



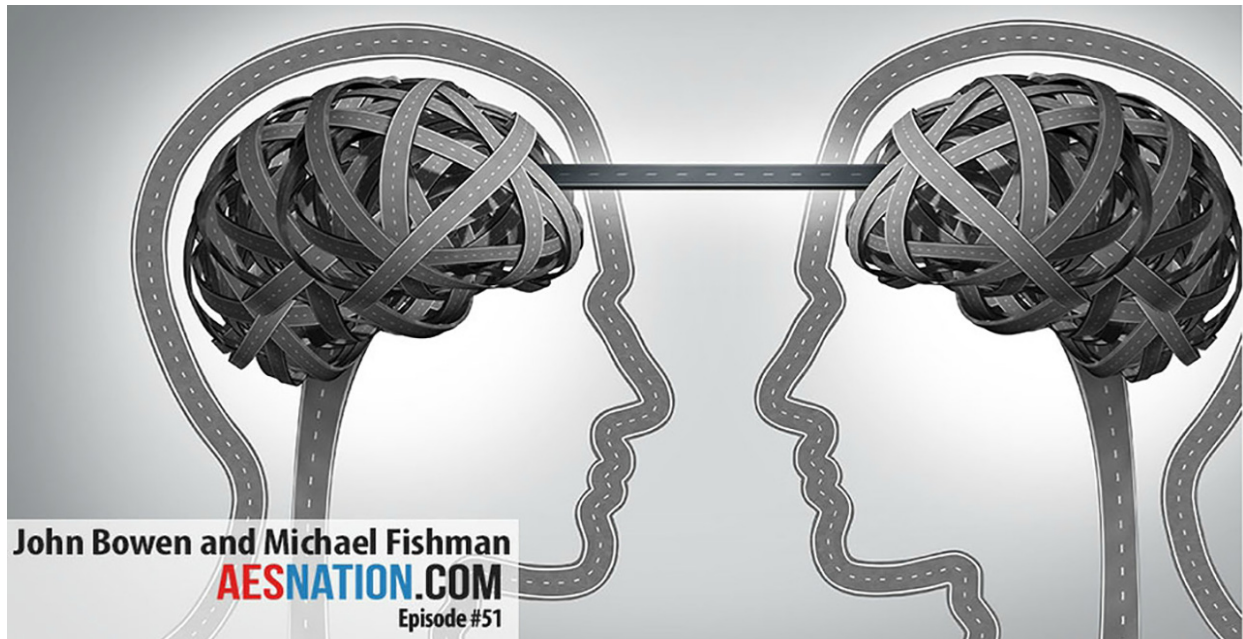
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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**51**

**Michael Fishman**

Show Notes at: <http://www.aesnation.com/51>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** I am excited to bring you our next guest. Have you ever been in a group of extremely successful entrepreneurs and somebody ask the tough question? Everybody turns to the same person. That's who I have on today. Michael Fishman is just an unbelievable talented individual. He's really been advancing on the health and wellness side, he's been out there for many, many years working with some of the most admired publishers and personalities. He's been making a huge difference. In addition though, what he's really passionate about is understanding and harnessing, this is where I really have him focus on, is consumer psychology. This is all about how do you really go about and get results for what you want understanding the makeup of your clients.

He's also, if that wasn't enough, he's also got one of these largest, longest running consumer health and wellness conferences with some of the most talented people out there. I'm John Bowen and you're on AESnation.com and you're about ready to meet a superstar among masterminds. He's going to help you really get a competitive edge. I'm going to say even an unfair competitive edge, by understanding how you can apply consumer psychology to your business.

Michael Fishman, I am really excited to have you here. You and I have been in mastermind together for four years. Everyone I really respect in the group always turns to you for the answers. I feel really privileged to have you on AES Nation and sharing your insights with our audience of very successful entrepreneurs. Michael, thank you for joining us here.

**Michael Fishman:** John it's an honor to be here, thank you so much for that privilege.

**John:** One of the things Michael, we've spent some time really together, I love all the work that you're doing. Unbelievable things that you're doing on consumer psychology. I remember one time I was starting a new business and you were with Brian Kurts.

I felt like I was a kid telling how great it was. Then you guys just told me what would work and what doesn't. Usually I am pretty good about following great advice but I had already committed to it so I just want to have. I have to say you are totally right.

Everybody on this should pay attention to what Michael shares. But Michael give us a little background of how you got to where you are and what you're doing now.

**Michael:** Yeah, thank you for that opportunity. I'm really for the last over 25 years, I've been advising health and wellness for publishers and personalities. As you said, I started in my mid-20s when I probably had no right to be doing it. But was wet behind the ears and very wanting to support companies that were helpful to people. It's a very simple premise that I wanted to work with helpful companies and helpful organizations. Health was just an area that was calling to me.

I started my career supporting prevention magazine with their circulation development, which means building their readership. Soon thereafter, the person that was accountable for that moved over to their book business and then I spent the next 18 years as an outside adviser to that book business moving it from something they thought they should close down to about a 300 million annual gross sales and some, a long, long list of historic case studies.

Because in the direct marketing world, clients tend to flock together as opposed to general, you'll never see Chevrolet, you'll never General Motors and Ford in the same ad agency. Even the people that work there can't drive the cars that are made by their competitors. But in direct marketing and even to this day on the web competitors tend to flock together because they see there's a greater good. They see everything is measurable and they want experts.

You can't work with an agency with no competitors. If you want to work with experts you need to work with people, not only with relevant experience but relevant current experience. I've always had a passion for health and wellness. I always had a portfolio of clients that in many cases were competing with one another but really loved being advised by someone who knew the stakes.

**John:** It's so great to work with experts who have walked the talk. Know actually all the nooks and cranny and so on. I want to go back one of your earlier successes on prevention magazine. The book, it takes something they were going to shut down and grow to 300 million in revenues. Quite an accomplishment and, I bought several of those books along the way.

**Michael:** Thank you so much for that.

**John:** I did contribute but not that much. Not a high percentage of 300 million. What were some of the lessons learned during that? Because so much of this direct response building it up is for people, entrepreneurs, we're out there building businesses, we're working really hard. Some have brick and mortar, others were doing that on the Internet. But we don't really understand how, to make that breakthrough, that's a huge breakthrough.

**Michael:** Just to be clear, #1 when we talked about direct marketing and direct response marketing, whether that's direct mail, Internet, television or sky riding, all of that comes under the umbrella of direct marketing or direct response marketing. It's not referring to any offline platforms necessarily. In the case of prevention, there were other print, important contributors like copywriters and other strategists. But one of the key breakthroughs John is that when you work in a subject area like health or in cases of a lot of your audience, personal finance or in anything under the umbrella of self-help, any kind of information that people can use to be better tomorrow than they are today, in health, in money, in relationships and success and career, those are things that people sometimes attribute as niches which really are not niches. They're universal.

Health is the niche that's completely not a niche. Anyone saying health or anybody in money that thinks they're in a niche is really containing their business based on that assumption. When I helped prevention understand that health was this universal subject then they could have joint venture partners and list rentals and various media buys, far, far beyond the health market. That if you had a powerful message, if you have a respected brand, if you understood the psychology and also the socio-economics of the people who would respond to you and who would respect you, then you can take certain subjects, health and money foremost among them and mark it far, far a field of the immediate niche universe because those are universal subjects. That was a massive, massive breakthrough in expanding the horizons and the assumptions for that business.

**John:** When you think about it, it's so logical but we get caught up, health and wellness it's this group and everyone's concerned with health and wellness, it's 1/6 of the economy. Money, everybody is concerned to some degree with finance. But when you do that and I think you are great at this Michael, so many entrepreneurs, we struggle with, "OK we've got a business, we got a good experience for delivering whatever business we're in, whether it's widgets, professional service consulting and so on. We're delivering it but we want to scale it up."

We need to understand more of our clients, who they are, what they're doing and how we can get that message to attract them to us. They raise their hand, they explore working with us. You are one of the top guys in the world at that. What are some of the insights that you've learned along the way as you've done this?

**Michael:** Two things. One, we want people to understand what we do as entrepreneurs, as service providers, as people with stuff, services or product to offer. We want people to understand what we have and why it's wonderful and why it's worth it. We also want them to feel understood by us in the way in which we communicate to them. The other litmus test if you will, or the other lens with which to look at our messaging is, are we easily understood or are we impossible to misunderstand?

There's a huge difference and of course you want to be the latter, impossible to misunderstand. If you speak to a man or a woman, as a marketer and you speak to their brain, you're going to get one type of response. If you speak to their heart, you're going to get a very different response. The way to speak to somebody in such a way that they feel understood by you so that you're impossible to misunderstand and that you're speaking to their heart is very simply, to speak the language that they speak, and not speak in your language or your vocabulary or the glossary that would should up in your business.

**John:** One of the things I'm wondering because you're saying and I'm thinking at the back of my mind is you're saying that is, what we have, I'm thinking that I coach one of my permanent business is coaching financial advisors. Very left brain dominant, very smart individuals, they really want to help clients make smart decisions about their money but they tendency is that they're going to try to persuade people with rational arguments on what to do with money. How does that work? You and I haven't had this conversation but I'm pretty sure you're going to tell me.

**Michael:** It's a perfect question and it triggers what I just lost a second ago, which is, once again, it's business owners and even the most conscious the most caring and compassionate business owners, service providers, etc, use language that puts a bit of a wall between themselves and their market. In health and wellness we see the term Optimal Wellness used all over the place. Yet, no one in the history of Earth ever woke up in the morning wishing they have optimal wellness. They want what it means but they never said those words. Here's another one you'll appreciate I think and for you listening, similarly nobody ever woke up in the morning wishing they had financial literacy.

**John:** Right.

**Michael:** But how often do we see that promise. Now once again we want what it means but we never say that. Even the smartest people in pleasant conversation or over the backyard fence or whatever don't talk about financial literacy. They talk about, I wish I had saved more during when I was younger or I wish I didn't have my money on the sidelines as the last market's been up for however long a couple of years. It's everyday language and when people tend to try to sound smart, intelligent, clever, etc., those things tend to get in the way of clarity.

Clarity trumps everything in the way. To be clear is to speak the way in which your market speaks. It's that simple and it's actually that difficult as well.

**John:** How does somebody you're working with one of your clients. I've had advisors that have worked with me in past companies. They get in and I'm sitting there with them with some very successful clients and we're talking about, mean classical variance optimization. Their clients and they go on and on about derivatives and this and that. The client wants the results.

We always want to enter what were the clients already thinking about it in their language. They don't want they classic, they don't want to have seen how the watch is made, they want the time, they want to get the results. How do you do that? Because it's so easy to try to impress people with our industry jargon no matter what industry we're in. How do you help clients with that?

**Michael:** Look, if you're market is orthopedic surgery or your market is cross fit or your market is golf, people like to gather in tribes and speak the language of the tribe. To some extent jargon can make sense and can be a cohesive force in assembling people and having them feel connected to one another. But the other thing about it is particularly in technical subjects or sophisticated financial instruments which I think is what you're referring to, human beings whether they never went to high school or they have four PhDs, human beings for the most part like to avoid effort and like things to be easy and smooth and understandable. That's just the human machine at every socio-economic and educational level.

Simplifying is always a good idea. There's a great and free no cost language lab on the web that everybody has heard of called Amazon.com. One of the things I've suggested which many have actually and attributed millions of dollars of specifically measurable improvements in their business to this one exercise is to look at the best-selling books, you can sort on Amazon by subject, you search for finance or health or golf or whatever it is, and sort by best-selling and then look at the negative reviews of the books that have a similar subject to what it that you do.

Then you will see the various people commenting on the reason why that book was insufficient in some way or didn't have what they wish it had or had too much of something, overly simple or whatever but you get to see people's dissatisfaction in that subject area. You get to see the words and the phrases that they use in articulating what it is that they're disappointed about and what it is that they wish that it had. If you or somebody that supports you begins to chart or keep track of some of the words and phrases that repeat themselves, you then actually put together a glossary of the way in which your market refers to this stuff.

The odds are that they're not talking in highly technical language. They're just saying it the way they would say it. It's a very, very supportive exercise but, in general, the key was, as long as we talk this, this will be a theme here is that simplification and clarity communicates the best. It's not an advanced psychological principle but it's one that's very count-onable if you will, in creating marketing test and measure marketing results that ultimately will improve whatever it is you're doing beyond what you've been doing so far.

**John:** One of the things I think of Michael, I think of this is that there's entrepreneurs when we're ignorant we go on and get started, we're pretty simple. It's not necessarily good simple, then there's all kinds of complexity as we put all this together. Then really the people who get it are very successful entrepreneurs, they've gotten on the right side of complexity, that simple there.

I love the idea of Amazon, you've shared that with me before and I used that. It is just so powerful. I can go out and spend \$40,000 or more in a focus group study or I can click on Amazon and get all this research on any area that I want. You really hear the words. They're great at sharing. What's not working? What's working?



I want to go to that, your health conference. You've learned, Health become more and more interested as I've approached 60, I'm now 59, I'm going, "Geez." I probably should have paid more attention at twenty but you've been doing it for a while here. In messaging and bringing together some of the most talented people in the world, how do you do that? We have an ever-changing industry which we all face in no matter what segment we're in. The messaging, the upbringing, the attracting the right people, how can you share with our fellow entrepreneurs so they can understand how they can do that too?

**Michael:** Yeah. It's a great question and really, you're just sharing the backstage view with you John and to our friends listening. It's a curated event. It's an invitation only event. In the case of consumer health summit, a little bit of misnomer because it's not consumers coming to learn about health, it's entrepreneurs and CEOs like our listeners and also some of the major health and wellness personalities who are gathering to support one another once a year in a town hall format. That's invitation-only. It's relationship-driven. I curate every seat in that room.

People count on me to do that because they want to be there with eight players and rock stars so they count on me to provide that environment. The interesting thing is that people really are tripping over one another to be helpful to each other. That really, I think it speaks to how to do masterminds effectively, it speaks to how to do a little bit bigger gatherings because Consumer Health Summit is about 85-90 people and I cap it at that. It wouldn't be effective beyond that in terms of its format which is a conversation format.

People come there with their paramount most important intention is to be generous to the other people that are there. Not with agendas for what problems they need to solve. The outcome of that is that most people get their problems solved but not because that's their agenda, they come to be generous and as a result most everything that they wish they could get out of it they do get out of it.

I think that's a very important kind of, that's the culture of this event after doing it since 1994, there's about 1/3 of the people every year that are new to the event so the event is heavily seeded culturally with maybe 1/2 to 2/3 of the people that had been there before. It's just a format that's really marked and characterized by relationship connection and generosity. That just about never.

**John:** I see you in the wherein Joe Polish's Genius Network Mastermind Group. You walk the talk and not only your own mastermind but Joe's who I've had a chance to work it. I always like the law of reciprocity, that where there giving, there's givers and takers, you're a giver Michael, really the most successful entrepreneurs are. You can be as successful as a taker but it doesn't usually last that long at some point it stops.

It's so often, we're trying to call and get our success and hit our goals and so often that gets dropped by particularly in today's world with all the technology and you're talking about bringing different groups together in the past, competitor's not working together. There are so many opportunities for competitors for industry, firms that aren't necessarily, they're in the same industry and not really competitors or are competitors working together like never before.

**Michael:** Yeah exactly. I was talking to the general manager of one of the best restaurants in New York city where I go with some frequency. He was talking about getting together with other general managers nationwide with some of the most admired restaurants in the country. These are men and women that are very close to the vest and it's all social greats, but they're really not sharing about strategy of breakthroughs or challenges or anything of that nature and I think that really is, typifies, I think that's when most business still is.

I think when companies understand the accountability of their marketing and they measure everything that they do it's a lot easier for them to accept this idea of faith, which isn't really faith at all. That there is a greater good in sharing challenges and supporting other companies even if they compete with you because it tills the soil if you will, it fertilizes the marketplace, it keeps good ideas in the marketplace, it keeps that business segment alive and vibrant in the marketplace. I think the most successful entrepreneur that I know believe in that kind of sharing.

**John:** I just found it to be just so amazing Michael. When you think of, I know I've learned so much, direct response marketing from you and some of your peers than I would have never done. I could have picked up every book in the world on this. Just being able to sit across and brainstorming. They weren't necessarily brainstorming on my challenges but hearing other conversations and contributing to that, all of a sudden it's like, "Wow I can do this."

Then taking it on another level where businesses where all of a sudden we can do joint ventures or strategic partnerships or really do simple campaign stuff together. It's just so many opportunities particularly if we understand who our clients are. We understand as you say the client psychology then find people who are aligned with us, we really can grow our businesses exponentially and deliver tremendous value.

**Michael:** Yeah. Needless to say we're singing from the same songbook or however you would say that.

**John:** You haven't heard me sing so I'm not sure we should be singing. Whatever it is we got the point across. Michael, help me I want to go one more step deeper on this. I'm thinking there's just so many things that are coming to mind that you shared with the group and I'm trying to go and I'm saying, "OK the entrepreneurs, they want to get started on this consumer psychology, really understanding consumer behavior." Particularly a database one because the old way I'm marking, we'd lick our finger, put it up in the air and, "OK I think this is good," and "Yup felt good."

Today the flow of data, I just love direct response because I get all the data and I don't argue with my team anymore about anything. We go, "OK let's try it. Just try, try, try." Then we learn so much. How can the successful entrepreneur really take advantage of all this understanding of their clients. You'll gain the understanding and then use it in marketing consistently so that they're attracting the right people to explore working with them.

**Michael:** The answer resides in words and language, it's the theme we've been on. I'll say it a little bit differently and I'll actually add an example to it as well John. Because look, if you have a factory that you need to re-tool to create a different car this coming year or a different physical object, that cost millions of dollars in time to re-tool that factory. If you change your words of your business, you have a different business in the next hour or tomorrow. You change your words, you change your business, you change your outward face, you change your presentation in the marketplace.

Here's a way to look at it. Understanding how people would respond to you if they were to learn about your business or product or service from three different places. One, what they would be aware of and what they would willingly share with you. Two, what they would be aware of but would not share with you because it would be private or embarrassing or taboo or something that they'd be unwilling to share but they are aware of it. The third domain,

number one is what they will tell, number two is what they won't tell, number three is what they can't tell because they literally have no awareness of it, but the survival based brain which keeps all of us alive every moment is in many ways running the show in ways that we're not even aware.

This is understanding what people want and why they want things in ways that they can articulate but in many cases can't base on what the survival-based brain is driving. As an example, if we're in, let's say, the pain relief market. In our culture people are very willing to say, "It's not embarrassing just to acknowledge, My leg hurts, my shoulder hurts, something hurts, or I'm limping or whatever." That's what they will say. What they won't say are the ways in which pain when it's fully expressed, when it's severe maybe hampering their self-sufficiency for older much elderly people can't dress themselves or can't help themselves.

What do we say about people in their 90s that are super active, "Oh she really gets around. He gets around on his own." It's all about how much can they take care of themselves and it's embarrassing to acknowledge when they can't. The survival-based brain where they can't tell, what people can't tell about pain is that in nature, the fullest expression of pain an animal can't gather food and can't defend itself and therefore doesn't live very long.

Our brain foresees pain as a survival threat when we as conscious human beings in contemporary society never think of pain as a survival threat but that's the way our brain is wired. Ultimately, health and life are about movement. Movement is our ability to function and gather food and defend ourselves and even live. When we see like pharmaceutical commercials on television, invariably you see people dancing. You see people gardening or fishing or outdoors or hiking because the agencies know with big budgets and a lot of money to study these things which really are not very big mysteries when you think about it. That movement is health and movement is life.

There are analogies for that around money, around virtually every product you could think of. The question is what would people willingly tell you about it? What would they be aware of but not tell you about it? What would they not be able to report on because they have no awareness of it but nonetheless their survival-based brain is running the show. If you can actually get to those three domains of response or non-response in terms of the product or service that you have, you can understand the psychology of your market better than they can even report it to you. You can in a very nuanced fashion embed those message in your

marketing and bring a lot more like, just raising your batting average in terms of your measured market.

**John:** I'm going to encourage everybody that whether you're on the video podcast, you're watching this or whether you're on the audio podcast is to really take heed to those three levels. Whoever your target market, your niche that you're focused on, that ideal client, that avatar, and really look at, what are they willing to share. You know that already. What are they, they're not, how do I say it Michael? They're aware but they're not sharing and then lastly they can't share. for whatever reason.

**Michael:** Exactly.

**John:** As I was thinking I went out to dinner the other night with a very good friend. He's having all kinds of health problems. He's in his late 70s. This is a guy who extremely successful entrepreneur. Big guy, just really talented and he's in pain, literally. Just emotionally because he wants her eyes, I know he's trying all kinds of things. I was thinking of him from the messaging. He's having progress which is the best part of the things that he's trying.

What I'd like to have all of us think about, these three, Michael sharing with us and in your market, and then working with your market, team, how can you address those? That your message is aligned and it's not. Most people just stop with the first and that's it. Some don't even do that. But getting that whole part, it's just so powerful Michael. I've seen you share that with other entrepreneurs and other mastermind, everybody's writing everything down and they're all working so hard because it's a great framing.

**Michael:** There's another simple piece that we should get in here just before we have to complete which is that there are very simple words that have people move away from you. Like a great example is 'Teach'. IN most people don't have a perfect self-assessment of the educational years. Whether they were A- or a C student. Some people, we evaluate ourselves very harshly that's the human condition.

We're always searching for evidence to confirm our own worst feelings about ourselves and we do that all day long. I'll raise my hand, I'm the first. When you say I'm going to teach to somebody. You can be ripping a scab off a 30-year old wounds that they're not even aware of. But if you say, "I'll show you, I'll explain to you, I'll share with you, I'll demonstrate for

you, you're not misrepresenting your intent but you're using the word that will be more inclusive of a larger number of people and you don't have people heading for the exits for reason that they're not even aware of.

**John:** I just want to say. You shared that with maybe 3 years ago and I use that in all my copy because a coaching firms, we do a lot of educational,. We used to say Teach. Just making that change of discovery and it's probably-active, it's fun versus teach. You're going to learn is now what we want to you. That's a great example.

**Michael:** Look, the outcome is that same but you're presenting it in a way that's just more accessible and I don't see anything wrong with that because there's no misrepresentation. You've always got a choice of words of which to sue and you want to use the ones that are the least psychologically activating in a negative way and that's very predictable.

**John:** I think that's a real big point. I want to the book of the day but let me go, this is not to me manipulative. Con artist you can manipulate all that. We're talking about fellow entrepreneurs who really want to deliver value. We recognize in a capitalist marketplace that, delivering value to consumers, to our clients we get, capture our fair amount of value in doing this. This is what make business work. With so many marketing messages out there, you've got to stand down, you've got to be aligned these are the tools to do it.

Michael let me go to the next segment. This is the book of the day. If I want to follow-up and really get a little deeper in this, what would be your recommendation for your fellow entrepreneurs?

**Michael:** I would say two things. #1 is the culture code by Dr. Clotaire Rapaille.

**John:** Let employees put it up on the screen. We'll have this on the show notes and we'll have the full transcript of Michael' interview so you can have all of that there. But anything we mentioned on the length go to. The culture code, why are you recommending this Michael.

**Michael:** The culture code was written by a gentleman and a psychologist in fact who has done a lot of work along the lines of what we're talking about of understanding why people want things. What people pant in the thing and why they want it. It's just a great, it will really give you a lens in a way to look at the world and certainly your business and your markets

consistent with what we've been talking about to understand people even deeper than they could report if you were to put them in a focus group or give them a survey or a questionnaire.

**John:** We've been talking about masterminds. You mentioned in other book, that great book on this and what one is that?

**Michael:** That's give and take, professor Adam Grant, the most popular professor at the Wharton Business School at the University of Pennsylvania. Give and take it's really a beautiful inquiry into the value of generosity. This is something that I'm very focused on in a very organic way. I think agenda-based networking meaning showing up to a conference or a cocktail party with an agenda, I think people can notice that a mile away. It no longer works. I think you must pick your spots carefully.

You don't go everywhere and you don't accept every invitation but once you accept one, you go in the spirit of generosity, you focus very intently on the pole you're talking to. You don't allow your eyes to dart around the room. You focus on helping whoever it is you're talking to. That's my take on it but give and take the book is a really nice survey, super interesting, just a very fun book about how generosity actually has proven to work in the marketplace versus people that are anything less than.

**John:** I'm going to recommend it strongly as well. I've read the first book so it's on my reading list now. Let me go to the next segment. This is resources Michael. What id' like to do is I'm just pulling up your website which is [michaelfishmanconsulting.com](http://michaelfishmanconsulting.com). What can they learn about you and your organization? What you're doing here?

**Michael:** The website talks about my advisory work with businesses and with clients in measured marketing strategy in positioning, in product development, even getting him to work culture and customer care because all these things really don't exist on parallel tracks, they totally come together in ways that build a business very dramatically. That's the kind of advisory work I do. That's really what the website will talk about. Then of course there's a contact page, if anybody would like to, there's a contact form and if you have questions or any support or anything clarified from our talk today I'm happy to answer questions.

**John:** I really appreciate it. Let me go to last segment, I want to play back what I heard. These are key takeaways. I got two pages of notes here and that's would flicking switches

to put all the shots together. #1, I'm going to encourage everybody. This whole concept of consumer psychology. I have the privilege of coaching some of the most successful financial advisors in the world. We've done all this research on high net worth personalities so they can understand their clients.

Initially I thought it was soft, fuzzy stuff Michael. The research people said, "No we got to put it in the program we did and it's now one of the biggest ability to differentiate and really serve the clients well. I want to encourage you, I see this over and over again, the firms, the entrepreneurs who are executing on consumer psychology. I don't care what the industry you're in, this makes a huge difference. Second, words and language matter. Just a simple one that Michael shared on Teach, we don't want to, some of us had that experiences in school.

It's not something we really want to go in a busy day. On the other hand, sharing, discovering, those are things we want to do and just think of your words and language that you have. Make sure you're working with talented people that can communicate well. Oftentimes as entrepreneurs, we're not necessarily the best wordsmith and you can bring really talented people like Michael along. It makes all the difference in the world.

One of the biggest things that so many of us are reinventing ourselves. The world's changed, we want to be more effective. Michael shared with us how we can change your business overnight. It's not the multi-million dollar re-tooling. It's words, it's language and being very clear on who we want to serve, how are we going to be a hero to them and help them get big results. Michael, I want to thank you for spending the time with us today and sharing your insights. You are an amazing remarkable individual and I really appreciate it.

**Michael:** John this was fun, it was an honor, look forward to seeing you soon, however we can play together it's always a treat for me so thank you so much.

**John:** OK thank you Michael and everyone out there, go put this into play. Your current clients, your future clients and all those strategic partners in the world, they're counting on you, don't let them down. 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