



AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
73

Joe Foley

Show Notes at: <http://www.aesnation.com/73>



Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

We hope you find this transcript to be a valuable supplement to the podcast and encourage you to share it with like-minded entrepreneurs in your network.

In addition to our five-times-a-week interviews with leading entrepreneurs, keep in mind that we have plenty of other resources to help put your success on the fast track:

- Our **monthly live, interactive webinars** co-hosted with Dan Sullivan of Strategic Coach feature today's top entrepreneurs. These are world-changing entrepreneurs who have the insight to help transform your business.
- Our **virtual conferences** showcase business leaders and experts in elevating your success and your life. These one-day online events give you access to the in-depth presentations and interaction that you'd get at a live conference from the comfort of your office or home.
- The **AESNation.com weekly newsletter** will always keep you on top of the latest interviews and events. [Sign up here.](#)

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: As entrepreneurs we have to reinvent ourselves all the time. The market forces out there are telling us that we need to do it. I've got two for it today, I've got a phenomenal fellow entrepreneur Joe Foley. Joe is going to share with us how he reinvented his business over the last 30 years with his partners several times. More importantly I think even though that's real important, he's going to share with us some of the secrets of the most successful marketing people and how he's helping them be extremely successful. Stay tuned. I'm John Bowen, we are at aesnation.com.

Joe, I am so excited to have you here on our podcast. Thank you for joining us.

Joe: My pleasure. I'm excited to be here too.

John: I feel like I'm sharing a big secret, get myself in trouble but I want to. Our fellow podcast viewers or listeners at AES Nation, Joe is my go-to guy in really anything where it's not electronic and marketing and we'll tell you what that means but he's not only my go-to guy he is about every major marketing guru you know is working with Joe. Joe, we met I think first time we met Joe was in Joe Polish's Genius Network Mastermind Group?

Joe: Right. A few years ago.

John: We've been in there. How long have you been in Joe's group?

Joe: Three years now, going on my fourth.

John: Okay. I was ahead of you just a little bit. The only thing I've been ahead of you out here. One year ahead of you. It's a great group of top marketing people. We call it 25K as the other words because Joe makes us pay 25,000 to hang out with him but the networking opportunity lessons have been great. One of the big values is you learn different connections of where to get things done and Joe is my go-to guy on so many things. Joe, we're going to go into and talking about how you have reinvented yourself in the evolution.

Before we go in to what you're doing now for all these marketing professionals, why don't you take us to how did you become the successful entrepreneur and reinvent yourself with your partners?

Joe: Okay, it started a long time ago. Before the internet there were these things called diskettes and they came in five and a quarter inch and all the computer nerds used to take a box of those and put them on their desk. It was a status symbol what they are working on.

John: I remember having a couple boxes. I must have been a real geek here as a financial guy but go ahead.

Joe: All we did in the beginning was print company names on there. Big corporations, Motorola and we'd say proprietary information. Then, our customers would call up and say, "Could you duplicate these program for me?" We're like, "We don't know. We don't do that. We just print on them." Then, somebody called up and said, "Hey, do you want to buy a machine that duplicates diskettes?" "Hell yes, we do." Then we ended up getting 200 of them so we learn little by little.

John: Not 200 cassettes but 200 machines?

Joe: Yeah, 200 machines.

John: Okay. I want everybody to stop for a second because you know some watching this or manufacturers and widgets are going to feel a lot of empathy with Joe if you've been in the business a long time. Some of us are more on the professional services or the information marketing that we don't have the big capital expenditures. All of a sudden you got 200 machines, you're cranking businesses great and I'm guessing that's not a big part of your business right now?

Joe: No, we have one machine that's in the museum but that's it. We kept them going as long as we could. We try to be the last man standing. We were duplicating diskettes after the manufacturers of the equipment were long gone and out of business. Then, of course we went right into doing computer software fulfillment. We started printing big user guides, remember those? Getting started manuals. Then all of a sudden computer software started getting downloaded on the internet so luckily we learned how to do all these printing of books.

We're able to right away move over to the corporate clients and start doing a lot of their training programs. For their in-house training or for their clients.

John: I'm thinking this is over so ... I mean, this is over about 20 years right now that we just went? Wasn't it?

Joe: Yeah, the computer software went from the diskettes started in '84 then we started duplicating computer software maybe around 1990. Right around the time where Windows came out, there was Windows 3.0 and 3.1. We had this cool customer called in, InstallShield Corporation. Every time somebody updated their software you had to get a new InstallShield program. We would get a reorder, every customer we had would reorder every time Windows made a move. If Windows went to 3.12, everyone of our customers had to update their software so those were the glory years.

John: That's when you're cheering Bill Gates for just doing ...

Joe: Make changes, make changes. Then, things started to drift over to the CDs and we had a cool situation where EMI, one of the biggest music company had a plant in Illinois and we became their only customer outside of big record labels. We managed to get credible service and great deals. Now, of course we do all the manufacturing and stuff ourselves because all those big record companies and their CD plants are long gone. Now we make CDs and DVDs in-house and believe it or not even with all these digital stuff out there we're still making more CDs and DVDs here in 2014 than we did last year.

John: It's amazing and one of the things that is just so powerful in marketing, Joe I want you to comment too because you've been working with the market place. I mean, it's been giving you strong messages along the way.

Joe: Right.

John: One of the things that as someone, my primary business I have two businesses coaching financial advisors and then also working with entrepreneurs on the financial side. What we see is all the technology that's going on Joe that you know I mean you and I we're talking over Skype, it's for free. I'm using probably a pretty sophisticated podcast platform and switching operation which is maybe 3,000 at most. A lot of things have moved digital but I mean you've been one of the guys reminding me and I know I value your counsel and I know that so many of the marketing people they initially will go, "Oh, digital free or most free."

Then the value of printing or physical product is just it's changed so much. A matter of fact Joe just sent, he had a big ... Joe Polish just sent from Genius Network Mastermind Group, the August meeting that we did in Newport Beach where there was about 220 ... The flash little USB thing. Just getting that I mean, it's like I got it all digital I can get it. Damn good idea, I felt like I got a big valuable tool.

Joe: It came in the FedEx box.

John: Yeah, it came in the FedEx box. I know you probably had something to do with that too.

Joe: We send all those out. We do a lot of flash drives and I love those. I did want to comment on what you said about the digital delivery. Because I'm a raving fan of digital delivery too. I've got the iPad, iPods, everything, iPhone and I also buy digital training. I did Eben Pagan. One of my biggest clients a while ago switched to the doing the digital delivery. I bought one of his products about four months ago. I bought Darren Hardy's Insane Productivity. I love that digital format.

Even Brendon Burchard, one of my biggest clients has his motivation manifesto which we did all the ship all the books all over the America and the world. I signed up for his digital products.

John: I mean, I know what you've told me is that combination but how do you see ... We're talking, not everybody knows Eben and he is one of the most successful early guys on the online marketing through branch and niches, Brendon Burchard. At the meeting, you and I are both Brendon was just telling that he's got a million followers on Facebook probably by now he's got a million and a half. Just one of the most successful new people out there. They are using more than digital.

I want to do this in a broad thing because I don't want it to be online marketing joke because the online marketing alone is just a small part of the industry. I mean, the academy. I want everybody, when you're selling widgets, whatever you're doing you're creating some of this packages and we all have to do two things. I have to deliver a great client experience and we've got to get more people to raise their hand to work with us. This is where this kind of tools come in but I also want you to...

Really Joe has done a great job of reinventing themselves in a difficult market place and by staying close to these top people. How are guys like Brendon and Eben, how are they using physical products now?

Joe: Definitely, Eben uses it less and less although his last big launch he called me up and he asked about doing ... He called it a back up copy so I did 10 DVD case in one of those zipper pouches and the reason I suggested that to him is I use some of his, something I've learned from him which is your customer avatar. I told him why not give your customer which is me because I love his stuff, why don't you give them a little package that they like.

I recommended the one that I like because it's a zipper case, you could throw it on the couch, you could throw it on your desk, throw it in your car and so I suggested that. That was really...

John: That's great. What about Brendon? I mean he's doing a big campaign on his manifesto right now as we're doing the recording. I mean, one of the things that I keep on going and say, "Geez, why don't you deliver the books electronically?"

Joe: Right.

John: He doesn't. He is big on the physical part.

Joe: He used to have those big giant boxes that we did that had unbelievable amounts of stuff but his current campaign is all digital. I really think it would be cool if you had a little button on there that said, "Get physical product." Just for the few people that would want it.

Even if it was 20% of Brendon's clients it would still be a gigantic number of clients because he's really kicking butt with that, that product. I'm taking his advance course online myself right now. I freaking love it.

John: I know, that's one of the things you and I are both life long learners but one of the things I was most impressed with you as an entrepreneur and maybe because I like doing it that's why I'm impressed. I think of aesnation.com as a virtual Mastermind and you and I have generated a lot of relationship networking by being with the clients, with our peers and groups. I mean, I know most of the meetings you're the only guy doing what you do certainly at a high level at any media I've ever been at. When did you start doing these joining the Mastermind CEO groups and some of these higher end events?

Joe: I think it was around 2007. Jeff Walker came out with his very first product launch formula and we did that physical package for him but we had no idea what we were making. We were just printing books and making CDs and DVDs. He invited us to a live event and he announced to everybody right before break, Joe Foley and Cindy are here from Disk.com. We didn't even know that was our name. We had the old stagy name CorporateDisk.com, disk company. We were mobbed and that's when I started knowing that I should go to live events.

When the crowd finally died down I went back in and sat down next to some guy and in the back of the room it turned out to be Eben Pagan who was already one of my clients that I didn't know. He invited me to come to his event it was called Altitude and that's been the chain reaction. Mastermind group joined in, Joe's Mastermind group was incredible. I totally recommend anybody check that out. He's been fantastic. The kind of people I've met and inspiration, friends.

John: I mean, one of the things that's so easy as fellow entrepreneur is to get caught up in our own business. We have great team, we can be doing amazing things. When you get out of side of your business and really outside of your industry I mean a lot of the meetings you and I are at its pretty eclectic. A whole bunch of different types of entrepreneurs. I mean, it could be billionaires and there's people who are just getting started and everything in between from all the different industries. It really has made a difference. Joe, what are some of the lessons you've learned along the way in this journey?

Joe: The biggest lesson is to always focus on the client experience. I knew that when I was a printing sales man. Right out of college I sold business forms back in the old days and my prices where I work were so high the only way you could get an order was to provide better value. I had to figure out how I could make that business form work better than anything else. I've taken that knowledge of always adding value and then I went to Eben's event the Altitude one.

He taught me there that to always focus on your customer. He said, "The only thing going on in your head is what your customer wants." What's going through their mind, what do they need, how can you help them. I made that commitment so now everyday I think I have a partner who's all in to the operation so I really do focus 100% on my clients and I think that's the reason that we're growing to this day. We have a tendency to keep customers for life and I have this one other incredible thing that I want to tell you about. The last 15 years we have 2,100 new accounts and the cool thing about every one of those new accounts they all came from a referral.

John: That's huge.

Joe: They didn't pay for.

John: I mean, I just want everyone when you're thinking about your business development and focusing on the client to client experience and really Joe where the client is because you're showing up where they are. By showing up where they are and not only delivering what you promise but over-delivering boy what a ... I mean, this should be not rocket scientist type stuff this is what works and we know this but so often we get so busy in our office. I get tired travelling, I stopped doing it about four years ago.

I got back into this since boy my business has been on steroids it just took off like crazy. Those dull moment, of course I know you need to do this but I didn't feel like doing it type of thing. What else, let's go to the next lesson you've learned.

Joe: Okay. My second theme that's super important to me is always offer flexible solutions. In the old days you used to say all that best price on CDs is 5,000 or 2,500. Now we'll any quantity, we even make stuff on demand. It's not about what's most efficient for our operation it's what our client's need. We make it so, we have no rules. We try to keep the accounting department in check. We try to do stuff so fast sometimes I get an order from a big corporation. I'm already working on it before they can even get purchase order issued from a Fortune 500 account because that's just the way we operate.

John: I know. Joe, maybe hold up the one piece you're showing me earlier before we turn on the cameras. The white paper and disk you did for me. Do you have that there?

Joe: Okay. I sure do.

John: Yeah, I mean this would be a great example. We're doing a corporate campaign. I'm going to boil you up here while I'm talking so they can see it.

Joe: Okay.

John: I remember I think one DVD and white paper and this was a campaign that we did that was great. It's one that I asked Joe to do, printed up and everything. We did it very quick. I got quantities. He says, "What do you need?" Really demanding what happened out of this and I don't even know if I shared with you. I'm now, we're putting on a conference with a group out of that we got, there's a lot of things that came out of that. I don't know if you, I mentioned to you pretty sure I mentioned this part is when we first did it it didn't really worked out well.

Then, one of the things about physical parts is they stick around and people is a nice looking package and they didn't throw it away and a couple of key guys reached out to us. All of a sudden, whoa some big opportunities. I love both the flexibility and one of the things I like is that you think of ... I can remember doing cassettes. I used to send out in my old business thousands of cassettes. I love doing that marketing and trying to figure out and working with somebody that actually sees where the business is going is just so valuable.

How are you working with, I mean ... How would somebody that is not printing enough stuff, not really using that many tools physical tools in their marketing, how would they know where to start? What would be the right ... You talk about flexible solution. Where do people usually start on this stuff?

Joe: It's so easy to get started because all you really need is some type of white paper that you probably have some information you already have available on your website. You could always send that out. Doing the old fashion post cards or direct mail pieces are really successful and the reason I know that is because people are trying them again. I'm getting repeat orders and that proves it right there. You don't do something twice unless you're making some money.

I think that the coolest thing is just take some video that you have it, everybody seems to have a webinar or even that teleseminar and that could be made into a CD or DVD in a couple hours. We can put it inside the mailer and make those on demand. It's risk free and you send that out to people and if they like it then you make some more. It's a nice way to get started.

John: I want to break that down because in the past I remember the first time I printed out some books I went offshore to China and printed 10,000. There's a big worry that you're going to get stuck with 10,000. Your mom only want so many copies of this. What I love about with today's technology what we can do is we can really do it on demand. I mean the tools are there for almost anything on demand anymore and so you can test marketing campaigns and really go ahead and have a major impact. If it works well you keep doing it, if it doesn't work well you pivot try something else.

Joe: Right. China is still a great place to go if you're going to buy huge quantity of books and you can wait patiently and you don't mind sending the wire transfer in advance and stuff. Because we buy a lot of stuff from there but your point about doing the quick turn I have this four color book that I did for the Genius Network and I really like that because each cover has its own ... That is my picture on it. Everybody, they got that, got their own picture on there and this was done on the digital equipment and that can be done in 24 hours. Not like a four week job.

John: What I really like about that is I was blown away with that. A matter of fact I want to talk to you about it for my group but I got home. I never notice it. So active at the meeting they didn't make a big deal of it. They passed it all out and so on. Then, I'm looking and I'm going, "I'm on the cover." On the quarter ... Oh yeah, it's oh wow. I mean, just amazing the one off that you can do that at a reasonable price to make people feel special because you know first thing you go, "Geez, they are featuring me on the cover."

Joe: I know. A couple of people did honestly think that. "I can't believe they made my picture bigger than everybody else."

John: That was such a great job, Joe Polish working with you Joe. Let's go, what's the next lesson?

Joe: I also thought I was looking back and I thought I would want to suggest it's definitely expand your services to meet your client's ever changing needs. I use my, because I'm a big Blackhawk's fan. I use that analogy to always skate where the puck is going because that had so much meaning for me. I'm trying to anticipate what my clients are going to need next year and the year beyond. That's why I have an initiative right now to become a 3D fulfillment service where I'll do the actual 3D printing.

People will send over their drawing and I'll make it and send it out to the ten big buyers of the major corporations. I'm also working on crowd funding rewards because crowd funding is just huge already and it's going to be massive. Whenever people contribute to a campaign they are going to want to get some physical item. I'm going to be ready for that so that I think is a huge lesson to always look forward. Get caught up in this months results and how awesome you're doing because we learned in at our company over the last 30 years is we always had to be ready.

There's always some gloom, there's something in the horizon that could eliminate ... How about when Macintosh or Apple decided not to put CD drive in their computer. I was like, "Oh my God." We're still making more CDs than ever before so but and I love the digital.

John: One of the things that I think this is for all of us is that ability to pivot and one of the challenges of pivoting is you got to know where to pivot and if you're not looking out being a little visionary or having someone help you do that it just makes a huge difference. Joe, you've done a great job pivoting on all of the stuff. I'm going back memory lane with all the different things that have gone and sometimes you forgot.

I mean, Silicon Valley I remember I just got my iPhone 6 and just programmed in a little while this morning. You take so much of it for granted anymore it's like, carrying it around but it lead so many opportunities for all of us. Let's go to the next segment.

Joe: Okay.

John: That's the ... Joe, what would you recommend? What are you thinking your fellow entrepreneurs should be reading?

Joe: That's a little tough because I have probably 25 New York Time bestselling book customers inside my warehouse but I do have a favorite right now.

John: I know I've got some books there. Everybody got some books there so you got to be really sensitive but I won't let anybody know Joe.

Joe: No, I'm just going with the truth. I have Brendon Burchard's new book the Motivation Manifesto.

John: Wait, I'm going to put it up on screen here for a second too.

Joe: Where did it go? Here we go. There we go.

John: It's a great book and Brendon is an unbelievable information source as well as a marketing machine would be I don't think does a justice.

Joe: That because I'm into every kind of personal development, self-help, I've done them all. I love that book and I signed up for as online digital delivery advance course. I love that course too. I believe that that's going to make a change in my life in 2015. I'm also I'm sneaking in the second book but I won't go third or fourth.

John: Okay, go to the second. What do we got?

Joe: Peter Diamandis had that book Abundance and that changed my life.

John: Let me put it up on screen here. It is a phenomenal book, Peter has been a great...

Joe: I found my copy.

John: Abundance: The Future is Better Than You Think and Peter does a great job of presenting that the future is going to be better than you think and I think it's six major areas that he focuses on but it's just it's something, it should be almost required reading every entrepreneur and every student.

Joe: It makes people happy when they start thinking about how it makes you happy and excited about what's going to come next year and the year beyond. Instead of threatened about today in the news and everything is going bad you think about how far things have come. It makes you excited so I signed up to be in his event for the next 25 years.

John: Yeah, I know. You and I are both in that. I want to talk about just for a second, it's Abundance 360 and this is a whole bunch of talented individuals putting together. Dan Sullivan teamed up a little bit with Peter to help him, Peter Diamandis to get it really structured right and part of the deal was Dan who just turned 70 would only help Peter if he committed to doing this 25 years in a row. To have a 70 year old individual, if you know Dan you're not that surprised but if you don't know Dan that's a big deal.

Joe and I and I think it's about I think that's close to 200 people in that Mastermind group Abundance 360 and it's a phenomenal. Just two days in January we get updated on all, where the puck is going.

Joe: There's 300 people now.

John: Okay. You're more of an insider than I am here.

Joe: Yeah, so cool that we're going to do it for this year and it involves looking into the future. We are going to do the old fashion finder that's going to be filled with all kinds of cool stuff. On top of that to showcase technology we have a Livescribe pen that's two gigabyte, it records hours and hours of audio but the cool thing is you write in your Moleskine notebook and it records whatever you're learning. Then the pen sends it electronically to your computer so you have all your notes already stored automatically on your computer.

Then, say you want to go back and you take a look at the notebook and you put your pen down on page seven because that's where you're at it will start playing the audio from the exact moment where you put your pen. How you know all that?

John: That's one but the two days is shock and amazement the whole thing because it's so ... As much as we all think that things are moving ahead they are moving more. Talking about moving ahead, let's go to the next segment.

Which is the application of the day. Joe, what are you using on your smartphone that you think fellow entrepreneurs should know?

Joe: We got a new phone system just a couple of months ago which I like and everything was cool but then last week I found an application actually my IT guy said, "Joe, you should use this." I tried it. It's called One-X Mobile. It's so amazing, John to have ... If I had this tool three years ago I can imagine how much more I could accomplish but you go to the screen and you could see your last 30 calls or your whole history of calls. You can call people back, you can listen to messages, it's all right at your fingertips without doing any dialing, any hunting and searching around. It's amazing and of course it's synced to my iPad at home. It's on my iPhone when I'm in the car. It works right on my desktop. It's amazing.

John: The tools, this is why we do this so everyone can, look, I'm using intermedia that does something like that too and it's just boy using new technology it's actually in most cases cheaper and it's more efficient. It makes us more productive.

Joe: I have one more that's called the SonicWall Mobile Connect. It's a great app. We have the SonicWall firewall for our network. This app I downloaded it about a month ago and now with one press of one button I can get inside our network very secure and I can go to accounting, I can go to production, I could see a dashboard of everything going on. It's 24 hours a day before it was ... I got to go down to the desktop, I have to fire it up do a bunch of complicated connections to weave my way through security. Now, it's a phone app. It's amazing.

John: I mean it's a great time to be an entrepreneur. Let's go to the next segment which is resources.

What I want to do is I'm going to pull up Joe your website disk.com. I see a smiling face with a video there but tell us what's there for.

Joe: That video is a three minute tour of my operation and I always think when you go to a website and you have so many things and we do have all kinds of products and services available but I just put that video up there so you could real quickly take a three minute tour. You just go through every room and you see everything going on and I think it tells you more in three minutes than some big elaborate website.

John: It's great. I remember I just enjoyed watching the whole, seeing the facilities because you wonder today's world all of us are in offices, we don't really get to see things being made and you are one of few guys that are making some amazing resources. Let me do what I've learned today and I want to play back for our listeners and our viewers so that all of us as

entrepreneurs can go ahead and make a difference. Three takeaways that I'm walking away. I'm going to come back to it.

There were three big ones that Joe talked about. I mean focusing on the client experience. This is one that you go through a lot of the podcast we're going to talk about because it's so critical that you focus on it. I think what Joe does is not only focus on it but he shows up in it. He's out there with his clients, I want you to ask yourself what are you doing on the client experience. I mean, are you showing up? Are you there to let things happen? I gave an example of sitting in the back of the room and meeting one of his largest clients and expanding that relationship and it's just back of the room often time is being at a client event.

Being at the board room, being at the table, whatever it is make sure that you're showing up there so we can help on focusing on that. Second thing is things happen and we know this as entrepreneurs and what we need to do is have flexible solutions and the flexible solutions are couple parts. One is it's very easy to build and this is the only thing you can get. In today's world that doesn't work that well. I mean buyers have choices so they want to know from you that you can work with them to come up with a solution and then whatever quantity they need you can provide.

Really think through your offer, you can't do one off everything but you can provide that custom experience that unique experience but have this same lines so you've already thought it through to deliver. The third is to expand your services. Recognizing the ever changing needs. All of us have been in business I think back to my first financial services and working with mini computers and we had all this stacked 5 megabyte disk drives and they are about this big. It's just to compare it to you grab a smartphone today and it's a million times more than what that was.

Your client is going to have different needs so really make sure you're connected. Joe and I love networks obviously AES Nation is one where you ... There, but I want you to show up at Mastermind group, CEO groups. Be outside your business. Have your team members outside your business so you can really anticipate those ever changing needs, so you can skate to where the puck is going like Wayne Gretzky. Okay, with that Joe I want to thank you for your great insights and being a great business partner and want to challenge everyone out there. You got to go execute on this stuff so that means you've got to go and take good care of your clients and your future clients are counting on you. If you want to check out any of this stuff to make sure you're executing well go to aesnation.com we've got all the show notes. All the links that Joe talked about, there's a couple other bonuses Joe is going to have there. Disk.com/aes that will be making available Joe will and people are coming in, don't let them down. Wish you the best to success.

A Second Opinion on Your Finances

A Complimentary Service from Financial Advisor Select for the Members of AES Nation

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe has the ability to address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

[Find out more about how Financial Advisor Select can help you and your family.](#)

Why do we offer this service? Because at Financial Advisor Select, we have just one purpose: to help successful individuals and families achieve financial peace of mind by connecting them to top financial advisors in their communities. We look forward to assisting you.

Best of success,



John Bowen
Founder and CEO
Financial Advisor Select