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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
68

Ford Saeks

Show Notes at: <http://www.aesnation.com/68>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we want to use the latest technology to serve our clients well and, more importantly for many of us, to attract a steady stream of new, right clients. I have an entrepreneur who's one of the best in the world at doing this. He's helped his clients get to billions in sales. He helps them find, attract, and most importantly, keep. He recognizes that lifetime value of a client. Ford Saeks is one of the top entrepreneurs out there, and he's here today to share with you his online secrets. Stay tuned.

Ford, I am so excited to have you. A good mutual friend of ours, Bill Bachrach, brought us together. He spoke so highly of you as being one of the top marketing guys both online and offline, but really using today's tools to make a huge difference. First of all, thank you for joining us.

Ford Saeks: Glad to be here, John.

John: One of the things I want to do is, we're going to go into a lot of advice for our fellow entrepreneurs on how they can accelerate success, but give me a little bit of the back story. I want to get some framing of, how did you get to where you are, where you're having this success helping other entrepreneurs be really successful?

Ford: I caught the entrepreneurial bug when I was really young. When I was 15 years old, I was living in the projects of north Minneapolis, in Minnesota, and I was trying to figure out a way to earn money, unlike all the other people in the neighborhood who were earning money. I decided what I'd do is I'd start a painting company. That first year, from age 15 to 16, I generated \$35,000 in sales, which in today's math, would have been \$175,000, but there's only a problem. If you give a kid from the projects \$35,000, they spend 36. It took a couple years later to learn, but I learned about how to deliver value and capture a client at a very, very young age. That's where I started my entrepreneurial bug. That led to 17 different companies since then, developing patents and selling products through all different channels of distribution around the world.

John: That's great. That's a solid foundation. You start as an entrepreneur early, and many of us had that fork in the road. We could have gone either way. The entrepreneurial bug really made a big difference. Let's dive into, first thing, I know, before we got started, I was telling you that I did not, I was not a big user of technology. I had a wake-up call in 2008, 2009 when the financial markets really changed. Prior to that, my business at that time, the primary business was coaching top financial advisors. It's still a very successful business, but what happened was, the large firms stopped wanting us to coach their clients. We were making a big difference with their advisors, so we got to market directly to them.

It was really hard, Ford. How do you start? You don't have a list. You don't have the tools. You don't have the technology. It seemed overwhelming for us initially. I think, I can tell you,

four years later, now I love it. It's changed my whole life, but let's take the entrepreneur that's got a good brick and mortar, could be a professional service. It could be selling widgets. The World's changed. How do they start taking advantage of these things?

Ford: I would say it really starts with the mindset. The first thing is, don't get seduced by technology. Stop worrying about the shiny objects. I would just say this: I might be considered one of the top internet marketers, but I don't care about my website. I don't care about Facebook, LinkedIn, YouTube, Twitter, Pinterest, Instagram. I care about communication. That's the only reason I want my website, is to communicate value. Your website, it's a communication tool. Having it on a mobile device, it's a communication tool. Of course, same thing with social media databases or social media websites. They're just communication tools, so while I said I didn't care about them, I don't care about them for the bells and whistles. I care about them for engaging, connecting, communicating, adding value and helping expand your reach.

All entrepreneurs, all small business of every type and shape and fashion, they know they need to use the internet. This would be silly if we were saying, "Hey. You need to use this." The key is, are they using it effectively to build a list, to capture leads, and to grow your sales?

John: I look at it like today. Prior to 2009, I wasn't using video. Today, we're talking over very expensive technology, jokingly, Skype. I think I have one of the more sophisticated podcast thing. I'm using switching equipment and all that and camcorder, maybe \$3000. Five years ago or ten years ago, you'd have to drive up a satellite truck. There's all these gadgets and widgets out there, but it's really all about starting a conversation. I like the term 'marketing conversation'. You read off all the things. Google, I think, 1998. YouTube, maybe 2005. LinkedIn later. They just boom, boom, boom, boom, boom. All these things as entrepreneurs, we didn't have to do. We get overwhelmed. I love you thinking about that conversation.

Let's say you've got an entrepreneur. They're going, "Okay. I want to get more people to raise their hand to explore working with me. I've got the mindset that I don't need the new, shiny object. What I want is a thoughtful process so I can have a systemic process that I'm bringing in a steady stream of clients that I'm attracting. I'm finding I'm attracting them, and then I'm retaining them, serving them really well. How do I? I've got the mindset. I'm ready to go. Ford, where do I go from here?"

Ford: When I speak to audiences across the globe, I do keynote presentations or breakouts, and the question always comes up, "Where do I start?" Whenever it's a conversation around social media, most of us would rather put a fork in our eye than sit through another webinar or another teleseminar on social media. This will be different. For those of you that are thinking, just hold your horses. Here's what I would tell you. Where you want to start is, you want to fish where the fish are. If you go to a lake and you see a bunch of boats on the lake,

they're fishing where the fish are. The first thing you want to do is ask yourself, where are your fish? What type of business do you have, and where do your people congregate?

If it's business to business, you certainly should be leveraging YouTube and LinkedIn. All businesses should really leverage YouTube, and I'd love to go into more detail. I can certainly do that, but certainly everybody who has a business should use YouTube, because it expands your digital footprint and it also helps you get search engine rankings. If I want to compete with you and I have a business or a store or I'm a manufacturer, I'm a distributor, whatever type of business I am, if I have a YouTube channel and I understand how to use the right keywords in the videos, I can dominate the first page of Google and push my competition down off the page. YouTube's number one. Fish where the fish are.

Number two would be LinkedIn. You need to be using your LinkedIn profile. A lot of people just think about LinkedIn for trying to get a job, but no, no, no. LinkedIn's an authority site. If you beef up your LinkedIn profile, when someone's searching for your type of product or service, you'll actually come up on the first page. Yes, you want your website to show up on the first page of Google, but if you're in a competitive market, if you can get your other profiles to show up, you're going to get the leads. The key concept I would say would be, fish where the fish are. Think about where your market congregates. Think about how you can communicate to them. Then, once you're there, of course, there's other strategies of lead magnets, and how do you get them to actually raise their hand? That would be a lead magnet, something you're giving away to get them to give you their information.

John: Let's stay on the 'fish where the fish are'. This is some of the, I always think of, as entrepreneurs, we have to be on the right side of complexity so it's simple and elegant. A lot of times in the beginning, we think we know what we're doing, and it's mainly because we're massively ignorant on the subject, so it's simple there. All of a sudden, it gets really complicated as we start looking at social media, the internet. If we really just look where our clients are hanging out, it's so much more powerful. For example, I'll use financial advisors because I do a lot with financial advisors. Study after study, they don't use Twitter. They're just not using it, the high end. There's actually a high correlation with net income and Twitter. The lower the income, the higher the use of Twitter among financial advisors. I'm not saying anything negative about Twitter, it's just, that's what it is.

Ford: It's just what it is.

John: Yeah. We can go through and on the, as you said, Ford, LinkedIn, surprisingly, huge, huge use of, and YouTube, too. I love the strategy of dominating. You really don't have to have that many views. YouTube and Google have a special relationship. They own them. Somehow, just small usage of your video, views, can shoot it up to be on the front page. A lot of this awareness is all about getting credibility, that if you don't show up on a search, you're

not a player. In today's world, almost everyone, B to B and even B to C, wants to see credibility. Not only authority, that you actually can do it, but credibility, too. How are you seeing the 'fish where the fish are'? Let's just take a little bit deeper for some of the industries that you've worked with. How do they find out where the fish are? I've been on some lakes, and there's nobody there, type thing, early in the morning.

Ford: First question now, we're doing this interview here. I did not prepare you for this question. First instinct, out loud, verbally, what color are yield signs?

John: Yield signs are yellow, I think.

Ford: Sorry, John. Yield signs have been red and white since 1971 in the United States. For our international listeners, they could be yellow, but in North America, English-speaking countries, yield signs have been red and white since 1971. Before you get distracted, write that down. You guys can go check it later, when you're done listening to this and watching this video.

John: I'm leaving right now, here, Ford. I've got to go check this out.

Ford: What that means is, mindset. You had a belief system from 1971 that thinks the yield signs, go Google it. The yield signs on the Department of Transportation, they changed it in 1971. The same thing happens with social media. People think, "YouTube doesn't work. LinkedIn doesn't work." I have a joke I tell at my seminars that social networking is like social not-working, because most people don't know how to use it. Going back to your question, it first comes with your mindset. You just have to remember it's a communication tool. You have to understand, what are the search phrases or the search terms that your market's interested in, that you can come up with?

For me, for example, I'm a franchise speaker. My keynote fees, it's widely, you can go on Google and know this. For a company to hire me to come in, it's \$15,000. If someone calls me on the phone and says, "What are your speaking fees?" And I say, "\$15,000", the next thing they're going to do is hang up. No one's going to do that, so you have to provide the value first. What I've done is, I've been able to build up my LinkedIn profile, put the history of the people I've spoke for on my LinkedIn profile to provide social proof and credibility. Same thing I've done on YouTube. Same thing we've done with our clients. We've got clients on YouTube, like Steve Spangler, that gets 80 million views a month. We've got Judson Laipply, who's got the Evolution of Dance, who has 400 million views on one video. It's one of the top ten views.

We don't take credit for his video. Don't get me wrong, everybody, but what we've done is we've helped them leverage the tools, even though they are experts on those things, to

expand their market share. What every entrepreneur and business can do is identify what search terms you think people are going to search for. This sounds almost so basic, but it really is. What problems do you solve that people will pay to make go away? What are they searching for on the funnel? For example, there's four stages they go through for keywords. Awareness, Research, Comparison and then Shopping. The words are going to be different.

If a financial advisor's going to find you as a top coach for a financial advisor, they may not be looking for financial advisors. They may be looking for, "how to grow my financial practice" or "how to" something totally unrelated. You get the point, John, but certainly Awareness phase, Research phase, Comparison and Shopping. It's a funnel. The words that you're going to use are going to be different. Once you have those words, then you go to the platform and you have to learn, when I say platform, I'm talking about YouTube, LinkedIn, Facebook, Twitter, Instagram. You have to ask yourself, is this a communication tool that's going to help me connect? Are there influencers I can connect with? Are there strategies and tactics? What are the tools?

Unfortunately, most people think it's more complicated than this. The reason there's millions of people on these platforms is because they're not hard to use. You just have to think, from a business standpoint, what makes sense.

John: Let's take, let's say we've found our fishing pond, and we see the fish. We've actually started a conversation with our prospective clients, our niche market, our primary focus, all that. How do we get them to take action? Really, as a business, we've got to do two things well. We've got to serve our clients well. We've got to nail the client experience. Second thing, though, is we've got to get more people to raise their hand to explore working with us. How do we get them started doing that?

Ford: The best way to get them to do that is through a lead magnet. A lead magnet. You want to have something that you're giving away for free in exchange for viewership. For example, I'm being interviewed today with you. When I get the replay video of what you're doing, I'm going to use this as a lead magnet. I'm going to send it out on my social mediums to say, "Hey. Watch this interview with expert John Bowen where we talk about entrepreneurship and how you can get more customers." I'm going to use this as a tool to give out. There's two different ways to use lead magnets. You can give them away for free and let them consume it, to build trust and credibility, or B, you solicit it to say, "Give me your name and email, and then I will give you access."

I typically like to do a two-step, where you're giving something away for free to build that trust and credibility first. That way, especially in today's day and age, that way it builds trust. Then they're more willing to opt in or to upsell or to go down the funnel. Every business can do this. It doesn't matter if you have a gift store, doesn't matter. You just want to ask yourself, "What

problems do you solve that people will pay for, to make go away?" If you don't know, ask your employees or send out a memo to your team and say, "What are the top ten questions that people ask when they come in the door, when they call us on the phone, when I'm doing sales presentations?" Those questions will tell you what the lead magnet content should be.

Then, you want to ask yourself, once you have the questions, what's the best format? Obviously, I like technology. I like videos, so I use a lot of video. I do a lot of video marketing. I use services for it. I do email videos. I do broadcasting. I have landing pages, and all of that. I like video because it engages the senses and it allows people to see the authenticity of it. Here I am today. This is my office. I have a, like you, I have a studio and I have a set, but this is it. We're all here communicating. We're adding value. All these people who think it's too difficult, I'm here with a webcam, a \$99 webcam in my office. I have the big microphones and the whole thing that I do when I'm doing shows like you, but today, I'm the guest, so I'm going to move my microphone back out of the way, because that's not what I'm doing.

The point is, you need to have a lead magnet- audio, print, text or multiple formats that you can use to solicit and get the client to give you information. Once you get that information, you have to have a nurturing campaign to nurture them through the process, through your sales funnel. A lead magnet and a nurturing campaign are the two things that I would say that everybody could do. Once you have those, John, then you use them on YouTube. You use them on LinkedIn. You use the fishing ponds to say, "Hey. This is available". Then people say, "Okay. I want that."

John: I think this is one of the most important things, Ford, is that what you just said. Prove out a concept. Get whatever experience that works. The clients are here. Your prospective clients or customers. You've got your lead magnet. Sometimes, it's referred to as an ethical bribe. It's really using-

Ford: Yeah. I used to use ethical bribe until people started getting confused, so I took that way.

John: Yeah, I like lead magnet. It's really what you're doing is, you're taking advantage of the law of reciprocity.

Ford: Yes.

John: As humans, if somebody gives us something of value, it's got to be of value, we're more than happy to certainly continue a conversation, because we perceive there's going to be value. We're open to taking it further, to the extent we nurture. So many people do, think of the internet as email or even direct mail is one and done type thing. Let's blast it out, and do it. We're looking for a relationship. We've got to differentiate ourselves. We've really got to

be distinctive in what we're doing. It's really hard to do that in two minutes or less. We've got to get some, use that nurturing. Now that we're nurturing, they've got respect for us, they really think that we may have something there. We've got authority in whatever space we're doing. We're now, we've got credibility because of this marketing that we're doing. How do we get them to raise their hand, to take action with us?

Ford: Obviously, the first thing you'd want to do is map out your sales funnel so you know, "At what point do I need to engage or offer something else? For example, if you go to our website at primeconcepts.com and you fill out the form for a marketing audit, that's a lead magnet. You fill it out. It drives the conversation. Next, I get on the web, and I do a critique of their website using GoToMeeting or JoinMe where I share the screen. I pull up their website. There's never been a website yet that I haven't been able to find five to ten things that are major mistakes that would help them get more business. What's that do? That builds trust and credibility immediately, because now they're going, "I know that." There's five different generations in the marketplace right now. There's millennials, Gen Y, Gen X, boomers, traditionalists.

People expect to be able to do research before they call you. The problem with most entrepreneurs and most businesses are, they assume that their clients aren't necessarily doing that sometimes. You have to remember that before someone does business now, they're going to grab their smartphone. Smartphone usage, mobile internet usage has now surpassed desktop usage. More people are accessing the internet on their smartphones than they are on their desktops or tablets. My point is, you have to be able to understand what the dynamics are and understand that your market thinks they're more educated than they are.

In other words, when they do their research, they think, "I already understand." You've got to make sure, you have only a few seconds to make sure that you've really delivered value, or they're on to the next thing, because we're in this microwave mentality. If they don't see what they want right away, they're gone. To flip over to the actual question you asked me, which was, "How do we nurture them?" You've got to have the next thing laid out. If they get the lead magnet, what's your next step? What are you going to offer them? What's your product pyramid or your services pyramid? What's the natural menu of services that you have?

A lot of entrepreneurs and stuff that I work with, I end up creating new revenue streams for them, because they didn't bundle something right or they had a lead magnet, and then their first option was \$25,000. I'm like, "Maybe you could have something that's \$10,000 or \$500 to nurture, to build that trust, or what type of Lunch and Learn can you do?" Like in financial advisors, you do training for financial advisors. Do they do any Lunch and Learn? Do they do any executive meetings, retreats, round tables, briefings where they bring people in and pay them? I work with banks that hire me to come in and do thank you meetings for their commercial customers. They sponsor me. I come in. I train on entrepreneurship and business

growth. They look like a hero, and they get increased loan demand and increased core deposits, which is what banks want.

I think the biggest thing, and then I'll stop is, stop making it so difficult. Give people what they want. Sell them what they need. Giving them what they want means, what are they really asking for? What do they want? Sell them what they need may be they need these other things, but they may not know it up front. If I talk to you as a client, and I say, "You're supposed to be using YouTube and LinkedIn", you're going to be like, "Whoa, whoa, whoa. I don't want to waste my time", but if I say, "Look. I'm going to help you get more customers. I'm going to help you increase the frequency of purchase. I'm going to help you increase the transaction", then you're like, "Okay. I want more clients. I want better clients." Some people don't want more. They want better, right? You want to fire some of your clients.

John: It's so important. I think one of the most fundamental marketing and sales issue is understanding that the marketing and sales process as to what people want. Sometimes as entrepreneurs, we get so frustrated, because we actually know what they need and it isn't what they want. You said it very well, Ford, is that we're going to really deliver what they need but package it of what they want. They're going to get the results that they wanted, but they're going to get the tools that they need. That is such a powerful part. I also want to come back to something you said earlier, that I think is really helpful. This is one that I struggle with a little bit.

All of a sudden, I'm doing probably 100 webinars, I'll do this year, and four virtual conferences. Next year, I'm going to do even more. I've just found the value of doing this. We do a lot of special reports and e-books and so on. One of the, our price point for coaching financial advisors, we charge \$2000 a month, \$24,000. It's not an inexpensive. A lot of the people think, "We should be able to figure out how to get them to click." There's two parts. One, to do that kind of purchase, they're doing a lot of research, as you said. They're going to look at this. We find that the average person who is looking at us has watched three webinars, has downloaded at least one e-book, looked at some of the pricing information and so on and then scheduled what we call a Best Year Ever consultation. It's much like your consultation.

When we go over to resources, I want to let people know how they can take advantage of that audit, because it's so good, but I want them to look at it for two different reasons. One is, it's something they should take up, but two, marketing is all about starting a conversation. You're providing the information. You're attracting the right clients through fishing where the fish are, using these lead magnets, nurturing, providing value ahead of time and then you're starting a conversation with qualified people that you can deliver even more value and then see whether it's appropriate or not to work together. That cycle, just for so many people is powerful. The internet has become one of the greatest facilitators of that, Ford.

Ford: Yeah. There's a formula that everybody can use. That's Problem, Agitate, Solve. When I work with someone on their value propositions, I ask them, "What's the problem?" Look at the problem globally. In other words, first, don't talk about it personally. What is the problem? Whatever industry you're in, we could pick a problem, and we could do that. Then, make it local, personal. You talk globally, and then you talk more, "Imagine. Does this sound familiar?" Then you start talking, "Are you?" You use more 'you and I' language. Then, now, they're like, "Yeah. I have this problem. Yes, this is what I want." Then you can solve it. Whether it's a lead magnet or a sales letter or a website or a landing page, if you can keep the concept of Problem, Agitate, Solve or, of course, Value, Agitate, Solve, but it has to be framed that way.

So often, I go to websites. There's no call to action. Their phone number's hard to find. The usability is terrible. It doesn't work on a mobile device. They haven't optimized their YouTube channel. They haven't optimized any of their platforms. They haven't even bothered to even look at them or look at their statistics or look at what their visitor value are. We're not talking about internet marketing type fancy things, everybody. We're talking about your business. Whether you have a brick and mortar or not, you have to ask yourself, and if you're brick and mortar, what's your mobile platform look like? Have you claimed your business directory on Yelp and Angie's List and the directory systems and Google Places, on Yahoo and on Bing? They all have business directories.

Have you even gone in and updated your profile? If you do, if you're a brick and mortar, and you claim your business directory, then when someone's looking for that type of business, you come up first. The search engines are going to give up profiles that are enhanced before they're going to give up the other one. Even if they're, by proximity or geofencing where people only show up by where they are, location-based, you'll actually find you're getting more customers. You're going to be like, "All you did is spend 15 minutes, googled your company and claimed your businesses."

John: I think what I like, and it's taking the step is that mindset first is the big thing that you're going to be a player. You understand that you're doing something right. You're delivering a great client experience, whatever it is that you're doing. What you want to do is, you want to establish the credibility. You've got the authority. You're delivering something, but now you want to have the credibility, so you begin building out these lead magnets so that you have that, and then you start these nurturing campaigns. Really, what that does, Ford, and we're drawing to them taking action, but the low price side of it may be just collect and buy it, more of an impulse, but if it's one of the higher priced things, you're going to set a free consultation or a nominal cost consultation.

What I like, with all, there's so many platforms out there that we can use for free, like claiming the directories and so on, the YouTube and all this, that just get good at this, at least I think this is what you're saying, is get good at this at one first, and then just really get that message

in. Then you can start expanding it to the other pond where your fish are showing up, too. Is that what I'm hearing?

Ford: Yeah. I would say, if you're taking notes, I would say start with your mindset first. Make sure that you don't have any limiting beliefs about what things mean. Be open. Raise the bar. Remember that done is better than perfect. Getting it done is better than it being perfect. If you're in analysis paralysis, get it done. It's going to be better than that. Being authentic and sincere. Like we're doing today, we're not worrying about, yes, we have the right technology, because people expect it, but again, we're authentic. This is who we are. Then, of course, plan and celebrate. First, mindset. Then, once you have the mindset, stop making it so difficult.

Just ask yourself, if I'm going to sell, and I have not talked to you about your business model or how much you charge, but if you're charging \$2,000 and you have a financial advisor, you have to create that economic value proposition, which is what you do when you talk to them, I'm sure, about how to have your best year ever. You're getting them on the phone. You're identifying their needs. You're listening to them. You're letting them authenticate themselves and validate themselves, because you already know what they need, but you have to let them go through that process to answer the questions, so that when you actually provide the solution, they're open to hearing it. That's something very important that for our listeners today is, you know you can help your market, but you've got to psychologically move that prospect through that before they're open to saying yes.

That's really the difference today of these technologies, how they help so much. Having the videos, having your social footprint, having everything up there and letting someone get introduced to you. If I wanted to work with you and I'm a financial advisor, I'm going to google you. I'm going to see your company. I'm going to see the webinars. I'm going to see that you're in Huffington Post. I'm going to see that you're writing for all your magazines, that you've got podcasts and virtual events. You've established you're an author. You've established this great footprint. Then I'm going to say, "Okay. Let me stick my toe in the water, and watch a webinar. Fine. Now, let me get on the phone and have a prospect call on how to have my best year ever with you or one of your advisor coaches." That allows me to go through the process.

By that point, you're having an economic conversation. If they're not ready, they're not ready because they're not ready. It's not because you didn't have thing. I would look at everybody's business and look at, what do we need to do to bring in more customers or, because I have to be careful here. Some people, like I said, don't want more. They want better. What do you need to do to attract that higher-tier customer? We all know, the customers that give us the least amount of income, we spend the most amount of time with. It's the website project that

I do that I give them a discount that ends up being the worst disaster than the guy that pays full fee pre-paid to get a discount. It's crazy.

I would just say that the mindset comes first. Keep in mind that the internet, it's just traditional marketing. The difference, John, we didn't really talk about is, I'm really an old direct response guy. I started in direct mail. I started as an entrepreneur. I invented several products that you might have seen. I've sold through all channels of distribution. Have you ever seen a bike rack John that goes from floor to ceiling that stores bikes, a system?

John: Oh, yeah.

Ford: I invented and patented that in 1997. I sold \$50 million of it before I sold my company. That sounds impressive. That wasn't all profit, everybody, but I built the company up from a garage operation. I had 100 employees. I've done the brick and mortar. I had 4,000 dealers. I was in Sharper Image and Mass Merchants and Wal-Mart and Sam's and all these other stores. I've done all those different businesses. What led me to the business I'm in today is that it's profitable. Information is the most profitable business, because people will pay more for information. If I'm a financial advisor and I pay you \$24,000 a year, yes. You have time involved, but the value of the information and short-cutting their learning curve is where the real value is. As a business owner, mindset, general marketing tactics. Don't get seduced by technology, and you have to have clear value propositions because if you want to make more money, you have to add more value.

I don't believe there's such a thing as a money problem. It's an idea problem. You want more money? Get some more ideas. Build your success library like you are today in subscribing to John's programs and the podcasts and the virtual, because that's what it's all about.

John: Let's go to that. Let's do the next segment, which is Book of the Day. Let's start off. Ford, you wanted to mention a couple of books. I said, "You have to mention your own book first." Let's start there.

Ford: I appreciate that. I have it behind me, strategically, on all of my podcasts. It's called Superpower. Superpower is a book that I wrote. It was actually titled Common Sense is a Superpower, because I think that most people make it too hard. The book was written to give to business owners and their teams on how to make things easier. That's what it is. Is it earth-shattering and new? No. Am I going to tout it like that? No, but it's a great book for anybody in business to read, anybody who's in college or a graduation gift to read. It's a personal and professional success book on how you can think, act and perform with less efforts and better results.

John: You had a couple, it's a very good book. I didn't even recognize it when I pulled it up. I did read it when it first came out. For some reason, I read too many books. I didn't know, Ford that I read it, but it was very good. Particularly I remember the painting story is what brought it together here, your painting business in, was it Detroit area?

Ford: Yeah. It was actually Minnesota.

John: Oh, Minnesota.

Ford: I started in Minnesota. It was in the projects. Maybe that has something to do with it.

John: Yeah, that's why I went Detroit on it here.

Ford: Yeah. Sorry to the Detroit people and everything. We're not talking to that, but yeah. It was definitely on the other side of the tracks. That's what started it. The other books, you know, I recommend people have a success library. Right now, behind you, you have all your books. If I turn my webcam up on my shelf, I've got all my books, and all my cabinets are full of books. I have a success-

John: We can't show our Kindles, too, either.

Ford: Yeah, I know. My gosh. That's everything. I would say a couple more quick books that I'd recommend would be one, The Compound Effect by Darren Hardy. I like that book. I love Darren. It's just really good information. I really think it's a great book for everybody to read or re-read. It's something you should put on your yearly list. It's quick read to re-read it. The other book I like for entrepreneurs is Influence by Robert Cialdini. I might be pronouncing his name wrong.

John: I think that's it.

Ford: Influence. It's a traditional book on how to provide value.

John: I think that's actually one of the best books for marketing, so that you understand human behavior. I believe it's the six drivers he has. I don't want to say which ones, because I'm not sure I would remember them all, but it's just a book that I've re-read a few times. I think I need to re-read it one more time. It's a great book.

Ford: It's one of those that I carry on my Kindle. It's actually my iPad with the Kindle app. I'm on an airplane, I'll read a chapter. It's one of those that you need to be reminded on, because it just makes so much sense. Again, for all of us participating in this today, the reason we're doing this is so that we can shortcut our learning curve. There's nothing that you and I are

saying that you can't find on the web, but are you going to take the time to search through all that? No. That's why you pay for advisors and coaches and experts like us, to help you shorten your learning curve.

John: Let's shorten a little bit on the smartphone and go to the App of the Day.

Ford: I have three. It's under-promised and over-delivered. You asked me for one. The first one, I would say, is DropVox, with a V, everybody. Everybody's probably familiar with DropBox.

John: I'm putting it up on the screen, because even when I googled DropVox, it wanted to bring up DropBox.

Ford: Right. DropVox is an app you can put on your phone. What's really great about it is, you can hit record. You can record your audio message. As soon as you hit stop, it immediately uploads it to your DropBox. It's a great way for me to distribute information to my team and not have to worry about trying to email a recording and all that, so DropVox. The other one is, I know you travel a lot, but one of the apps that I like is called Sleep Fan. It's actually an app that makes the sound of a fan, so when I'm in hotel rooms, I actually use Sleep Fan. It makes a little noise in the background.

John: It's definitely picking up a fan. I'm going to put it up on the screen, too. I have not heard of that one.

Ford: Sleep Fan. There's several, but I'll tell you. When I'm in hotels, just turning that on and leaving that, you'd be surprised. It really does work. The elevator, people slamming doors, it helps you sleep. If you're on the road and you travel as most executives, that's a good one. The other one I use is a little bit off the beaten. I know you cover so many different ones. It's called Word Lens. Word Lens. Word Lens, what's really cool about that app is, if you travel, and I travel international, you can actually take the app and point it at a sign, and it will translate for you. If I'm in an airport in another country, I can hold it up to the sign and it will translate it to English. If I'm reading a menu, I can translate it, and it will translate it live. Even here on our little notes for preparing, I know you won't be able to see it on the camera, but I can actually say, English to Spanish, and it will actually change everything that's on this document to Spanish. It's called Word Lens.

John: That is amazing. Let me go. Let's bring this all together in the next segment, which is Resources. Ford, you've got a whole bunch of resources on your website, so let me pull up your website. You already talked about one of the, you're making it available on AESNation. Why don't you tell what that offer is?

Ford: If you'd like to have a marketing critique where I will go through and I'll look at your social media platform, I'll look at your local marketing if you're a local business. If you just want to have a non-charged critique, you can go to primeconcepts.com, fill out the form there. There's no obligation or anything like that. You're not going to get spammed or sent a bunch of marketing materials you don't need. That will allow us to have a dialogue to see, where are some things that you can do to improve, to get more clients and to increase the frequency of purchase, get more referrals and get more sales? I would do that.

The other one I'll tell you about real quick is Business Growth VT. It's called Business Growth Virtual Training. It's a new platform that's going to be launching the beginning of the year. There's a capture form right now on Business Growth VT. It's virtual training, but businessgrowthvt.com. You can go there. You can put your name and email in. When that system launches, I'm going to give the listeners some discounts and some specials on virtual training, because just like you, what we're finding is people and organizations want more virtual training.

Next week, I'm leaving, actually it's Monday. I'm flying to Orlando to speak to the Lawn Doctor Conference. While I'm there, I'll be speaking to several hundred franchisees. When I'm done speaking, they always want to know, "Wait a minute. I need more time on YouTube. I need more time on lead magnets", so I'm putting together this online training platform to allow them to virtually get trained more interactively. It's not just content on demand. It's actually branched learning interactive.

John: That's great. Let me just bring this together with the key takeaways that I walked away with. I've got a whole bunch of notes. Really, I'm going to start with mindset, as Ford did. It's so important, you mentioned limiting beliefs. It's so easy to get overwhelmed with all the new tools that we have and the shiny, new objects, and you've got to have the latest thing. We've got to remember that marketing is marketing. Sales is sales, and what was done 100 years ago is roughly the same thing. We've got different tools, better tools. We've got also a lot more competition, so mindset first is, understand that you need to go ahead and use not everything but just a select few tools and be really good at it. You want to establish your authority that you're good at whatever you do, and then leverage it with credibility. You want to fish where the fish are. I love that, and create a lead magnet content. Some of the best content, as you were saying, Ford, was just, what are the questions your market is asking? You can put that together in a book, and it can be a great e-book. It's so easy to do. Nurture, it's ongoing conversation versus the one and done, and then have a strong call to action to start the conversation, raise the hand. You know what? All those future clients that you're going to attract, that you're going to keep and really solve their challenges are going to become marketing apostles. We wish you the best of success in achieving all that's important to you.

Ford: Thank you.

A Second Opinion on Your Finances

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