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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
80

Aaron Hinde

Show Notes at: <http://www.aesnation.com/80>

John Bowen and Aaron Hinde
AESNATION.COM
Episode #80



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we face all kinds of challenges. We've got to deliver a great experience or product. We also have to be able to get a steady stream of more people, clients and customers, who want to raise their hand and explore working with us. What we hear as entrepreneurs over and over again is we should use social media.

Well, today I've got an unbelievable expert who is going to show you how to use social media in an area that most of us don't know. The thing that I like, there's all kind of social media experts, Aaron isn't a social media expert. He's an entrepreneur, and he's going to share with you how, over the last few years, his partners and he have built an unbelievably successful drink business and much more, and how you can do it in your business, no matter what your business is. Stay tuned.

Aaron hi, yeah, I'm so appreciative to have you here. The last time we were together, we were on the golf course and you were giving so many great ideas that I had to share them with our fellow entrepreneurs. First of all, thank you for joining us today.

Aaron Hinde: Thank you for having me, John. You know I've got the utmost respect for you as a human being and as a businessman, so I am thrilled to be here today.

John: Well you know, I ... I mean, we're on a golf course, you and your partner were just sharing with me so many things and I didn't have a notepad. We normally don't talk that much business, but I kept on peppering you because really, when we first met a few years ago, you were doing just a few hundred thousand dollars in a drink business, kind of a specialty business. I know how competitive that is, and I'm going, "Jeez, nice guys." Then you tell me you're going to really build it on social media. Then you tell me you're going to sell it online and I'm going, "Oh, no."

Aaron: A recipe for disaster, right?

John: You're doing \$6 million a year now, well on your way to \$10 million and much more with the platform you're building. Before we go into how you did this, because I know every entrepreneur including me wants to know. I'm in financial services, but so many lessons you shared with me on the golf course, I've already started putting some of them in place. You'd be proud of me. I even opened up an Instagram account.

Aaron: All right, there you go.

John: I didn't even know what that was.

Aaron: Step 1.

John: We're going to talk about a whole bunch of different animals that many of you really probably haven't done, or if you are a veteran, you're going to hear some different ways of doing it. But Aaron, before we dive into it, give me a little bit of background of you and starting the company. Because my guess is that wasn't your dream, to start a drink company at four, type thing.

Aaron: No.

John: How did this all come about?

Aaron: I've always been an entrepreneur and had a lot of learning experiences, as we say. We don't use failures, we have learning experiences along the way. Right out of college, I learned I couldn't work for the man. I had a job working for the government for about a year. That didn't work out so well. I went back, and I actually was a very successful chiropractor here in Scotts Valley in Santa Cruz County for about 10 years, but always had the wheels turning on ways to get away from a fee-for-service model and do something on a much grander scale.

In 2011, my business partner and I started LifeAID Beverage Company. I think it's Dan Sullivan that says it's a combination of passion and ignorance, or something like that. But it was definitely the case for us, we were very passionate about bringing healthy drinks to the masses, but ignorant on what it would take to do so, and the challenges that we would encounter, and the fact that our industry has over a 99% failure rate. I'm glad we didn't quite know all of that when we first started, but thankfully we've gotten quite a bit of traction as of late.

John: Tell me, you guys did this very different. Normally what you're doing is, you're fighting to get grocery store shelves, you're kind of differentiating yourself from the, whether it's energy drinks, or soda pop, or this, or that. How did you try to fit into this really crowded space?

Aaron: Great question. Two years ago, we were following the traditional model, and the traditional model is just as you mentioned. In beverage, you're typically paying big money to buy shelf space, you're paying for territory managers, you're paying for sampling events. The challenge there is when people walk into a 7-Eleven, they're in there for 30 seconds. They know exactly what type of drink they want to grab for. To get somebody's attention in that short time span on a new product is very challenging. I think that's why there's such a high failure rate.

Kind of entered my first meeting with the 25K Group, where we first met, I started talking with people like yourself and some others about some of the challenges that we were encountering. The first piece of advice that I got, the first take-away was choose a single

target market. As you know, we have 3 drinks on the market, so we had 3 separate business going. We looked at which one appeared to have the most legs at the time and really focused our market towards our FitAID line, and specifically the growth of CrossFit around that specific drink.

John: Now, I thought that was so brilliant. One of the things, we tried to take on the whole world As entrepreneurs, it's easy to start doing that. The negative is there's some big players that are already got the world, and to to try carve out, you know, on a big ... But attaching yourself, filling a missing need in a growing business, really arbitraging that a bit, and getting very focused, and CrossFit many of you know is an extremely successful, very fast growing gym and really, lifestyle. Aaron, if I remember correctly, they didn't have really, they don't produce any drinks or anything. They recommend a certain type of diet. You went out and did a little bit of research on what would serve that market, and brought in some top researchers, and actually created a drink specifically for them.

Aaron: We did. We really wanted to focus in on that market, what the needs for those athletes that participated in CrossFit were, what type of supplements they were already taking. As you mentioned, it really does help that we were involved and really riding an expanding category in this fitness, this functional fitness category in CrossFit. The growth has been phenomenal. In CrossFit as a whole, they have over 10,000 gyms now, they're growing by 150 new gyms a month. I don't think any gym chain in the country is growing that rapidly right now.

John: As entrepreneurs, one of the things that Aaron and his partner did, is they really found a niche that was under-served. One of the best things is they were already ... One of the things we talk about a lot at AES Nation it's the AES is Accelerating entrepreneurial Success. Boy, if you're ... Whether you're a startup or whether you're an established company, creating strategic partnerships can be really valuable. But also, they don't have to be formal agreements. By providing a missing element, you can really capture that additional part.

Now, so you've got this great drink and it really serves its market. Okay. There's 2 things you've got to do, is you've got to nail the client experience of product, you guys did. The next thing is you have to scale it up, because if nobody knows about it, and that's what happens in so many business applications, then nothing happens. How did you make the CrossFit gyms, or the individuals, who's your target market and how are you getting that message out to them?

Aaron: Sure, great question. As we know, the only thing that matters is sales. So if the product doesn't sell, then you don't have much of a business to stand on. Those sales are all driven by the marketing behind it. Our marketing strategies, we use a lot of direct response marketing, direct outreach to these CrossFit boxes, they're called, the CrossFit gyms. We also do a lot of online sales and we've put quite a bit of focus on social media. Which, I was

actually quite frankly opposed to a few years ago. I'm looking at it, going, "Well, what's the point of 'building a brand'? I want to focus on sales."

We've really ... My mind has changed on this one, as we've talked about in the past, because there's ways to really monetize social media. So I think if you're not putting some time and effort into social media and understanding what that's all about, it really has created the new celebrity.

John: Aaron, talk about ... Because one of the things that you helped clarify for me is that you're really not selling a drink, it's a lifestyle. Trying to sell a drink, holding a pitcher, a can of one of your drinks on an Instagram, or posting on Facebook, it's not going to happen. But you've made it a whole lifestyle type and it's like, jeez, I want ... It's a little ... Budweiser has done that, and other major brands have done that. You want to be part of that lifestyle.

Aaron: Right, and I know as a small business, creating a "brand" can be very challenging. Most people don't recommend it. Most marketers don't recommend it because it's very expensive to do so, at least it used to be. If you're following traditional media, television, radio, celebrity endorsements, that's a very expensive proposition to become the next Coke, or Pepsi, or Red Bull, or other brands like GoPro, so on and so forth. Nike, another good example of a huge brand. Now, would we all want to be those brands? Of course we would.

Now, how, with the new tools available to us business people, entrepreneurs, and marketers, how can we utilize these new tools to develop a brand? Social media is a great way to do so. For instance, we started a social media and Instagram account for our FitAID line. FitAID is the line that we've really put most of our effort and focus into. It's the line that's catering to the CrossFit market. CrossFit as a whole, as we already talked about, is this massively growing market. Lots and lots of new athletes and people participating in CrossFit coming on board. It was a growing market, so we started an Instagram account catering to that specific market.

Now what a lot of small businesses and entrepreneurs will do is they're constantly pitching, pitching, pitching. They're going, "Oh, well I'm going to take on a Facebook account, or an Instagram account so I can pitch my products." That is really the exact opposite thing that you should be doing. You should be focusing on providing engaging quality content, number one, and building out your audience. Then, once you have a following in your audience, it's very easy to turn the switch on that and start monetizing that audience and that following.

It's really the new celebrity. You think about it. In the old days, you had a hit movie as an actor, you had a hit song as a musician. Unless you had another hit 6 months or a year, a couple years later, your celebrity status goes and it fades away. You look at the new celebrities on these social media platforms, their audience grows and it grows and it grows and it grows. They don't tend to lose those people because they're engaged with you on a

daily basis. They become to know you on a personal level. They've come to know us, our audience, as a brand and what we stand for by 6 images that show up on a screen when they pull up our Instagram account.

John: Yeah, I love it. As a matter of fact, I'm going to flash the Instagram where you're just showing all of these people dressing up with your swag, dressing up as cans of FitAID. All these top athletes.

Aaron: Yeah. We even had somebody get a FitAID tattoo now, John. Anybody out there that gets a FitAID tattoo, we will pay for that tattoo if they want to do so.

John: I'm not sure I'm ready to do that in my financial services, go to the tattoo route. But really thinking through how you can leverage social media. The other thing is, really thinking outside the box, because drinks, no matter what kind of drinks, they're heavy, they're liquid and liquids have weight. One of the things I was thinking, Aaron, you're doing direct response. I'm going okay, so you inspire people and I want to try it out. I've got to run to my store and you don't have ... You're not doing the big pay to play type thing.

Aaron: Right.

John: How do I get this? Then you told me what you were selling per day on this now, and it's like, whoa. How did that come about, deciding to make it a cost effective and profitable to do online sales of drinks? Because I've never bought a drink before you guys online.

Aaron: Well, kind of 2 parts. The first part on the social media strategy. We want to provide ... We usually follow a 90/10 rule, so we want to provide 90% of our content is engaging quality content. It's not just us pitching the product, "Buy our product, buy our product," or images of the product. It's engaging content that's applicable to our core community, our target market there. As far as the logistics, yeah. Most people, all of our advisors, and we have some of the top advisors in the beverage industry on our team, said there's a 0 chance you can sell a drink online. Nobody has ever done it. It's not possible because it's an impulse buy like we discussed earlier.

We've been able to have very successful days online. Some days we'll do \$20,000 in online drink sales. How do we do that? We continue to grow these social media communities. I think our FitAID Instagram on its own is close to 50,000 active, engaged followers now. Because we're providing so much quality content, we have pretty rapid growth there. We focus on 10X growth of our social media accounts every year. Because we're providing so much quality content, we do throw a pitch in there. We'll throw a pitch every, say, 9 or 10 posts. One post will be, "Hey! Try FitAID for free. We'll give you 2 free cans if you go this landing page and

just pay USPS shipping on it." That's our irresistible offer, that's our hook. People are like, "Well gosh, yeah, this looks interesting."

A lot of people are engaged, it seems like a lot of people that I associate with in this community, in this ethos, are buying this drink so I should check out what it's all about. Well, instead of having to write a \$60 - \$70 check for a case of drinks, we offer 2 free cans or we'll send CrossFit gyms a 4-pack of drinks. We try to eliminate that initial barrier to entry, and the product is so good. As you know, that has to be a given. The product's got to be outstanding. It speaks for itself that once we get a can into somebody's hand we know we're focused on lifetime value. We know we're going to have a customer for life.

John: Then the other thing I love about how you're doing the community building is you're finding people in the community, not the big celebrity type TV star endorsement. But it's somebody in that community that other people respect and want to be like. Then they're becoming really a player with you and your team.

Aaron: Yeah, it's a great point. You could go out and say, "Okay, well, I want to get Brad Pitt endorsing my product." Or, "I want to get some A tier football player or baseball player." Well look, that's fine but if you look at your niche and if you've really narrowed to a single target market, and looked at your target market, there are celebrities that exist in your target market that aren't celebrities that everybody on the street knows. Only people in your market know. You can get those type of celebrities on board that have their own communities, that are very, that overlap quite a bit with your community for a fraction of what, say, an A tier celebrity would cost.

A lot of times, we got a lot of people on our team for product only. They're happy to get a free case a month from us, which we're happy to provide because they're bringing in their social communities and their audience in, to participate in our growth. So it's really a win-win. We're promoting them and they help promote us. We always look for those synergistic type of relationships, which you can find very efficiently on social media.

John: I want to encourage all of us as entrepreneurs that think, we're going, "Okay, well Aaron does drink. Drinks are different. I'm in selling widgets, or I'm doing professional services." Really, that ability to build this community is just so amazing. This is why I love direct response. Aaron and I met at 25K, which is a genius network mastermind group Joe Polish holds. There's so many great direct marketers, and Aaron and I both went, I started a little earlier, but we both went for one reason. We wanted to see what the best of the direct marketers are doing, because then we can go ahead use it in our application, whatever our business models is. I'll tell you what I love about you and your partner, Aaron, is that you guys execute. You went out.

What were some of the things that were hard lessons learned during this period? You went, all of a sudden, you're really, you're an idea with a little bit of traction. I'm thinking those few hundred thousand dollars was your mom and dad, and a few other people buying your drinks. But now you're really, you're a sizable business, you're growing, I know you're getting interest from outside beverage companies because they're looking at you and what's going on. What were some of the missteps that you would advise your fellow entrepreneurs to either not do, or test but stop as quickly as the test isn't working?

Aaron: Number one, make sure you're thinking accurately about your market. Not only the marketplace, the demand for your products or service, the timing of such. We have one of our lines, as you know, GolferAID. The reason why we chose to focus primarily on FitAID because ... GolferAID is a great product and I think it's going to see huge success in the future, though-

John: I love it and I drink it all the time. I don't know if it's really improving my score, but I think it is.

Aaron: Well yeah, I mean when you feel well, when you feel good you tend to play well. But it's just a little, the timing is just a little early on that. Now you look at the PGA Tour and you have younger guys that are very into health and fitness. You don't have the overweight, stodgy, out of shape typical golfer. You can't compete anymore. That product is just maybe a year or two early, but it still continues to get some traction, but not the same growth trajectory as FitAID. Thinking accurately about your market and about the timing.

Number 2, building out a great team. When we first started, we've always been understaffed and scrambling to fill a position. Many people say, "Hire slow, fire quickly." Take your time on really making sure you have the right people. We've used a software called Top Grader which has been very helpful in getting qualified candidates now on our team, so our whole team is just A tier and really providing huge value to our company. That's been a huge lesson learned as well.

John: I think the GolferAID and the FitAID, you tested those and you let the market tell you. This is a big part of direct response. You can be a brilliant person, create a great product, and you've got to let the market tell you what's working. When it's working, you nail it, like FitAID, you scale it up. That's what you've done. It doesn't mean you don't continue, you continue the other products, but you continue to test. How can you improve, lessons learned, and so on. You guys have done a phenomenal job on that.

Aaron: Yeah, and we're going to take these lessons learned with FitAID and the success of FitAID and we've already started applying them to GolferAID and PartyAID, especially with

some of the social media strategies. We're going to apply them to our next 3 lines that will be launching next year as well. So yeah, it's exciting.

John: Getting deep within the niches, building communities, very, very powerful. What would be the one big "a-ha" moment that you've had as you and your partner have been moving ahead on this? What went, (sound)? Kind of that breakthrough moment?

Aaron: One of our mutual friends, Ben Altadonna, has worked closely with us since the beginning. Once we really got our first direct response marketing campaign, a full campaign, scripted out, and we tested it. We're getting not satisfactory results, and we tweaked on it, and tweaked on it. With Ben's help, finally when we got a month where we put a dollar into the machine and it spit out \$10, we were like, "Yes! That's it!" Then we pushed all the chips into that and have been going full bore ever since.

John: I think this is the 1 big lesson that I've learned, too, that's so important, is that you test small dollar amounts.

Aaron: Right.

John: Because even though, I don't know how you guys felt on that first campaign, I know with my team, we've written some great campaigns with what we're doing. This is going to hit! And it doesn't. We have one big important business initiative. We just hit probably the 10th test, and quite honestly, the 9 before that were either just marginal rates of return. You push a dollar in, maybe a dollar comes back, or a dollar to 50 cents. We just had one that did the dollar to \$10 and it's "whoa!" We're going to test it a couple of more times, but then you push the chips in, because what happens is you own the slot machine, basically.

That when you put a dollar in, you get \$2, \$3, \$4, \$5, \$6, and most people aren't ... One, they don't capture the data. Two, if they don't capture the data, they don't have the insights. But even if they capture the data, they don't really test. The kind of classic AB testing. That's a great part. How do you see, Aaron, really moving forward, continuing to accelerate that? Because one of the biggest challenges now is, as you're accelerating like that, it's kind of back filling the challenges that come up.

Aaron: Yeah, I think it's Peter Thiel that talks about, a PayPal founder, talks about concentric circles. That's one thing we've really focused on, is concentric circles. If you look at, say, CrossFit, and again we're not associated in any way with CrossFit corporate. We are just providing a drink to that community. But what would be the next concentric circle? Maybe it's obstacle course racing with Spartan Races and Tough Mudders and that type of thing. Maybe from there it's bodybuilding or Olympic lifting. You look at what are the concentric circles that we can go to next, that we can take these lessons learned and apply it to the next? We also

have these other drinks. We've been focused, say, with our PartyAID line with the electronic dance community, specifically Burning Man type community, right?

Once we get that core, what's the next circle out from there, and there, and there? Eventually, the goal is to be in all the grocery stores and 7-Elevens, but have the mom going down the aisle, the grocery store aisle going, "Well, hey, I'm going to get a FocusAID for husband for his corporate job. I'm going to get a PartyAID because my daughter is getting into her sorority this week. I'm going to get a GolferAID for my son on the golf team. I'm going to get a FitAID for myself and for my gym workout." We want to have a beverage line, and each beverage line that really talks to everybody. That's kind of that broader approach that we've been staying away from, but by virtue of dominating enough niche categories, eventually that equates to being broad. That's the end goal.

John: It's a powerful one, because they're all tied together and lessons learned from each can really make a difference. I want to switch gears a bit. Let's go to the Book of The Day.

Aaron: Sure.

John: What would be, as a successful entrepreneur in a number of businesses now just really taking off and delivering great value to consumers, what would be a book that you would recommend to your fellow entrepreneurs that would help them?

Aaron: Probably the book that I've recommended more than any other single book. You know, I'm an econ business major, so we used to call our friends that were psych majors pre-unemployment. We were pretty hard on psychology and all of that in undergrad. Now that I'm more of a marketer, I realize that it's all psychology, so it's probably the most important thing. The book that had the greatest influence on me and the way that I do things is called Influence, by Robert Cialdini. The psychology of ethical persuasion.

We do things in our lives and how we interact with people that have consequences and byproducts, and some of those aren't intended. I think this book really helps you start thinking about how you interact with people so that you have positive byproducts, and positive consequences, and not negative. For things as simple as if someone says, "Thank you very much," and you saying, "Oh, no problem," discounting that compliment instead of saying, "You're welcome," or, "You're welcome, I'm sure you'd do the same thing for me." Little basic psychological triggers.

John: I think it's one of the best marketing books ever written. I think there's 6 lessons or something like that. I can't remember them or I'd say them right now. I have most of them in my mind. It's something that should be read, and reread, and reminded. Because we get ... Once we start having success as entrepreneurs, we actually think we understand our market

so well. We get the data, but we can never forget the behavioral issues, the psychology around consumer demand in our marketplace. This is some of the greatest research on it.

Aaron: Yeah, getting into the mind of your client, your prospect, your customer is key. If you can relate with them, if you can take on their thought process, you're going to be successful in that market. That's why we chose FitAID, GolferAID, and PartyAID because we know those 3 markets intimately. I wouldn't choose RunnerAID because I'm not a runner.

John: No, that's great. Let's go to the next application. It's the Application of The Day. Is there something that you're using, Aaron, that you'd like to share with other, your fellow entrepreneurs?

Aaron: Sure. As we continue to grow and scale this business, there becomes more and more moving parts. As an entrepreneur, my business partner and I, Orion, always want to focus on how can we make the next 10X move to our business? Not the minutia of running the business that a lot of us get bogged down on. We've implemented a program called Asana over the last [inaudible 00:30:06] months. It's been really good for ... It's similar to a free camp or a base camp type of thing, but it just was a lot more intuitive for us. We tried several different programs and this one has really seemed to stick on organizing tasks, and just making our team more on point, more efficient, more accountable. A-S-A-N-A, I believe.

John: I'm going to put up the screenshot again, this is their Web site. But for those of you listening to the podcast versus the video one, it's A-S-A-N-A. As always, you can just go aesnation.com, get all the show links, the transcription and everything else, and all kinds of free bonuses and so on that will be very useful.

Let's go to the next segment. This is Resources. I'm going to pull up, Aaron, your Web site. I'm going to go FitAID and what are they going to see here? I'm going to put it up on the screen. I see all kinds of flashing images, some people that are in much better shape than me, and all kinds of cases and swag stuff here.

Aaron: If you go drinkfitaid.com, you'll see a few things that I think everyone should have on their site. The first thing is some mechanism for lead capture. You'll see a popup that comes on, win a free supply of FitAID for a year, for your first name, email, and area code or I'm sorry, zip code. The reason why we are doing that, and we add about 100 new contacts, new leads a day from that offer, is so we can market to those people. So many people, if you're getting traction, just like on social media, you need to have a strategy or a plan around monetizing that traction. That's one of our strategies there and it's been very successful. You'll have a spot on that Web site for referrals. If you're an athlete and want to refer your gym, you have a means to do so and we reward you in doing so there.

You're going to see lots of testimonials from A tier athletes in our space. Obviously, plenty of chances to purchase product. We have bailout pages, so if you're on our buy page and you don't decide to make a buying decision there, then you'll be given the irresistible offer of 2 free cans from there. We try to think through, and it's a continual, as you know, evolving process of improving, and tweaking. One little change in the headline here, 1 little tweak there, can really yield exponentially improved results. You've always got to be testing and tweaking on things.

John: This has been really good, Aaron. I'm going to give you the next segment. I want to share with you what I'm taking away. Key take-aways that I'm walking, I mean there's so many of them. I've got a whole bunch of notes here. The very first thing, particularly if you're early stage, it's focusing on top line. It's driving sales. Let the market tell you what's working. Because you can come in with all kinds of preconceived notion, you can have a really thick business plan. I've started a number of businesses, I have never had it turn out like the business plan. Sometimes it's blown by, other times a lot less, but the market has pointed me in a different direction, so focus on the top line.

Second, think outside the box. Do not try to out-compete the big players. You don't have the money, you don't have the capital. I don't care if you're well venture-funded. You don't have the money to do that. How can you do something that they're not doing or not doing well that fits into your culture? You guys have done that in spades in the social media side, building that community.

Then, really believe in data. Believe, let the market tell you from the standpoint of data. Data, it's not only just sales but it's all the interactions. You heard from Aaron just on the Web site, the richness of going through and looking at those little tweaks. This is important real estate. You get the social media, you get the email campaigns, you're building up this huge following. You've got to create that communication, but then also that interaction. The data tells you what's working. So often, we get the data and we don't use it. Aaron, I want to thank you again for taking the time from building an unbelievable company, a remarkable company, to share your insights with your fellow entrepreneurs.

Aaron: Thank you so much, John. It's not only the things that you've mentioned, but it's also the advisors that we have had on this journey, and I would consider you one of our advisors. I thank you for helping steer this ship in the right direction, because if it wasn't for people like you, we wouldn't have the success we're experiencing now. People that, from outside of our industry, have given us the best advice on how to be successful in our [inaudible 00:35:21].

John: I want to point out I'm not on the Board of Directors, not compensated in any way. But what Aaron has done is really what I believe you should do, too, is be part of masterminds.

Aaron: Yes.

John: Create your own group of advisors that are friends of the firm, that you can turn to, to get unbiased advice. All of us have bias, whatever our environment that we grew up in. But getting outside of your industry to get that is just so valuable. That's really why we created aesnation.com as a virtual mastermind to do this, but also do it in your local market. With that, Aaron, I want to thank you again and I want to ... All of us, take these actions. Go to aesnation.com. Make sure you're getting our newsletter. Download the special reports. Get the show notes. Get the links. Take action. Your clients, your future clients, all those strategic partners, those fellow mastermind group? They're all counting on you. Don't let them down. Wish you the best of success.

Aaron: Thank you. You as well.

A Second Opinion on Your Finances

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

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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