not so often the sales funnel leave out so much, and what I love, Dov, is you've raised the issue so we can think

about it and we can examine our business because many of us have pretty successful businesses but, boy, the ability to grow exponentially today with today's technology, with all the tools and tactics that are available to us but if we get the messaging right and we really answer those questions, and can deliver it on scale, boy, it could take off like crazy.

Dov: Yeah, and it's the same fundamental process that you can take the same questions and use it as a basis for a sales letter, for a webinar that people will find this educational to read, or to watch, or to listen to and also brings them close to a sale.

John: This has been great and I want to dive in as a fellow entrepreneur and so many out there are really providing a lot of insights. I'd like to go to the next segment. This is the Book of the Day. For your fellow entrepreneurs, what would be one of the books that you would recommend that they read?

Dov: I'm going to suggest two things from two different genres. One is I love people talking about lately but it's excellent. That is Ryan Holiday's *The Obstacle Is the Way*. I think that should be required reading in every high school.

John: I'm going to pull up on the Amazon here. It is a great book and Kindle only 399, so that's unbelievable, inexpensive.

Dov: I have it on Audiobook, I have it in Physical Book and I have it in Kindle, so I'm covered. It's an excellent book, should be required reading and I'll throw in something else which I really enjoyed which is just kind of I enjoy reading presidential biographies and the trilogy, the three-part biography of Theodore Roosevelt by Edmund Morris is outstanding. Theodore Roosevelt is a fascinating person and you'll learn a lot about leadership from managers and exceptional person, so I highly recommend it, and Edmund Morris has a fantastic biography.

John: Leadership and reading these kind of books, I mean, it's just we need to get outside of our businesses some time and see how ... Somebody that's inspired the world, how they did it and there's all kinds of lessons learned.

Let me go to the next segment here. What I'd like you to do, hang on, is the Application of the Day. What would be ... And your smartphone, the application that you would recommend for your fellow entrepreneurs.

Dov: I've recently started using Wrike, that's W-R-I-K-E, for our project management and I'm enjoying ...

John: That's just flashing on the screen while you're talking their website, too, so you can spell it. It took me a couple of times here at W-R-I-K-E. They can't spell but it's a good software?

Dov: Yeah, I like it. I like it. It works well in the browser and it seems that they're stabilizing the iPhone app and the iPad app. I like having it everywhere. I also use Evernote and I'd save probably what I use most after that is the Kindle app and the podcast app because I don't try to load my phone with apps, but those were the ones that I use most.

John: They're all once. I did use Evernote. I know switched because I'm a Microsoft guy. I use OneNote but they're ... However, you do it they're great tools and, yeah, we're on a podcast but I love podcast, and whatever I'm exercising or driving alone I love playing those and there's just so many insights and hopefully you're getting the whole series of AES Nation downloaded.

Dov: I'll just say that everyone listening to this I'd recommend ... I've listened to the one you did with Rick Sapio and some of the others, but specifically that one. I think if people should go on this but I think he was a very impressive and very well worth it, so I'll throw that out.

John: It was a great interview and I feel very privileged doing these podcasts because I've got so many ... Telling it to individuals like yourself, Dov, that are willing to share, that's what we're doing is we're creating a virtual mastermind and that leads me to the next segment, which is resources. I'd like to pull up your website here and I've got your dovgoron.net for the listeners and, again, we'll have everything on the show notes and links and so on at aesnation.com. Dov, what do we have here?

Dov: At dovgoron.net we always giving away something for free but if you go to dovgoron.net/manual free I've been selling something for the last five years for \$97 and starting November 19, 2014 I'm going to be giving it away for free, and that will be available at dovgoron.net/manual free. I'll just mention if for some reason it's not there because I'm not sure if we'll keep it open but any AES listener can always get in touch with me and we will send it, just say where you heard this and I will honor that forever.

This is something I sell for five years and it is a 80-page manual called How to Systematically and Consistently Attract First-Rate Customers. I built other thing since ...

John: I did pay 100 bucks and I thought or 97 and it was a great, great deal, so I'm going to recommend it to better deal with this price, but ...

Dov: That's true. Yeah, I forgot about that, that's right. You did buy it. That's right.

John: Tell us what's in there.

Dov: What's in there is I walk people through, I walk you through the ... A lot of what I just shared today but a little bit differently. I find it very useful to share the same ideas in different ways because I get bored quickly but I also value repetition. When I can come across the same fundamentals presented differently, I find it to be very valuable. This provides just that, but it goes into much greater depth about everything that we've talked about with very specific exercises and more depth in each other processes. I just think that it's something that all my clients get and everybody has to read through that because it provides some of the conceptual as well as practical next steps and it's not very long, but I'm very proud of it.

John: No, no, you should be and I really appreciate you making it available to all the AES Nation viewers and listeners, members if you will of our virtual mastermind group.

Let me go to the next segment and I want to play back what I heard so everybody ... This is all about taking action and I want to share with you this way that I'm walking away with and I've got all kinds of notes here and I'm looking at them and I think the whole concept, number one is that marketing helium. The idea of the simple questions that interest around interest trust and whether you're right for me and we need to ask ourselves that and take those answers and then make sure we have something that's a very significant compelling value proposition.

In addition to that, what I am really walking away from is you and I are very much an agreement on systemic so often we're working so hard, we're making things complicated, they're one-off and to the extent that we can go ahead and just have it simple and elegant, one process, everybody goes through all the clients for the offer that we have and it just makes it easier not only on yourself, the marketplace, everyone and you can test so well.

The last part I think that it really jumps out to me is that to really understand how important having an elegant sales conversation is so often particularly as we're going into higher price elements, I mean, we've got caught up with this internet stuff that we think we can just say something and somebody clicks on it and magic happens. We've got to provide this track so that we're entering the perspective clients what they're already thinking about and we're answering the questions that you have, Dov, but to me marketing is all about starting a conversation, to explore where the right ones to help them solve their problem or get them the result that they wanted. This has been invaluable. I really appreciate it, Dov, I know because the time zone you're up a little later and I'm just getting my day going and you're still charging at this hour, too, so thank you very much for taking the time out for AES Nation and I'm going to encourage everybody to make sure you take Dov up on the free offer at some great insights that you won't want to miss.

Any last remarks, Dov, before we wrap it up?

Dov: Something you just mentioned reminds me of a conversation I had earlier today with somebody who's a friend who's done a \$14 million in sales of his information product for the last seven or eight years. He was sharing with me and a few other colleagues on a call we had, just some information about how he did it. I said, "Okay, make it sound so simple." I said, "Where do people get stuck?" He said, they get stuck in just ... Asking this question like we were saying this. I need more context, but it was easy, it was so simple. It's that it's exactly what you're saying a minute ago. We really tend to overcomplicate what really could be simple and I think that rather than always looking for more information and another idea as I read and so on we have to identify a few things like what I think of is the critical 10% that makes you look brilliant 90% of the time.

When you come across a simple process that it makes sense to you, study it, learn it, master it, implement it until you really own it, until you've mastered all parts of it and then you can move on to the next thing.

John: Be good at one thing and by having this ... Getting more people, raising their hand, having a great, simple and elegant process you're going to really do a great job of serving future clients and they're all counting on you, so don't let them down. We wish you the best of success.

A Second Opinion on Your Finances

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