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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**108**

**Lisa Sasevich**

Show Notes at: <http://www.aesnation.com/108>



**John Bowen and Lisa Sasevich  
Episode #108**

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we're out there every day. We want to make a huge difference ... but if you're like most entrepreneurs, we're a little frustrated. We feel like we're the best kept secret out there ... and we know if we just did something a little bit different, we could do amazing things. We could make a real difference and even more clients. Today, you're going to have some answers on how you can do that extremely effectively. See, as a best kept secret, you don't need to be that. We're going to show you today.

I've got a remarkable entrepreneur, she's amazing. Last 2 years, she's won the Prestigious Inc. Magazine's 500/5000 list of America's fastest growing company. She's won all kinds of entrepreneur awards but she's really best known for being The Queen of Sales Conversion and what that means to you is that the ability to, not only, attract people so you're not ... No longer the best kept secret but more importantly to convert them, the right people to be your client so that you can make a huge difference. That's what we're all about here at AESnation.com. I'm John Bowen and stay tuned because you are going to know the step by step process of making a huge difference.

Lisa, I am so excited to be here with you. I have the pleasure of meeting you at Joe ... Well actually, its strategic coach Dan Sullivan, and Joe Polish's 25K. We had the chance to have dinner together. I was just blown away with everything you're doing and I was taking notes. I'd like to say for my audience here but it was more for me in my own enlightened self-interest how I could make a huge difference in my businesses but first of all Lisa, thank you for taking time off to join us today.

**Lisa Sasevich:** My pleasure. You know when you whipped out that pad and started taking notes over those raviolis on your napkin, and you told me it was for your clients, I was wondering if you were really going to use a few of those strategies on your own.

**John:** I don't mind the raviolis on the napkin, it's when it's on the shirt that it really just doesn't work here. But Lisa, one of the things that you have ... I want to go in to the a little bit of the back story of how you got to where you are because, I mean, you're delivering tremendous value now but you had a lot of hurdles to get to where you are and some of those life intrudes and lessons along the way that makes us who we are and that's why I think why you're so effective. Share with us a little bit, how you became The Queen of Sales Conversion?

**Lisa:** You know, I took a pretty traditional path, went to college in San Diego. I always wanted to stay in San Diego and live in San Diego, which I do now, I'm talking to you from my home in La Jolla, California. It doesn't suck, you know. It's funny, people told me early on you should hang out in the neighborhoods where you want to live and I used to drive all the way from San Diego State about a half hour down to the coast of La Jolla and come running up through the beautiful houses in this neighborhood and it's crazy to say that many years later, here I am, you know, living on one of those streets I used to run through.

I think that that came from a lot of good advice in the personal development space. I'm a child of doing many seminars, reading a lot of self-help books and a lot of that was prompted for me from something that happened in my life really young that was hard. My mom passed away when I was 19 and it was very unexpected and I was just kind of coming to the end of college and I think, inside, I just thought I still need parenting and so, you know, I turned to fabulous workshops and courses that I was lucky enough to get introduced to and really started to develop myself and learn things like that.

With my mom's passing, it's really interesting when someone that close to you dies and I just remember when we were at her memorial service and I was sort of like observing everything going on and the thing that kept ringing in my head, John, was how people were talking about how awesome she was, what an amazing woman she was, great contributor, always from her little cubicle she worked in in the aerospace industry as a drafting person, she would be like selling stuffed animals and selling watches and donating all the money to charity, she always had like a boutique going on. The biggest buzz that I heard, right next to how amazing she was, is all the things that, wow, if she only could have, you know, and I wish she would have and she should have and just all the potential that people saw for her that just never got realized.

Something lit in me. I didn't see it 'til years later but it turned a switch in me that I am not going to live a would-have, could-have, should-have life. I'm going to go for it. From that time, whether I was the youngest person in a personal development seminar or the youngest top sales person. I've worked with Pfizer, I've worked with Hewlett-Packard, I got hired in sales and marketing out of college. I just always went for it even when I wanted to leave corporate and I started to go work for some personal development, relationship teaching, companies that were teaching people how to better their lives. I was always the youngest, enrolling the most people, so it just ... It lit something in my type-A personality that this is not a dress rehearsal and we get one shot.

It's really interesting if you look at what I do and what our company does, it's very consistent with that belief that when someone comes to you and someone's open or interested in what you do, how you can help them, I'm not interested in a long drawn out cycle of showing them how that can work. I really want to take the responsibility to give them what they need, to see the possibility, step into it, say yes on the spot. That's kind of what our whole company is really about.

**John:** It has. One of the things that, I mean, you've been so inspiring for so many people and you've really ... It's that your background has made you what you are today and what I really love though, Lisa, is that you're all about action and I want to go to that because as entrepreneurs, we can have great conversations with people and I always think that marketing is starting a conversation but marketing doesn't ... Marketing is just getting started, it's really

sales that make things happen. Unless a sale is made, no action is taken and what I love about your positioning and what you do is that you really go right to the heart of the challenge because there certainly ... There's 7 billion people out there, there's plenty of people to do business with, whatever product or service you have as an entrepreneur. But how do you cause conversion? Let me take a step back, though, and let's talk about what is a sales conversion? We'll just get everybody on the same page.

**Lisa:** Yeah, what are we talking about when we say sales conversion, you know, many of you have successful companies, you're already paying attention to it, you call it your closing ratio. It's what percentage of the people that you're talking to are actually becoming paying clients. What I love about focusing in on sales conversion and I think it's the best investment that a company can make to see the biggest returns the fastest, and help the most people.

If you're talking to 10 perspective clients and whether you're talking to them one by one, they're coming into your office or you're on the phone, or you have an opportunity to make a presentation to 10 perspective clients. Whether 3 of them actually become paying clients or 7 of them become paying clients, is totally transformational for your business, your profits, and for them and it doesn't take you any extra time.

It's really a strategy. It's really about what can I do to make sure I give them what they need to be able to make a decision on the spot. You might be thinking hey, I'm in an industry where we have conferences and meetings, and POs have to come out of the back office ... We're not an on-the-spot industry so Lisa, I'm not sure if this is for me but hold on because you really got to think about what is that action that they can commit to on the spot. Maybe it's coming in to an appointment, an appointment with you but they're coming in so committed and so pre-qualified because of how it came about. Or maybe there's something that you're thinking couldn't happen on the spot and today it can show you that it actually could. Maybe you can shorten what used to be a really long sales cycle and actually doesn't have to be anymore.

Sales conversions really just about ... It's about service. It's about giving that perspective client what they need to be empowered, to step forward, to say yes, not to you but to themselves. It's really about them having what they need to give that transformation for themselves, for their business, to themselves. I think what blocks a lot of people is the belief that, somehow, we're trying to get somebody to say yes to me, that it's personal, that it's a yes or no to me, especially for those of you that are selling your own products and services. It's such a different thing than selling a TV for Best Buy. It feels personal, right?

**John:** It really does and as I was sitting with you, Lisa, and it was so much fun because I do a lot of webinars and the ideas that you're going to share with our listeners and viewers ... I was sitting there and I'm pretty sure it's going to double my conversion and this is ... I'm now able to inspire people that I wasn't going to inspire which is kind of shame on me because

they could use our valuable service to really be even more successful but if I don't have them take action, nothing happens, and that's the power of sales conversions. Tell me why you got so passionate with the whole marketing, the sales, the background that you have, why did you focus in on like a laser, the sales conversion part?

**Lisa:** I just think that I watched so many entrepreneurs and now we've got clients in a 134 countries ... I've watched so many entrepreneurs with the pain of feeling so busy and they're doing all kinds of things, I'm at my new standing desk so I can actually jump up and down! Can't do that sitting down.

**John:** I can go like this, maybe. That's about it. You don't get the full body here.

**Lisa:** Yes, so I watched the pain as they say Oh my God I'm doing too many things, I have ... I'm on Facebook and I'm doing my blog and my podcast and all these things to get out there ... and they're not making money. They're feeling like a best-kept secret, they feel like they're reinventing the wheel all the time. And the thing that changes it all is, if they'll just pause all of that lead generation and lead attraction, client attraction activity, and fix their sales conversion machine.

You've got to have a sales conversion machine, you've got to have, there's two parts to it: an irresistible offer that you're driving to, and, you're not just going to make that offer in a vacuum, you've got to have a presentation. We call it your signature talk that leads to it. And once you have those things and they work, you can use those things on a teleseminar, a webinar, a live stage, a one-on-one conversation, a video training, an interview.

Everything you do should be reverse engineered, built backwards, to lead to your irresistible offer in a way that's not pushy, not sales-y, but really serves the transformation of that person. Why I love that piece is because I'm a child of transformation, I love possibility, I can't not. So it's the part when someone makes a decision that their life transforms, that their finances transform, that their business transforms, that their family or their relationships transform.

If we don't get to a decision, it's a bunch of interesting taking notes, let's do lunch, nothing's happening. It's really when there's a decision that possibility doesn't just open, that the chance for actual transformation happens. That's the piece that I care about. So I'm saying it's great that you're, everybody's doing all that stuff to get out there but if you don't have an irresistible offer, a presentation that leads to it, what's the point of attracting all those people?

**John:** There's nothing more frustrating as an entrepreneur, where you've painted this future of possibilities, you know the future could be better. And you do all these activities, and you get the marketing going and you're sharing your vision with a whole bunch of people but nothing's happening.

Lisa, you're talking about ... We've got about ten thousand entrepreneurs now watching and listening to our podcast. They're professional services, some financial, I mean everything including widget makers. But they're kind of ... I know I did, when you started talking about this I'm going, what is an irresistible offer? How does that come in with what I'm doing already today?

**Lisa:** Well, there's two parts to the word, right? There's "offer" and there's "irresistible". So, the offer piece is really referring to: what is that unique transformation that you, your business, your service offers? Unique from what anybody else does. And when you couple that with how you deliver it, you know, is it in your office one-on-one, is it through a teleseminar, an e-book, a product. We put that together. The transformation you provide plus how you provide it, that together makes your offer, and we all have an offer. We have some difference we make plus how we make it, and we all have an offer.

What I'd love to share today, if we've got a few minutes, is, how do you take your offer and make it irresistible? How do you have to think about it to start getting on that page so that you can, instead of being pushy, "What about now? Hey, I'm sending you that email now to see if you're ready." All that pursuing ... What if you reversed it and your offers were irresistible so that your prospective clients were pursuing you? You're inviting pursuit instead of following up to. So I've got a couple tips...

**John:** I think everybody's ready for them now, Lisa. This is something where we look at it and we go, you know, I like that idea. I'm okay with making an offer because I'm going to create great value and the only way as entrepreneurs we build valuable businesses, have great net income, higher equity values, is we've got to create value for our clients.

The part, though, that gets me really excited is that Irresistible. So what are a few of the tips on how we can make our offers irresistible?

**Lisa:** Absolutely. Let's dive in with three things, three simple things. This is really, I'll call it the formula for being able to either make your offer irresistible, but you can also look through this lens when an offer is coming at you. So I want to give you some distinctions so it doesn't just look like this blob that you're sending out, you're doing it quick because you don't want to ... you feel guilty, you feel bad to sell. No. What about if it's a disservice not to make your offer? If it's a disservice to open that possibility and then not show someone the next steps to take? If you come from that mindset, I mean not to mention there's this whole part that if you're not making an offer, if you're just out there educating the world, guess what? You're opening the possibility and you know what you're doing at the same time? The heavy lifting for your competition.

You're doing all the work to open people's minds and someone else who is making offers says "Oh yeah, you like what he said about getting a new roof? Here's a special, irresistible offer if you want to do it today!" And the next thing you know, you did all the work, that newbie got all the business. You're the twenty five year veteran, the newbie got all the business.

So here's the steps to change that. Super, super simple. First of all, you want to look at your offer, your Irresistible offer, as having three parts.

So the first part, John, we call the Main Dish. This is the offer itself. It's not quite on the page of Irresistible, but you've got to identify: what's the Main Dish? What is the main way that the person's going to get that transformation? Is it ten sessions with me, is it a three day training, is it a product that I sell, is it a service that I offer? How do they get the Main Dish?

In our courses, people come and study with us, and a lot of times it's virtual so it's online, our Main Dish in many cases is online through modular courses that are coupled with Q & A teleclasses to help people apply it. That's one of our Main Dish models. So that's an example.

So once you've distinguished the Main Dish, what is the main way you're going to deliver that outcome, that destination that they want, then you start getting on the map to Irresistible with steps two and three. I'll tell you about both of them and give you some examples.

Step two, there's the Main Dish, now you want to start thinking about number two, which is Bonuses. Bonuses are really something that the person who wanted the Main Dish, they would want that, too. It's something that they would probably buy anyway, it makes sense for them, it's tightly related. And we don't need a whole slew of bonuses like you see in days of old, when people say, "Buy my thing for 47 bucks and you get \$50,000 worth of bonuses". We're kind of on to that one, so let's treat our clients with more intelligence, more respect than that, and have bonuses that are really related.

For example, we have a program that teaches people how to design their Irresistible offer and then to reverse engineer a talk that leads to it. So they've got the whole thing, the offer and the... We call this your sales conversion machine. Main Dish, they can come out to a three-day live event or they can learn it on a five-part teleseries. Bonus, started thinking, what would people who now had this new presentation and this offer, want? What would be that next thing they'd really want? And what we found is people were coming to us, saying, "How do we get booked? What's the best way to get in front of the audiences of my ideal clients?"

So we created, looking at all of the success that we've had in getting me booked, our Get Booked Tool Kit. And we can see that you can offer this independently as its own product, \$497 that people can come and by the Get Booked Tool Kit, but, when they're in the face of the irresistible offer for our course, called Speak To Sell, we'll offer it up as a bonus for fast-



action takers. Somebody who knows they want it now, why not just go for it? I want it, if I wait 'til tomorrow I won't get the Get Booked Tool Kit and I know I'm probably going to end up buying that.

So, we're starting to get on the map with Irresistible when we add tightly related bonuses. Then there's a third piece, and I'll show you that in an example from another industry that I think will really drive it home. The third piece that I really want to make sure you know about next is Limiters. And if there's one thing, like the biggest mistake people make when they try to get into this world of making an offer, they're worried they're going to sound pushy or sales-y. Trust me, this formula will leave you feeling totally of service, because you don't need to pressure people, you've put it out there and if it's for them they come forward, if it's not it'll be pretty clear.

So Limiters, last piece, there's really two kinds of Limiters. Limiters are something that have somebody have a limit to when this bonus and this special offer is available. The two categories of Limiters, I would jot these down ... One is Time, so it might be, look, if you can get this proposal wrapped up by Friday and get back to us I'm going to throw in an extra half-day of coaching for your support staff since I'll be coming out anyway. If you decide now, I can book early, stay that extra day, and I'll be happy to pass that on to you.

So it might be something like that where you're moving a proposal forward, or it could be something a lot quicker like a Limiter of Quantity. That's the other one, Time and Quantity. Quantity might be like, look, I'm home for about four days, I was able to find six appointments in my calendar for those of you that want to come find out how you could be saving more on taxes and see how our firm might help you. So when I finish up, if you'd like to go in the back I've got all the appointments there, you're welcome to grab one, I've got six. So there may be a Limiter of Quantity.

And sometimes you can put them together. The Quantity and the Time together, I'll show you the advanced move, would be something like:

For those of you that would like to start our Weight Off Now program today, not only do you get \$100 off but I have a pedometer available. I've got sixteen of them here, so those of you who really know you want to start walking the pounds off right now, just jump in. You can strap on that pedometer and start counting your steps, watch the fat melt away right now.

So these are some ways that you can start thinking about making your offer Irresistible. I think one of my favorite examples was a Cosmetic Laser Clinic. I'm sure there are many of you listening who are in the medical profession, it's easy to say "We can't do this in the medical profession". In fact, there's people listening, saying "We can't do this, I work with very wealthy CEOs" or "I work with the spiritual community" or "I work with the medical profession" ...

Whatever you're saying, let me tell you, we have had people succeed in all of those areas by applying just this one piece to their business and radically increasing their sales conversion.

I remember going into this Cosmetic Laser Clinic, where they did the non-surgical face lift, and they were trying to figure out, how can we sell more to the women we're already talking to? They had lots of traffic not converting very well. They're not sales people, right? Many of you would say the same thing about yourself. So we were able to craft up these evenings, they were called Cosmetic Laser Soirees, where happy clients could bring in friends.

The doctor would make a presentation about all the different, awesome things they could do without surgery to keep you looking young and healthy. And at the end, when they offered the non-surgical facelift, and again, they're totally averse to selling, they're not willing to do anything sales-y, we just had a simple package that, if you bought it tonight you'd save \$800, it took it down to \$3200, you had a week to think about it, which by the way is a death-blow but he kept saying it so I had to fix it, so we said "But if you're ready tonight, not only do you get the \$800 off but we'll also throw in Laser Hair Removal for you" of your lip, your underarm, one of these personal areas.

That alone is a \$1200 thing, if they decide to come later, there weren't many women who didn't want that. So, they could wait a week and get \$800 off or they could decide tonight, push themselves just a little, and since we're there with our schedules out we'll get them booked for both all at the same time. He used to have about sixty women come in and have about five sales. With this one strategy, literally just thinking the way I showed you, we started having them come in twelve at a time, and we've had about eight sales. So you can see he could do five of those from the sixty women ... You can see it's kind of almost embarrassing level of increase in his profit and conversion.

**John:** It is amazing. One of the things, Lisa, I know everybody's thinking, well this was at a presentation. What sales situations can this combination of signature talk ending with an irresistible offer ... Is it just limited to speaking at a podium or on stage or in an event like that?

**Lisa:** You know, we really designed Speak To Self for non-speakers to use presentations to make their offer, but it's amazing the stories I hear. I just had an interior designer let me know that ... And it's funny, it's someone that I watched build her career, watched her come to our courses, she just landed the Pet Co Pooch Hotels, the doggie hotels. It was a six-figure contract. Normally as an interior designer you have to give blood, show everything, before you get the deal. She was able to use a Limiter and some Bonuses and actually have them pull the request for proposals off the market in one conversation. The pooch hotels are actually now done, you can go see them, they have big fire hydrants in every room ... Instead of a private bath they have a fire hydrant, which is really cute. But it was a six-figure contract from using the principles.

**John:** Let me just stop for a second because I want every entrepreneur to think about that. When you go and you start thinking, we all have different businesses, I doubt there are too many people doing interior design for dog hotels...

**Lisa:** Well she actually ended up interior designing my home. It's just applying it to another...

**John:** That's the big point I want to make, Lisa, is this is really transferable to really any business. If a sale has to be made, this is a great tool. Let's go back to ... What platform do we make this? I'm assuming when she was making the presentation and trying to get rid of the competition so she could really do a great job for the client, she wasn't on a stage.

**Lisa:** Nope, not in that circumstance. I'll tell you something that helped, though, was taking the same presentation ... She bought herself a booth, it was really inexpensive, just hundreds of dollars, at the San Diego, California Home Show, a home design show at the Convention Center. She was literally across from the hot dog stand in the hallway at lunch, but she got up on a little platform and did her presentation and had it filmed. She put it on her website with the sign behind her that she was at the San Diego Home Show, and that was actually the clincher for her credibility. There she was, speaking at the California Home Show, and it really closed the deal for her.

Our models... We've got something we call our Work from Home ... We've done over \$25,000,000 of sales using this model from my home. So like I said, we have clients all over the world, we've made the Inc 500 Fastest Growing Privately Held Companies in the United States list twice ... How? It's a really small team. It's because we point everything, John, to the Irresistible Offer. If you think about it, visually, we've got the Irresistible Offer as the main piece of our business model, and then we're really just using three different discovery models which any entrepreneur can use to help people find us, to give them what they need, to say yes to themselves and point them towards the offer. So we use one-on-one, we call it High Ticket Selling, those are conversations, very transformational. And we have a program called Impact and Influence that teaches that action sales secret model that leads to the offer. We have speaking, how to do one to many making your offer. That's our Speak to Sell Program. Again, it leads to the Irresistible Offer. And then, for people that decide that they've been on the road too much, we've got people transforming ... Like one lady's transforming the automotive industry with ISO 9000 courses, where they used to only fly her across ... They had to have her for \$25,000 a day. Now she's able to get them for a couple thousand dollars a member, into her webinars. So we have our six-figure teleseminar webinar sales system and again, all reverse engineered to point to the Irresistible Offer using your phone and your computer. You can be on the beach in the Bahamas, you don't have to do your hair I know that's a big concern for you...

**John:** Yeah, it took a long time today.

**Lisa:** It looks fabulous today. Mine, I'm not sure...

**John:** Thank you. Yours looks better, I'll just go leave it at that here.

**Lisa:** Think of everything leading to that offer. And the typical entrepreneurial business, you know, people are reinventing new offers and new deals for everything they do. So you're doing one presentation that's leading to an offer or deal over here, you're making another one-on-one call that's over here. The next thing you know your time is spent tracking all of this service and you have 80% of your time on that and only 20% on really getting out there in a way that you know that you're made to.

So we can reverse that ratio, and it starts with getting clear on your Irresistible Offer, like I said, having a way to lead to it, a presentation or a structured conversation. It's all about structure. Structure gives you freedom. That's the bottom line. So if you're winging it in your sales processes, it's not necessary. It's all figured out.

**John:** And really what's happened, Lisa, what I love about what you're doing is, today, the availability to keep track of data is just so powerful. There was a time where we could kind of go, lick our finger, you know, test the marketing that way and if there was enough revenue to keep the business growing with some profit, that was great.

Now we can look at every transaction, and whether you're using marketing automation software, using the internet and selling online, obviously all kinds of tools there, but even one-on-one, the CRMs that we have, we can really track this. It becomes very powerful. What I'd love to do is have you talk to us for a moment because you read this great book and, let me push the button here for this little animation.

Book of the Day. I know you've got your copy, I've got mine.

**Lisa:** Cheers!

**John:** As a matter of fact when we were together after dinner, I read it on the flight home, Lisa. Tell us what's in the book. And then I know we're going to go to resources that you've got, some additional tools ... But what's in the book? Because that does such a good job of summarizing what we're talking about.

**Lisa:** It's great. Given that we have a limited time, it's called Boost Your Sales and in a minute we'll give you a resource where I'm going to give a copy to all of you. If you look at the the title it's "How To Use Irresistible Offers Without Being Sales-y" and it's really going to take

what you heard from me today, what you're already integrating, I promise you that this stuff is potent, it goes right in. You're not going to be able to ever receive or give an offer again without thinking "Do I have a Main Dish, a Bonus, and a Limiter?" Don't forget the Limiter!

So this takes it even further and actually walks you through that process, plus, what I love, is the part about having the presentation that leads to the offer. So the book will actually walk you through the exact steps that you would need to take to come up with your offer and then reverse engineer a presentation that leads seamlessly to it.

The one caution that I have from hearing me today is, don't go out there with an existing keynote or an existing inspirational or educational presentation and tack an offer on the end. Because it doesn't go well. People will be like, "Wow, you were so informational, it seemed like you cared, and now you've turned into the Ginsu Knife salesperson, what happened?" And you're going to say "I learned it from Lisa Sasevich!" No!

So I'm telling you right now, the presentation actually has to be built to lead toward the offer. It becomes one thing, and that's what makes it authentic. It's the structure that allows you to be yourself, have fun, and sell a ton, all at the same time. So just make sure to read the rest. This book is all of sixty eight pages so you can get through it in an hour but it's totally transformational for the way that you do business and can really stop thinking about selling and start thinking about serving people to be able to make a decision.

**John:** And it really does. It's a great book and it is an hour read, it's very powerful, it's going to get you thinking. But what I love is that it makes more resources available. Why don't you tell us about what you're making available for the AESnation community here?

**Lisa:** Absolutely. First of all, I really appreciate what you're doing at AESnation because it is being entrepreneurs ... we are doing such good things for the economy and for the world, so thank you. And to empower you with that and empower you in boosting your profits and your sales, all without being pushy or sales-y, there's two different ways that you can continue to learn from us. One would be, if you would like to get a complimentary downloadable copy of this book, go to [BoostYourSalesBook.com/AESnation](http://BoostYourSalesBook.com/AESnation) ... That's where we'll have this special offer set up just for you so that you can take today's training even further.

**John:** Let me just stop for a second. Everybody knows at AESnation.com, just, wherever you're listening to this or watching it you can go to AESnation.com, we're going to have the transcript, which you'll want from Lisa, of our interview today as well as any show notes or any of these links. If you're driving in your car, do not try to type it out and text it to yourself. Okay, so what else there? I'm sorry to interrupt.

**Lisa:** Oh no, no problem. I know sometimes folks really would prefer to learn in a little more of a class style, so I also put together as an option for you a webinar training where you can really get an experience of learning in a virtual classroom from me and taking this information deeper. And if you'd like to enjoy that, also, my gift for you is BoostYourSalesTraining.com/AESnation. So whether you'd like to take it further in the book, BoostYourSalesBook.com/AESnation, or the webinar training, BoostYourSalesTraining.com/AESnation, that'll let us know that you came from here and we'll be able to give you these gifts as our compliments for the great work that John is doing here and how much we appreciate it. We want to help you kick butt and make more Irresistible Offers.

**John:** We'll make a difference together. Let me go into the last segment here which is Key Takeaways.

Boy, it's just so much, Lisa ... I love how you focus in on conversion and I really over the last four or five years have become so focused on data and having systems. I've always been big on conversion but that whole concept of having the signature talk built around the Irresistible Offer is so powerful, to have the Main Dish, whatever it is ... Each of us as entrepreneurs has a different dish, but whatever that dish is, it can be as Lisa was saying for professional service, it might be that next appointment. For someone else it may be a product, it may be a service. Whatever it is, then create and develop the aligned Bonuses and Limiters, making sure ... Scarcity is very powerful both Time and Quantity. Taking that, though, and really incorporating that into your overall marketing, so that you can make a difference, is huge.

Lisa, I want to thank you for sharing your insights, making those resources available. I want to encourage again everyone to go download the e book, take and really listen to the webinar. Not all of us can have dinner with Lisa, I got lucky that time and I know we are incorporating her ideas into our business. You should, too. Your future clients are counting on you. We wish you the best of success.

## A Second Opinion on Your Finances

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

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

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Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select