



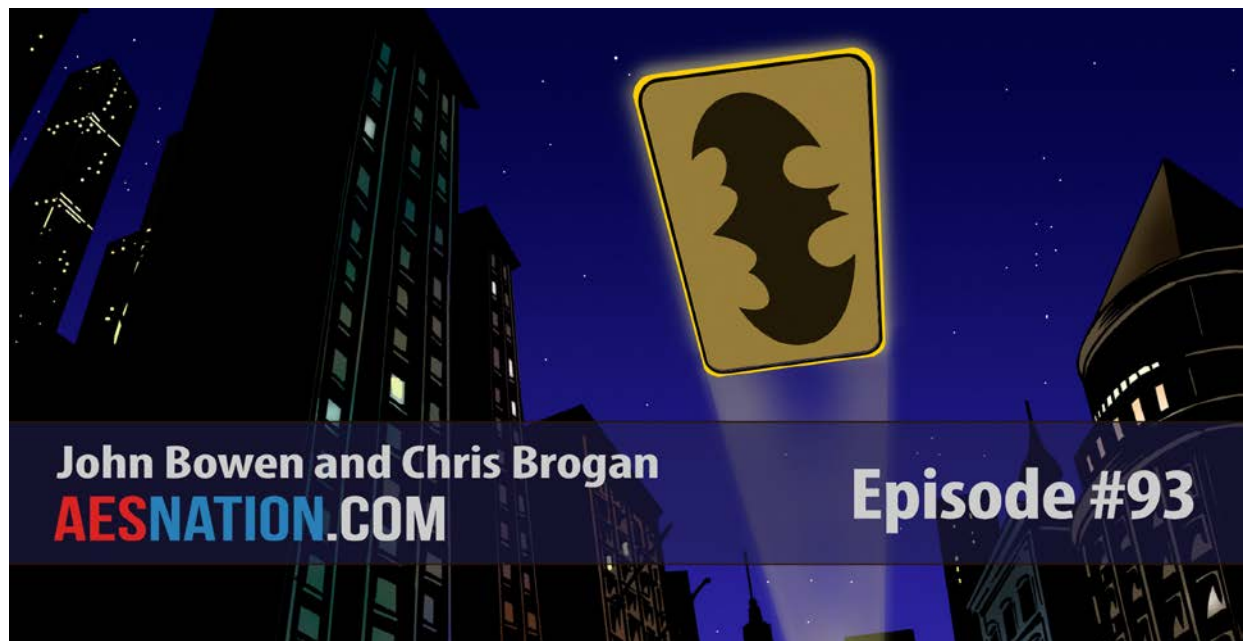
AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
93

Chris Brogan

Show Notes at: <http://www.aesnation.com/93>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we always want to build great content to attract a steady stream of pre-qualified pre-endorsed clients, to build that community who trusts, who like us, trust us, and they really know us well. You know what? It's pretty hard to do.

I'm John Bowen. We're at 'Aesnation.com'. I have an unbelievably talented, very remarkable individual who's been doing it over and over and over again, and he's been showing some of the most successful entrepreneurs how to do it. Please join me in just a second to meet the Chris Brogan, and he's going to share some inside secrets on how you can make great content and build a great community to serve them well. Stay tuned.

Chris, I am so excited to have you here. Dov Gordon recommended. We did an interview with Dov earlier. He's a marketing person I really respect, and I have used his material, but I've been following you for an awful long time. You are a superstar making a big difference out there, so thank you for spending some time today.

Chris Brogan: John, your very kind. One of the cool things about Dov is that now that I got introduced to him through another friend, I feel like all these people that I know and/or should know are all hanging out together, so I'm glad I finally was invited to your party.

John: Let's get started right away. One of the things, Chris I wanted to do, we talked a little bit before, we turned on the camera and didn't ask you about your back story. One of the things that's so interesting that, when none of us get in, wake up at three in the morning, that three years old and say, "Hey. I want to be out there writing 'New York Times Bestsellers. I want to share and write on a blog, and have one of the most successful ones.'" Chris, tell me how you got to where you are today.

Chris: It's all crazy happenstance and mischief I can say, John. I would say that from the age of five, I thought I wanted to be an author. I was pretty sure I would write comic books and science fiction type stories, and that didn't really happen.

Along the way, I've always really had a different view and approach of the universe, and my parents are both very loving people, are very loving people, and very supportive of different perspectives. I would say that all the way back as far as say fifth grade, I started getting called in to the principal's office and getting in trouble because I just always had a different approach, and I was questioning a lot of things, which is evidently really discouraged as a student, although, then when we're looking for innovative thinkers ...

John: Yes.

Chris: Where are all the innovative thinkers? It's like that Picasso quote that I will ruin if I try to really quote, but he says, "I go into the classroom, and I ask a bunch of eight-year old kids

who hears an artist, who hears a dancer, who hears a musician, and all the hands go up for every question, and I ask a 17-year old classroom that, and nobody puts their hands up", and it's like we're doing something wrong. I think that that's the spiritual back story to who I am.

What I really am is I started in the telephone company world. I was in technology and in different ways. I started into a wireless telecom. That was a younger startup compared to the Ma Bell where I was. That was probably my first glimpse of what entrepreneurship could be like, but I was just a desk monkey. I had no real right to be anybody.

At that same time, I had been blogging since way back in 1998 when they called a journaling. I didn't do it because I thought I'd get rich. I didn't do it because I thought I would change the universe. I just wanted to speak my mind, and I found a way to do so online.

Flash forward to about 2005 or so into 2006, I had started a podcast called 'Fat Guy Gets Fit'. I thought I could do this podcast forever. As long as I don't get fit, I just had plenty of material.

I co-founded an event called 'Podcamp' with a guy named Christopher Penn. From there, I joined working with Jeff Pulver who's a visionary entrepreneur who co-founded Vonage way back in the day, and he was running some events. He hired me to do that.

Since then, I have just really had no right to do anything I've done. I wrote a book with my friend, Julien Smith that became a 'New York Times Bestseller'. I've written seven more books since, and I'm working on my ninth. I've consulted with all these cool companies ... Coke, Pepsi, ComCast, Microsoft, Google ... all the kind of companies you'd want to know.

In that experience, really, what it boiled down to every single time was people just kept asking me, "How do I get out on the web and make something worthwhile happen, and how do I prove to people that I'm who they want to work with, and what should I do now that I have their attention?", and those kinds of questions. I think what's really fun is that, maybe the last ten or more years, the experience repeatedly no matter what I'm paid and no matter in which format I'm doing it, and no matter if it's Coke or a solo guy, it's always the same question which is, "I get that all this stuff is happening on the web. I feel like I'm the only one not doing it well enough for myself. Now what?" It's been a fun puzzle piece to work on with people, John.

John: Yes, I know. It is, and it's pretty exciting. I mean, one of the reasons why I started the AES Nation is it's kind of a mastermind group. I have the privilege through our mutual connections, reach out to superstars like yourself. What happens is that most of us as entrepreneurs, particularly, I'm 59, my age group. We've had some success along the way, and we're looking at this internet thing, and I'm in Silicon Valley, and I'm still looking at it, and we're trying to figure out how to use it to really propel ourselves ahead.

I mean that and that we're delivering whether we're selling services or widgets. We've got a great client experience, and certainly, we're having some level of marketing success, but we're seeing some exponential growth available through the internet. Chris, one of the big challenges is you start diving in, and there's just so many different outlets and platforms and whether you should create a platform, and whether you should be on Instagram.

I mean, I probably could name about a hundred social media outlets right now. What I find is so many of the fellow entrepreneurs, they get lost in it. They don't really make much of a commitment to it.

How do you help? You've been doing this for a long time. How do you help someone when they get confused with all this information and misinformation out there?

Chris: It's a beautiful question. It's amazing how many people are facing this in different ways, and I never allow anyone's age to be the excuse because one of my people I admire a great deal, Tom Peters is not exactly and especially a young gentleman anymore. He is very active on the social platforms.

John: Yes. I met Tom many times. I actually hired a few people away from him. He is older than I am, but he is creative, innovative guy and really out there still making a huge difference.

Chris: No questions. Harvey Mackay, he just wrote a book, 'The Mackay MBA of Selling in The Real World'. He was somebody I really admired from the '80s, and he reached out to me because he knew that I had some kind of access online, and he said, "I don't know. I just think it'd be good if I were in front of some of the people that you know". I thought, "In what universe does one of my legends come to me and say, 'Do you think we could talk to your community?'"

I was like, "Please. Whatever. Would you like to...? My children, I'll rename one Harvey."

John: Yes. Yes. He is phenomenal too. I had the privilege of being on stage once with him, and he is just such a gracious, great guy, let alone providing tremendous information.

Chris: No question. No question. I met him in person for the first time because I knew him online for a year or so, but I met him this last December, and just as great behind the stage as he is in front as far as being kind and gracious.

These people are all asking a lot of the same questions. It's basically, "I get it. I know there's something going on out there, and there's only so many hours in the day. Why should I be tweeting or something, and why are these things all named something stupid that you'd never want to say to another grownup?"

Blog is a dumb word. Tweet is a dumb word. Facebook ... I mean, none of these things sound like something you could say at a country club without rolling your eyes and looking at the ceiling. I get it, but there is something going on. It's much less weird and scary when you strip away the tech, because what's really going on is what door-to-door sales used to be.

Do you know a guy who does this? Do you know a guy, a person who does that? Except now, the tools are just far more expanded, and now, we don't have to be limited to geography. That's the only real big element that's changed.

I was raised in Maine. In Maine, in my age, I'm 44. The conversations were Led Zeppelin versus Van Halen. It was Camaro versus Mustang. It was either you like the Red Sox or you're a jerk, and that was it. Once you were done about four conversations, you were done, like nobody had anything to talk about besides weather, or whatever we were all eating.

What I got online in the prototypical '80s online world, I got to talk about things that I was interested in ... scientific stuff, fiction that no one else around me was reading ... etcetera. That's when I realized if you think of a good sales person as someone who is really canvassing their geography, now, what we're doing is canvassing our interests.

If you're an entrepreneur, and you sell carpeting for private jets, pretty niche kind of a thing, but you just got to start figuring out who's got jets that could use your awesome, amazing carpeting that somehow better than whatever is stuck inside the jet. That's what you start with. I think that once people realize that, once people realize it's not all that weird, then you just have to start, and you suddenly have these search tools that people used to pay tens of thousands or hundreds or thousands of dollars just sitting there, because what these tools do for the average human is they allow us to just randomly throw stuff into the web, and we don't always know why we're even doing it. Then, what happens on the other side of that random stuff that doesn't make sense is you and I can scour that and see what we get out of it, see what was useful.

If someone happens to be saying, "I'm buying a jet. What should I look for?", suddenly, that carpet person says, "I know what kind of carpet you should get", and there's a prospect right there. The only difference is that what's changed I think from the old days of selling is just because you know how to reach someone, doesn't mean you've earned the opportunity to reach them. I guess that's probably the biggest change.

John: Yes, it is so interesting. I mean, today I've had conversations with people in London and in Frankfurt, and it's just around the world, and it's so easy. The internet facilitates that very quickly. One of the most successful webinars I ran last week was in London. I didn't fly over there. I was still in the States and so on, and it's just that leverage in creating community.

Chris, one of the things that I thought would be great when we're talking before we turned on the camera is your new book. It's not going to be coming out for several months from the time of this recording. You're going to all want to get it. It's 'Belonging: A Framework for Embracing Community, Driving the Economy and Building the Future'.

I don't know any entrepreneur that doesn't want all of those. Chris, you offer ... We're saying, "Where should we take this?", because you and I could talk about an awful lot of areas, and you were kind of enough to say, "Hey, John. I've got all this finished. It's really my latest thoughts on this and to share five of the key points." If you're still up for that, Chris, I'd love to dive in it with you.

Chris: Sure. I mean, the very first of those that I pointed out is to identify your circle. When I say that, people ... We can't sell to everyone anymore. It just doesn't work. First off, the reason I called the book 'Belong' is because I say the business is about belonging, and I'd say that the time for fitting in is over.

Henry Ford said way back, "You can have any color of car you want, as long as it's black." I mean, that was a technological wonder the fact that he can mass produce something, and they would work a bit. Now, we're in the opposite of mass produced.

My children don't watch regular television. I don't have regular television, so I might watch one show on Hulu, a movie on Amazon Prime, and something else on Netflix. You're not competing with the commercials. I don't get commercials anymore, so how do you find me?

I like ... When you had Aaron from FitAid, and you were talking about these sports energy drinks back in a previous episode, what I liked is that he had an opportunity to reach a particular kind of community like the CrossFit community. One of the people that I interview in the book is the person behind Reebok's deal to also serve CrossFit. What I liked about that experience was just that they found a circle where they felt like they could help out. They found a community where they knew that Reebok sneakers ... CrossFit people are exercise freaks. This is a good fit.

They came and said, "Hey. We don't want to sell you any sneaker. We want to work with you on what kind of shoe would be the right kind of footwear for you to use in this sport?" I think that that's what we're starting to go after now. We're trying to find who are the people that we think we can serve with the product we've made, or if we like a certain community, how do we come up with what's going to be useful to them and how do they buy it?

It works for products. It works for services. I mean, as I asked just those two questions, I'm sure, some people are going, "I never really parsed it that way. I just figured I've got a list. I'll hit my list until someone buys", but it's really not good enough anymore just to hit everybody.

It's you've really got to start to find out who can you serve, and what are they actually thinking about.

John: What I always like about this is Dan Sullivan of Strategic Coach is a partner in a lot of the content that I'm doing now. Dan talks about that you want to have a group that you want to be a hero to, and that you're passionate about, and we ability to create segments in different markets. If you go to ... It's Aaron's podcast is episode 80. I'd encourage you to listen to it because these are a couple of young guys that started company without any experience in either media or software, but they thought they could do it. They found a couple of niches, and it's taken off like crazy. They've really leveraged everything, Chris is going to talk about during this podcast.

I mean, this is whether you're just getting started or you're really a successful entrepreneur already, you can leverage this so quickly. Let's go ... The next one is find the edge. What are you talking about, Chris when you say find the edge?

Chris: Let's say for instance you're the Disney Corporation, and you are grossly aware because Disney also owns Marvel which it makes comic book characters for instance. Disney is grossly aware of the fact that Japan's anime and manga business is really cutting into American people's taste of what they want to consume both for comic books which you think of is not a really interesting business, but also the movie business.

Disney who is known for its Mickey Mouse and all that makes a movie like 'Big Hero 6', which is based on a fairly obscure Marvel comic, which is an American take on Japanese animation. This sounds so niche like you would never advice someone to make something this niche, and yet, Disney was picking up new market segments who don't consider themselves Mickey Mouse fans, but who like that kind of a film.

Disney also owns ESPN, and then you think about what they've done to grow the brand for sports, ESPN, the fact that one of the bestselling movies of 2014 was 'The Guardians of the Galaxy', which is a Marvel superhero movie that featured a raccoon in a tree. That made more money than all the other superhero movies ever made. I think that when I say find the edge, what I'm trying to say is "How do you find the kind of person you might appeal to? Who is it necessarily some mass market? How do you learn their language?"

When Aaron talks to about FitAid, the labeling on the things is paleo-friendly. How many people on this podcast know what paleo means? Once Aaron knew, and once he knew that was important to the kind of person who's going to buy that drink, he adds that to his lexicon. Aaron probably knows the names like Rich Froning and some of the other greats inside of CrossFit that most normal humans don't need to know. If you're going to connect with this

kind of a circle, if you don't speak their language, you're going to look like the guy standing there in the edge trying to sell something, not the kind of person who's there to serve.

It's not a gimmick. You really just have to dig into it. When Emmet Scott made dental work fun in your episode 56, it was all about what's interesting to a kid. I'll tell you. What a kid wants is painless. They don't want anything to taste bad, and they'd probably like it to be as fast as possible. I'm sure they want iPad games to play within the waiting room. That's what Emmet was thinking about.

To me, you're looking for "How do I get into the shoes of the person I'm there to serve?" It's not tricky, but not many people actually take the work to do it.

John: I think we're using Aaron as an example. It's pretty powerful one because what he did is he saw the opportunity with CrossFit, created a drink for them, and then identified the influential people there ... the key players both male and female, and arranged deals to promote, and used a medium that guys like me don't understand at all ... Instagram which is one of the big things in CrossFit, and you listen to the podcast. Here are some pretty big numbers of what they've been able to do over the last few years, and it's not unique to Aaron.

This is in every niche. I mean, if you can find the edge as you're saying, Chris, I mean, there's so much opportunity out there, and there's seven billion people on the planet. You don't need everybody to have a good business.

Chris: Not at all. I mean, you can apply it to whatever you're into. I mean, just think of the things that you're into.

You like golf. If I told you I did some work for Titleist ... It was one of my first paid consulting gigs, I wondered in there, and I kept telling people, "Look. My idea of golf is if I try to get it past the clown's nose, I might get the free pizza." Like you have the wrong guy. I don't wear plaid willingly and those kinds of things.

They were laughing at me, but they said, "We're trying to appeal to some younger users. We thought you might know something about that." I said, "Look. I was so bad at golf that my boss who took me to try to learn because he thought I would be what I should learn stopped taking me. Like I hit what were called 'Worm burners', but John, if I said to you, "Boy, you've got to see this driver. It will change your life", or probably more so a putter, because everyone knows that all the fixes are in the short game. If I can make your short game better, you're going to get a better score overall.

John: Now, yesterday I played, and I had all new irons to get better at the short games.

Chris: See. Exactly.

John: I spent a fair amount of money on that.

Chris: Look. I don't know the first thing about golfing. I just spoke to your language. It made you light up a little bit. Now, if I had a golf club to sell, you'd be awaiting to hear what I could tell you about it, because I just got you excited about the thing you spend money on. That's the thing. We love to buy the things we love. It's the things that we're not really into that make it tricky. Now, let's go back to this thing.

First, you figured out what your circle is. You've identified the edge or whatever you could do to be helpful. If the thing you sell isn't especially sexy, if you sell funerals for instance, then the only other way you could do that is you could find what you both mutually love, and then talk and connect through that, and then that's the sales angle.

In things like Instagram, what CrossFitters love is pictures of each other all sweaty after some workout, kind of showing off that they did a workout. It's the trophy. It is the dead fish on the wall. It's the antlers, so this is photos.

It's not all that weird once you think of it that way, except that now, Aaron goes up, so then if I take photos of people lifting weights with a can of my drink next to him, and someone says, "You know? It's actually pretty tasty", or better still, "I'm using this to diet and I feel really good about my energy levels", it's going to sell.

John: You just said the whole campaign. Yes.

Chris: That's it.

John: This is where sometimes as entrepreneurs, we get so busy in our day to day or we're running the business and so on. If we can take a step back and, Chris, you're helping us do that, is take a step back and get clear, "Okay. These are the people I want to serve. I want to be a hero to them, and find that edge, and I can really make a difference." Boy, look out. Now, I want to go to the next is shine the bat signal here ... communication, content and connections.

I mean, it's been a while since I've watched 'Batman' along the way, but it was one of my favorite shows a little younger, and communication, content and connections, those are the three big Cs. Those are all really important to me.

Chris: We show up at a place like CrossFit just to keep using Aaron for a random example. It could be anything. We show up somewhere. We understand the edge. We understand the

circle we want to serve. We know their language. We're pretty good at understanding who the bosses are and who we should be talking about and to.

We never want to talk to the top of this food chain by the way because they don't need anything from us. What we're trying to do is help the aspirants, the people who are aspiring to get somewhere. How do we help them get to that next somewhere? Then, what we need to do is we need to start to have a position. We need to have something we believe we can share with them. Shining the bat signal in comic books, that signal would show up because the Commissioner needed Batman to show up to help fix the problem.

That's me saying, "If I put this here, will you gather like if I give you something of useful?" Your podcast is that bat signal. Your AES Nation, the blog ... everything you're putting together is saying, "Hey. Look, entrepreneurial friends of mine. I'm John Bowen. I get access to people. You maybe don't. I've got some friends. I have some neat ideas. I'd love to share them with you." That's the bat signal, so people keep coming back to it going, "Wow. I love when John has these interviews. I never know what I'm going to get, like that weird Brogan guy."

That's what they're looking for. From that, you're basically earning something when you shine that, because if you're making helpful content, if you're making something that breaks a law down somewhere, like if I said to you, "Did you know that if you just put about a half a handful of sand in the bottoms of the heels of your golf shoes, your put is always going to be better?" If that were true, and it is absolutely not, if that were true...

John: See, I was going to even try it later this week here.

Chris: I know. I know. I should have said I read it there, Tiger Woods said that's how he actually did his first seven years.

John: Yes.

Chris: You would say, "Oh". If I gave you that information for free, and if I gave you 90 plus percent of everything I did away for free with really useful information that made you keep looking good to the person you need to look good to ... your boss, your spouse, yourself ... Who cares? Then, when I finally want some money from you, you're going to be like, "Wow. Brogan has done so much for me. I should really see what this product is that he's selling because I feel like I've gotten so much out of all the other things." It's a basic psychological interplay, but it only comes if you shine your signal.

You can't just show up. You can't just be the guy in the room. No one ever just says, "I can't wait to talk to that person I haven't ever talked to before." It's like, "Do you have something to add to my personal picnic?" That's what the bat signal conversation is about.

It's really basically content creation of some kind ... newsletter, blog, podcast like this ... anything that you feel like you can create on a reasonably, relatively rolling signal or something like that. I think that you're going to have a chance to earn something. I think when people say "I don't have time for this", that always what blows my mind, because as an entrepreneur, my mind is split into thirds, John.

You're one third prospecting. You're one third executing on your business, and you're one third serving the people you've already got. If that is not your mix, and you're spending 80% of the time executing, or you're like, "Oh, I've got enough clients. I couldn't possibly take another client", and you're not prospecting, someone is leaving your business in the next two months I promise you, and you're going to be like, "Ah, I need a customer." That's what the bat signal is for. You've got to keep some system going to prospect.

John: Today is where all the technology as you well know, Chris because you've been leading on this, it's so easy to do. I mean, we're doing a podcast. I'm using maybe a couple of thousand dollars of technology here to do this, and I'm doing three a week. I get the privilege of talking with someone like yourself. How wouldn't I?

I'd love to have the hour or so or 35-minute, 40-minute conversation anyways. I get to share it with thousands, tens of thousands of my friends, entrepreneurs, and it creates value that know, like and trust. Whether you're doing it in writing, and you don't have to be the writer, you can be the author ... your ideas and hire writers.

I do that. I have about eight writers working with me to do this. It's always my thoughts and comments, but it's the ability the ... My English teachers would be proud of me reading this stuff because it's so much better. They're better writers than I am. I can be more out there.

For the fellow entrepreneurs, just picking one of these ways to shine that bat light is just powerful. Let's go to the next which is sharing as currency. We hear this share economy and all this. What are we talking about here in sharing?

Chris: I mean, you're demonstrating it right now, John. The couple of things we do after we make interesting content is we need to really connect that to some kind of community experience. Content consumed alone really does nothing nearly as good as a group experience.

The reason Tony Robbins gathers everybody in a room, and has them walk all over coals together is because they're going to talk for the rest of their life about, "Where you there? I was there. Do you remember walking on those coals?" "I remember walking on those coals", and there's no magic in walking on the coals. The magic is that you all were in the same room, and you could talk about it later.

There's an amazing thing you can do. You can do this anytime for the rest of your life, anytime you're in a shared experience of any kind where something crazy happens that you just don't expect. It could be you went to the theater. It could be you went to see 'Cirque du Soleil' in Vegas.

When you get out in the hallway, listen to how much louder everybody is. It's this incredible energy though. The volume is louder. I was at the Metropolitan Opera. Only went once. I watched this opera, and I was like, "Oh. This is cool." My girlfriend used to do opera, so she was really into it. I was more like, "I'm in the Metropolitan Opera."

In the hallway though, all these really fancy, very lovely people whose watches cost more than my house were so loud because they were sharing the excitement of it. In the sharing experience in what I'm talking about in this book, a lot of brands have started to get a lot better at making things more shareable in lots of different ways. Movies have started doing this.

When you ever go to a movie theater now, there's always some big plastic display of some kind that you see a ton of people taking pictures of each other in front of. They think they're the first one who ever put their head underneath the Incredible Hulk's fist as if he's punching them on the head. They're so proud to share that with their friends like it's the funniest novelty, and there's of course 200,000 other pictures like that on the web.

That sharing puts a brand next to you, the trusted human in front of tons of people which is basic advertising and endorsement without you actually really doing it. That kind of shared experiences ... hashtags, the Oscars now are more about the Twitter stream than it is about the show. It's almost like people watch the Oscars so that they can complain to their friends, not because they could care what movie was best.

You can go to a lot of different events. I mean, look. The president of the U.S. takes selfies with Chancellor Merkel and things like that. You think that this is a kids game, or that it's a lesser humans game, but Warren Buffett takes selfies.

In my mind, if Bill Gates and Warren Buffett still stretch their phone out an arm's length and take a photo of each other, and want to share this with people, there's something really base psychology about this. This is us putting our hand on the cave and Lascaux in France a hundred thousand years ago.

It's not Twitter. It's not Facebook. It's that human desire to say, "I had this experience. Did you have that experience?" To me, he who takes that and does something with it, John, that's where stuff starts to happen. Video games right now are an \$80 billion-dollar industry, whereas movies are only a \$20 billion-dollar industry.

What do newspapers which are old media cover all the time? Movie box office openings. What's TV cover? Movie box office openings. When we look at video games, there are games out there right now...

There's a game 'Clash of Clans' ... It's probably not the one. It's one of these games you get for free on your iPhone or something like that. It's pulling in a million dollars a day in gross right now, and so they can afford \$10 million ad spends for a free game, where the only thing you might possibly pay for are in-game purchases. A million dollars a day gross.

To me, sharing is part of that because once you get a great score, people share it on Facebook. Once they share it on Facebook, you see your friends playing a game that you think is dumb, and you cannot imagine that they actually play on their phone, more people get the game. It's like a virus.

I loathed the concept of viral marketing, but I believe that in this concept of belonging, if you're watching funny golf videos, I'm pretty sure you're sharing them, and that's where all this stuff starts to happen.

John: Now, and it brings the community together. Whatever your tribe, your community ... It's a big deal, and we see it over and over again on the social media and media. Let's go to the last point here, and earning the sale in the ongoing service. How's that come in to play here?

Chris: I put this at the last on purpose. I think what's going on is that you've done all this work. You started to figure out the circle where you think you could be doing some business. You've started to learn their language by finding the edge and talking to the people, and that's market strategy after market research.

The third thing about shine your bat signal, that's content and event marketing. This is still real basic terms if you strip off my crazy words. The connecting thing is experience type marketing. It's really getting that community management process going.

That last one, earning the right to sell, when Reebok approached CrossFit, they said, "We'd love to talk to your people. We'd love to understand what you use the shoes for, how you use the shoes ... what matters." Typical sneakers, typical running sneakers are very squishy, but when you're lifting weights, you need less squish because that changes the balance in a shoe,

so you need really hard shoes that other people would not choose to wear to go for a couple of mile jog.

Now, CrossFit is a little bit of both, so they had to make it in the middle. Spartan Race which is another Reebok brand, they had to make them so that they could eject water because there's a lot of mud on one of these obstacle courses, so when I ran the Spartan Race, I ran in the Reebok AT all-terrain shoe. As we tried to run from one obstacle to the next, the shoes are spitting the mud out the sides to clear and clean your feet up so you'd be ready for the next gooey mess.

That's earning the sale was. They sat with the Spartan people. They asked them the questions. They said, "Is this good or bad?" Then, when it came time to sell, of course people bought the shoes, because they had input into it.

Now, you can put this for any product. You can sell an insurance in doing this. You could sell anything if you earn the sale by showing the people that you know what they're into, that you understand what their needs are, and you're not pushing something on and that they couldn't use. I used to work for Ma Bell, and I worked in repair service. When people would call in and say like, "My phone line is down because there's a hurricane", one of our jobs that they wanted us to do is try to sell them products.

I had this guy who sat beside me who's the number one sales guy in the office, and I wanted him dead, because all he ever did, John was try to sell little old ladies things like three-way calling or a digital DSL service or something where you could high-speed data. It was a little old lady. She use the phone to call her grandson. That was it.

He was selling whatever she didn't need, so he was the number one sales guy. Of course they canceled. Two months later, when the son came and reviewed the bill, he cancelled. There'd be charge backs and all that. He'd still get the pat on the back, but the company did get the revenue.

We're entrepreneurs. We cannot afford charge backs. We cannot afford churn like that, so we really have to earn the sales. My premise is that all those four things I just said ahead of time give you the right to earn the sale, and then, gives you the right to keep the relationship going, because unless you're selling one hamburger, and that's all you have to sell in life is that one hamburger, you need the relationship. If you're a Callaway guy or a Titleist guy or whatever your brand is, when you bought those new irons, you're not sitting there anxiously waiting for the next set of irons. You're waiting to see what this brand you support is going to sell you next.

John: That's so true and so powerful. I'll come back to these, but I want to change the segment.

Chris: Sure.

John: You are a prolific guy here, Chris in writing, and not only on your blog ... We'll come to that, but book. We gave a little tease for the new book, but let me pull up the author's page here for you, because I want them to see ... On Amazon, if you go to it, you've got all these great books. For our fellow entrepreneurs here today, what would you recommend they go to, to get a better feeling of all this right now?

Chris: I would say the book that probably speaks most specifically to you is the last major book I published which is called 'The Freaks Shall Inherit the Earth'. It's a book about entrepreneurship. I call it entrepreneurship for weirdos, misfits and world dominators. The premise was that, when I see books about entrepreneurship, it's usually two white guys with ties shaking hands across the table, and...

John: Yes. It was just red and blue tie is only allowed too.

Chris: Red and blue ties. Red and blue ties, white shirts, blue or gray jackets. It's like a clip art from 1983, and the only thing that changes is the hair style. What I wanted to write is a bunch of weird-looking bats all over the cover which by the way is my secret language for the bat signal. I wanted to attract people who maybe didn't think that they were white guy in a business suit and a red tie, which by the way are horrible people. It's just all the other books written for you. Let me just have one.

The people that I interviewed were from a lot of varieties of businesses. I interviewed Tony Hawk, the pro skater. If you think about him as a skater, you're missing that he has a whole line of video games, that he has a whole line of a tire, that he has all kinds of other endorsement deals with Mini, like the car company, Mini Coopers and all that.

I interviewed Marc Ecko who started off as a guy airbrushing t-shirts, who has more than a billion in revenue through Ecko and his other brands and complex media. He's launching a TV network shortly. These are the kinds of people that we write off sometimes that are doing great for themselves, and that have a very interesting angle.

A lot of what you and I talked about today is similar to what's in the Freaks. I'm just going to take a different swing at it, because so few people caught probably my bigger intentions, so I wrote the book to be helpful to people who were either established entrepreneurs, or who would maybe give it a go of it, and we're just getting ready to go back to their day job because they felt like "Maybe I just didn't figured this out." I thought that that would be an interesting

marketplace to serve just because there's so few people out there that encourage us in the right ways when we're having these entrepreneurial pursuits, and it's so easy to get horrendous advice because it just doesn't fit the cookie-cutter of what's coming for.

John: Now, Chris, I appreciate you doing it, and I did just download it so that I can read it. I have not read it. I'm going to go to the next segment, and I'm going to encourage everybody to do it because Chris is ... Everything I've read of Chris is just phenomenal, and it's helped me be really have some very good success using these tools.

Many of you know that I have got a virtual business. I'm in Global Headquarters in Silicon Valley, but it's a pool house, and I have no employees, and it's pretty amazing what you can accomplish. Those of you who have bricks and mortar, a big business, you can leverage it even more. Let's go to the next one, Chris. This is the phone application of the day. What would you recommend to our fellow entrepreneurs?

Chris: Entrepreneurs, if you are an iPhone person, just block your ears for a minute because this is an Android product. For my Android friends who are forever left out, this is called 'Google Keep'. Now, you can all look at it on your desktop at 'Keep.Google.com'.

John: Yes. I'm going to go ahead and pull it up here so the iPhone users like myself can see what they could have had.

Chris: That's right. Again, you could use it on your desktop.

John: Yes.

Chris: I also use it there. I mean, most any app I use has a desktop flavor to it. What it is is think of it as almost like a little Sticky Notes. The way I use it a little different than Sticky Notes is that I use it for things that I need to repeat as a process every day.

For instance, if my goals are to drink eight glasses of water and run five miles a day, and make sure I follow up with five prospects every single day, I keep all kinds of notes there. I also keep little notes to remind myself of my theme for the week and my theme for the month, because I'm forever finding that people put their mission out there in some way like, "This is the air I'm going to crack two million in sales", somebody will say. Then, they'll wait to about December 29th and go, "That's weird. I didn't make two million."

What I like to tell people is that your day is your week, is your month, is your year, and a million years is 84,000 a month. That means 22,000 a week. If you don't have some Keynote somewhere, and that's what I use Google Keep for that, I have that 22,000 a week sitting

there to remind me that that's a million, so if I didn't make it, I can make the course correction this next week, not 11 and a half months from now.

John: Now, that's great, and let's ... resources here. With resources, what I want to do is I'm going to pull up first. I want to go to your website, Chris, but I'm going to pull up the Alexa thing, because this is a nice resource I like to just track my websites and different properties I have, and something like 17 million I think websites in the world. I put one up one time, Chris, and it said 17 million, so I'm hoping maybe there was at least one or two below me.

One of the things that I really respect about, Chris is he's actually doing it. You can go down and see the statistics and so on, but I mean, rank in the U.S. of 29,000, and I'm going to go to the international part too. You can see that he's a player all over the world. The reason for that is I want you to take advantage of his resources.

Chris, let me pull up your website here. Why don't you tell us a little bit about it's got? It's opening up with a dialogue box, "Get my best work sent free". What are they going to get there, and then maybe we can point out some of the other things on the website?

Chris: I write a newsletter every week. I deliver it on Sunday, and a little different than most newsletters. It is not my junk drawer. I was a little envious earlier when you're talking about your eight authors. I write all my own work, and I was thinking, "Boy. Maybe I should do that someday", but I'm in it for a year and a half now.

John: You haven't read any of my writing here, the time it takes me to write versus the time it takes you to write. My writers get it done in about a quarter to a fifth of the time, so it's a lot more efficient, but...

Chris: Yes. I get that. You know, some people, writing is not their thing.

John: Right.

Chris: I've talked to CEOs where they've said to me, "I don't want a blog. I can't even barely write a sentence." I say, "Great. Can you talk into a camera?" "Yes I can." "Great. Can you talk into an audio machine and just record a sound bite?" "Of course." "Can you take a photo of something you thought was interesting?"

I mean, there's tons of ways to make content. I write a newsletter. Every Sunday, it comes out. It usually has some kind of a business premise about something tied to belonging in some way right now which could be ... I mean, this last week's issue is about how to have mastermind groups everywhere, how to have little mastermind groups. I use an app on my

phone called 'WhatsApp', and I keep little, tiny groups of people going. It's like group messaging basically. You could do the same thing on Facebook if you want.

Besides that, there's a bunch of different types of courses that I offer. They're all basically digital. They're all mostly email delivered with some video and other components, and why I started putting together courses is because my consulting business for a long time was just the big guys, and I like that, except that what's different between entrepreneurs and the big guys is big guys may or may not do something, and they may or may not do it 13 to 18 months after we talk about it, and I like their paycheck. That's very nice of them, but I like it when people actually do something interesting.

Like with your AES Nation, it's really a lot of people that are looking to try things and take the ideas and run them in the field and see what happens. That's what I'd rather serve, so that's why I started making stuff that was a lot more affordable to human beings.

John: Great. You're doing an excellent job. I'm going to encourage everybody to go to the website. Let me bring it all together. What are the key takeaways? At AES Nation, we're all about executing. It's about accelerating your success so that you can do even better by serving people well ... your community.

I'm going to start out with what Chris started with first, identifying your circle. What is that community that you want to serve passionately, you want to be a hero to? Find the edge. Get clarity around the niche, that edge there that you can really be a player. We don't need all seven billion families or seven billion individuals in the world.

Shine the bat signal. I've never heard that one before ... communication, content, connections. This is all about really letting people know what you have, creating that content, that event marketing, attracting that steady stream of people from the community you want to build.

Sharing as a currency. I mean, there's so much power in sharing ... joined experiences. We're all in this together. It's amazing that the power of bringing together groups, and then it's the know, like and trust, very last, earning that sale and that ongoing experience, and we've got to understand what their needs are, but then deliver that as part of the community, and then keep that relationship.

Chris, this has been extremely valuable. I really appreciate you taking the time. If you missed anything at all, you can see the show notes at AES Nation, there's a transcript there as well, and we've got a whole bunch of other goodies too, so make sure if you're watching it anywhere else other than 'Aesnation.com' to go there. Chris, thank you again and continued success. Remember, your clients and all your future clients, they're counting on you. Don't let them down.

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