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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
113

Jordan Harbinger

Show Notes at: <http://www.aesnation.com/113>

John Bowen and Jordan Harbinger

AESNATION.COM

Episode #113



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs we all want to make a huge difference. AESNation.com is all about accelerating your success. The number one to accelerate your success is to make even more powerful connections. As entrepreneurs we are charging, we're working so hard that often times we don't make the time, that we don't put the energy, the focus on those things that are going to be most important in accelerating our success.

I've got to tell you I've got an expert who is another entrepreneurs just like us who has at a very young age now just pioneered what I would call social influence. He is in the Top 50 Podcasts; he does over a million-and-half downloaded each and every month. In addition to that he runs the most really powerful connection programs. I asked him to join us to share with his ... the insights that he's learned over the years that entrepreneurs have used to make the most powerful connections. You don't want to miss this. Stay tuned.

Jordan I want to thank you for joining us today. I mean you are one of the major players, not only in podcasting because that's just a medium but really on connections and making a difference. First of all thank you for taking the time today.

Jordan Harbinger: Oh yeah thanks for having me on, I appreciate the opportunity.

John: Jordan I met you at Mastermind Talks where we're kind of walking the talk, we're at an event, we're out connecting. A lot of times successful people don't do that and you were there connecting with everyone there. It was a very powerful ... thank Jason for putting it together. It was a lot of fun; it was a great time we were having in Napa. I want to make sure that what you and I have had the experience has changed both of our lives on connections. Really doing it not classic networking at the rotary club type thing but how do you do this with power?

Before I do it I want to get some of the backstroke because I know you're ... I think you're hanging out in MySpace, you're on Wall Street, you're on some legal stuff, you're making a wrong turn and then changed direction. How did you get to where you are today?

Jordan: Sure, so I was working on Wall Street for a while back in 2007/2008 and I was in one of those firms where we're doing real estate finance. That explains why I'm no longer there, but it was one of those firms where.

John: The market did ... What I remember-

Jordan: It changed.

John: ... of 2008/2009 it changed just a tiny bit particularly in that market.

Jordan: It did yeah, and when I was there it was a lot of people sleeping under their desks. A lot of people reading books on real estate finance deals and talking to partners about how the business worked. On not talking to partners, maybe reading publications about how the business worked in their spare time. I thought there's no way I'm going to outperform these guys. There's no way I'm going to outwork these guys. I had this mentor named Dave. Dave was a guy from Brooklyn who had a tan so I knew he knew something that I didn't know. He was never in the office; I only saw him when he hired me.

All the other people who were associates at this firm had these mentors they were going out to lunch with them and they were going to shows with them. Dave was never there. One day Dave took me out for coffee and he said, "All right ask me anything you want because basically HR made me take you out for coffee so let's get this out of the way." I said, "How come ...?" At this point thinking, "I don't care about this job because I'm miserable." I said, "How come everyone says you're the guy who creates all the business and you make all the money?" He was rumored to make more than the other partners, "But you're never in the office."

He said, "Oh well I bring in all the deals. I bring in all the business. I bring in all the workflow so it's better for me to be playing golf, to be doing jiu-jitsu, to go out to charity events, to go on dinner cruises than it is to be in the office." I remember being in the office with ... our elevator one day and Dave was there. The Managing Partner was in the elevator and the Managing Partner said, "Oh oh, what are you doing here? Is something wrong?" He said, "Oh there's an all-hands meeting," and they had a laugh about it. I thought, "It's so weird that Dave's in the office that they made a joke about it."

I finally get the joke, and the joke is that Dave's time was so valuable that even though after partners in this firm were probably billing out at \$800/hour, his time was worth more than that. If he was in the office it was because whatever he was doing, whatever we were doing in the office that day was worth more. I started to realize that people essentially buy you. Dave's job in the firm was to be the guy who knew all the clients because he was the face of our company, and that was worth more than \$800/hour.

Long story short is you know since the market changed what happened was a lot of the partners that were in the office at 2:00 in the morning every Sunday every weekend; they were forced into early retirement. Dave walked into another firm as a partner. He might have even ended up with a raise because he was the guy who had the book of business; he was bulletproof. That taught me a really important lesson.

John: It's a powerful one and all of us know a Dave. It'd be nice if we were the Dave, and that's what we're going to talk about today is how do you become the Dave? If you are already Dave, how do you become even better, because what we've found, we do a lot of research

in this space Jordan, and I would say most of the attorneys probably you're working with. We've studied attorneys, accountants, financial advisors, other professionals, they're technicians. They're just really good at doing the work. Then they make typically one tenth of what a Dave, a rainmaker who is innovative he's out there doing the relationships.

That's so powerful and you can bring so much value at a firm. We all want to make a big difference. Let me take you back to a comment you made that people buy you versus buying your product whether it's widgets or a legal fee or a legal services, whatever it is. What do you mean by that?

Jordan: What I mean is your brand, your company ... I shouldn't say your brand. Your product or your service is commoditized in the eyes of other people most likely. If you work for Facebook this isn't the case, right. People go, "Whoa Facebook! Whoa Google," but if you're like, "I'm the best real estate finance lawyer around," people go, "Yeah okay, I mean everybody says that. Said every real estate finance lawyer, so why should I work with Thacher Proffitt & Wood? Why should I work with this company or this firm? Why should I work with you?" You're in that same industry or you were, financial planners-

John: Mm-hmm (affirmative). There's 460,000 in the US right now and it's almost impossible to tell them apart. The same I think accountants there's like 350,000 doing private practice and attorneys. Yeah we can go on and on. The only one that can tell the difference between them they think is the professional themselves. Even them they can't tell the difference.

Jordan: Sure, so if I'm looking to hire a CPA to do my taxes, why should I hire one over the other other than competing on price? We all know what happens when you compete on price, you end up having to be the cheapest guy in town and you end up working 80 hours/week to pay the bills because otherwise somebody else is going to do it cheaper. You don't want to compete on price. Everybody who's successful knows that's a losing battle. The only differentiator you have is yourself. The only thing that people only really end up buying is you whether you're an accountant, a financial planner.

Especially a financial planner because here's the thing, an accountant might be able to do my taxes, they might be simple enough, they might make a couple of mistakes. A good one might save me a couple of dollars here and there, but a financial planner you basically are calling people and telling ... Here's the oversimplification you're saying, "Give me all of your money and I will not do anything bad with it. I will make you more money." That's a tall order. I don't know if I trust 430,000 people with that, I might trust one or two people in my life with that. Those people have to be close, and the only way to do that is to be able to get people to like and trust you. I can count on one finger the number of financial planners I would trust with all of my money and-

John: Yeah it is, and we can take any profession because when we think about it during, what we're saying and I want all the listeners, viewers, however you're seeing this program is to think about your own business. How commoditized it's becoming. Almost every business is being commoditized with one exception and that's what you're talking about Jordan is that relationship that, "No I can trust you not the product." Everybody assumes you're going to have a great product.

Jordan: Right, or here's the thing. I live in Silicon Valley, I live in San Francisco which is in technically the Valley but it's the same thing. There are so many companies out there that are having trouble. When I go and speak at some of these incubators and events they're like, "We just don't know how to get people to know that we're better than this because there's an app that has X market share and we do asynchronous audio communications so much better. It's seamless." I'm like, "Who cares?" "Well you should care. The whole reason this app is powerful is because it does asynchronous audio communication." "Okay, well who's selling it?"

At the end of the day nobody really cares that your asynchronous audio whatever is better because they don't know what that is, they're not paying attention to that. The question is really is it cool? Does it make something easier? "Oh we'll save you \$X/year on this." "Ah I don't really care. I'd rather do business with the cool company or the company I trust or the one that I see around or the one that had the cool event where I met the girl I'm dating." That's the type of thing that people use to make decisions. Maybe your IT department will say, "Oh this other thing's a better fit because it does this in 10 nanoseconds faster than the other one," but it's unlikely.

I see a lot of these great ideas go right down the toilet because no one cares that your product/service is marginally better or even substantially better, they're doing business with the brand that they trust.

John: This is so critical, we've got to take a step back all of us and just think, "How can we do this?" and we'll dive deeper into it. It's that relationship, think of your largest accounts, businesses that you're working with, people that you have as clients. It's always going to be the strongest relationships over time. The lifetime value in today's world particularly in such a noisy world. You're at the north end of Silicon Valley, I'm at the south end Jordan and there's a lot of noise there. There's a lot of noise everywhere. All of us are dealing with this. It may be a little more accelerated here, certainly a little more traffic lately.

Other than that we look at it and this podcast is really for high performers. I can see, "Well that's everybody else, that's not me. I'm going to really work hard and build the better mouse trap or service. I'm going to deliver great quality experience. I'm going to have the faster app or the nanoseconds and so on." How do you help high performers not get in this trap?

Jordan: Yeah it's really tough because high performers they have really good work ethics, they are smart. They are obviously by definition outperforming other people in addition to working harder generally. It's really easy to see a high performer go, "Well I'm not a huge fan of this networking thing because it's a weak area or it's an area where I'm only okay." Or a lot of people think, "I'm pretty good at that," but they're not really maximizing it because they can lean on the fact that they're outwork and outperform other people. They don't necessarily look for more leverage because they're thinking, "Well I'm kind of fine in this area and I don't really want to work on that skill set."

What we actually do at The Art of Charm we have our live programs where people come in and we'll train this by poking holes and showing them exactly where they're going wrong. However, on the show and things that we discuss at The Art of Charm podcast we'll talk about things like creating network systems and habits that create this in a way that makes it a little easier. You don't have to go, "Urgh all right I'm going to go to this event and I'm going to hand out business card and I'm going to go home and go eat." We make it so that your follow-up is somewhat automated, you're crushing it in helping other people get what they want, it becomes a fun process.

Your non-verbal communication is good so people are gravitating towards you. You look confident, you feel good about it. It gets a lot easier when you're in that state of the game instead of when you're dreading every second of it and you're in the airport going, "Why am I even going to this thing?"

John: I know those times Jordan where I'm just getting into the car before I get to the airport. Successful entrepreneurs we're all real busy going to one more event. Even though there's going to be great opportunities there, it's always with uncertainty. One of the things that we can do is be prepared and recognize this. It's just amazing like at Mastermind Talks I went to first time. I went with a plan; there were a number of people I wanted to meet. I had Jason [Genend 13:57], Jason put it together. I asked him to make sure I met this person, this person, this person.

Be very successful on purpose and that meeting to me is probably going to be worth several hundred thousands of dollars. I couldn't do it by sending an email to everybody that I wanted to talk to. I could have done that before but the amount of effort to connect it's that face-to-face connection; it's just so valuable. Sometimes when we're charging it's easy to use the excuse, "I'm going to go back to Dave." Stuff happens; you can put whatever word you want in there. Stuff happens when you're with people who can make things happen. You touched on it a bit when you were saying getting prepared and so on.

I want to go to we all in our own enlightened self-interest, we want to go there and get all kinds of value. It's very easy to show up with the wrong attitude. Why don't you talk about that

because you spend a lot of time in the podcast and the programs helping entrepreneurs be really prepared for that moment of truth.

Jordan: Yeah, it's very true. So many people do the following, "Should I go to that event? No there's not that many people that can help me there." Or, "Hey, what's your name?" "Oh I'm John." "Great John, what do you do?" "I'm a financial planner." "Oh well I don't need that, see you later," and then they take off and they go somewhere else. It might not be that blatant, it might not be that rude but that calculation is going on inside their head.

The other thing that sort of next step up from that is people go, "All right I'm going to see how I can help people, how I plug into their projects, their networks." You get a lot of this, "How can I help you? I'm really good at this. Oh you don't need that. Oh well, keep me in mind when you do. Happy to help you." That's okay, it's better than, "What can I get from everyone," but it's still really limited because say you're like I'm looking for financial ... people who want financial planning. Well if I don't need that it's like, "Well I guess I can't do anything there."

Or if I don't know anyone offhand that needs it, ah I don't really know. If you're looking for a little bit of this, a little bit of that, and a little bit of this other thing I probably have people in my network who might need it. I spend the bulk of my time when it comes to "networking" and relationship development; I spend time developing the relationships between people in my network, not people trying to get something from me or me trying to get something from them. Those are the lower levels of relationship development in my opinion. It's so much better to be able to plug you in with somebody else in my network and unplug that person into somebody else in your network because now I'm just being a catalyst. It doesn't require that much time.

Making introductions is really easily ... really easy. It's really easy to scale. You can introduce 100 people to each other every day if you really wanted to and it's all you did. If I'm going to help you with something personally or if you're going to help me with something personally, that requires a lot of time. If I'm just plugging people in, if I'm the hub type of deal, I can really create a lot of connections and create a lot of value there. Then if I ever do need something or if you ever need something from me directly, that connection is already there. I've already delivered the value by helping somebody else get something that you need to you. It's really really nice to be able to leverage that.

John: It's the Law of Reciprocity is so powerful that if we give first then it's amazing what happens out of it. Jordan in preparation for this I wanted to listen to your podcast before and I thought better take a quick listen so I listened to one with Seth Gordon just because I love him and it was a great interview. Then I noticed you did one with Ari Meisel and I was listening to Ari's. What was interesting, I forgot who it was even that there was somebody he's been

dying to meet. He brings up during the podcast and you just, “Well he’s one of my good friends, I’d be more than happy to introduce.”

I wish I had caught that segment just to play Ari’s reaction and it was on video and you could see ... It’s not that you have to do it for him, and this is something that so many busy executives make the mistake that, “I’m going to do it for you.” It’s so easy to put people together and create huge value. How do you see entrepreneurs doing this? I want to do a little more on this Jordan because I see so many people want, “I don’t have the time for networking. This Law of Reciprocity, I can’t help everyone out.” How are you seeing them do it successfully or you change that mindset?

Jordan: What we do is we show people how easy it is to help other people help other people. That sort of shifts everything because it feels really good to help someone, it feels really good to get helped by other people but yes, time. A lot of people who are successful go, “Listen, I don’t have time for this. I’m doing pretty well; I’ve got a great income. Why am I going to fly out and start networking all of a sudden? It feels awful because they feel like they’re going and asking for things from people. That’s an uncomfortable feeling for most people.

Also it seems like a really uphill battle. A lot of people, especially if you’re newer in the entrepreneurship game or your business you think, “Oh man! I wasn’t born into this. I’m not married into this. Everybody else has a massive head start on me.” I used to think that way until a handful of years ago as well because I didn’t realize that with really intentional application of these skills you can create a better network than somebody who was born into it. The fact that you can then not automate it fully because that’s a little bit weird and I don’t think people should be seeking to do that all the time.

The fact that I can just make an email introduction to two people and they’ll take it from there and I don’t have to manage it. I don’t have to put forth any work to like facilitate it other than that. Realize that that’s how top performers and top networkers actually do it, it’s so easy. You could make an introduction every single day. I know people that do like three/day and it’s awesome. They get a ton of leverage out of that. The reason that it works really well is because it takes like 15 minutes to do all three. You just go, “Oh this person needs this? Great, I know this guy.” You can have that happening constantly.

If you do what I call the double blind where you’re asking them for their permission, it takes like 17 minutes instead of 15 minutes to do three introductions. That’s a really short period of time. Most people are thinking, “Urgh, it’s going to take me like hours to do this for this person,” or whatever. It doesn’t have to be that way. It can be something you do on the subway.

John: I’m going to totally agree too. I don’t do the three/day probably on average I have some days that are three but I almost always do one/day. While just firing it somebody will bring up

that they need something and I'll go ahead and introduce them. They can just be Joe and Sally the two of you should talk give them a little framing. Wish them well, tell them not to include you on the email trail from there. There's been some pretty amazing things that have happened. I've been able to do it for some of the CEOs of some of the largest financial service firms.

For them to often times it could be helping their child with an introduction or an internship or helping one of their teammates do this or that. Its stuff that as successful entrepreneurs who have been in the industry for a long time, we don't often times realize all the connections we have.

Jordan: In fact I have an exercise I can give people that has to do with that. This sounds really tedious and it sounds really pointless but I guarantee you its super-powerful. We don't realize the connections that we have so what I do is I have people sit down for like 30-45 minutes and write down everyone they can remember. I mean people like their childhood barber. People they played soccer with in college, things like that. It's not that you're going to get something from these people or that you're going to try to sell these people something. It's that you start to look at your network in a different way.

The reason that this works is I have a real-life example of this coming in really really handy. When I first moved to LA I had a toothache and I didn't have a dentist. I called a bunch of dentists and I said, "Hey can you get me in, I've got a toothache." They're like, "Oh I'm slammed, you're not a patient. Why don't you just go to the ER?" I'm like, "Oh man I'm pretty sure at the ER they're just going to tie a string around my tooth and like slam the door and that's how they're going to fix the toothache, right?" I-

John: 10 hours later though too, you've got to put that [the time lapse 22:42].

Jordan: Right, yes exactly after waiting there for two-and-a-half days screaming in agony. I put on Facebook, "Does anybody have a dentist in LA that can see me in short order? I've called a bunch, I don't want to go to hospital for this, it's really annoying. I need some dentist that's not going to overcharge me. I don't have dental insurance, I need to pay out-of-pocket." That was really terrible, that was years ago. Somebody who I didn't know who is a friend of a friend on Facebook wrote and said, "Hey I saw your post. My aunt is a dentist here in Los Angeles. If you want I'll call and see if she can help you. I know you're a friend of a friend, why don't we just do that?" I said, "Yes, please do that."

Long story short, her aunt's office called and said, "Yeah we can see you in three hours if you want. She'll just stay through lunch, she'll do this. You're her nephew's friend." I show up, I don't get overcharged, I get this issue handled, and I was super-grateful. Of course I said, "Let me know if there's anything I can ever do for you," and he said, "Well yeah, I'm a graphic

designer. I'm freelance, what graphic design stuff do you need done?" I said, "I have no need for this right now but I'll keep my ear to the ground for you." Well, two days later somebody emailed me and said, "Hey I love the new website you just did, who's your designer? I need one."

I said, "We have this done in-house but here's a guy I know, I just met him. He seems really nice, here's his portfolio." Long story short, this guy who helped me find a dentist in Los Angeles ended up with an \$80,000/year fulltime job in his industry which is design, which is very difficult to get fulltime work or even freelance work. He ends up with basically his dream job because he got me, he got my toothache handled. That's how that works. If you start thinking about your network as everybody that you know instead of just, "Who do I know that needs graphic design work, or who do I know that's a graphic designer, or who do ..."

If I posted, "Who on Facebook is a dentist?" I'd have gotten one reply from a guy in Boise, Idaho. I asked for, "Who knows a dentist who can do this?" and I got a ton of replies.

John: In today's world with the ease of connections on social media and so on, we are one post away from almost anybody. This is something that if we invested time ... Let me do one last thing here and then because I want to go into some other segments. You have that concept of working backwards Jordan in relationship and business. Tell me a little bit about that so we can get from framing of how they can get started on this right away.

Jordan: Right, so the way that a lot of entrepreneurs even successful ones, or I should say especially successful ones think about this is they go, "All right well I'm about to launch my next product," or, "Oh yeah I need to redo this website thing," or, "Oh I need to have this thing done and then I'm going to start reaching out for this." I get these emails a lot where somebody is like, "Yeah I've been a successful real estate investor or whatever for 10 years and I'm going to start a podcast. I'm going to reach back out to you in six months and ask for some advice." I'm thinking, "You should be asking me for advice now. You should be asking me for advice five years ago. How come I don't know you? You're just going to call out of the blue and asking ..."

It's fine, I totally get it they're not trying to ... They're not being value leeches, what they're doing is they're going, "I don't have anything that I need right now so dah dah dah I'll bug you later." Which seems nice but what they're really doing, and we do this always entrepreneurs and I did the same thing is I was like, "Well I don't really have any value to offer, I don't have the gravitas that I need to be a valuable part of a network. I'm going to hold off but eventually I'm going to have to start doing that stuff. I waited and I put it off and I waited and I waited and I waited and then I realized, "Wait a minute, this is stupid. I should be digging this well before I get thirsty."

A lot of really successful people will lean on their really good work ethic and their really good work product and output and go, "All right well I've got this. I can start the relationship stuff later. I'm busy right now, or I'm performing right now, or I have everything I need in my business right now," but it's not about you. If you stopped thinking about what it can do for you or that it's about you and you start helping other people, then when you do need something, all you have to do is post on Facebook and ten zillion people are going to get back to you. Or all you have to do is show up at the events and you can ask for a speaking [cloud 26:55]. Or you just show up to the event and people will help you get what you want.

I found that that leverage is enormous. A lot of people again in Silicon Valley in San Francisco they do things like, "Oh well we're not quite ready for that right now because our product is still in stealth mode. When we launch we'll reach out to all those folks." I thought, "When you launch it's way too late to reach out to all those folks. You're not going to get any replies. They don't know who you are. Right now you should be helping those people with whatever they need or reaching out and developing those relationships so that when you launch they're behind you, not reactive to you.

They should be on your team helping you do this not going, "Oh yeah, I guess I'll mail out for this or I guess I'll help you reach these people." That's not going to happen. The relationships need to be built beforehand. Even if you're having success without it now, your success will be so much easier and so much more magnified if you have those partners and you have that leverage behind your network.

John: Yeah, I'm going to just say this is one of the best ways to have fun in business too. Most of us successful entrepreneurs you're grinding it out, you don't need to grind it out. You have the ability with the network you probably already have if you're listening to this podcast or watching this podcast. You already have the network. Think about the power of reciprocity, give first and it's amazing what's going to happen. As Jordan was saying, drill that well first. This is something that's universal, it's not ... This wasn't ... without all the internet and the electronics and so on. This is top people are always successful from relationship basis.

I want to go to another segment. This is the book [inaudible 28:34]. Jordan you have a book that's been around for a little bit that really shows this is not ... what you and I are talking about is nothing new.

Jordan: No, it's not new. The book I recommend among many is 'How to Win Friends and Influence People'. I know a lot of people are like, "Urgh, this is unoriginal. Yeah I know I need to help people. Oh I've read that book. I've heard that book." It's not in the fact that you've already heard this fact and it's all novel. It's in the fact that what we teach at The Art of Charm and things like that we relegate this or I should say delegate this to the level of habit because

most people don't do it. The reason they don't do it is because they haven't built the habit. Since there's not habit there's inertia.

I really love that book because it gives you like five to 10 core identity level shifts that you need to make. Which is those tenets of like never criticize and never complain. How many people do you know that really follow that? Everyone might have read that book but most people are too busy not applying it. Really busy not taking action. The thing is if you just put those things into place and again the things we talk about on Art of Charm where you form these habits, you use these tools, you create these ways of life, that stuff starts to happen automatically you don't have to think about it anymore. Then you're actually doing it it's not painful.

That's the key; that's the big secret is doing it but most people won't. That's why most people never get their businesses off the ground. For those of us that are listening to this that are already successful, we start to realize, "Oh the ceiling I have right now is self-imposed because now I'm just not doing what it takes to get to the next level."

John: This is one of the ways to breakthrough as an entrepreneur you can only do so much, but with your network with the connections you have it's amazing how you can multiply. Let's go to the next segment, and that's the application of the day. You have a fairly simple application you're recommending that most of us don't know how to use properly. What is it Jordan?

Jordan: Absolutely yes. People always ask me like, "What productivity tools do you have?" and I'm like, "Here's the unsexiest answer ever, I use a calendar." I use the iCal or whatever I have on my computer. There's BusyCal for people who aren't on Apple and it's really really good. The reason that it's so great is people are using it wrong. What people normally do is they write their two meetings or their two appointments on the calendar and they'll put like, "Oh doctor's appointment, or haircut." That's what they have on their calendar. Unfortunately that doesn't really, that's not really sufficient.

What you need and what I do is I block everything into 15-minute blocks. It doesn't mean that there's 87/100 15-minute blocks every week. What it means is that from 8AM or whatever before after my flex time ends all the way till 7PM or whatever my work hours happens to be, this is exactly what ... I know exactly what I'm doing. I have zero out your inbox. That's an hour-long block. Here's the thing, if you look in your inbox and it's not at zero, why? Well the answer that everybody has is, "Well I don't have time." "Oh really? You don't time? Well let me tell you why don't have time, because you didn't plan the time."

If I plan the time I don't have other people reaching in and grabbing it, "Oh I just have a quick phone call." "No sorry, this is my email block. You can call me in an hour or you can make an

appointment for tomorrow.” If it’s an emergency of course you do it, but let me tell you how often emergencies happen now that my day is blocked off into 15-minute increments. Let’s see, never. I can’t remember the last one. The reason is because there’s really almost no such thing as an emergency that can’t wait till after work hours that’s not a personal thing. There’s almost no emergencies when you don’t have time to deal with them and when you have systems in place.

The other thing is I’ve got like, “Oh handle these tasks of this certain type. Handle this. Oh do this podcast. Make this phone call.” Those things are there so therefore they get done because there’s nothing else that would be happening during that same time. “How is it that you manage to make all those phone calls in a day?” Well I know how much a phone call’s going to take in terms of time. It’s on a calendar. If it happens a little bit later it might get switched with something else but it’s on the calendar therefore I know exactly how many tasks that day I can accomplish.

I know which ones I’m going to accomplish so I spend zero time going, “Oh do I call Mark or do I call Mark or should I call Tim? Well I’ll try all of them.” Oh they’re not around so I leave them a voicemail. Then they all call back at the same time, “Oh this is annoying. I guess I’ll try them again tomorrow.” I don’t have that problem. The appointment is there, it’s been made, it’s on the calendar, that’s what’s happening during that block of time. If I finish early I can either relax, take a deep breath or I can dive into email because we always have a ton of that. Otherwise I don’t really need to worry about it.

I know that everything critical, mission critical is going to get done. I know that everything that’s not has approximately a zero chance of intruding on the time that I need to do something else. People don’t that and mostly it’s because of laziness. They go, “Ah well, I don’t want to have to do that. I don’t want to have to put this in there. I’ve got my important stuff in there and everything else I can remember.” I guarantee you that people who do that, because I used to be one of those guys, those people are far less productive than people who do things this way.

That’s how I get 10 times more done than almost anybody else that I know. Even really productive entrepreneurs they’re going, “How do you manage to keep up with all of this?” I don’t have more time, I don’t necessarily outwork those people, I’m just much more efficient.

John: I totally agree. As a matter of fact for some of the entrepreneurs let me go one of the thing that helped me back on this because there’s great technology now to do this, make it absolutely simple. You can listen to a podcast I did with Ari Meisel and we share both how he’s doing it and I’m doing it. I have no emails typically my inbox I’m very organized. I’m not down to 15 minutes I’m 30 minutes but same-type concept. What I find a lot of the

entrepreneurs get caught up with this concept of large clients. I have some large clients that are over \$1 million of revenue that we're billing that I have to be on call.

You know what, you don't. They really respect you even more when you guard your time and you're going to be productive, you've got to deliver the results. They're going to know how to contact you if there's emergency. Jordan I'm trying to think the last emergency I had I don't think I have had one, you know what I mean. You and I aren't doing brain surgery or anything like that.

Jordan: Right, if you're a doctor I get it. You know what you could even do in that situation where you have to be on call because I know that you're not the only who's like, "I've got to be on call." There's somebody else going, "No no no that will never work for me because of this." Sure, tuck a half hour on I suggest tucking it onto your lunchtime and saying, "Emergency phone call return/problem-handling." You'll put that and here's what's going to happen. You're going to have a 90-minute lunch instead of a 60-minute lunch because that half hour is never going to get used.

If it does, if for some reason there's something in the morning that just can't wait, well you're going to return the call in what, two-and-a-half hours, three hours. That's okay. For anybody who's not helping people bleeding to death it's probably more than enough time. If you find yourself not using that time that, because I originally did that. I was like, "This is when I'm going to return urgent phone calls and voicemails. Now I just have long lunches.

John: It is amazing how it changes. Let me go to the next segment [inaudible 35:58] resources. Jordan how do people find you and what can they do with you? You've got a number of services that are extremely valuable out there.

Jordan: Sure, so what we do is we have our live programs in Los Angeles. People come from all over the world and they stay at our training for a week. Whether it's they want to learn how to develop relationships better, they're working on their marriage or their dating life. Or they want to learn how to network better; they come to our school at The Art of Charm. We're booked up about six months in advance. We run these small group programs every week.

The other thing though is honestly the podcast I do it all the time; it's been going for eight years. If you are listening to this podcast right now just look for The Art of Charm podcast in iTunes or Stitcher or wherever you're watching this, YouTube. You can find episodes with me; I've got 450 hours or something like that of shows. There's tons of information there. Once you're ready for the coaching aspect yeah then you can come to The Art of Charm. In the meantime don't buy anything, just check out the free stuff that we have because we have a ton.

John: There really is a ton you bet. It's a huge resource. I can't imagine anyone not going through and being selective and then getting on now on ongoing basis subscribing to it. Then taking you up on your coaching when it's appropriate.

Let me do the last segment, just kind of play back what I [heard 37:18] because this is to me this is one of the most fun parts of business because it gets results. Number one Jordan talked about people buy you. In today's commoditized world this is just so important that you've got to make yourself interesting, you've got to differentiate yourself. I want to go further, not just differentiate you've got to make yourself distinctive. How are you going to do that to stand out in the marketplace? That's number one.

Number two is Jordan talked about the relationship and the business getting backwards sometimes. We're charging so hard as entrepreneurs that we'll get to the relationship side. I'm going to encourage everyone as Jordan has to go do it. This is to me has changed my life over and over and over and over again. I have so many stories that I could say, and many of them have been many millions of dollars. Definitely do this, and it came from some of the most unlikely sources that I've sold some businesses that have been in the \$25/30 million range. That someone totally out of the industry that I would have never expected put us together. Then in one call made the deal.

The third part is as high performers don't think that you could continue to just outperform on the networking side as well because that's not how it's done. Build a life, high quality of life, decide what that quality is. We want to be successful on purpose but then focus on the relationships. This is an ongoing process.

Lastly, remember the Law of Reciprocity is give first. You can't get to everyone but we're talking about such little connections. It's not you doing all the work often times just bringing people together. Jordan I want to commend you for the huge success you've had and helping so many other entrepreneurs. Thank you again and-

Jordan: Thank you.

John: ... yeah, I wish everyone out there your clients, your future clients, everyone's counting on you. Go execute this stuff, don't let them down. Wish you the best of success.

Jordan: Thank you very much.

A Second Opinion on Your Finances

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