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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
54

Nick Unsworth

Show Notes at: <http://www.aesnation.com/54>



John Bowen and Nick Unsworth
AESNATION.COM
Episode #54

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Thanks for being part of the AES Nation community. We'll see you online.

Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: Every entrepreneur knows that they should be using social media. The challenge is we don't really know how. We know it's out there. As a successful entrepreneur we're frustrated. We're hearing about the million different things we can do and so. I have an expert here, and he's one of us. He's a fellow very successful entrepreneur, young entrepreneur, but went full cycle by the age of 30, and really saw the opportunity to design his business to support the quality of life he wants. He calls it Life on Fire. Here to not only help us be on fire but very focused on how we can use a single social media, Facebook, to create tremendous value and attracting the right clients in an endless stream. Stay tuned, you'll be glad you did.

Nick. I am so excited about having you here. I've watched a number of your podcasts as I was getting ready to put my podcast together. This young guy has so much energy, and then I find you in my mastermind group of all these top CEOs, marketing. You're giving us all kinds all kinds of advice. I go, "I have to get you on AES Nation." First of all, thank you for joining us.

Nick Unsworth: Absolutely. I'm honored to be here and really fired up. It's just so cool getting to hang out with a high level group like Joe's. Now we're hanging out live like this, just rocking some content. I'm fired up.

John: We're the opposite ends of California, but when we talk about Joe it's Joe Polish of Genius Network Mastermind Group. Joe's one of the partners in AES Nation and a lot of the virtual conferences we're putting together. He's one of the best connectors.

Before we dive in, because everybody wants to work with Facebook. You have billions of people, all of these potential clients and the right ones. I'm going to get into some of the back story of how did you get to where you are. Because you've had some early success very quickly, really reinvented yourself. You're making a huge difference out there. Give me a little bit of the back story.

Nick: It's really interesting how life works and how things ended up evolving. If I just go way back to ever since I was a kid I saw how my parents lived and how others lived, and corporate jobs were just not creating the happiness that I wanted, so I always wanted to be an entrepreneur, and I did. Through my college, I had my own business. What was crazy is that throughout literally all of my 20s I kept banging my head up against the wall, and I kept

failing forward fast over and over and over and over. It was discouraging at times, but I just kept up and I kept going.

I finally had a business, this is back in 2008, and I finally had a business that was it. People around me were like, "Nick, I think you finally did it." The business was a local concept and it was half the money went to charity, half the money supported advertising. Long story short, it was called the New Perks Card and the business once I created some momentum other people around me were like you're doing it. This thing is going to be a national franchise. You're crushing it. I was on local TV and all the papers.

Then, everyone said you have to take the next step. You have to get an advertising agency. You have to get this thing to the next level. You have a 10 million dollar business here. I get referred to this big time advertising agency that, the most notable one in Connecticut at the time when I lived in Connecticut. I head straight in there. I have my grassroots marketing plan and everything. Then, I'm talking with the guys, and they look at my plan, and they literally threw it in the garbage and they said, "You have to do TV commercials."

I'm thinking, this is 2008, I'm thinking, "TV commercials? Aren't they expensive and they're broad?" What happened was, long story short, is I decided that because of my age and things and basically a lack of confidence and a lack of trusting my gut, I said yes. Ten grand later we produced a 15-second animated commercial. First week, \$10,000 blown on ads, and what did I get back? One check for \$20 because I was selling a \$20 product. Half of that went to charity.

Another 10 grand goes by. I sold 14 of these little cards and half the money went to charity. My output was 30 grand. I got \$280, half went to charity. I was devastated. It destroyed me. What happened is that that experience, and I'm freaking out, pulling the plug on the ads. What happened is that, two things, one is that I realized how bad traditional marketing was, and I realized how many local business owners were relying on advertising and thinking about it as branding. They were assuming that they're putting money in and they're going to consistently lose money and that's advertising. That's marketing. That's branding.

I was just like that's crazy. That's insanity. I looked at that and said there has to be a better way. That sent me on mission to learn Internet marketing, and I invested tons of money on credit cards to learn innovative ways to market online. The other thing that happened is that when I pulled the plug on all those ads from the TV commercials that my website continue

to get traffic. At the time, because I had to do so much action from ads we somehow somehow ended up getting on the first page of Google for our keyword, and our traffic kept snowballing.

What was wild is that I couldn't get it to stop. I'm the only guy trying to get off the first page of Google because I got served a huge lawsuit for this big national company for a confusingly similar name and all this stuff. I'm trying to get off Google, but it was an eye opening moment about the power of Internet marketing, and then that created my passion to find a better way, and that's what led me into discovering Facebook marketing and becoming, I think, the best at it to then help people create an actual return on investment.

John: No, Nick, everyone of the entrepreneurs, I know. I'll respond for the rest of the group here. We've gone out. I've hired some major agencies in past businesses. Not in this one, but in past businesses and worked with some of the biggest agencies. I can remember one this naming campaign that we spent 100 grand on before we took our company public. They came back and said, "You have a good name."

There are some really good agencies, but in today's world with what's happened with the Internet now the ability for freelance people to really create tremendous value and bring it together and now with all the platforms we have, we're going to zero in on Facebook. You and I are on iTunes, Stitcher, and all of that. We're using YouTube. We're using the websites. None of those, basically, cost anything. You can now build your platform as well as use the players like Facebook, iTunes, and so on. They want content. This is just a perfect time to be doing this as an entrepreneur.

This is why I wanted to bring Nick on because he's a guy that ... there're a lot of consultants out there. Nick, you've probably met some of them along the way. I have too. They're going to teach us how to market, but they don't have a business. I want to see somebody and I wanted to bring Nick on because not only is he really a great business coach helping people with this, but he's actually doing it.

When we were together, the first time we were together live was Joe Polish's mastermind meeting. You helped put on a live event. I think you ... was it ...

Nick: It was basically Joe and I, and then Joe Polish and I, and then Dean Jackson. We got some footage from him, and then Dean Graziosi just was in town, so Joe Polish was like let's bring him on the set. It was cool to put that together with those guys.

John: It was an example. One of the things we're big on in the mastermind group is actually execution, so executed it during the mastermind group.

Nick: No big deal, just in the middle of the whole event, just a live stream. It was cool and it worked out well.

John: It was very successful. Nick, enough of the back story. I can already hear the entrepreneurs saying, "Okay, that's great." How do I do Facebook marketing? Many of the ... whether you're brick and mortar, you're selling widgets, professional services, whatever it is, what they're struggling with they probably have tried it a little bit. They might've had a consultant come in and tell them how to do it, and so on. They've not had that success. It's kind of confusing. Can we break it down step-by-step how they can have some big success?

Nick: Yeah, absolutely. Before I jump into the steps, just to know what's possible. I think that you have to have enough desire to want to put some time or invest some time or invest money into it. I think what's cool is that out of every channel or marketing, of course, I'm biased because I'm Facebook guy, but at the same time if the best place to buy traffic and it turned out to YouTube in 2015 I'll be the first one saying I'm the YouTube guy.

Because the way I look at it is buying media online that's the most tangible path to creating results. As a consultant, what I love is that if I can help someone take \$1,000 and turn it into \$3,000 in less than 30 days, boom, there's my value. If I take \$10,000 and turn it into \$30,000, there's the value. The way I look at it is Facebook right now and has been for the past couple years is just the best place to buy media.

The reason is because unlike the TV commercials that I did that were so negative, Facebook I can put in a buck and depending on the campaign, depending on the niche, I might get back two. I might put in a buck and get back \$10. On the live stream with Joe Polish we put in a dollar, and the way that we ran those campaigns he was getting back \$12. It was incredible. That, to me, is the big opportunity because you can attract leads into

your business. You create cash flow in a very short period of time, and then you can nurture those relationships and create a nice lifetime value of that customer.

It's about revenue generation. What I love is I can someone from six to seven figures incredibly fast because if they just leverage Facebook ads and get more leads. Because oftentimes if we have a business and we have consulting or if we're a service professional, if you want to get to that next income bracket usually what I find is it's that lead generation. That's where it's like if I just had an extra 10 leads a day or an extra 100 leads a day, of course, I could get to that next level. That's why I love focusing on the lead generation piece.

With Facebook, really, the first step is I call it just narrowing your niche and getting really clear on exactly who the ideal target market is. It's the boring basics of marketing, but the reason why that's so important is because on Facebook we have an ability to drill down with surgeon like precision. We can exactly just choose the perfect prospect for us.

The cool thing is if narrow our niche and if we market to a particular vertical or we go after that one perfect client you can drill down and you can find them on Facebook with such precision. As an example, I work with a health and fitness instructor that was building their brand. They wanted to go from brick-and-mortar to go online. It was a husband and wife, a team. Basically, we said who has a problem that we can solve, and let's narrow the niche, and let's just with a vertical, and you can expand.

They said, all right, we know that working with a woman that is engaged and that's going to get married they have a problem which is they want to look their best in the dress. This have his irrational need to want to lose weight. They want to do it fast, and they are willing to spend money for it. The things that's interesting is that on Facebook we can target women that in their age bracket, so it's 22 to 29 is what was perfect for them that were engaged.

Imagine how targeted that is that live within a 100 mile radius of where they lived so they can create community and meet up and do different things, and also that like to show that The Biggest Loser. Because if they click the like button on Facebook and they like that show they like seeing people losing weight. We found that that audience for someone in health and fitness they have such a desire to make a change.

The first step would just be reaching out to them and running that ad on Facebook. We call it a lead magnet. The lead magnet is to attract them to you. It's very hard to take a Facebook ad and just sell. All the direct response that we've learned in the past with Dan Kennedy, all that stuff doesn't work on Facebook. All the traditional marketing and sales just doesn't work because the environment, consider what they're doing. They're on Facebook looking at baby pictures. They're looking at their ex-girlfriend or boyfriend or husband, creeping in. they're there to interact. They're there for social reasons. They're not going there to buy like you would on Google where you're typing in keywords or Amazon.

The thing is that our job on Facebook is to target very specifically, narrow our niche so that when that prospect's on Facebook and they're engaged and they're seeing an add that's a picture of a woman that's the seven tips to look your best in your dress. It's like, are they talking to me?

Then, you attract them with the free content. They enter their email that creates a lead, and then your job to follow up and create the conversion. Now what I love is that the best way to maximize this and create cash flow fast is by using a live webinar. It's you run an add, you might solve the problem where in that example it would be here's the seven tips to look your best in the dress, and that is delivered via a live webinar so that when you someone live you can add value. You share your tips. At the end of that thing, the next step would be to buy their course, maybe to give them a strategy session, then you sell a higher ticket course.

The nice thing is that it starts with narrowing the niche, and then from there you want to really drill down and make sure that you're providing that lead magnet to give first.

John: Let me jump in. It's a lot of stuff, but that focusing on the niche it's just so powerful. Then, what Facebook has that to my knowledge nobody else has is they have unbelievable analytics on a billion people plus.

Nick: Yup.

John: The thing that I like so much about Facebook marketing is the ability to scale up and to test very inexpensively. People are hearing us and going, "Gee, I don't know if I want to spend a lot money." The nice thing is you don't have to spend a lot of money, Nick, do you to test this stuff out.

Nick: No, you don't. what's really cool is that when you drill down in your market you can really on a small budget you can get very specific. As long as you're narrow, you can be a big deal on a small market.

When I first got started, I was testing strategies I was learning in courses and what have you. Then, I ran one campaign where after consulting lots and lots of local businesses I decided I want to step up my game and I wanted to start consulting much larger corporations.

Check this out, it was as simple as a consultant I ran ads that targeted chief marketing officers. Think about that, chief marketing officers, and then I was, of course, teaching Facebook marketing because it was different and they're overwhelmed, they didn't know who turn to, who are the experts.

What happened is that, that group, that was a small group. When you're advertising to a small group I was only spending \$10 to \$20 a day on just a couple hundred dollar budget. I started bringing in very high caliber leads.

What was wild is that in that experience this is where I had the business that failed. I still had a mountain of debt. I was getting out from under and growing this business. I get a phone call from a guy named Quincy and he's like, "Hi, I'd to speak to Nick Unsworth."

I'm like, "Yup, this is him. How can I help you?"

He's like, "I was anticipating hearing your receptionist."

I'm like, "We believe in long lunches here at New Media." I was just joking with him, but he perception that I had was that I was on Facebook. My design looked good. You have to have really good graphic design because that's the perception that gets created in the minds of your prospects.

What happened is that every time he logged into Facebook he kept seeing me. Every time he logged into Facebook he kept seeing me. Now I had only been doing that for, at this point, it might've been a week. I was only spending a couple hundred bucks, but I was so targeted on chief marketing officers that that guy Quincy then just said, "We have this big

technology conference in Honolulu, in Hawaii. We'd like you to be the keynote speaker. We see what you're doing on Facebook and we love it."

I'm sitting there, this is my second month in the business. I mean I'm pinching myself thinking how was this all happening. When you really are that focused and your graphic design looks good and the message that you have solves a problem for your market, the perception that gets created, the authority that gets created, the expertise that gets created happens really, really fast. That's one of the blessings behind Facebook marketing.

From that I ended up, of course, doing the speaking gig, but any one of us we can take our brand and really elevate it fast by just narrowing our niche and running those ads to that perfect ideal prospect.

John: I think a business there're two things we have to do exceptionally well. We have to deliver a great client experience first.

Nick: Yup.

John: So many of the AES Nation members, part of this mastermind group, they're doing that. They're delivering a great experience. Now the second part you have to do is you have to get more people to raise their hand to explore working with you. This is a great tool to do that. Nick, tell me, we were narrowing the niche. Let's break it down step-by-step. What do we in that?

Nick: If we narrow our niche and we think of who do we love to work with and that's really key is who's ideal. It's not who you've worked with in the past, it's who would you love to work with. Just a final piece on that first step, is I have a guy, Chaddie, who's a real estate consultant. I said, "If you're going to run Facebook ads and you're going to run a webinar," and his target market is realtors, so he's a real estate training professional.

When I asked him that he started explaining it's women that are 55 to 65. They sell between one and three homes per year, very overwhelmed with marketing. They don't like to cold call, really tough to work with.

I said, "Hold on." I said, "Chaddie, is that who you're working with now, or is that who you would love to work with? Is that truly who is ideal?"

He goes, "I guess it's who I'm working with."

I go, "Dream a little bit. Who would you love to work with?"

He's like, "I'd love to work with young men that are 25 to 35, willing to pick up the phone and do cold calling and all these things."

I said, "Did you guys all hear that? Look at the shift."

Then, when he changed his target market into who he really wanted to work with then in step two was we need to identify those pages where those guys hung out. Because when you're running ad on Facebook the beauty is that you can target demographics. You can target geography. You can target income. You can target if they're a business owner. Literally, there's hundreds of millions of combinations.

The nice thing is that every single person that clicks that like button, so if we all think of the like button it's not even just on Facebook. That like button exists literally all over the Internet. It is almost on every website page if you think about it. What happens is that every time someone clicks that like button that data goes to Facebook. Every time someone fills out the Facebook profile they are a massive data house.

What's so cool is that we can drill down, and one of the most effective things is we can determine what Facebook pages do our ideal prospects like. We can run ads to them. An example of that is if you have competitors, an easy place to start is who are your top three competitors and why don't we start by running ads, the lead magnet, to our top three competitors?

Because if you say their customers would really make for perfect customers for me, then that's easy. We can look at our customers, but then also if we just think about what pages do our ideal clients like. The nice thing is that as a consultant we can look around. We can find other consultants, other competitors.

John: Nick, let's go to one of the things that would really make some sense to dive deeper in is to take a look at these steps, what we have. We narrow the niche. We've identified the Facebook pages that they're hanging out at, and then we're going to do ads to that demographic and to maybe our competitors, align people for we're looking for.

I'm going back to your TV. I've run TV ads. I've run a lot of radio ads. I've done print ads. I've spent millions of dollars advertising. What does this cost? Are we going to spend a fortune doing this type of thing?

Nick: The great thing is you go at your own pace. I have clients, their budgets are in a month three figures, \$100, \$200, \$300. What's cool is that you can reinvest and grow that up. My goal for clients, I work with clients that have six-figure businesses. My whole thing is going from six to seven figures.

The coolest part is that if we start out and put in \$1,000 and you make \$4,000, then it's just about reinvesting. An example is I have a client in the aroma therapy industry. She never made more than \$450,000 in a year, been doing it for seven years.

We simply started running ads to people that are interested in essential oils, aromatherapy, and then the key thing was the lead magnet. Now the lead magnet was teaching people how to use essential oils to fix allergies. How do you use essential oils overcome health challenges and things? How to become a certified aroma therapist.

In the beginning, it was a \$1,000 budget and doing the webinar, and she made a few thousand bucks. By the end of 2014, at the end of this year, that very client has done an extra million and half bucks in her business. The cool thing is that you can start small, but then you ramp it up. It all boils down to having that targeting, and then having the lead magnet which is knowing that what you're providing is free value content is going to solve their problem. You could deliver it live, create that cash flow right and the end of that presentation.

John: What I love is this works for no matter size your business is really too.

Nick: Yeah.

John: These numbers, whatever size business you have just do the multiple. Add the few extra zeroes and this can be huge. Nick, we got done narrow the niche, identify the Facebook page, the ad. One of the things you told me told it is being seen everywhere. I like being ubiquitous. How do I do that with Facebook?

Nick: The cool thing is that when you run your Facebook ads you want to make sure that your graphic design looks really solid and it looks really good. Because I say that in Facebook advertising your graphic design matters literally as much as your copy because there's a perception that gets created. I take the time to make sure that my graphic design looks great and people will make that split second decision in their mind, wow, his stuff looks awesome. He has professional photos done. All these little details that people make that judgment and that trust gets established faster.

When you're running your ads make sure that the design looks great. Make sure that your messaging is very, very clear. If we're running an ad for a virtual summit and we're interviewing other people and we're running those ads, if that branding for that particular project is orange and we have some light blues. What you're advertising and what they're landing on, those two things need to be exactly the same. They need to be congruent.

As far as being seen everywhere, what's cool is that when you drill down in your targeting and it's narrow that if you have the same, let's call it 50,000 people, so you narrow your niche. You identify the Facebook pages and you come up with a market of 50,000 people. On a very small probably three-figure monthly budget you can probably keep that less to a \$1,000 a month, you could literally keep running ads to that exact same audience over and over and over. Whenever they log into Facebook they're seeing you. Over time, even though you can create leads in the short term, all that don't become leads in the short term there's this brand perception that it's incredible.

I'll market in the social market in the industry and I'll go a social media event, and then you walk in there and people are like, "There he is." It's just because of how tight you're targeting and they feel that they're seeing you all over the place.

John: Nick, I had one of the guys when this was first starting to hit, Frank Kern, who is a fairly significant marketer. He's a big believer in Facebook. I remember going to Facebook mostly to check family and what's going on and so on. Frank Kern was just ... I had responded to something. I'm going how does this guy have this much of a budget. Now I've actually become friends with Frank, and he shared with me the numbers.

By targeting this, I don't think most of us realize as entrepreneurs how powerful this tool is. It's one of those if you're going to go in the social media you're going to leverage this. If

you're going to spend any marketing dollars you should really examine how this fits into your business.

One of the things I keep on hearing about a lot, matter of fact, I had a conference call this morning I mentioned to you before we turned on the recorder, on this custom audience stuff. I'm 59, I did not grow up ... I guess I did grow up with Facebook. We all grew up with Facebook. It's not that old a company.

I'm not quite as a big a believer in the social media as others. Then, I can be talked into things. When I see the numbers, when I can put a dollar and then get \$3 back, I'm going to put a lot of dollars in.

Nick: Oh yeah.

John: When I'm looking at this custom audience and I'm going, wow, this is pretty amazing what you can do. How does that work, Nick?

Nick: This is really, really one of the ... if you have an existing business this is absolutely incredible. What I love is Facebook advertising, everything we've just described you can no email list. Just like when I first got started I had nothing, and it built up from scratch.

The beautiful thing is that as you drive leads from Facebook, you build up your email list, or if you have an existing company that has an audience, the beautiful thing is you can take that email list. Let's just say you have 5,000 people. If you take your email database, you actually export it through your email provider and you import it into Facebook's campaign manager. What happens is that it will query all those email addresses, and it will find all the ones associated with Facebook accounts.

When someone has an email address with Facebook you know it's a good email. Out of 5,000 people maybe 3,500 are going to end up in that custom audience. Now the sweet thing is that they're on your email list, they already know you, but it comes down to touch points. When you send an email what's your open rate?

For some businesses it's 10%, for some it's 25%. It's rare that I find a business that's higher than 40%. The bigger the list, the lower the open rate. The cool thing is that they'll see you

in their inbox and that's a touch point. Then, they log into Facebook and they see you on Facebook. Now they're seeing you everywhere. It's something that I get all the time.

For example, even if you're only running ads to your existing custom audience, that 3,500 people, you can't even spend more than a few hundred bucks a month on that. It's just not possible. They'll see ads every time you go onto Facebook, but that's a small audience that you can't even spend \$10,000 on that if you wanted to because the audience is too small. The nice thing is you're talking tiny dollar amount.

John: I was talking with Brendan Bouchard who is a big user of Facebook, has over a million followers and all that. Brendan was talking one of the biggest challenges is he's willing to spend as much money as possible on this because it's such a high rate of return. It's impossible to spend, I think he we are sharing this publicly, about \$10,000 a month doing this stuff.

For all of us who have pretty established businesses, \$10,000 a month, really reaching out to your best clients and keeping that relationship is phenomenal. Nick, let's go to the next step. We have two more steps in this, follow up and convert. How do we go follow up?

You're getting me excited. Anybody's who's watching this or listening to our podcast, if you start thinking and the numbers and how this could affect your business you're going to generate a lot of hands in the air, I call it, where people are responding to your lead magnets as you've said. Nick, how do we follow up and then convert? Because you can create a lot of activity, what we're all about is results. How do we get results?

Nick: There're a couple key things and that is when someone comes in through that marketing funnel and they're on Facebook, it's easy to get them to like your Facebook page. The reason Brendan's been able to build his Facebook page over a million people, and the reason why we have tens and tens of thousands on ours, and Our Life on Fire page we started just a year and change ago. It's past 50,000, it's just because of advertising.

If they're on Facebook and they're coming through Facebook ...

John: I was just thinking it was that you two young guys are all just real likeable.

Nick: Yeah, I know. It must be the hair. It's on their Facebook, just prompt them to get the like. The cool thing is I've referred to it before as the double lead, it's like you're getting an email opt-in for a webinar or your lead magnet or for your report, something that you're adding value for them first, but then get the like too so that now they like your Facebook page. If you do a status on your Facebook page they have an opportunity to see that too.

Now we've all heard, but maybe you haven't, but many entrepreneurs have heard that Facebook if you have let's say 10,000 likes for fans on your Facebook page that when you do a status update it's not reaching that many people more. They want you to pay for that.

The thing is that, and Brendan shares this, if you do multiple status updates a day you're still going to reach a percentage of that audience. That's just another way to follow up. The thing is that I've ran Facebook ads and just gone from ad to lead magnet, followed up via email and converted sales. I've been the social media guy for a few years now where in the industry I get roasted sometimes at events because I'm the one that runs ads. They take the ad to a lead magnet, and then I'll follow up and make a sale. and I'll make that happen in less than 30 days. I'll make it fast.

Whereas a lot of the social media folks they're creating hours and hours of content, and they're following up in social, they're engaging with people, and that's great. I totally believe in it and it works. For time, when I was a solopreneur and many of my clients that are solopreneurs they don't have time to be on Facebook engaging with people every day and creating content.

The beautiful thing is that if you run Facebook ads and you take them to a webinar where then you're giving and then you're selling you can create that followup engagement and conversion right then and there. Then, let your email list let that do that the followup. Let the custom audience, all the people that opt in from Facebook, let your custom audience that you upload and follow up via Facebook ads, let that do the heavy lifting so that you're not blowing a ton of time like what am I going to create content for. That, to me, is the biggest challenge is the thought that you have to create all this content, that you're now going to need to spend hours on Facebook.

I say that's great if you have the team for it, but if not, just go ads to lead magnet, and then follow up via email. Follow up via custom audience, and the conversion that we can speak

to, that best happens at the end of a webinar, or that happens via email with enough followup.

John: It's classic marketing. This is strong called action at that point.

Nick: Exacly.

John: Because you've really nurtured them through this process. Nick, this is phenomenal. I've seen you execute it. I've been experimenting and getting some success. Before, we talked about you helping us on the virtual conferences we're doing. It's just a real opportunity for all of us, our fellow entrepreneurs. Use this technology.

One of the things, we can only do so much in this time, so let me go over some resources. The next one I want to go to is the book you've written the bestselling book on Facebook marketing. Matter of fact, let me pull it up on the screen and you tell us what it is. A lot of times, most of the guys it seems like I'm interviewing gals, they've written books, but if it's a timely book and this is really timely, I don't let them recommend something else. You have to recommend yours.

Nick: Yeah, for sure.

John: Tell me what's in there.

Nick: I wrote the book on Facebook marketing which is cool, so I can always say that I wrote the book. It's something to be said about that which is cheeky in marketing. The cool thing is that the way that I wrote it is I do the first half, and I talk through and through storytelling I weave in the most important pieces which is the mind-set and the foundational pieces of how to market on Facebook. Because it's very different than traditional, it is very different than Google AdWords and other media buying. It's its own environment.

If you're not aware of it and you haven't invested the time to learn it and to do trial and error, you just don't know what you don't know. Cool thing about the book is it just goes in a fun fast read. People usually read it in a day is the feedback I keep getting. It's a fast read to go through how to market on Facebook, and that's the first half.

We set the stage. We get everything prepped up. You learn strategy, lead magnet, and then everything. Then, the second half is my team member, Valerie Shoopman, she and I make an awesome combo because I'm strategy and she's in the campaign manager. She's pushing the buttons, and she's up on the latest trends. It's cool is that she then drills down into the how-to steps. That book, literally, we have people giving it to their marketing departments, people that are just using the book and following it. The book also comes with 10 how-to tutorials.

We look at it as this is part of giving first. We give it all away. It's great because you can literally learn how to get your first ads up. If you already have ads, you can learn techniques and how optimize. That's what fun about Facebook advertising is we can sit down for 30 minutes and say there're five different things, by just looking at campaigns that you're not doing that you should be doing. Same thing with going through the book. You'll find things that you aren't doing or mistakes that you're making that you can correct real fast which is cool.

John: It's on sale right now, so take advantage of it at 99 cents. If you have Kindle unlimited you have it free. Nick, great resource. Let's go to the recommendation, next segment. Application of the day. On your smart phone, what are you recommending to other fellow entrepreneurs?

Nick: It's Relaxed M.P. which is technically Relaxed Melodies Premium.

John: I'm going to pull it up on the screen here too the iTunes people, but it's available on Android as well. I'm thinking of you as a high energy guy, life on fire. We're getting zen like here. Tell me why you like it so much.

Nick: Here's why. I'm just in an efficiency like connoisseur. From reading the books to hanging out, it's just been so much fun hanging around guys like you, John and high level masterminds. I just love the idea of how do I get more done in less time so that I have more fun and live that life on fire. I'm really passionate about that.

What's crazy is that when you think about writing a book or you're thinking about getting more done in less time, it blows my mind. Maybe it could be a little bit of placebo because I've trained myself to think this way, but I put in these exact earbuds. I put that thing on, I put music in the background, and what it does is it has binaural beats. You have to have

headphones. What's so cool it's just this frequency. I don't know all the signs, but it's a frequency that can actually create alertness and concentration.

It's like a menu. You get to choose do I want focused right now, do I want to go to bed, and there's like ones to make you sleep. Just from the sound waves it does something to trigger our own brains. I use the one that's concentration. I throw some raindrops in there. You get a menu. I throw some train on some train tracks. I can sit there and I'll have a task in front of me like writing that book I wrote in two sittings.

Having these things in and just completely losing myself in it and being so focused where an ADD entrepreneur like myself, for this things put me in the right state of mind and focus it's incredible. I love it. It's my secret weapon.

John: I will be downloading it today here, so thank you for all of us. Let's go to the next segment which is resources. Nick, what I'd like to do is pull up your website here, Life on Fire. I have it up on the screen. Tell us, for your fellow entrepreneurs, what resources are there and how they could work with you as well.

Nick: Definitely, with Life on Fire the way I look at it is we want to give first and give content, so much like you do. We have a completely free podcast. We have a video version and an audio version. I interview entrepreneurs, and then I also teach on camera. The cool thing is you grab the podcast and you see the different things. They're all labeled accordingly, everything from lead generation, Facebook marketing, all the way up to interviewing entrepreneurs.

All the content is really driven to help you live a life on fire. that's from a mindset perspective, networking purpose marketing, and that's really where I might specialize and focus on Facebook, but my mission as a business coach is to help someone have the full package and have a lifestyle business that they love.

Outside of that, we have great content there on the since. You can see our story and things like that, but really it is about the free content that we have on the site. Then, what we ultimately do and how we drive revenue is we just look at it as let's add a ton of value with free content, and then in live events, and then we do high ticket coaching and masterminds.

John: You're doing a great job with that. Let me go to the last segment here. It's key takeaways. Nick, what I heard. We have all kinds of notes. It's all about results here at AESnation.com. Make sure you go to our website, and what will happen is you can go get the show notes, the links that we've talked about. You can go ahead and download the transcription. This is one you're going to want to look at the transcription.

I want to go over the seven key points that I have. Setting the whole stage, I think on Facebook almost like a slot machine in the sense you can put a dollar in and get \$3 out. Actually, most ...

Nick: I love that. I might have to use that. I might even need to borrow that one.

John: Most slot machines don't work that way. When you find one like that use it. This is one that does. Nick told us narrow our niche, get really focused. Remember the power of Facebook, the demographics. Identify the Facebook pages that they are going to that select group you want to work with. Running ads, very inexpensive to run them against that pilot test, and then once you get it launch it.

Be seen everywhere. Be ubiquitous among that niche. Recognize the power of custom audiences using your ... for many of us we have large databases of successful relationships, both buyers of our services as well as followers of our services that we can use to custom automation or custom audience. Make sure you have it automated so that there's the follow-up and conversion.

Nick, this has been fantastic. I really appreciate it your willingness to share among your fellow entrepreneurs. If they go out and execute they're going to have huge results. Let's go and make sure your current clients, your future clients are counting on you. Don't let them down. We wish the best of success.

A Second Opinion on Your Finances

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