



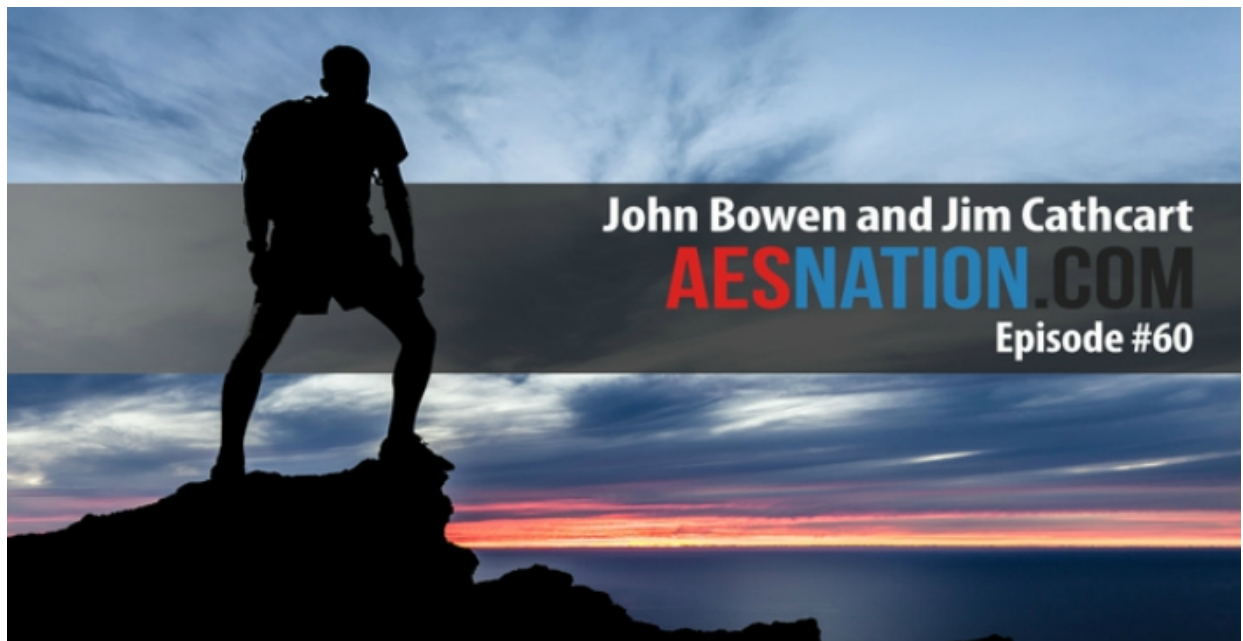
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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
60

Jim Cathcart

Show Notes at: <http://www.aesnation.com/60>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we really want to get our message out there. I have a remarkable guest today who is going to share with us not only how you get the message out but really his message. You see, he's been a bestselling author, 16 books. I don't know about you but I am impressed with anyone that's an author and 16 books bestselling, unbelievable. He's been not only putting it in writing, he's also delivered it over 3,000 presentations all around the world for the last 38 years. He has made a difference and he's been recognized by all his peers, all speakers, pretty much every award that you could be named for and honored by. The reason is he deserves it very well.

Jim Cathcart is just an amazing individual. He's going to share with us how you can take your business, your personal life and accelerate that success well beyond your imaginations. Stay tuned.

I am so excited to have you here with us today. You are an amazing individual. I've had the opportunity to read some of your books, certainly watched your videos. A good friend of ours, a mutual friend, Bill Bachrach, introduced us because I hadn't really had the chance to talk with you before so this is the very first time and so many of our listeners or viewers are going to know who you are but before I go in all the messaging and everything, share with us a little bit of backstory. You didn't wake up one morning at 3 and you're going to be the bestselling author and this world-renounced speaker. How did this all come about?

Jim Cathcart: Thank you, John. It's a thrill to be on the show with you and you're right. Bill is an amazing individual and I'm glad Bill Bachrach introduced us.

I grew up in Little Rock, Arkansas. I live in California today, but in Little Rock I was there for 20 something years. My dad was a telephone repairman. Mom was housewife at home taking care of us kids and my grandfather who was an invalid in a hospital bed in the front room. I expected an ordinary life.

Then years later in my 20s, I was newly married, working after many, many jobs doing all kinds of things. I was working in a government clerk job at the Housing Authority and I heard Earl Nightingale on the radio in a show like your show. 5 minutes of that show, he delivered a message that just touched something in me and inspired me to completely change the direction of my life.

He said, "If you'll spend an extra hour every day studying your chosen field, in 5 years or less you could be a national expert." That's the first time it never occurred to me I could be somebody who made the difference. I started becoming fanatically dedicated, do an extra hour or 2 or 3 every day to study the field of human development because I wanted to be in the business he and you are at.

Sure enough within a few years, I really knew what I was talking about in that field and others were letting me lead their training programs and participate in meetings that I wouldn't have ordinarily qualified for. Within 5 years I was a full time trainer and a few years after that I bought a psychological research firm over in Arizona and collaborated with a bunch of PhDs on some advanced psychology, brought that back down to earth and showed people how they could use it through my book *The Acorn Principle*. Then all over the world, as you mentioned, I've done 3,000 engagements for about 2,000 different clients in every industry imaginable.

John: It's an amazing story but it's really what we see. Great entrepreneur, you rise to the occasion, we need to be inspired on. I want to just start on that point, Jim, because so many entrepreneurs were charging so hard and it's our own personal development then also our whole team. We've got so much that we can do but we're charging so hard and we're wondering whether should we take that time that we got to do all these things. I know but ...

Jim: You didn't have a choice. You've got to take that. It is not so much to take that time in should we invest in that time that way because when you're an entrepreneur all the time is on ... You get 24/7 on the table. Some entrepreneurs choose to use 23.6 of that for work and the other fraction just to take a quick nap and others take a normal amount of work in the day. If you got all that time available, the question is not do I take the time. The question is how do I take the time. How do I invest each day?

I've chosen for 40 plus years to start each day thinking, to start each day with a clean sheet of paper, breakfast alone and sit there and think about my goals and start working on ideas to do them better. Instead of starting the day with a stack of work, I start the day with a clear slate and I think about my life, my work, my goals and then I go to work after that. One hour a day first thing in the morning, every single day that I can and it's really made the difference.

John: I love that and I do something very similar. One of the goals I always have is be successful on purpose and so often as entrepreneurs, particularly if you have more and more success. There are so many opportunities that come to you that it's a real problem. There's just too much going on and can we make that happen.

Jim, what about you've inspired so many people to action much like what happened with the first Nightingale conversation with Earl when he's talking on the radio. As entrepreneurs, we've got the senior team and we're charging hard. We're frustrated, leadership. Many of us are the accidental CEOs. We're really good technicians in whatever area that we did.

Help me. You had the privilege of working with so many successful executives. What are some of the things that you share with them on the leadership side?

Jim: Let me share something that I prepared last week and didn't get a chance to share all of it at the time. Last week, I spent at High Point University in North Carolina where it was Entrepreneurism Week. I'm an artist in-residence there so I go there once a year or so and I do a series of lectures. I did 11 meetings in 2 days and one of those meetings was for the entrepreneurship club.

Last year, I was the chair and host of audio series, audio magazine that's on app and also on CD and it's called Voices of Experience. It's for the National Speakers Association, 4 to 5,000 members worldwide. Every month I would interview people like yourself who were successful entrepreneurs and self-made successes, self-made multimillionaires in most cases. I interviewed over 100 people last year and edited those down and published these monthly magazines.

Here's what I noticed and I want to share this specifically. Out of 100 half-hour interviews with celebrities, survivors, internet marketers, event promoters, the woman that's a voice of Siri and GPS, mountain climbers, talk show hosts and investors, what I found was, number 1, none of them succeeded by accident. Not one single person stumbled into a large level of success. They were every single one of them, as you said, intentional.

2, all of them were voracious students of success. They were constantly reading, listening, going to meetings, pulling people aside and saying, "John, can I ask you a couple of questions?"

Every one of them intentionally changed themselves as needed. They looked at themselves objectively. They said, "This habit is paying off. This habit is holding me back," and they literally changed themselves intentionally over time.

Number 4, none of them none didn't loan. They connected with other people in smart ways that could multiply their talents instead of trying to be strong and independent. They were looking for ways to be stronger and well-connected.

Number 5, the most successful among them had structured their work life so that they did most of the time what they were well-suited to doing. They were careful to use the primetime of each day to use their major strengths because that was going to multiply the outcome exponentially. Then they relegated the things that they weren't particularly good at either to outsource to someone else or get an app that will do it for you or wait until the off hours to do that.

Number 6, all of them ... There are only 7 of these by the way. All of them were eager to share what they had learned and they were generous as long as the recipient of that generosity was humble and willing to work. In other words they weren't willing to waste time

on somebody that wasn't going to learn and do the work, but they were absolutely willing to invest time in people who were eager to grow and willing to do the work.

Then number 7 and finally, the most successful people among them were also the most trustworthy and likable. They are good people. People often have the mistaken idea that rich and powerful people are jerks that are all just greed machines and that's absolutely the opposite of the truth. Most of the people that have done really, really well or the people you want raising your own kids if you have to.

John: Most of them I found very appreciative and filled with gratitude. I'm going to go ahead and I want to dive into this, Jim. This really resonated with me as an entrepreneur and they will with our viewers and listeners. I said, "Be successful on purpose." You said in these over 100 interviews that none succeeded by accident. Let's just talk about that because a lot of times people get frustrated that it's not working quite yet. I don't know how many of these people were overnight success and my guess is pretty close to zero.

Jim: Yes, in real numbers.

John: One of the things I would encourage, this is so important, is that wherever you are now in business, what happens is we always have goals higher. We don't always hit them. We can get very frustrated with how far we are from our absolute ideal goal with the actual results but boy, driving toward that and making that difference it's pretty amazing because we're going to take a look back. You and I were talking about gratitude. You take a look back in just the progress that we're all making.

Jim: Let me interrupt for a second ...

John: Go ahead.

Jim: ...because I want to reinforce one of your points. When you set goals, it's not really a goal if you already know how to reach it. If you already know how to reach it, it's a to do. A goal should exceed your capacity to figure out how to get it done yet so that it's always something that inspires you to a bit bigger, find better resources, leverage something and look for a new way.

John: I have a good friend, Dan Sullivan, a strategic coach. We're talking about this on Friday.

Jim: Dan is an amazing guy.

John: He was saying it's really what you are saying, too, Jim, is that you're reaching. You make this commitment. You put the flag in the ground and then you get courage because this is not something that weak-of-heart can do because you don't know how to do it.

Jim: Yes.

John: Then the part ...

Jim: That's so important that people get it that you don't need to know how to get there. You just need to know whether you really want it whatever it happens.

John: The reason I brought up Dan is because the next one I thought was very clear. He said and you said the exact same word, capacities, the capabilities, excuse me, that the capabilities show up. You got to let the world know, you got to let your network know, you're from a mastermind, whatever it is. These things start coming to you but it's only by taking that commitment, getting inspired and inspiring others.

Jim: One thing to think of that metaphysically is think of a goal as a magnet. Until the goal is crystallizing and committed to there is no magnetism. It's just something you thought about. Once you commit to achieving it, then it starts drawing to you the other questions, the other challenges, the other dilemmas for you to resolve so that the answers reveal themselves and become part of your mixed.

John: Jim, let's go to the people you've interviewed again, too. I'm going to go down all 7 because I think these are so good and these are so important to all of the entrepreneurs. They're students. They're into lifelong learning. I know you have been and you've been certainly a teacher, a mentor but you're also a student. Why do you think these individuals are so ... they're still doing this even though they're oftentimes top of their game?

Jim: I found that even Cavett Robert, the founder of the National Speakers Association, at age 89, was still studying. He was still sitting interest he front row at seminars and speeches and taking notes on people's techniques. Earl Nightingale was a student up until the day he drew his last breath. Everyone I've ever admired big time I found was a voracious learner. Students notice more. They're paying attention to how people are responding. They're noticing the circumstances.

Intelligence is the ... The essence of intelligence is making distinctions, noticing more details in anything and noticing patterns and principles. If you decide to become more intelligent about your business or about finance or about interpersonal relations, the first thing you should notice is notice what's going on in a broader context and then zero in what are the patterns here, how can I learn that, should I use that, what does this lead to. People need to think in terms of the domino effect, not just the domino.

John: What I love too is that you look outside of your own industry, your own personal experience. It opens the mind to so many possibilities that you can make it different both in your business and in your personal life. It's really amazing.

Let's go to change themselves intentionally. I'm in a mastermind group. I don't know if you know Joe Polish's Genius Network Mastermind group and I'm in one with Dan Sullivan, a few others and I know you are, too. I made a mistake of joining that group that everybody is really healthy and in great shape and all that and I just lost 35 pounds.

Jim: It sounds like it's contagious.

John: It's contagious. I had to find fat friends where I had to get on board with everybody. I think that so many people whether we're talking about learning, whether changing health behaviors, all these other things, it's intentional. It doesn't just happen and you saw that.

Jim: I had a little footnote in there. In 1976, at age 30, I weighed 200 pounds. I'm 5' 9". Today I weigh 150 pounds. I decided in 1976 that I was tired of being fat and at the time I smoke 2 packs a day and I didn't exercise at all. I said, "I've already proven many times over the years I can diet successfully, so I don't want to go on a diet. I want to become a slender person."

What the difference between man and slender person? Not just weight; lifestyle, habits, thought patterns. I spent 3 to 5 years just reprogramming the way I thought about myself, about food, about life, about daily routines. I went from being a fat-overweight smoker who didn't exercise to being a fit 148-pound athlete who will never smoke another cigarette or cigar pipe for the rest of his life, period. I didn't try to quit smoking, I quit smoking. I gave away the ashtrays and cigarette lighters and I told all my friends, "I'll never smoke again as long as I live," and I never have.

Went through 3 months of withdrawal; it was miserable. After that, I was free and today I'm 68 years old. I run mountain trails 3 days a week. I work out in the gym on the other days. I ride motorcycles, play rock and roll in nightclubs professionally and I'm still a professional speaker going great guns all around the world.

John: What are the things that with all the advancement in healthcare and so on, boy, there's never been a better time? We understand the body, learning how to be a lean person. It's a lifestyle. Do not go on a diet. I think I've lost 2,000 pounds along the way, Jim. I'm the diet, maybe not quite, maybe 1,000. It's that I'm encouraged by the struggle and then some of the health issues to just really look at a lifestyle change and being a lean person.

Jim: You don't need a new trendy diet. All the diets pull down the same thing. Reduce the intake of things that aren't good for you. Increase the burn up of the calories that come.

John: I was hanging out with some successful healthy people and you just watch what they're doing because it's blindingly obvious. One of my favorite as what you brought up is number 4. There's a very famous psychiatrist that you can ... He did a podcast for Ned Hallowell. He's just a phenomenal guy. He always says to me, "John, whenever you have a problem, don't try to solve it alone." Doing it alone in today's world, nothing great has ever happened there, Jim. What are your thoughts there as you're interviewing the people?

Jim: Every one of them seemed quite comfortable with their own limitations. They'd say, "I'm not good at X." They didn't make any bones about it. They just thought of it as a situation like a car looking at itself if it could and saying, "I don't fly very well." I guess if I want to go across the country quickly, I'll find a transport plane. People ought to do the same thing. You just figure out what you're not particularly good at and then you get the tools or the information or a helper or you outsource it.

John: It's really straightforward and the other side of number 5, too, where when you're going ahead. A lot of people tell you to work on your weaknesses, get real good. At the end of our career, you and I will have really strong weaknesses.

Jim: Let's get up in the morning and do what we're not good at.

John: That's the exciting thing that's inspiring and all that. How are these successful individuals and entrepreneurs you had the privilege working with, how are they getting focused in their unique ability?

Jim: Each one seems to have different ways. A lot of them use apps in their phone like for fitness or for time efficiency or for whatever. I spend large amount of my day on line and so I'm constantly using Facebook as if it were a business tool. A lot of people use it just to show pictures of their dog. If I were to show pictures of a dog, it would have some implied business purpose to it.

I'm sharing because I'm the personality for sale in my business. I'm the guy. I'm the product. Instead of selling insurance coverage or investment services or whatever might happen to be, I'm selling me as a subject expert and the resources that I'm able to bring to people. I use Facebook, I use LinkedIn, I use Twitter, I use Tumblr, all these various tools just as a way to get my message out there and to make myself more and more accessible to people. I don't want to be some aloof distant guru on the mountaintop. I want to be the guy that lives down the street that leaves his door unlock so you can drop in.

John: That's a powerful and obviously one of the things you've done, you've got a powerful message. It resonated over 38 years we were talking about, but you've also grown using the tools. When you heard Earl the very first time, it's over radio. We're on a podcast now where

we're talking with several thousand of our closest entrepreneurial friends. You're using the different medium and that's what we've got. Whatever you do, you want to focus on what you're good at but use the tools of the day.

Let me go to number 6 on generosity and humble. There's a stereotypical particularly if we ... I'm thinking as I'm saying. I want to be careful being political but the 1 percent or these people are the 0.01 and that they're mean and all that. What we're talking about is to our entrepreneurs. We know at least the ones I partner with, I do deals with and so on if they're as mean as they are on TV, I would never with any of these guys.

Jim: Was that just like the TV show American Great? I haven't seen the show but I don't like the title. I don't like the implication of the title. I don't like what it says to the rest of the world about America that we would produce a TV series called American Great. I'm sorry producers of that show but I really don't like the way you labeled your product.

When I think about the analogy there of the people that were protesting, the occupied people and they're saying, "The 1 percent, the 1 percent, they're the awful people and they're making it." If you were to examine that group that were out there protesting and screaming instead of working, the whiners, I bet you'd find they were the 1 percent at the bottom of the heap.

The people in the middle, that 90 plus percent between the top and the bottom, they don't whine and complain. They're just going about their lives and try to do the best they can.

The truth is the top 1 percent that's only 1 percent out of 100 and 100 is not that many people. The top 1 percent is available to anybody, no matter their physical condition, no matter what their intellectual capacity might be, no matter who they know and no matter what skills they bring to the table. You can decide today which percentile you want to be in and over time in the next few years be there.

John: Jim, I totally agree. One of the things I like on the TEDx Talk you did and I was listening to it in prep for this interview, you told the Earl Nightingale story but you didn't say on the podcast. I want to bring it up that after listening to making the investment, time, energy and becoming a speaker, then you put a program together and then he began selling your program; the company started.

Jim: In 1974, I was selling his program. In '72, I heard him on the radio. 2 years later, I was working for a distributor. He is selling Earl Nightingale's training programs. 10 years later, Earl Nightingale's company at Earl's request was selling my program and when Earl passed away I was the only outside speaker at his memorial service.

John: It really comes on. It combined 6 and 7 together a little bit, the generous, the humble, most trustworthy, likable. It's really investing a time. You and I are part of mastermind groups. You've been in one for a long time. I have been in them since the early '90s and I've just found so much value hanging out with my fellow entrepreneurs.

Jim: Big part of being in a mastermind group is your willingness to be opened and vulnerable to tell them the truth about what you're dealing with and what you're aspiring to. Then they can give you real meaningful feedback and assistance and help you through tough times because even the most successful and the most brilliant and the most enlightened will have times of fear of depression and things like that. It just won't last as long because they don't wallow it.

John: It's nothing better than they have. This is not going alone. We created aesnation.com as a virtual mastermind. I encourage everybody to have a live mastermind as well. Every time I go to my mastermind meetings I bring a challenge and I almost get new solutions and resources. I also learned as much by helping others. It's a fantastic methodology.

Jim: Plus as you sit around the room and each person takes time telling his or her concerns and sharing their latest best ideas. It's like each one of those dialogs is coaching you even though you don't realize that it's helping you because it's not focused on you. It's still just like you were getting a briefing for your own benefit.

John: If you joined the right mastermind groups, you want to make sure everybody is smarter than you in at least other areas if not all areas.

Jim: At least make sure everybody is willing to do the work, willing to become better, willing to change themselves because if they're not, they don't belong in a mastermind group. It will be a minor mind.

John: Very much so. Jim, one of the things, I want to come back to leadership just for a second. We've gone through the 7. One of the challenges, I see so many entrepreneurs struggle with it. They got a team. They go back to that technician part. They're good technicians whether they're selling Widgets or their financial side.

I want to talk about leadership for a second then go to the selling part of it. They're trying to inspire their team. They didn't plan on doing this. Some of us have been at the ... We've done things right and we've got pretty successful businesses and all of a sudden we finally got this big team. How do we get everybody aligned and really provide the leadership so that we can have collectively this great success serving our clients?

Jim: I want to draw 2 analogies here. One is the Four Seasons Hotels which is top of the world luxury hotels and the other is Disneyland. In both cases, the leaders ... Isadore Sharp founded the Four Seasons Hotel and is their figurehead, the leader that's still the chairman of the board or whatever his position is and Walt Disney. Both of them realized after they got things put in place, the system worked out and all the hardware pretty much determined, they realized that their job had changed and their job beyond that point was selling the vision, every day reselling people on the importance of the cause.

I sat on the plane years ago next to Kenny Ortega. Kenny Ortega is the guy who designed the fountains for Bellagio Hotel in Las Vegas. He was the guy who orchestrated the opening and closing ceremonies of the Winter Olympics, the one that Mitt Romney was in-charge of in Salt Lake City.

I said to Kenny, "I would think that the toughest part of being the planner or orchestrator of the opening and closing ceremonies with all the thousands and thousands of people you had to influence would be keeping the flame alive inside each person." In other words getting each person to not just look at what their task was but to realize how vitally important their test was to the overall fabric of what made the Olympics symbolically meaningful to every person that was touched by it.

He said, "Oh, my God." I said, "What do you mean?" He said, "Nobody notices that." He said, "That's exactly what the main job was." That's it. It's us as entrepreneurs. What's our main job with the team? Getting the people to embrace the DNA of our organization. What's the DNA? It's a genetic code; the vision, the mission, the values, the goals, the standards, the level in which we've chosen to live and what we aspire to.

When they buy the dream in their heart, you can their behavior as part of the bargain. When all you do is acquire their behavioral compliance, then what you've got is a machine in a flesh package and that machine is only as good as when you're watching it and it's turned on because at the end of the workday it's turned off and they're thinking about being somewhere else. You got to win the hearts if you want to win the minds and body.

John: I heard it expressed that way before. I think that's just so true, Jim, is that so easy to get behavior. You can hire that an hour off the basic.

Jim: worse behavior.

John: Many entrepreneurs unfortunately do that, win their heart and, boy, you get aligned. They'll move mountains for you.

Jim: Of course, there's part of them that is not accessible to you through their head. It's only accessible through their heart. If all you get is intellectual compliance or behavioral compliance, you're only getting a fraction of what that person could bring. Man, if their heart is in it, if their spirit and soul is invested in what you're doing together, then they're going to bring creativity. They're going to bring a spark that everybody can feel and you're going to get up in the morning and say, "I cannot wait to get to work."

John: I do that every single day because I have an unbelievable team that inspires me as well. Let me go to a segment here.

This is the book of the day and I'm not going to let you off. I'm going to make you go over your book. We talked about a relationship selling. What are they going to find inside there?

Jim: The main structure of Relationship Selling is around the basic idea that a relationship is a thing and the relationship will either be an asset or a liability, depending on what you do with it if you think in advance of what you want and then you ask yourself, "If that's what I want, who do I need to know so well that they're glad they know me in order to get my goal?" who do I need to know so well that they are glad that they know me? Then that becomes your target of primary relationships you're going after.

Then you back up from there and say, "What qualities do I need to cultivate in myself so that I deserve the reputation that would open the door to these relationships that would cause the unfolding of the future that I'm trying to achieve?" You back that all the way up to who do I want to know, how can I connect with them and then once I'm connected in any way whatsoever, how can I make them glad that they know me.

The book takes you through the preparation for the sale, targeting the right people in the right ways, connecting with the people's heads and hearts, assessing their needs and their wants, solving their problem and proving that you solved it, gaining their commitment to buy, assuring that they're satisfied and continue to be satisfied and then managing yourself and managing sales.

John: With all the tools out there and all of the fancy things we can all do today, it's still really identifying the right people connecting and delivering value. It's all relationships and I think sometimes we get caught up in all this fancy stuff. These are pearls of wisdom. Let me go to the next segment.

This is resources, Jim. What are some of the resources that are available on your website?

Jim: First one is the virtual training. I have an online academy. If you go to cathcart.com and you scroll down a little bit, you'll see speeches, seminars, et cetera and one of those is virtual

training. Click on that and it will take you to a place where you can sign up for a free tour of this online academy of different courses in relationship selling and professional speaking and presentation skills that sort of thing.

If you choose to stay connected and subscribe month to month, you can do that. I've got a number of resources in there. I got 9 different eBooks and then I've got my regular books, of course, in bookstores and Amazon.

John: It's a really rich environment and we're going to put all the ... In the show notes, we'll put the links so everybody can connect with you Jim on this because it's just so valuable.

Jim: They can see me on YouTube. They can see me in LinkedIn, Facebook and it's just Jim Cathcart. Nothing fancy about it, just search on Jim Cathcart and you'll end up finding dozens and dozens of videos, all kinds of articles and blog posts and on and on.

John: Jim, let me do a last segment where I'm going to share with you what my key takeaways are.

Jim, I filled up a whole bunch of doubts here. I love the discussion on the 7, but I'm going to focus on 3. The very first is lifelong learning. You are a guy who has been doing lifelong learning. You've been, as I said earlier, the mentor. You've been out there really doing it for an awful lot of people and making a huge, huge difference. I think one of the messages for all of us as entrepreneurs is not to lose that, so structure it into your life.

The second is to focus on your strength. I joked about strong weaknesses but definitely, you focus on your strength. Each of us has some type of unique ability, something that really good at. We typically really enjoy doing it and everything outsourced whether it's to your team or to outside vendors or partners. There's so much you can do but just being good at one thing.

Then the third is really important as entrepreneurs. We're carrying a heavy weight all of us in building our businesses, bringing our teams along, inspiring them. Don't do it alone. Make sure that you're part of your groups, communities that can really help you succeed.

Jim, I want to thank you for spending the time today your busy schedule.

Jim: You make it joyful, so thank you for that.

John: It's been a real pleasure. Remember for everybody watching or listening, go to aesnation.com. We have all the connections from Jim so you can follow up. Make sure to ... Really, he's got a library university of content that you don't want to miss and the most critical part, it's all about action. Take what you heard. Put it in action. Your clients, you future clients, they're counting on you. Wish you the best to success.

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Best of success,



John Bowen
Founder and CEO
Financial Advisor Select