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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
86

Mike Dillard

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John Bowen and Mike Dillard
AESNATION.COM

Episode #86



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.

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we want to really make a huge down in the universe. We want to deliver our great experience for our clients, and you're already doing that most likely, but you want to attract the right clients to you. You're tired of chasing people around ... your prospective clients and so on. I have one of the top experts in the world in attraction marketing joining us.

Mike Dillard at 27 figured it out, and he's been a serial entrepreneur and keeps on building phenomenal businesses that attract the right clients. He's going to share with us the secrets of attraction marketing. You do not want to miss this.

I'm John Bowen. We're at AES Nation. Stay tuned if you'd like to have some great new clients coming to you systemically. Be right back.

Mike, I am so excited to have you on the podcast and share your expertise. I've been watching your businesses along the way. We just had a chance to run in to each other at Abundance 360 at the bar for lunch though, and it's great. Now, so first of all, thank you for joining us.

Mike Dillard: Yes. Thanks for having me, John. I'm excited to be here.

John: Mike, I want to go in to you. I mean, you've got so many lessons to share with our fellow entrepreneurs that are so powerful information you're publishing. I want to go to those, and these are important. Sometimes, we get caught up just the online guys are interested in this online marketing, and that's not the case. Today's world, if we're interested in attraction marketing, we got to create content, we got to attract people to us, and you are an expert in that.

I want to go ... I'm thinking you didn't wake up at 16 wanting to create this empire that you have and all these businesses, and so tell me how you got into this. What's the journey in where you're going with it?

Mike: You're actually weren't far off. About 16 or 17, I started my first job the day I turned 16 in San Antonio. That ended up taking me through high school waiting tables at the original macaroni grill in Boerne, Texas before it became a franchise which was a lot of fun, but I missed a lot of the good times that my friends had on the weekends because I was working until midnight and all of that fun stuff. It really built a desire in me to want to control my schedule and to put myself in a work situation where I would never have to be at the best of somebody else's pencil or pen when it came to my time or the amount of money that I made.

Actually, that is really where the seed was planted to become an entrepreneur, and I started and experimented with a bunch of businesses through college. I failed miserably for about five or six years trying everything under the sun. I've got my start in college in the network

marketing industry, and that was in the late '90s. I used to handout cassette tapes and post fliers and drop sizzle cards in parking lots and cold call lead lists and all of that fun stuff.

It was trial by fire. I didn't have a lot of success at it, but I learned a lot obviously, and that eventually turned into success five or six years later, and I built my first seven-figure business by 27 at that point. That turned into an eight-figure business, and then another eight-figure business. Yes. The seed was planted early.

John: It's one of the things that is so good about being an entrepreneur is we learn really quickly about the challenges. One of the things that successful entrepreneurs do is do what unsuccessful entrepreneurs aren't willing to do, and they learn lessons along the way and really seek out solutions, and you've done that, Mike.

I like to go ... You're probably most famous for this attraction marketing. When I think of attraction marketing, what happens ... I mean, boy, this is a dream of every entrepreneur. I don't care whether you're just getting started or you're super successful. We want that steady stream of pre-qualified clients or customers coming to us.

Today's technology and all the tools and our knowledge of human behavior is just ... I don't want to say has made it easier, but it certainly allowed us when we get that formula to really accelerate, and you've been one of the guys to accelerate like crazy. How have you done it?

Mike: It's interesting. It was a solution to a problem that I had which was back in those early days, I was very, very shy and I'm still an introvert. I knew that I needed to sell my products and services, but the thought of pursuing people or knocking on a door or cold calling leads was horrible to think about for me.

I would literally sit there at my desk and find anything to do except call my leads for hours and days at a time. I eventually got up the courage, and I got through it. I did that by eventually getting the job in Corporate America recruiting surgeons in Dallas in my early 20s.

My goal was to sit at a completely start empty cube on day one, and they handed me a binder that was probably five or six inches thick, and they said "Start dialing". I had to call 300 doctor's offices a day trying to get through the gatekeeper, and recruit these physicians who were not happy to be interrupted during their workday.

Needless to say, five or six years of fear of the phone was dispelled within two or three days at that position. What I really learned was, once I get over that fear is that's great. I've gotten past this, but this is still a horribly, inefficient way to build a business.

The question that I ask myself was, "What if I could get ten people to call me a day instead of me calling hundred or 200 or 300?", and "What if those ten people had already gone through my sales presentation or overview ... they were familiar with the product or service that I had and knew how much it cost and they're either calling me to place an order and get started or to ask me one or two questions that they need some clarification on, and at that point, they're ready to get started?" That to me sounded infinitely more fun and like a life that I would really enjoy as opposed to hammering and pounding the phones and trying to twist people's arm and convince them in taking through a sales pitch to buy what I wanted.

I back in my early 20s got into Dan Kennedy's stuff and Gary Bencivenga and Yanik Silver, and really these titans of the direct response worlds. I'll give Dan Kennedy the number one spot as the top influence to me in that regard. He had a book called 'Magnetic Marketing' that he wrote a couple of decades ago that really served as the epiphany for me at that point.

I really caught the book for that strategy. I applied it to the network marketing business that I was pursuing at the time. For me, the solution became, "What kind of cheese can I put out into the market to attract my mice or the audience if you will, instead of running after I'm trying to chase them down like a cat?"

That was really the point that changed everything in my life. I wrote my first eBook on Microsoft Word. It was 50 pages long. I called it 'Magnetic Sponsoring'. It really taught people in that particular industry how to become the hunted instead of the hunter. I started selling it for \$39 online with a sales page that I wrote myself. I started selling 30 to 50 copies a day for \$40 a piece, and all of a sudden, that's life-changing money. That business was...

John: I want to stop here because that's a little better than just dialing surgeons too. I'm...

Mike: True.

John: The whole concept of outbound versus inbound, I just want for all fellow entrepreneurs imagine that your phone is lighting up with all these different people coming. I mean, Mike, I've followed you and really, over the last four or five years, I've implemented that, and I'll tell you ... I mean, as a matter of fact, just before we did this podcast, I have a monthly call where we go over all the inbound traffic from everything and get the statistics daily, but this is more of an hour long improvement meeting with my team. It's pretty amazing the success that it has, and it changes your life dramatically.

I just want to get that enthusiasm out to you if you're considering doing this ... I mean, what Mike's talking. I mean, this is life-changing in every business.

Mike: It makes ... You're officially on easy street at that point the moment you can position yourself as one of the top three authorities in your industry or your niche. The world comes to you instead of you having chase down the world. That's the only way to build a business in my mind.

What I really wanted to share with everyone because this is not a new concept. It's really been popularized over the last ten years specifically, but understanding the reason or the psychology behind how it works I think is fundamentally important if you're going to use this. What most people don't understand is that you're triggering pieces of your genetics on a primal level that have been a part of us as a species for millions and millions of years, and you're triggering those. That is really what causes attraction.

When I first sat down to learn about to learn about this topic, you look at "Why are celebrities looked at as attractive and why do they have men and women and girls screaming at them and wanting to have any kind of interaction that they can?", and the same with big business magnates on TV or whatever it may be. What actually triggers that? You just have to realize that this happens on a genetic level, and it goes back to the early tribal days of our humanity which is back in those days, power was provided through strength essentially in survival, and so typically, the biggest male became the alpha male of the tribe, and everyone else gather around him for protection and safety. He got his pick of the women and all of that other fun stuff, and then the men were around him through association. If he had his right-hand man or lieutenant if you will in modern terms, would take up that position and protect him because he would gain power through association.

If you look at a modern entourage today and you have a celebrity of some kind walking into a club and they get free access, and the crowds part to let them in, and they get the VIP service at the table, and then he's got his entourage of his three to ten buddies who ... They may not be the celebrity, but they're still getting all of the benefits that that celebrity does as well, and it's through that association. When you're looking at positioning yourself as an authority figuring your marketplace, you have to keep in mind, "What are the things that an alpha would do or a top person would do in any niche as far as how they act, how they dress?" I put a lot of time and effort into those things when I'm building my brand and my business to really speak to the audience that I want to attract, because at the end of the day, 80% of the people out there are not going to be the type of people that are right for your business.

Even if they may want your product, especially if it's for a high-end service, it's probably not going to be a good fit. A great example of that which is a mistake that I see made quite often in the business opportunity space or back 10 years ago when I was in the networking industry is people would write advertisements and put ads out there that would really appeal to the lowest common denominator but the widest group of people. Meaning, the ad might say, "We'll do the work for you. We'll call your leads for you. We'll build your business for you, and

you can make all the money that you want without really doing any work." That'll get a really high click-through rate and a high response, but you have to think about the people that are coming in as actual leads, and that do you want those people actually in your business? No, you don't.

When I'm building my business and putting my marketing pieces together, I really go for a very specific type of person. I dress the way that I want that person to dress, or I want them to at least associate with me and how I look and the image I portray the images that I put on my website. My personal website, I have images of me racing cars, me speaking on stage, me out shooting AR-15s with my Navy SEAL buddies and those types of things, because it's either going to attract the audience that I want, or it's going to turn them off. I'm fine with either way ... neither side of the fence that they decide to go on.

That's really been the key to my success is to have a conscious effort put in towards those pieces of the puzzle. I don't wear a suit and a tie ever, because that's not the brand that I'm looking to portray. I stand for freedom really, and for me, the suit and tie thing is the opposite of that.

John: Let me dive in a little bit on this, Mike, because this is really important. When we think about it, I mean, what you're doing is the very first step as you're defining the market that you want to serve. I always like the term 'Be a hero' too. You can't be a hero to everybody. I mean, you just can't do it.

Mike: Right.

John: Yes, and in a certain people that ... I mean, particularly, if you're saying if you're totally desperate and I've got a solution, you'll be a millionaire. Tomorrow, you can get a good click-through rate. They'll respond. They'll call you, but you can't serve them. It's a lot easier to serve successful people that are motivated, that you're well-positioned, so we've got to define first who we want to market to, and the clearer we can be...

You've taken at that step where not that many entrepreneurs do is, "How should I dress? How should I interact? How should I position myself?" You do ... I'll show you a website a little bit later, but I mean, you've got the whole messaging. You've got some of the celebrities there. You've got a freedom lifestyle which is you, but then, what you've done really well, what I've seen you do is you identify the problem.

I mean, okay. There's a gap between that audience that you've defined and their aspiration where they want to go, and you identify that problem, and then provide them with at track that by working with you, you can help solve that. I mean, that's all of us as entrepreneurs. I mean, really, the most successful entrepreneurs, we become successful because we're delivering

value to our clientele, and we're only getting a percentage of that back, but it can be huge as we grow exponentially like you've done.

How do you identify the problem, Mike? You've got the audience ... How do you identify their challenges?

Mike: What's interesting, all of my businesses have been founded upon my own personal problem. The first one, 'Magnetic Sponsoring' was inspired by the fact that I hated cold calling and I hated pursuing people and selling people, and so I needed to figure out a solution to that problem. I've come to realize that if I have a challenge, there's enough people in this world that have the same challenge to build a business out of. That was the first iteration of it.

As that business became more successful and that was in my 20s when that took place, I made all of the mistakes that a single guy in his 20s who's making millions of dollars a year would make, which means I had a ton of fun, but I blew everything for the most part. When I hit 30, that was a really big inflection point in my life, and reality set in to where it's like I am screwing up the opportunity of a lifetime that most people would kill for which is to have a successful business that I love and to be making this kind of money and to squander that opportunity on Aston Martins and boats and stuff is fun, but it's not the smartest move to make.

That really inspired me to figure out, "How do I invest?" It just so happened that I turned 30 the exact same month that the Lehman Brothers collapse happened in 2008, which was a huge wakeup call because I saw how that affected my family and their friends and the boomer generation. What frustrated me most was not only did they take that 40% haircut, but the only solution that was ever offered to them was from their advisor which he basically said "Just give us more money in the market. We'll go back up."

John: Yes. This is something I'm really passionate about with you.

Mike: Right.

John: I did have the Bentley or I saw the Bentley and the Porsche and all those things, but I went through some of that as well in the financial side, and I just see so many people making costly mistakes. I was actually at Lehman Brothers because we do consulting. I was there on the Friday before they went under. It's kind of interesting.

Mike: Wow.

John: Smith Barney is across the street at the time, and so, we are in the center of doing that, and it's ... If you weren't alarmed just watching TV, you should have been in the meetings.

Mike: Yes.

John: It was more alarming.

Mike: Wow.

John: Watching this erosion of wealth and particularly our fellow entrepreneurs ... I mean, not you take a double hit because you're taking a hit on your personal wealth, but unless you are specialized in bankruptcies in 2008, 2009, it was a challenging period. That led you to do what, Mike?

Mike: I said, "Okay. I know what I'm not going to do now", which is to follow in the footsteps of middle class America and the public financial institution ... meat grinder which is the way that I came to really view it after that situation. Unfortunately, as I started to look around, I didn't find an alternative. I would go to my local bookstore here, and every book that I saw on the finance and investing arena had been written for that previous paradigm over the last 15 to 20 years which is buy your single family home and you max out your 401K ... yada, yada, yada. Then overnight, after that September in '08, the rules changed forever at that point, and there was no blueprint.

I couldn't find the solution to my problem, so I decided to make it, and so I started a business called 'The Elevation Group'. The idea was really simple. It was "I'm going to go figure out how to invest my money. I'm going to figure out what the wealthy are doing ... specifically, wealthy entrepreneurs, and I'm going to invest like the rich with the precept position that if you want to be rich, you have to invest like the rich which was really our tagline.

It really started as an online diary. It was a private membership site I charged \$97 a month to, and it documented my journey into that world of investing, and I've shared what I invested in and how those investments did. I've shared who I was investing with, so that if you wanted to really follow in my footsteps and call up the guys that I'm investing in an apartment complex with, you can do that which to me was a huge part of the program because unless you're in the inner circle of the wealthy and you know the right kind of wealth advisors and guys in your town, you don't have access to that stuff because the best investments get taken off the plate first before the retail public ever has an opportunity to ever hear about that.

That was really the mission of the business was to bring those types of strategies and at least make the public aware of them so that they have the opportunity to pursue them if they wanted to or what, but at least they had the awareness around them. That business did really well. It

was the perfect offer and idea ... the perfect time. When we launched that at the end of 2010, we had 8,600 people join in the first seven days, and we'd go on to do over \$10 million in revenue in the first 12 months, and over \$25 million in revenue in the first 36 months.

That's really been the project that I've worked on for the last four years about...

John: I'm going to stop you just for a second because if I'm listening, and I am listening, and everybody else that's listening is going, "Okay. Boy, Mike is taking his passions and something he's intensely interested in, identifying that 'Hey. There's probably other people like that', and I do that as well in my businesses. I also have a couple of PhDs, so we do surveys to check my stuff, but it is I love being an entrepreneur that I can go on a journey and help other people ... the journey I'm on." That's been very valuable.

One thing, you started with really not much of a market ... You've got the ideas. You've got this. You're all of a sudden in a week, you're gaining traction and expanding. Share how you did that ... how did that attraction.

Mike: There's two sides to it. What I think most people miss is the fact that I have had zero experience in the finance world. I was a complete no one. No one had ever heard of me before. I had no brand. I had no track record. I have no expertise at all, and in fact, I showed up and I said, "I'm an idiot when it comes to finance and investing, but I'm going to figure this out."

I always hear from folks who have a chance to talk to me through our mentoring stuff ... "Hey, Mike. I'm not an expert like you and X, Y or Z. How can I possibly start a business?" The Elevation Group was the perfect example of that where I came in as agreeing no one to an industry I knew nothing about, but I could still structure and provide a solution to the rest of the world just by being essentially the host, by playing Oprah in that industry and that niche.

That to me is a really valuable lesson number one. Then, on the flip side of that, we launched ... When we did launch, we acquired almost 9,000 customers in seven days. How did you do that? That is really the power and the benefit of creating that personal brand that I undertook the previous five or six years.

When I did launch that business, I had a following that point of an email list of probably 200,000 people, I had a lot of equity built up with affiliates out there who would come to really love and appreciate my previous products and what I put out there in the world, and they knew that I was going to put together something awesome, and so I got their support during that launch. I had all of my previous customers.

For me, my business is my distribution channel. I've gone through 'Magnetic Sponsoring'. I've gone through The Elevation Group, and those are two different companies, but every single time, I decide to do something else, I'm not starting over from scratch. I'm picking up where I left off because that distribution channel is still in the same place.

John: Okay. Mike, as you're doing this ... I mean, I see this natural progression that's going on. You got some really good traction, but it continued to and it expanded pretty significantly. How did you keep that momentum going once the initial start?

Mike: We ... and this is actually going to lead to my biggest mistake, John that I'll get to share everybody which will probably be one of the most valuable pieces of this show. When we launched that business, it was based on ... The marketing piece We had one marketing piece which was a 90-minute automated webinar that I had written and recorded.

We put the webinar out there. We put an automated system around it so that people could register and watch it anytime they wanted 24/7, and I had no idea if that webinar was going to convert or not, and it just so happened that it was the best converting marketing piece that I had ever put together. That obviously was a huge piece of the success moving forward, especially for the first year and into the second year.

The mistake that I made is that I thought that webinar would convert consistently like that forever. It was the one piece of the business we didn't have to touch, we didn't have to put time into, and so we got to focus on building a team and putting an office together, and putting backend products and services in place. That little engine that was fueling the entire thing just kept on chugging until about the end of the second year, and all of a sudden, conversion started to slip and slide into a point where affiliates were dropping out because they couldn't buy media profitably anymore, and all of our traffic at that point was from affiliates and a few media buyers that we were doing ourself.

As conversion started to slide, sales started to slide and yet, we had scaled up and our expenses were bigger than ever which caused us a ton of stress and a ton of problems, and so all of a sudden, here we are trying to reinvent, and the market had changed. By 2012, two years later, things had started to recover. The market had started to go back up. The world wasn't ending anymore, and so the webinar material was not relevant anymore at that time based on what was currently taking place.

We spent the next year trying to retool that and put out new offers or new sales videos. I think I recorded seven different videos after that at some point over the next year. It never quite bid on the way that it had previously, and that was my biggest mistake during that time from a structure standpoint is, today, I understand that even the best marketing offer and piece has

a shelf life of two to three years, and if you're not putting one out even if it's a grand slam every 12 months, then you're just totally setting yourself up for a very painful period.

That was the key... the key lesson learned for me during that time.

John: I've learned that one as well, so this is when you find...

Mike: Yes.

John: I do. I think last year, I did over a hundred webinars, and we don't do them on demand, but they're automated, and it's just amazing when you have the right formula. Things work exceptionally well, but you can see that situations ... worlds change and things don't get the same results.

Mike: Man, that sucks.

John: Yes. I know. I like this automated marketing automation that you can do.

Mike: Yes.

John: Mike, what's the next step in your journey?

Mike: Last year, I gave that business to my business partner, Robert who you know very well. If you're curious about it or what it is, that's actually being transitioned right now to 'WealthFactory.com' instead of The Elevation Group now that I've pulled away from it.

John: If you want to just ... I did do an interview with Robert Hirsch on AES Nation. You can go to it, and they're doing some exciting things, and you're off on a new, exciting adventure.

Mike: Yes. My passion has really focused on two things. I tend to only start businesses where I think they have an opportunity to have a really grand impact on the world. That's the only thing that I get motivated by, and that really falls into two categories right now.

One of them that is my focus at the moment is 'Selfmademan.com', and...

John: I wanted to hold that up on the screen here too for everybody. This is the beginning.

Mike: Yes. It's a homepage at the moment.

John: Okay. Yes. Go ahead and describe it.

Mike: When I look out at the world and you look at the fallout and what's taken place specifically since 2001 and 2008, I find it extremely concerning as far as the amount of corruption and moral decay that we've seen specifically here in the United States. You look at the decision and the events around 2008 in the fact that not one single person has gone to jail. You look at the unfortunate stuff that's happening between citizen and citizen these days around race and things like that. You're looking at income equality. You're looking at corruption and scandal in Washington on a daily basis, and you look at what's happening in our school system to the family unit, and to kids being raised by single parents. That really is a sign of where your society is heading, and I find that extremely concerning.

I asked myself last year, "How do you actually address that? How do you fix it so you don't end up like Rome did?", which seems to be the path that we are on. When you look out at government today and the media and whatever else it's put out, it's all designed to address the symptom of the problem. If someone gets shot with a gun, the solution that they put out is to ban all guns. If kids are getting fat every day at school, it's for them to eat less sugar or whatever it may be to change to address the symptom.

Hopefully, we all know that that never really fixes anything. It's a kin to taking the pharmaceutical drug to take pain away without actually fixing the cause of the pain. If you ask yourself, "How do you actually change the society without using the barrel of a gun?" which unfortunately tends to be how that has taken place over the course of human history, the answer or the conclusion that I've come to is really the fact that you have to change the value system held by the men who live within that society.

If you change the value system back to a period where right and wrong is in utter, and integrity and honesty are held high of fulfilling your family duties as a father and a husband and a wife are up there at the top of the list, rather than everybody fending for themselves, and having this entitlement mentality and pursuing your own desires over everybody else's over the consequences that may come from that which is typically how I view Washington these days, rather than doing what's right for the people of the country that you represent, and so it's not a quick fix. It's not an easy one, but I believe it's the only actually effective one.

The goal of 'Self-Made Man' is to really bring back leadership, mentors and education to the new generation of men coming up these days to give them role models that actually put values and morals into their DNA that leads to long-term success for not only themselves, but for the next generation. That's really the goal of 'Self-Made Man', and we'll see how it goes. Hopefully, you've dealt with...

John: We'll do very well no doubt because I can hear that passion.

Mike: Yes.

John: I share the same belief and passion and many entrepreneurs do. I mean, they're self-made ... leaderships. Many times, we've had good role models along the way. Sometimes our parents. Sometimes others, but to the extent that you can have somebody walk that path before you ... a mentor and share that ... so, anything I can do, Mike to help you with that mission. I mean, this is something that's really important.

One of the most powerful things you've done is reading books and we've got the next segment which is 'Book of the day' and ... entrepreneur is what would you recommend they read? I know we did a little pre-interview beforehand. There was a lot of books that you've read, but what was the one that you were thinking?

Mike: The one that I've really enjoyed the most over the last couple of months is 'Expectation Hangover' by my friend, Christine Hassler. It really dives into what we go through specifically as entrepreneurs when things don't work out. I in many ways went through some of the most difficult years of my life over the last 24 months going through a divorce and my business partner coming down with leukemia and going through the business challenges we had with revenues ... taking in those dive and all of that stuff.

Her book was specifically ... It was very timely for me and I related to almost every single part of it. I think it's a very short, easy read that every single one of us can really take something away from because we tend to be super driven individuals, very goal-oriented, get it done type of folks who can be very hard on ourselves when we don't meet our own expectations, and that's really what the book was about. It was very liberating, so it was super valuable to me in that regard.

John: No. I look forward to reading it because no one gets out of life unscarred, and entrepreneurs seem to get more scars than most, so sounds like a great book.

Mike: Right.

John: How about on your ... 'The Application of the Day'?

Mike: Surprisingly, I am not a super tech savvy guy. All of my businesses, it's interesting I've really just focused on the very fundamental pieces of building a core business which is put out value, put out great products, have a good relationship with your customers and your readers, and if you do the fundamental things correctly, then you don't really need to worry about all the cool whizbang stuff that's out there.

I don't follow ... I don't use all of the latest, crazy, technical tools and technologies. I'm not on Instagram. I have Facebook and Twitter, and that's about it. For me, that tends to keep things focused on what matters most, and it's worked out very well for me.

As far as my phone goes, I think I have like four apps on it, but the one that is probably most useful to me is Instacart. I'm down here in downtown Austin, Texas, a couple of blocks away from the national headquarters of Whole Foods, and for me, if I'm out of my yerba mate or paper towels or something like that, instead of having to take 30 minutes to an hour of my time to go get veggies for juicing or whatever it may be, Instacart ... I can jump on there. They have the entire inventory for Whole Foods on my app, stores my credit card info ... I just pick out exactly what I want, and an hour later, all of that stuff is delivered upstairs to my condo.

Finding little ways to streamline my time and make life more efficient has been a huge benefit, and that's at the top of the list.

John: I should check, Mike. Living out and a little bit outside of the edge on Silicon Valley, it doesn't come at Google Shop. There's a few other delivery services too.

Mike: Right.

John: Yes, streamlining, it is one of the best things of technology. Let's go to the next segment which is resources. Mike, let me pull up your 'Mikedillard.com' website. It's a darn good-looking picture of you with a very good message ... "Build your business. Build your wealth. Live your dream." What is some of the resources there?

Mike: On the homepage, it's really a list of the companies that I'm currently working on or that I'm associated with like Tiger. That really is designed as a branding page. We talked about that at the beginning of the interview which is you've got to really pay attention to the brand that you build and the images that you portray online, and so that is the entire purpose of this website.

On the homepage, it's designed to give you a very quick overview of the companies that I've built and the people that I'm associated with. Then, on the 'About Page', it's designed to tell you about my life so that you can either say, "Hey. I'm into that as well", or "No, I'm not". I think if you happen to be a very liberal ... I don't know how to put this ... very liberal democratic person that comes to my site, you're going to be turned off fairly quickly.

I'm a libertarian, so I'm in the middle of the road. I don't really pay much attention to politics, but at the same time, it is designed ... There's a reason there's a picture of me holding an AR-15 rifle on that page and fly fishing in Colorado with a nice rainbow trout there and racing cars. All of that stuff was done with a very specific intention in mind.

John: Now, let me go to the last segment ... 'Key Takeaways'. Mike, I'm looking at my notes. I got all kinds of notes. Remember, you can always go back to 'AESnation.com' and get the transcript, the show notes and so on.

What I think a key takeaway is ... I mean, what I love about every one of your businesses is that you've defined who you wanted to serve, and it was some inner challenge that you had. This was on your journey of discovery, and you wanted to take other people that were having that same struggle through. Then, you identified the specific problems ... that gap between where they are and where they wanted to go, and then you developed the marketing campaign, and it was an attraction marketing ... 'Marketing Automation'.

You test it. You test these things religiously. I think one of the most important parts of it is the advice of not becoming complacent ... we get high-performing conversions, and so in working that, it's a constant test to make sure that you're building ... you're delivering a great experience and really attracting, and you've done it. I know you're going to continue to do it well Mike, and I want to thank you for joining us and sharing your insights.

Mike: Thanks so much for having me, John. This was awesome, and I look forward to having you on 'Self-Made Man' at some point in the future.

John: I look forward to it as well. In the meantime, go out and execute. Build this marketing automation that Mike has and I'm doing. I mean, it will change your life, your clients, but even more important, your future clients. They're counting on you. Don't let them down. Wish you the best of success.

A Second Opinion on Your Finances

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