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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**79**

**Kevin Thompson**

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**AESNATION.COM**  
John Bowen and Kevin Thompson

**Episode #79**

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we want to grow our business traumatically. We want to add tremendous value not only for our existing clients but all those future clients. We can do it in a couple of different ways. We can do it organically, through traditional marketing or non-organic. Non-organic is usually joint ventures, M&A and so on. I have an expert here for you today. He is a JV Jedi, a joint venture Jedi. Over the last seven years, he's made over \$13.5 million by collaborating with other entrepreneurs just like you to form joint ventures that serve clients well, customers well and do well together. You want to stay tuned to learn how you can form, no matter what industry you're in successful joint ventures. I'm John Bowen, we're at AES Nations, all about accelerating your entrepreneurial success. Stay tuned. You're going to love Kevin Thompson.

Kevin, it is great to have you on the podcast today. You and I have known each other for approaching now, five years. We met at Joe Polish's genius network mastermind group. First of all I want to thank you for joining us today.

**Kevin Thompson:** It's my pleasure, John. I'm happy to be here.

**John:** I know I've talked to Joe and Joe told me, "I think you're pretty close to the first one. You're one of the first one in the mastermind groups." You've been executing on a lot of this stuff and it's been an invaluable experience for me. You become the go to person in our group for joint ventures, become nicknamed the "Joint Venture Jedi," which is in a room of couple of hundred marketing individuals, entrepreneurs to be known. That's a big deal Kevin. You've got a lot to be proud of. Before we dive in because I want to go through the steps that you used to build joint ventures that everybody's going to get. I want to give a little background so that you know how you got this. Because you didn't start out as Jedi at least in joint ventures. You were a Jedi on a fishing boat. Tell me how this all came about.

**Kevin:** Yeah, it's interesting John. Wow! What a history. I used to have this belief. I've had this entrepreneurial bug since I was in high school. I joined a couple extra curricular groups in high school and knew that I wanted to have a business. I was planning to go to college and study business but my father passed away at the end of my tenth grade year. Once that happened, we didn't have the finances for that so I have to spent four years in the military but as soon as I got back home I was talking to my friend, Scott who I've known since first grade. I knew or I thought you needed to get a bunch of money together in order to start a business. I'm like, "I better get some money together." Knowing what I know now, there's other ways that you get that.

Scott gives me this great advice because we live up here in Seattle and he's like, "Kev, if you want to make a lot of money, all you need to do is go get yourself a job on one of those fishing boats. Those crazy guys make all kinds money. I'm like, "Sounds good to me." I go to fisherman's terminal in Seattle and start hitting the docks and dang if I didn't get myself a job.

I spent the next seven years of my life, that show, "Deadliest Catch," that's it. That's what I did for seven years and talk about a crazy, crazy way to make money. Definitely made money. I think it goes back to for as long as I can remember, my dad always really instill this work ethic in me. He was always like, "Kevin, the harder you work, the more successful you'll be." That was his belief.

At the time, I was fishing, I certainly believe wouldn't my dad be proud of me now. I mean this is the epitome of hard work. After almost losing my life in 1995, I got thrown across the boat by a rogue wave. That's when I got this big scar on my chin, got my front teeth knocked out. After that experience and surviving through that, I was like, "You know, Kev, you've got enough money saved up. It's time to move on." I finished up my contract and the next year, started a carpet-cleaning business. I had saved up about \$200,000 during that time. Promptly within a little less than a year, I went through every bit of that and I was still not making money because I didn't have a clue what I was doing as an entrepreneur. The following year in '97, you mentioned Joe Polish. I met Joe through a ad he had in a trade magazine that said, "I can show you how to get more clients in a month than you now get all year.

I'm like, "That's what I thought I needed." That attracted me to Joe. I needed more of the abuse I was already taking so we could lose more money. Fortunately, Joe, he really understood marketing and he thought me that marketing. Over the next three years, we completely transformed that business. I became top 3% in that industry. I was getting paraded across stages and all this. That's when I realize that, "You know what Kev, what you love is the marketing. I don't love owning a carpet-cleaning business." We started looking for other ways to create income and Joe introduced me to Dan Kennedy who has set me on this path. I started my very first website after meeting a couple of guys, Perry Marshall and Ionic Silver at a Dan Kennedy's seminar started my very first website. Took what I knew from that cleaning industry, started this probably the ugliest website on the internet at getmoldsolutions.com.

We got that website where it's making 10 to 12,000 a month. Joe invited me to come speak at his seminar. Without even knowing what I was doing, John, I had not a clue what was taking place but what was happening. That was actually my very first joint venture project was with Joe. Of course, I didn't have a clue that that's what it was. Joe invited me to speak at that seminar and I got up on stage and just shared what I was doing. I was mobbed after my presentation by people at the back of the room want me to help them. Joe pulled me aside. He's like, "Kevin, you need to document what you do and how you do it. You're going to come back here next year and you're going to speak again and give these people what they want." That's what I did and we picked up our very first clients the next year. In fact, in an hour-long presentation, we made \$35,000 in sales. That was a whole lot more money than I ever made in an hour cleaning carpets. I'm like, "I want to do more of this."

Now, we picked up a bunch of clients and I've been doing that ever since, selling my knowledge on how to do this, helping other people and we figured out how to do joint ventures along the way too. I did my first joint venture in 2007 where I realized it was actually a joint venture where I partnered with somebody. Once we did that project, I was with a gentleman Mike Crow, did that project. It was such an enjoyable experience. It was profitable. It was a lot of fun. I picked up a bunch of new clients that I get to start helping. That set me on a path to when I figure out how to do a whole lot more of that.

**John:** One of the things, Kevin that's so interesting about all of us as entrepreneurs, if we said your resume, your bio, your path to this joint venture, Hollywood couldn't have written it up. I mean I have watched the show the most dangerous catch or deadliest. It is unbelievably scary. I can't imagine seven years on that but that gave you some time to reflect and all the lessons of life make us where we are. You've become really this phenomenal joint venture. The go-to person in a number of groups. What I want to do Kevin, I'd like to is dive in and let's go through the steps. You gave me six steps. Let's go through those six.

I want everybody ... if you're not driving, if you're listening, or jogging, or driving. Don't worry about it. We have a show notes at [aesnation.com](http://aesnation.com). We have the full transcript. You're going to want to go over this because Kevin is a genius at this. What happens so often about genius is you start out and you're simple. Kevin, you said it. You didn't know you were doing a joint venture. One of the best things about entrepreneurs is we're ignorant. If you really knew everything, you wouldn't do it. You were ignorant in the beginning, we get going and then all of this complexity comes in. It's a tremendous amount of complexity.

Many of us get overwhelmed but the best entrepreneurs, they work through and they get on the right side of complexity to simple. I call it simple and elegant. That's what you've done Kevin. Let's go over these simple and elegant, really processed use to form these joint ventures over the last seven years have been worth \$13.5 million here which is a huge number. Very first, you talked about this concept and you brought it up in the meetings I've been in with you and so on. Really you do this too. What I love is you walk the talk is that active appreciation, you start with it. That's your whole framing. Tell everybody what that means.

**Kevin:** Sure. This concept of active appreciation has been at the core of all the success I've had in this. Here's the thing. No matter who somebody is. No matter how successful they are. No matter how big of a business they run, most people feel completely under appreciated. I kind of backed up just a little bit and talk about this gratitude for example. If we look at gratitude in order for us to be grateful, that implies that something good had to happen to us. Somebody had to do something nice for us, what have you and it implies that something external had to happen. Well, appreciation and active appreciation nothing external has to happen. We are in complete control of that. What I teach is to just be actively appreciative of people.

Let people know how much you appreciate them. This is what I do in my daily life. It's just who I've been. This is not a marketing strategy. It's just that if you just are this way with people, you get so much cooperation and collaboration and a quick little exercise I give people. Everybody's got their cellphone with them. They got contacts in there. If you send out a few text messages to some people that you know and it doesn't matter whether it's business context, whether it's family, friends, what have you. You just let them know something that you genuinely appreciate about them without asking for anything in return. Not even asking for a response and return. You watch what happens.

You do that with 10, 12, 15 people, you watch what happens because you are going to get response. Maybe not from all of them. You're going to hear from some of them almost immediately within minutes. Others it might take a little bit longer but you're going to get a response and you're going to have an experience that let's you know that, "You know what, wow! This guy, Kevin's right." Being actively appreciative of people gets their attention. That's what I've done to be able to connect and collaborate with so many incredible people over the years.

**John:** The amazing part is you can go through life, you and I talked about it right, before we turned on the cameras, how blessed we both are. Part of being blessed is that you're going out and you're finding, you're appreciating life. It doesn't mean that everything goes right everyday because it doesn't. Nobody gets out of life unscarred. You've got the chin scar to remind you but everybody else has got plenty of scars. Some aren't visible along the way. What this does is there's a law of reciprocity that when you're doing the appreciation, you don't want to get anything back people want to. It sets the stage for your next which is the strategy session. Tell me a little bit about how you use this active appreciation to then go to this strategy session.

**Kevin:** Okay. Because this is just who I am I'm just always noticing for things about people that I meet, that I run into, that I have conversations with. I'm just looking for things that I appreciate about them and just letting them know that. It gets me into conversations. Where I get to find out a little bit more about them. It doesn't matter whether it's a live setting, like we were talking about Joe's group or a seminar where I'm at or wherever I might meet somebody, I just get into and it can be a quick conversation. It can be in a longer conversation but you can always end it by saying, "You know what, I really enjoyed talking with you. I'd like to get to know you better."

What I'd like to do, let's follow up and I do this little thing with people that I meet. What I'd like to do is offer you a strategy session. What we'll do is we'll get on phone and we'll just talk so I can get to know more about you. Maybe there's a way that I can help you make your life easier or make your business more profitable. Pretty much when ever I have had that kind of a discussion with somebody, nobody has ever said, "No, Kev, I don't want to do that." I don't

want to talk to you about how to make my life easier," or "No, I'm not interested in that." Everybody's like, "Wow! Yeah, I'd love to do that. Thanks for offering and we'll make a time to follow up and then I just offer it." I've got a process that we go through. We can talk about that too of what we do then on that kind of a followup phone call.

**John:** I want everybody to just imagine yourself now asking someone else this. Letting them know that you are more than happy with your expertise, your specialized knowledge to bring your unique ability, your skills to the table to help them be even more successful than they are. Deal with the challenges that they have. Help celebrate their big wins. Go over with what's budding in their opportunity. I mean I've watch Kevin, you've done it with me. You've done it with a lot of people. We're in meetings together. People, "Wow! Really." So many of us have this capability and we can't do it with everybody but we can do it with people that we can make a difference on. It opens up the door. Kevin's giving me a number of introductions out of these sessions that have been invaluable to our firm. You just don't know where they're going to go. The other thing I think there are a lot of fun on both sides.

Well, let's dive in. Let's go over the questions. You said that there is five questions that you're asking during the strategy session. Let's go over each of those and walk me through and walk our viewers and listeners through because there's such an art to doing this. This is one of those remarkable simple things that when you look at it, you go "I can do that." The answer is you could if you have the framing so let's get in the framing.

**Kevin:** That's right. Yeah. Being completely upfront and candid on this, I certainly did not figure this out for myself. I quite honestly can't remember the last time I had an original idea of my own. They're actually quite dangerous. This whole process I'd figured out has been pieced together over the years from different people. This strategy session part, I learned from another mutual friend of ours, Dan Sullivan by being in a strategic coach program. As soon as I heard this, I was like, "Wow! That is a perfect fit for me in what I'm doing. Let's go over these five questions. When we're having the strategy session, and keep in mind, the whole purpose of this strategy session is we are not going into this call with what can I get from this person that I'm talking to.

What we want to do is we want to focus on them and how we can be of service to them. Now, we're going to break this strategy session up into actually two parts, the initial strategy call and then the followup call. The reason we do that is so that on this initial call, we can do nothing but listen.

**John:** I'm going to stop you just for a second, Kevin, because this is where most of us fail as entrepreneurs. We want to go into pitch mode. "Okay, enough about you. Let me tell you about me," and our whole thing. That distinction in particularly as Kevin set it up as two call. I use this in business for our coaching programs, for our entrepreneurial things that we're doing.

I call it the consultative process because doing it, it's a two part. Many of us know very few people, we always want to rush things. It's so important what Kevin is saying don't try to sell anything. Don't try to solve any problems. Ask the questions. Discovery, discovery, discovery. Kevin, how do you do that in the first call?

**Kevin:** Okay. The first question that we asked to start getting feedback is if we were meeting here three years from today, quite honestly, you can use any time qualifier that you want. I use three years because I'm talking with mostly entrepreneurs. Entrepreneurs think in that kind of time block. If we were meeting here three years from today, what would've had to happen in your life both personally and professionally in order for you to be really happy with your results. When you ask that question, they are going to start talking about all the things that they're working on, the projects they've got going. The things that excite them, what the goals that they're reaching for. For a lot of entrepreneurs, because you did ask them about the personal side too. They'll tend to focus on the business side because that's where their mind is at.

They do have goals on the personal side too. They want to spend more time with family, with their wife, with their kids, with their husbands, what have you. You get to collect all of that feedback. When I do these calls, I let the person know right out front, "Hey, if we're on the phone, you might hear me plunking away on my keyboard because I'm taking notes on everything that you tell me. I'm also recording this call just for my use only so that I can go back and review this and make sure I'm hearing you correctly." Even when they're telling me stuff, I might ask a couple clarifying questions just to make sure I fully understand everything they're telling me.

**John:** That's so powerful. I love the recording too because it's to let them know how important this is. You're there to serve. You're going to go over that. On some of them, I do a transcriptions and so on so I can get the detail but, boy! You're there. Okay so we got the first question and we got them really thinking about the future and how it's going to come together. Where do we go from there?

**Kevin:** Okay. Then the next question that we ask and we say, "Okay, now that you've shared all this with me, what do you believe has prevented all of this from already happening?" Now, they're going to start telling you about the big road blocks they see, the stumbling blocks that things that are standing in their way. By the way, this is where they're going to share their big paying points with you. When you identify ... Here's the other thing. They start telling you this and you're like, "Oh, I can help you fix ..." Don't do it. Listen. Because nobody hardly in their life ever listens to them like this.

You want to stay in that listening mode because they are going to tell you everything that you need to know. They're going to give you so much insight. There will come a time later to follow up and have that discussion about how you see you can help them.



**John:** Now, that's great. What's three?

**Kevin:** Third question is now, that we've found out what their stumbling blocks are. Now, we ask them, what would it feel like to you if none of these obstacles that you just told me about, what if none of that was even an issue. Now, they're going to start getting, "Oh, my gosh. I could do this." They're going to tell you about all this great stuff they could do. Now, you get to expand on that first question that you asked them. Then the fourth question, and what I like to do is the fourth question I asked them is ... because all the people I'm talking with are entrepreneurs. I will ask them what do some of your very best clients, your very best customers, what is some of the best compliments you've ever been paid by them?

They'll tell you compliments that they've been paid but what they're really telling about is what they perceive as their biggest strengths. That I'm reliable. When I say I'm going to do something, I do it. That's what my clients tell me. Whatever that is, they're going to tell you about their biggest strengths. Then, the fifth question that I asked people is, "Okay, we've talked about a lot of things here. We've talked about where you want to go. The kind of income goals you have, where you want to take your company. Let me ask you, what is the personal and professional cost to you for not moving forward with everything that you've just been sharing with me. Now, they'll start to get a little bit somber and be like, "Wow! If I don't do this, then I'm not going to be able to have that kind of impact that I really want to make."

That's the kind of stuff that I specifically are looking for. They might talk dollars too but I found that usually when I ask that question, they're not necessarily talking dollars at all. Some people might but they're usually talking about the kind of impact they want to make, the kind of satisfaction they're going to have by knowing that they're doing this. That they're doing their best work, that kind of stuff. Those are the five questions.

**John:** Well, those are the five. The first, call now. We've gone through. We're real clear. I think all of us can relate that if we got the answers to all those, we know more about them than probably almost anyone else. What I love Kevin is we're now in a position to serve. In the second call, how much time between the first and the second and then what do you do on the second call?

**Kevin:** Now, that we've got this. I use this set about six to seven days in between the strategy session and the follow up call. That gives me time to give everything we've talked about, some good thought. Maybe I need to talk with a few key people in my own life in between to just get some additional insight. Maybe there's somebody I want to introduce this person to. Now, on the followup call, all I am going to do is I'm going start that call off by reading their own words right back to them because I've taken notes on that whole conversation. I'm just going to feed and use the same verbiage that they used, not my verbiage. I'm going to just use the same

verbiage, the same wording that they use because this is just going to let them know that, "Wow! This guy really was listening to me."

**John:** It anchors them too because one, they know that you get them. I mean empathy. That's they're looking for and then it anchors them to not only do you get them, you understand them and then you're in a position now to serve them. Also if there's anything that they may have misspoke, they have an opportunity to do the fine tuning so you can be even more helpful.

**Kevin:** Absolutely. Absolutely. When I go into this call, I will preface this by letting everybody know that I do not go into this call with a specific ... with a notion of like, "I want this thing to happen." In my life, I would not go into this call saying, "You know what, I want this person to promote me and to help expand my message." I go into these calls with nothing more than ... I don't know exactly what's going to come from this but I will guarantee, something good is going to come from this, no matter what because I'm going to make sure that that happens. Because I think that way, rather than thinking of I want a specific thing to happen by thinking the other way. It allows me to ... because my mind can only envision so much.

If I think about what I want to have happen, I close myself down to the possibility of what really could happen. I'd rather open myself up to that. I'll start, just like I said, reading. Talking to them in their verbiage and then I would've say, "Hey, you know what, based on what we talked about. Here's some things that I feel that I might be able to help you with." I can give you an example. Not too long ago, I had a conversation with somebody who is getting ready to expand another arm of their business. They were investing a lot of money right now and they could use an influx of cash. In that case and because I did feel it was a right fit for us to do that, I suggested to them, "Hey, you mentioned about this. If a quick influx of cash into your business would be beneficial, I think that I have a way that we might be able to work together and make that happen."

Because I listened to them, and structured it and made my recommendation based on what they told me, this was not about, "Hey, Kev, I want you to promote me." This was about, "Hey, I see a way here to get this influx of cash that you were telling me would be beneficial." Now, because they already liked me, they were like, "Wow! Yeah. I would like to do that." A lot of times, that's not the case at all. Maybe based on some thing they told me, I mean you mentioned a gentleman that I introduced you to. Well, I was having a conversation with him and based on something he told me, that was a situation where he and I were not in alignment to do something together but based on what he told me. I was like, "You know there's this guy John that I know, I should introduce you to John because I think a conversation between the two of you would be very beneficial." It sounds like that wasn't a bad thing.

**John:** They were running a pile and it could be something substantial if it proves out. I mean we started a call and I was thanking you for that. This is before we turned on the recorder. This is where it's really, there has to be value delivered in this process. It can be all about

Kevin, in your case, the joint venture you might do. What I love about it is that more often than not, there's some opportunities that come out where, "Yeah, there's some things that you can participate in," but really making it all about them first and then seeing that there's something that you can do to help serve them and accelerate it. That's where it really comes together.

**Kevin:** Yeah. Ultimately, my goal from that second call, no matter what is to leave the person I'm talking with in a better position than they were in before we started talking. That's always my goal. After doing this since 2007 where I really started figuring this stuff out, I can tell you that I have got so much relationship capital built up with so many people at this point that ... The relationship capital is worth so much more than any financial capital you could ever have. I mean if you've got relationship capital, you might as well have financial capital. It's just an incredible spot to be in and it just keeps on expanding.

**John:** There's a lot of people that use a line out who first started it but you're network is your net worth. It's the financial assets. It's the connections that you have that are real and that you have relationships with. Now, let's say there were examples you gave where there's an opportunity to go out and execute. How do you go from, "Okay this idea to executing and to have success," and then what do you do after that as well.

**Kevin:** Okay. At this point and you mentioned at the beginning, at this point, I've done 352 collaborative projects with other people who have helped promote me. Every time I do a project with anybody who has agreed to help me in that way, I always want to make sure that I give them a great experience. The reality is that a project is just a project and only one of three things can possibly happen. We're going to get the results we'd hope for. We're going to get less than the results we'd hope for or we're going to get better than the results we'd hope for. If we've done this correctly, following this process what we understand is that it's not about the project at all. It's about the relationship.

I want to further than relationship. No matter what happens on the given project, I want to further there relationship. I want to give that person a great experience and then once we've done the project, at the same time we figure out in the logistics on the project, what's it's going to look like. When it's going to happen, all that. At the same time, I will schedule a follow up call for after the project. After I parted with somebody and we've done whatever that project looks like, we're going to have this followup phone call. On that call, I'm going to ask them three specific questions. The first question I'm going to ask them is what about this project went really well in your mind. The second question I'm going to ask them is what about this project do you feel I can improve upon. The third question I'm going to ask them is based on the experience that you've now had with me, who else do you know that I should be having a conversation with.

If I followed through and if I had done my job, which is just quite simply to treat other people like I want to be treated. It's not very hard to be heads and tails above a lot of other people. It's just not. If we've done that and now we have this follow up call, we have build so much good will with that person that they just want to help us. That they want to tell other people about us and now we're just giving them the opportunity to do that.

**John:** Kevin, this is a great framework for every entrepreneur, for all of us. As you're thinking about how you want to work collaboratively. I'm going to encourage you to go back, get the show notes, download them. The transcript even go through all of these because these are great questions. Kevin is given attribution to an awful lot of people that helped him but really what you've done is you've pulled it together. Put it in a great structure that provides that framework for unbelievable remarkable conversations that you can then serve them. Then also what I love is this keeps this endless loop going before you've learned from them how you could even been better. They introduced you to others that they want to share that great experience that you delivered which is so powerful.

Kevin, I want to go another segment because you got so many things going on here. It's the book of the day for your fellow entrepreneurs, what would you like to recommend that they read that's going to help on this mindset.

**Kevin:** It's a book called, "The Go Giver," by Bob Burg. If you're behind on your reading list, this will make it easy because this is a short, quick, simple read but yet it is so profound and it really digs into a lot more of what we've been talking about here on this entire conversation.

**John:** This is great. Let me go to the next segment which is resources. Kevin, what do you have available ... I'm going to pull up your website. For those of you who are not on the videos, you can go to the show notes to get it. Don't stop the car or stop jogging along the way or exercising but it's the [jv Jedi.com](http://jv Jedi.com). What's on this site, Kevin?

**Kevin:** Basically, right now, what we're doing is we ... I'm offering an MP3 download that will go into some more detail about what we've talking about here. It's an event that I held for a small group of 12 entrepreneurs. As you're listening to this, you'll figure out very quickly that you're in very good company. I mean these guys are rockstars. I was sharing some of these process with them so we'll go into more detail about this process. They asked some questions along the way that we got to help them clarify. That's just a free MP3 that we offer. You can download that and listen to it when you want. Also if that makes sense and what I've shared with you here, what I shared with you there resonates with you and you'd like to set up a time for us to have a strategy session. I'll tell you what, I would absolutely love to personally take you through this process. Once you register there at the website, you'll be given the opportunity to set up a strategy session with me as well if that makes sense to you.

**John:** That's great Kevin, for the right people, this is hugely valuable and it's a great offer. Let me go to the last segment. Takeaways. I just want to walk through Kevin, you did such a good job. I wanted to just call out. We start out with active appreciation. This is a mindset. It's really a lifestyle almost of going through. You're going to appreciate every part of your life and particularly those people in your life for who are inviting to be in your life. Second thing is the strategy session, this is an offer Kevin just made. It's a huge value you can do to your fellow, particularly in a business setting, your fellow entrepreneurs that you can share with them and help them move forward.

He broke it down and third parties having clarity on the questioning shared the big five questions. I would use these word for word. Kevin, you've done a phenomenal job on this but the total combining that active listening in the first meeting, where it's all about them. You're not going to propose solutions. We get so hot ... Let me tell you how I can solve this today. This is something many of us as entrepreneur, particularly male entrepreneurs, we want to solve the problems right away. Don't do it. Bite your lip. Then schedule the follow up call. Kevin said about a week away that will give you time to process and see how you can serve, go over your notes. Maybe transcribe the recording. I really love doing the recording on this.

Then, Kevin, I do a lot of this stuff. You do it better than I. I'm going to go through the notes too. Is that the idea of going through and really playing back to them what you heard. That puts that empathy there. They know you get them and that's one of the most impor ... we want to be heard. We want to be understood. Certainly, by somebody that we respect and that's going to provide us insights. Then serve them and that's not by pitching them, now you don't have to license to pitch them but go ahead and what would be your best ideas irrespective of whatever business solution you have. Then if there is a way you could accelerate their success even more, it's fine to propose how that might work.

Then if you do do something, over deliver. I know Kevin, over delivers on everything he does. Once you've done that execution, make sure and this is probably one of the most one of the most important parts in the whole thing is the debrief call. You get on. What worked? What could've worked better but one of the most important things is you're learning from that and they're going to share you with the people they care about who could also use your service. This endless loop of success. That's what we want for all entrepreneurs here at aesnation.com.

Kevin, I want to thank you for taking your valuable time and spending with us today. Encourage every one of your out there, all of us, we've got to take this. Serve our existing clients well, our future clients well. They're counting on us. 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