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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**83**

**MaryEllen Tribby**

Show Notes at: <http://www.aesnation.com/83>



**John Bowen and MaryEllen Tribby**  
**AESNATION.COM**

**Episode #83**

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.

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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 want to grow our business, we want to grow our businesses dramatically. You are in for a special treat today. I have an extremely talented entrepreneur who grows businesses. She's done it in many different industries and she's helped many fellow entrepreneurs including myself.

She's founder of MetEdge Media LLC. Where she really started taking off was that she grew Early to Rise from eight million to 26-million in 15 months. Many of us entrepreneurs have had one win, but I'm in financial services and I watched Weiss Research grow from not even knowing who they were at 11 million to 67 million in just 12 months.

MaryEllen Tribby is going to join us and she's going to show you a lesson she's learned in building some fantastic businesses that you can use to accelerate your success and build your business even more. I'm John Bowen. We're at [aesnation.com](http://aesnation.com). Stay tuned.

**John:** MaryEllen, I'll tell you, I am so excited to have you. I've had the privilege of being in a mastermind group Joe Polish's Genius Network Mastermind and taking a lot of your advice and just watching you just really share and do some amazing things. First of all, thank you for joining us.

**MaryEllen Tribby:** John, thank you for having me. This is going to be fun.

**John:** You have done a lot of amazing things in your life. Most of it I think has been all around information and really using it effectively to make things happen. I know you're going to share with us. I've asked you to share some of the lessons you've shared with all these successful entrepreneurs in the mastermind group.

Before we go there, I want to get a little bit of the back story. How did you get to where you are now? You got a great journey.

**MaryEllen:** It's funny. I do love telling the story, because I think it's really interesting. I think it's really helpful, even more importantly. It's funny John, because I started working when I was 10 years old. I was someone who said, "I want to make some money." I saw all these boys in our neighborhood who had paper routes.

I said to my dad, "Can I get a paper route?" He said, "You have to be 12. You can't do it at 10." My brother was 12 and I said, "Can we put it under my brother's name?" He said, "Okay." I got this paper route and its 7:00 every morning when I was 10 years old in Parsippany, New Jersey. I would go out and I would deliver the newspaper.

What I saw from an early age was I saw these boys, these 12-year old boys and they talk in the playground. They'd say, "I threw my customer's paper under the car. I threw my

customer's paper over the fence or in the tree." I made sure that I delivered that paper every morning to the easiest spot where they could get it whether it was in their mailbox or right on their step.

What I also heard in the playground was how much money they made in tips. I'm listening and I'm thinking, "Wow. I'm making twice as much, three times as much money than these 12-year old boys, because I am treating people the way I would like to be treated." That single lesson, I've taken with me to every single business I've either worked in, I've consulted with or my own business, that one lesson.

I took that all through my career, all through my high school career in waitressing, when I waitressed on tables. In college, I waitressed on tables and the same thing happened. I made so much more money because I looked at it as an honor to be able to serve these people, to be on their first day or be included in their birthday party or their anniversary party. I serve them so well and I made so much money.

When I got out of college and really got into New York Publishing, I took that single lesson with me. Really, one of the first places that I started was Forbes, in publishing. I worked at PBS first and I remember being at PBS and going for the interview with Steve Forbes, and it was a process.

Multiple interviews, and finally I knew I was up against one person. She had this great SAT scores and she just looked like she walked out of a Paris Magazine with her St. John suits and everything. I was just sitting there and they put us both outside together and she was just staring me down.

When I got home, I got the job. After a few months of being at Forbes, I said to Steve, I said, "What was it that made you select me?" He just said, "You just had a better attitude. You just wanted it more." Again, I've taken that with me. I was at Forbes for a while and from there I got recruited down to Florida and started out Weiss and went to Agora all the way now consulting with so many different financial institutions, alternative health, entrepreneurship, every niche that you can imagine that I have consulted.

**John:** It's funny, the paperboy starting there and learning a world class experience of value. You've got to nail that first no matter what industry you're in and then you can scale off and you got it at a very early age and you've been delivering it forever MaryEllen.

What I'd like to do is you've had so many lessons learn. You were a corporate more and then made the switch to entrepreneurs. Most everybody listening here is an entrepreneur already or watching this on video.

Maybe give us a little background, because that's a big switch. A lot of us struggle with that one. What was that decision that you made and how did you feel when you did it initially?

**MaryEllen:** That's a great question. It's funny, because the main thing for me, and I was very fortunate, because when I was in New York and I was working at PBS and Crain's New York Business in Forbes, I was constantly being recruited, constantly.

I was so lucky that I was able to decide where I wanted to go. Because I always went where I knew, I was going to love what I was doing. I always looked at an interview as me interviewing them, not just them interviewing me.

It's this somewhere that I am going to thrive, that I am going to enjoy spending all this time being there. At that, I've always taken with me where so many people in the corporate world and even we as entrepreneurs hire people, these people look at it as, "Oh my God I just want a job." That was never what I wanted. I always wanted a place where I want it to be.

That helped me ease that bridge of going from the corporate world into the entrepreneur world, because I always look at every position I had as it was mine. Even when I was at PBS in New York City. I remember I'm asking to go to a seminar.

They had just gotten a new HR person. The HR person is like, "Oh, no. We're not going to spend a \$1000 for you to go to a seminar." I'm a kid back then. I was a kid. A \$1,000 back then when you're 20 something years old is a lot of money.

This was to go see Dick Benson. Is there anybody who knows Dick Benson is the godfather of direct response marketing. It was an intimate setting. I shelled that money myself. I went. I came back and I implemented one idea, one idea that I got from that seminar.

Two days later, I got a \$10,000 raise, after we implement. We implement it right away but then after that they saw this, I got a \$10,000 raise. So many people would have thought, "This is a big corporation. I'm not going to pay to go to this seminar out of my pocket."

I always had that mentality of saying, "I know I can make something off this." I always did my homework. The nice thing that I learned in the corporate world was some structure and the nice thing that I was able to do with that is not bring all the bureaucratic rules that come with the corporate world.

I somehow managed, because I do believe a lot of your career is about the likability factor. People liked me. Steve Forbes just liked me. That other woman, I still remember her name is Natalie and this was back in I think 1992, whatever. He's just liked me better. She was just as capable.

**John:** It's that, "Know I can trust." We talk about marketing, we're marketing ourselves. A couple things I want to bring up MaryEllen that you said that I think are just so powerful is, a matter of fact yesterday I was interviewing new senior team member for our various companies and it was an all day of just back to back with my senior team. We have them do a project and we hire them as consultants.

They do interviews. They come in and show us how they hit the ground running basically. The 12-month period. The difference in mind-set the people who were really ... They're trying to figure out if we're the exact fit for them and how they'd make an impact and all of that versus the one who wanted a job.

It was very easy the one who just wanted the job we didn't want. The ones who weren't sure were the right ones were often times the right ones. It's an amazing process as we learn how to do this.

**MaryEllen:** Even with interviewing, I had so many things that I just use, so many indicators that I just use, somebody doesn't smile. The beautiful thing about interviewing now whether it's in person or on Skype, you get to see them. If they don't smile within those first five seconds, that's not somebody I want around. You know what I mean?

One of my favorite questions and I think I've said this in the mastermind was I ask people what they do when they're not working. That is a huge indicator of someone that you want on your team or not.

**John:** To me, a business is not about just having more business. I want to be surrounded by people that make quality of life much better. We're in business to build great quality of life in our own light and self-interest for ourselves, but for all our stakeholders, our clients, our customers, our teammates, all that, you got to have the right team with you to do that.

**MaryEllen:** When you just hit it, those people are going to be interacting with your life blood of your business. They're going to be interacting with your clients in some way whether it's directly or indirectly, they're going to touch your clients. Are those the right people?

**John:** That's the most important, but the other thing I think MaryEllen, you probably have had some people you've worked with. I know I have, "Who weren't fun to work with?" They're just energy draining and I just don't want to have that anymore.

**MaryEllen:** Never. That's one of the best things about being an entrepreneur because I have a rule. I have that no, will say, "Jerk rule," right?

**John:** Yeah, I already did differently in the mastermind, but we'll go in the...

**MaryEllen:** This is the G version, "I will never work with anyone I don't like." As a matter fact I have two business rules that I really live by, which is before I make any decision I asked myself, "Is this good for our customers?" Then I say, "Is this decision going to be right for our business?" If they're both not resounding yes then I just don't do it.

**John:** MaryEllen, yes we've got a lot of great people in the mastermind we're in and a lot of talented people, but what I really like is I think of you as very pragmatic, extremely talented entrepreneur. You've got the right focus and every time there are clear takeaways I have every time that you're sharing in the group.

One of the things I want to do here is you've been I don't know a queen of growth. You've just made some pretty explosive growth not only in the corporate setting but then you really as president of Weiss, you're running it and then in your own businesses as well, Agora as well, just boom.

I'd love for you to share with us what are some of the key lessons that you learned that we could use, your fellow entrepreneurs to really go out there and have that growth that you had and build the quality businesses that you did.

**MaryEllen:** I'd love to talk about that. When I say this, the first thing is having the right corporate culture. We talked a little bit about that. I remember when I went into Early to Rise and I'd ask the team, "How was certain marketing campaign did?" They would say, "Great." I would say, "Let me see those results." They'd say, "We didn't really track it." I literally said, "You can never say that to me again, because everything you do much be tracked. If you don't track your results, you cannot roll out, you cannot grow."

This is just one of the many rules of direct response marketing. That's what I'd say to everybody that you really have to understand direct response marketing. Even if you have a company that is a brand, that's fine, but most entrepreneurs, especially starting out, especially trying to get from that, starting to that five million to that 10 million spot, they have to know direct response marketing.

When you know direct response marketing, you don't have to go out and get funded. You don't have to go out and get loans or investors. You're just one promotional way from a \$5-million or \$10-million company at that point.

Understanding that direct response marketing is the marketing that is immediate and quantifiable. It is not branding. It is the kind of marketing that people are opening their wallet to right away. You need to understand direct response marketing. That is key.

**John:** I'll tell you, I couldn't agree more MaryEllen. I didn't know direct response marketing. I grew up with a financial services, relationship industry, and very profitable. You did things in the relationships and business happened and it grew. Then I had 2008, 2009 and the market just went down and that I used to be a financial advisor, had a large investment company and all that. Then I'm now coaching top financial advisors as our primary business.

Boy, the big firm stopped and so we needed a market directly, but I didn't have any statistics. That's one of the things I loved out of the mastermind group with you and others is just seeing the attention of detail that you can go ahead and do these very low cost campaigns, marketing, you don't have to hire the big agencies.

You can test and in today's technology, the cost of doing this is so minor and then you find something working, you can scale it up so quickly. You've been a master at that.

**MaryEllen:** That's the key. John, let's just share with everybody, because people should go out and understand direct response marketing and understand that there are three key components to direct response marketing. It is your list, your copy, and your offer. This is where people go wrong most of the time. They think that the copy is going to be the thing that changes your direct response marketing. In reality, it is your list. It is going to the right people.

The list that you select, the media that you select to go to is going to be responsible for 60% of that campaign. Then the offer, which is 30% and then the copy which is 10%. If you don't understand that, you will not be able to grow. By understanding that, because if you have a good campaign, all you have to do now is scale that with the list.

Relatively good copy to the right list will do well. Great copy to the wrong list will not perform at all. I say, you don't sell lingerie to Lumberjack's.

**John:** No. It's a mutual friend of ours Brian Kurtz and Michael Fishman, both of them podcast with and you can go ahead and search on aesnation.com, but I was having a conversation with them and this is early on in my participation with you guys. I bought a list, a compiled list. Just Brian and Michael were being as nice as they ... They were in a car talking to me in a car and we're on phones. It was just so funny, their advice. I've got to test it anyways.

It was a \$10,000 so it was a big test. It was fairly significant plan we had and then we did it just on a very small list, the relationships we had about I think was a hundred times more successful. It's just really that people don't understand the importance of having relationships.

Now that we can blast out 10-million e-mails, sometimes we think we can just do it by aggregation.



**MaryEllen:** That's why I say that always to people who catch starting online today that I do this with hundreds and millions of pieces of direct mail. When you're spending \$2 per piece to go out, you get that copyright. You make sure you're going to the right person and you craft that offer.

**John:** Now that we've got e-mail that are effectively free, it's so easy to get sloppy and so many marketing people have gotten very sloppy on this. You and I talked as we're getting ready for the turning on the cameras was, some of the lessons you've learned, five key takeaways, I want to dive into these, because they're so good and they're really universal for all our entrepreneurs.

It's probably a lot of what we do on AES Nation, 85% of it, my guess is you heard it before, but unfortunately a lot of it you're not doing it. I get reminded all the time. We transcribe this. You can go get the transcription at [aesnation.com](http://aesnation.com), you can get the show notes. I go through this with our team.

I'll tell you, there's just so many lessons and yours are just pretty amazing MaryEllen. Let's start with number one. You talked about time. I always call it, "The power of full engagements." It's not about energy management in the sense alone. It's energy and time together. You are very effective at this. What are some of the secrets there?

**MaryEllen:** For me, I will tell you that the most valuable commodity that I have is my time. It's not my money, it's not the gold in the safe, it's not the house, it's not the cars, it is the time. Time is the only thing that we can't get more. We all start out with the same banking time. We all have 24 hours in a day. How we spend that time is going to be a direct result. It's going to be a direct result to how happy we are. Not just how wealthy we are or how fit we are, it's maybe a direct result of how happy we are.

We can make more money. We can buy another car. We can get things back. We can't get more time. Until people really honor the fact that time is the most valuable commodity, they will never really be wealthy. For me, I know that the more structured I am actually the more protective I am with my time, the more free time I have. That's the paradoxical truth. Either you can take control of your day or your day can take control of you.

How many people do we all know that say, "Oh my God, I was so busy, but I got nothing accomplished."

**John:** One of the things MaryEllen on this time part is just so amazing to me how many people are so ineffectively said that they're working so hard and accomplishing nothing and then people who are just great at time management really have a lot of free time. It's a whole different thing. If you don't have free time, then you need to manage it better.

**MaryEllen:** You do. Like I said, my colleagues, my friends are always like, "How can you play tennis three times a week? How can you do that?" And have three kids and have a husband and run a business. How do you do that?

**John:** Let's go, one of the biggest time sinks is meetings. How do you deal with that then?

**MaryEllen:** First of all, I never take a meeting before noon. That's number one. I will never take a meeting before noon. In the morning, that's my critical task time. Those are the times I do my writing, my planning, the creative things that I need to do. Never do a meeting before noon that just sucks your time.

Just so everyone knows, most people spend eight and a half hours a week in meetings, okay? Eight and a half hours a week, which is ridiculous. That's over 400 hours a year. Think about that on a 40-hour workweek, that'd be 10 weeks. 10 weeks of the year that you'd be in meetings.

When you have a meeting, you always have to have not only a start time but an end time. It's starting at 2:05 and you're ending at 3:10 and I never do it on the hour, because this is a, you don't want people and people are not allowed just jump late for my meetings. That needs to be known right off the bat, because that's just disrespectful and that's not acceptable on any level.

You have a start time, you have an end time. The next thing is you always have an agenda for meetings. If you don't have an agenda, then you have no business having a meeting if you don't know what's going to be discussed there. That agenda should be passed out at least 24 hours prior to the meeting so that everybody is prepared for the meeting.

Think about a meeting of 10 people around a table. That's a lot of time. If that meeting goes an hour that's 10 hours of your business time. That's a lot of time.

**John:** It's a huge investment to your cost.

**MaryEllen:** Everybody in my meetings, we have sheets that are called, POA's, Plan of Actions. Nobody ever walks with the meeting without the POA. When you leave that POA, your sheet is filled in out. You have a plan of action that needs to happen because of the result of that meeting.

If you just do those few little things, the difference in productivity among your team and what you get accomplished, you'll be amazed.

**John:** What about the meetings that are unscheduled where that person is outside your door and just wants that one minute?

**MaryEllen:** The three little words in the English language that kill your business is, "got a minute." How many times have you heard that? People not got a minute and this is where you say, "No." No is a complete sentence. It's setting those boundaries. I'm saying my team, they do not call, they do not Skype, they don't expect me to answer them before noon.

They don't text me, because those are my boundaries. You simply say, "You guys got a minute?" "No." You setup those office hours and you say between this time and this time, if you need me, that's when I'm available.

You train your team. One should be more self-reliant without you. Two, they get so much more done, because they're not running back and forth to your office. That's just a no.

**John:** Our mutual friend Dan Sullivan talks about self-manage companies. This is how you do it as you create the structure and empower your team, you got to give them the information. The other part you do and you do well is the systems. Tell us a little bit about that.

**MaryEllen:** Absolutely. Every business really needs to be McDonalized. McDonald's is probably the best business in the world where anybody coming in and doing a specific task does it the exact same way. They don't reinvent the wheel every time they hire somebody. In my business, we have literally a manual, an S.O.P. a Standard Operating Procedures manual that has every single repeatable task by position.

It is just a description of that task with step by step instructions. The nice thing in that too is that we have it in the binder and now we also have it on our internet with videos as well. If you want to just duplicate a division of your company, guess what? All you have to do is hire that person who run it.

"Here's your training right here." If unfortunately, someone leaves your business suddenly, you bring somebody in, "Here it is." Your businesses now runs and mistakes are not made. Nobody forgets a step. This protects your customers. It protects you. Every single repeatable task needs to have an S.O.P, every single one.

It's so funny because people would say, "Oh it's so easy. Doesn't need that." Guess what? Somebody will screw it up at some point without that S.O.P. without a doubt. It will happen. It only needs to happen ones, you'd lose a lot of money.

**John:** Also, it raises the value of the money. If you ever care about selling your business, that is having been involved in about 50 transactions, I can tell you that we've raised the value

pretty dramatically when you have a systemic process as repeatable. You are focused and entrepreneurs struggle with that, because often times, a lack of vision. How do you make that work?

**MaryEllen:** It's funny, because the biggest mistake that entrepreneurs make is they suffer from that shiny penny syndrome. Entrepreneurs have a lot of ideas, they're creative people, and they jump. When you're constantly jumping, what you're really doing is you're causing incredible frustrations to your team. You're actually causing a lot of frustration for your customers and you're just not making the money, and really what you're doing is you're wasting your time.

It's great to have ideas, and that's why journaling and having an idea forward is fabulous because you have some place to put it. You put it down and it's there. Then you can evaluate what that will actually do for your company as far as the revenue line goes.

Having a clarity and vision of what you're working on, and actually explaining that to the team is going to get you to where you want to go. Starting a project and getting it 10% done and saying, "Oh, I want to start here," and having this other project and it's 25% done, "Oh my gosh. Let's do this. I have another idea. It's a great idea. Now I've got this other project 30% done," 30% and 25% and 10% doesn't yield you revenue.

One project a 100% done yields you revenue. You have to have that clarity and vision and be able to explain that to the team, get them on board and then have a plan to drive it. Just because it's a project, it doesn't mean that you have to be responsible for each step.

In my company, we have project task sheets. In that sheet explains the entire project. We're ready to sit down into individual tasks. Each task has a champion and a due date. That way, everything gets done. When you break it into those bite-size pieces, you really see, everybody gets, they know what has to be done.

If you say, "Tiffany, you're in-charge of this. Julie, you're in-charge of this. Bob, you're in-charge of this and here's the due date." It's all right there and you would be amazed how much more you get done.

**John:** One of the things that you've done a lot of is writing. Let me put up on the screen I think your latest book, "Reinventing the Entrepreneur." Tell us a little bit about what's in there.

**MaryEllen:** I love this book. This book really is a complete blueprint of how I started my business, how I run my business, but it's also what's took Weiss from that \$11-million mark to 67 and took Early to Rise from that \$8-million to \$26-million. Exact blueprint. It really is launching what I call, "Inbox magazine."

A lot of people would call it an online newsletter and a lot of people would say, "Oh, online newsletters don't work." My response to that is there's a real difference between doing something and doing something correctly.

What you said before is I am pretty methodical. With *Reinventing the Entrepreneur*, it is a step by step process of how you setup an inbox magazine. It talks about everything you need to know from frequency to the word count, to how many words actually work in inbox magazine. Agora, which is a \$600-billion company, they've got probably, I don't know, probably close to a hundred inbox magazines now, because this business model works.

The beautiful thing about it is I've had clients who are literally more to companies. I've had clients who are funeral home directors and they set this inbox magazine up on amount of subscribers you have. That metric is 50 cents to \$1, per name, per month. You do the math.

If you have a list of 10,000 or 20,000 or a 100,000, 50 cents to \$1 per name per month. Now, money and markets which I launched for Weiss in 2001 which is exactly the same as I launched it then, they have 600,000 subscribers.

**John:** I love your book MaryEllen. I had met you a little bit before, saw you in action at the mastermind group and got an early copy of the book and it was like, "Wow." Just that whole story and there's so many lessons and we can only do so much in the podcast today. I'm going to encourage everyone to go there.

Also, I want to encourage everyone to go to your website. Let me pull that up online here, it's MaryEllen Tribby. MaryEllen, tell us about this website, *The People CEO*.

**MaryEllen:** I'd love to. It's at [maryellentribby.com](http://maryellentribby.com) and I have an inbox magazine called, "The CEO's Edge." Really, the whole idea was this that so many people were asking me for this. A lot of people know I have a website called, "Working Moms Only." A lot of men would write to me each week and say, "I love the advice you give here but I'm not a working mom."

I had this one guy say, "Hey. I'm a 22-year old dude. I love your place. Really what it did, instead of clawing my clarity and vision with *Working Moms Only*, what we did is we started [maryellentribby.com](http://maryellentribby.com) and launched the *CEO's Edge*. Really what that is, it's me really being their virtual CEO, giving advice of running a company, because this first step for entrepreneurs is to realize, there's a real difference for most people with being an entrepreneur and being a CEO.

That many entrepreneurs shouldn't be a CEO. That's okay and that's great, because it's great to partner with people who have that mindset and those skill set to be the CEO. That's really

important. That's why we created the CEO's Edge inbox magazine and you can find that at [maryellentribby.com](http://maryellentribby.com).

**John:** It's great and it's one of the few that I read all the time. You do a great job of that. You've got a resource behind you here. Let's talk about, what is this people successful and unsuccessful behind you?

**MaryEllen:** This is really funny and this goes to the power of virtual. About two, three years ago now, I created an info graphic that half of it was that things that successful people do and the things that unsuccessful people do. It just went crazy viral on every social component out there.

What we did is we actually created a report on it best indicator acceleration report. We've got such an incredible reviews on that that you'll be the first to know John that I'm actually going to start a brand new product on it. Right now, the report is free for your viewers and they can get it at [inboxempire.com/successindicator](http://inboxempire.com/successindicator).

This whole report and in the info graphic came to me after working with years and studying really successful entrepreneurs. One night, I had dinner with Steve Wozeniak and who just the most gracious person in the world.

He talked about he was so grateful for being able to create the best technology that we have in the world. Steve Wozeniak was responsible for building the Mac, the iPad, the iPhone and he told the whole story with him and Steve Jobs and it was just an incredible night.

It just came to me that successful people have a real sense to gratitude. This whole info graphic evolved and I added that right away because when I think about unsuccessful people, what do they have? They have a sense of entitlement. Really, the success indicator acceleration report really goes into a lot of those stories about my meetings with people like Steve Wozeniak, people like Richard Branson and Tony Robins and Bill Bonner and just how successful entrepreneurs they think differently.

It's easy to get through, but there's just nugget after nugget in there.

**John:** No, I'll look forward to it. I just downloaded it and let me pull everything together of what my key takeaways here are. I look at you, one of the things I love about having the opportunity to work with and interview successful entrepreneurs is the hard learned lessons that they have and that they're sharing with us.

This is one where you definitely want to go back and get the transcript and go through a point by point, because there's so many lessons. I have two pages in notes here. Number one I'm

going to go is direct response. MaryEllen is a phenomenal executor of direct response and there's so much to be learned here.

I think that you have to do two things well as an entrepreneur. You have to deliver a great client experience. We talked about that, the paperboy, papergirl MaryEllen had. We got to dig our great experience.

Once you've done that, then that's nailing it. You have to scale it up. Scaling that up is to be able to attract the steady stream of clients or customers to you. The best way to do that is direct response. Today's technology can really leverage it.

The lessons that you shared, the big five, the guarding your time, meetings, make sure that they're effective start and end, the tools that she suggested. Got a minute? The most powerful word in marketing is no or next to sometimes, but no is really powerful. I love systems. I am one of those guys that likes shiny items, would have systems, I have teammates to make sure that we're very systemic and that's where you create tremendous value, clarity of vision.

MaryEllen, yeah thank you for sharing your insights. You are an inspiration and I really enjoy so much having the opportunity to work with you and making a difference. To all our fellow entrepreneurs, your clients, your future clients are counting on you. Go out and execute these. Make a difference.

**MaryEllen:** Thank you so much, John. This was great.

**John:** All the best and success. Remember, everything's at aesnation.com and share it with your fellow entrepreneurs so they can make a difference as well. All the best.

## 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