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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

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**117**

**Dean Graziosi**

Show Notes at: <http://www.aesnation.com/117>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we are all trying to make a huge difference. One of the best ways of making a difference is to look at people who've walked in front of us. Who've really walked the path. Our next guest is a remarkable young man who has walked many paths. He's a serial entrepreneur. He's a multiple New York Times Bestseller. He's also sold millions of books. He's created tremendous value. I've known him for the last five years in a mastermind group. Genius. Joe Polish's Genius Network. I'll tell you, this is my go to guy for really seeing what works because he makes things happen. Dean Graziosi. What I've asked him to share with us is five insights that you don't want to miss. It's going to transform your life. Stay tuned.

Dean, I am so excited. You and I only hang out together in real life. This is the first time we've been together virtually, so thank you for joining and being willing to share with our audience.

**Dean Graziosi:** I'm just happy you called me a young man, so that's a great start. We're doing a good job already.

**John:** No. We're right on the roll. Dean, you have ... And this is something that's very sincere, I joined Joe's group, but I wanted to learn online marketing really. Marketing. You've been one of the guys that I've learned probably the most from just watching your evolution. Really serving your market and making a huge difference. We're going to share five of your big drivers of success. But before I get there, not everybody knows you. I want them to because they should. Give a little of the background of how you got to where you are.

**Dean:** Sure. Nobody likes telling the whole story of where they came from. At least I don't. But no, I think it's important because everybody has their own background. Everybody has their own story right? Everybody has their own obstacles. Me? I was a broke kid. My parents were married five times each and struggled financially. I was homeless with my dad for a little while. I just remember at a young age just wanting to take control of my life. I hated the moving, the being evicted, not having money right? We all have our own story. You don't have to start from that place to be motivated, but I was.

I remember always wanting to be an entrepreneur. In seventh grade, I sold bubble gum. In high school, I sold firewood. In 12th grade, I started buying wrecked cars and fixing them up. Flipping them. Then I said, "Why can't I do that with real estate?" I knocked in enough doors into my early twenties. Actually, I did my first deal before twenty. I got someone to give me a property with no money down because I got enough no's to where I finally got a yes. I was lucky enough back then to get into real estate when the market was shifting again. I didn't know. It was just pure luck. I didn't plan it. From accumulating property in my mid-twenties, I ended up being a millionaire because I had acquired so much property during the downturn that when the market shifted, it just kind of propelled me into another level of life. It just never

ended. There was an obsession to keep going. An obsession to be an entrepreneur. What's the next level?

In my late twenties, I had such a transformation that I wanted to share it with the world. I decided ... Who knows why. I really don't. I think back now, "Why?" I decided to write books and do an infomercial. Teach people. Sell my products and my books direct to the consumer. I had no experience. I had no idea what I was doing. I was failing miserably for a while, but my message was sincere. It came from an authentic place. Yes, I wanted to be successful. Yes, I wanted to have a big business. Yes, I wanted to be in control of my life. But it really came from the purest place that I wanted to help transform other people's lives in the meantime. I said, "How cool would it be?"

You know this, John. I watch how you care about your clients and everything you do, you do it so strongly because you want to deliver the best you. The best wisdom. The best value. The best capabilities. I started at twenty nine years old was the first time I was on TV, I think. Twenty nine or thirty. I had a sixteen year run every day. I didn't miss a day on TV for sixteen years. Had ups and downs, but fortunately, my brand's done over a billion dollars in sales. We've helped change the lives of people all around the world. Again, a lot of you that are entrepreneurs, or have done your own thing, or even if you work for somebody, you know the ups and downs. I've had all those ups and downs. Through getting your ass kicked, you learn a lot.

What I also realized along the way, John, and I appreciate you saying that is: If I didn't become a good marketer, it didn't matter how valuable my wisdom was that I wanted to share with people. It's like having a great restaurant in the middle of a cornfield that no one knows. It doesn't matter how good your steak is. Along the way, I got obsessed with being a marketer because I felt obligated to get my information in people's hands. I've been blessed to write New York Times Bestsellers, have great courses and live events all over the world. But, the driving factor was that I got obsessed on living in the mind of my prospects and my clients. See how they feel. See what their fears are. Try to deliver what they need. Knock on wood, it was a good combination. It's done well for me.

**John:** It really has. You've made a huge difference. One of the things, Dean, that I really wanted to bring you on, and it's kind of funny that we landed on the topic. Because at AES Nations, it's all about accelerating the entrepreneurial success. What I really believe is that we want to have everybody have an unfair competitive advantage. We're not looking to play on a level playing field.

**Dean:** I agree.

**John:** As we got talking, you're going down, probably the biggest thing I could share with your group is the five beliefs have given you that unfair advantage. Let's dive right in, because I don't want to miss any of this. Number one: Don't follow the rules. What's that mean, and how has that helped you, Dean?

**Dean:** Okay. I'll tell you where this came from. John, you and I can talk about a hundred different things that will hopefully deliver value. Everybody watching, I appreciate you being here. I hope you spending this time with me by the time you get done you're like, "Wow, that was worth my time." I know time is something we can never get back. It's valuable. You know John's amazing. I hope when you get done you'll know that I'm here to serve.

I just did a live cast. A live webcast presentation with a good friend of mine: Brendon Burchard. His book's right now twenty seven weeks on the New York Times Bestseller. Great, great guy. He said, "Hey, I got an idea. I'm going to ask you your five beliefs, or your thoughts, that gave you an unfair advantage in life." He asked me like ten minutes before we went live. I think sometimes when you get the best results ... I just jotted down five things and went live, and it seemed like I had been talking about these five things forever. This is truly the second time I've ever shared these ever.

The first one came to not following the rules. This came about ... I have to tell you. I'm going to tell you a quick little story here, John. I just got done reading Napoleon Hill's *Outwitting the Devil*. Great book. If you haven't read it, read it. It was written in the twenties. They just released it recently. One part they talk about in there is the school system, and how the school system teaches kids what to think rather than of how to think. That just makes it. I have a six and eight year old. It's huge. It's something I think about all the time. I'm always trying to empower my kids to make decisions now, so they can make them for the rest of their lives.

Long story short, I go to pick up my daughter last week from school. I meet her teacher. We always say hi. I told her about the book. I suggested she read it. I really wish I could make it mandatory. I said, "We have to teach our children how to think. Maybe, even in the book it recommends, once a week have a kid teach and help them through it, so they think through it." She's like, "Oh I agree. I teach my kids." You gotta hear this, especially everybody I know the clients and people watching this. She says, "I know, the definition of success. I tell these kids is if they follow directions and they play it safe, life will be good." My wife knew. I couldn't even talk. I realized how hard that hit me. It's only a week. School's out today.

I bit my tongue, but I did not say another word because I didn't want to be a hypocrite and lie. What I realized too as my kids got out, they got in the car. I said, "Guys that is the worst advice anyone has ever told you in the history of the world. Misses, you know her name, she's really sweet, and she's a great lady. Some of things she teaches is good, but you need to question everything. Because if you're going to follow the rules of someone else, you're going to get

their results. If you're going to play it safe, you'll never fail. You'll never build a character. You'll never build confidence." Confidence is built through our struggles. Confidence is built through our failures.

I'm talking to successful people. I'm not sharing anything new to you, but I want to remind you because sometimes we forget. We forget that the opposite of short is tall. The opposite of cold is hot. We don't know hot until we know cold. We don't know success until we know failure. All those things, the yin and yang, are there for us. When we focus too much, when our business is going great, and then we get that downturn. Something goes wrong in our business. We go, "God, I'm here again." I know I go through it still. But now, I'm at this point where I'm here again because I'm going to be taught this valuable lesson. Whether it's failure or a lesson that's going to bring me to that next level next time.

What I realized in my life is that I never followed the rules. I think a lot of it was I wasn't the smartest kid in school, and I couldn't understand the rules, so I figured out my own way. You look back, the people who follow the rules of other people get those same exact results. I tell my kids that there's directions and rules for certain things that should be there and followed. But I tell them, "Question everything. Even me as a dad, if I tell you something that doesn't sound right, you have the B.S. meter. You can say, "Dad, that sounds like B.S. I don't understand it. Or I don't believe it. Or I want to do it a different way. You have that permission." For me, I use that as a kind of little test for my kids. It's easy. Think about that in our own lives. When have you ever gone to another level in your own life by following what other people tell you to do? You got there because of you because of your vision. When people told you you were nuts, you did it anyway. That was one of my rules that just popped out.

**John:** It's a great one. Certainly, when we start talking about the kids and so on, is: It seems like education is set up to get them prepared for a factory job which no longer exists.

**Dean:** Of course. Yeah. That's when it was created. They still have bells and whistles, and they lump kids together based on production date.

**John:** Well, that's a powerful one. All of us as entrepreneurs know that, but what we don't do is we don't follow it. That's number one. Number two: People listen to you. Dean, what's this now here when you and Brendon were talking?

**Dean:** Okay. This is probably one of my greatest secrets that I do before I go on camera. I've been blessed to be on TV for all those years. If you've ever seen my shows, you'll know some of them I do even drive in my car, so people know there's no teleprompter. There's no script. I get to live the experience. Why I think I'm so effective of getting people engaged is because the thing I tell myself, before I go on camera, before I go on stage ... I was just in Australia with Tony Robins, a good friend of mine, on his stage. Following Tony Robins isn't a fun task.



If you've ever been to a Tony event, you get done with Tony then I got to pop out on stage and keep that same motivation, that same energy right?

What our job is people will learn from us. Love us. Like us. Buy from us. Learn from us. Do anything from us. When they feel understood. Not when they understand us. I want to say that again. People will love you. Like you. Buy from you. Learn from you. When they feel understood, not when they understand us. I think so many of us have that wrong. You'll see somebody who wants to be good at a presentation. They want to be good on stage. They want to be good in the boardroom. They want to empower their employees or sell a message to their employees. They want to sell to their boss or your coworkers. We will rehearse so much of what we want to say, and put no thought into what everybody else is thinking.

I'll give you an example. Six months ago, Tony calls me and says, "Hey, I'm Tokyo first and then Shanghai. Come with me and present after me." I go on stage in Tokyo. It was the first time I'd ever been on stage where ten thousand people had this in their ear because there was a translator in the back. Me, this is what I do everyday. I think about how do I let them know I understand them? I went there, and I rehearsed. I wanted to do a great job for Tony. I wanted to do a great job for the people in the audience, but I kept thinking about how I could deliver the message to them. I forgot to think about them. What was going on. How they felt understood. In Japan, I didn't do good. I mean, Tony, everybody said, "Oh it was good." I know I didn't, because it was all about me. I was presenting what I ... I wanted them to understand that I was good at this, that I could deliver, that I could help them. But they were feeling, "Well this guy doesn't get me."

Well, I flew to Shanghai. I buried myself. I was in the Four Seasons Shanghai. Buried myself for two days. Just threw everything out and started over. I read the papers in China. I understood what they were going through. I understood the economy of Shanghai. What their real estate market was. What they were doing. How they wanted to invest. Where their money was going. How much money they were putting out. I knew everything. I even had the headline from that day, and when I got onstage to fifteen thousand people in Shanghai, they knew that I understood them. I connected in a way where I could see it in their eyes. They were jumping and screaming. They were yelling. They wanted to attack me when I got offstage. I'm only using it as an example because it was night and day right back to back.

Most of the times, even if we have that business meeting where the person that's on the other side that's confrontational. We don't know if we can closer to that antagonist. What we do most of the time is we want to overpower them, or show them why we understand what's going on, or do it my way. Most times, it's time to just be quiet and listen and understand. Let them know we understand them. Even if we don't agree with them, when people feel understood, it changes the game.

**John:** No. Dean, we do a lot of research in this area, and it's amazing. It's one of the most powerful things that they want. They want to know that you have empathy. That you get them. Once they have it, particularly if it's an emotional connection, it's eight four percent. For us as entrepreneurs, so many of us our hard driving. Eighty four percent is that connection, that getting that you're talking about, and then the rest is, "Yeah. Okay. We want logic, so we can justify whatever it is we're going to do. The engagement." This is so powerful, and it's so easy for us not to do.

I want to go to the other three, because this is one I know personally that you are committed to. Never stop being a student. You're at the top of your game in many of your businesses. It's pretty easy. You and I both know some guys who are coasting at that point.

**Dean:** Yep.

**John:** You're not. How has that given you this unfair advantage?

**Dean:** I think what happens is we think we can coast. I just live by the rule if you're not climbing, you're sliding. That's not mean I'm obsessive, and I can't stop. I shut it down. I'm a full time dad when the phone goes off at six o'clock at night and on weekends. But if I'm not climbing, I'm sliding. There are some times where I'll be in a group, and I'll go, "Wow, do I need any of this information? I've already got this." Or if I'm in a group, you know what it's like sometimes John, "Wow, I'm doing financially better. My business is big of most of the people in this group." What I've learned is: I can learn from everybody. Especially somebody hungry. John, you know this, you get somebody younger whose struggling. They didn't make their first million yet, but you listen to them. Their empowerment, their energy, is just transformational. I just made a commitment to myself about seven years ago. A strong commitment that is I never want to be a person who thinks I know it all. I know we all feel that way. Most of you watching. You wouldn't be watching or learning right now if you didn't feel that way.

I'm dedicated to it where I do it at least twenty minutes a day. Mostly an hour a day of listening audio wise for me is a book on personal development, on growth, on experience. Something that just expands my mind. I'm in 25K. I'm in strategic coach. I'll go to Tony Robin's event. Tony's my buddy, but I'll go there like a student because I always pick something up. I use this as an example. Most people, when they think about learning, they think about all the different things they can learn. Sometimes, it's just that one thing. If today, John, our conversation delivers one thing to somebody where you make a slight shift today, and in a year from now you're completely unrecognizable to who you were today, then this half hour was worth it.



I'll give you an example. Eben Pagan, I haven't seen Eben in years, but his first Get Altitude event, it was ten thousand bucks for three days. I remember paying for it. I went, and I was busy. I was thinking, "Should I go?" I was there for about two hours, and Eben said something on stage. He said, "The fastest way to outdo your competitors is to move the free line." What his whole thought process was is: Find out what your competitors are selling. Take your best product, give it away, and it'll force you to create something better. Your competitors will take your free over their paid. I literally walked out of there at eleven o'clock day one. That's all I needed. I know that moving the free line, and John I've shared this with you for years, in 2014.

**John:** I use that all the time, Dean, too.

**Dean:** You probably got it because I got it from Eben, and I say it so much in 25K, but I've probably generated an extra hundred million dollars since then because I've moved the free line. I found out what my competitors were selling for two grand, and I gave it away. It forced me to create something better. When people go, "Wow, if this dude will give this away, imagine what he gets when he charges you two grand or ten grand?" I'm only using that as an example is what if I wasn't at that event? What if I didn't hear that one thing? I never want to miss those one things. Because most of you watching have lots of ideas. I get it. You don't need more ideas. It's how do we clarify, crystallize, and find a system to take your idea to go faster. I find that through non-stop education.

**John:** Well, Dean, I've learned a lot from you, but just one little thing that you did. You were sharing with me how you do live events around the country. It would have been easy for me to miss the meeting at Joe's place. We've all got so many things going on in life, and certainly you do as well. Matter of fact today, I just putting in a plan. We've been running two a week of these workshops.

**Dean:** Fantastic! I love it!

**John:** Well, we're putting the thing together for 400 next year. This is an idea that ... I don't know if it will be worth hundreds of millions, but it might. It certainly will be worth tens of millions, and it wouldn't have happened had we not had a quick side conversation. It's often times, as you were saying, that one small little idea that can transform your business, your life, your purpose.

**Dean:** Yep

**John:** All those. It's just so powerful.

Well, let's go to the next which is: Live inside the mind of whoever you're working with.

**Dean:** Yeah, yeah, yeah!

**John:** This is something you do brilliantly. Because you do it so quickly on video, it's amazing. How do you do that? Because that is such a huge advantage when you really understand the client.

**Dean:** What happens is when we are aligned with our client. That happens a lot of times when you're in the beginning of business. You're starting off business, and you're struggling to get your business going. Maybe you're trying to help other struggling people. It's easy to live in the mind of your prospect, of your lover, of your partner, of your business associates, of your friends when you're on the same page.

Here's what happens. I see so many times when people start getting a little success, or their business gets busy. They live inside their own mind. Now, you're running a company. You're not struggling anymore. You've got employees. You're doing better. You're moving up in your job. You're evolving. You have different friends. You go to a different country club. You spend different kinds of money, but your clients are exactly the same people as when you started. What happens is you start getting different mark. I watch this happen all the time, John. I watch people as their evolve their marketing, their terminology changes. Their uppityness changes. They start being more cocky instead of this quiet confidence.

They start changing, and they're not living in the mind of their prospect. They're not living in the mind of their client. They're not living in the mind of their wife or their husband or their lover. They wonder why there's this clash because you're on another planet, and you're forgetting what that pain was. Or what that feeling was. Or what those insecurities were. I try to always obsess and understand who am I talking to. When I'm on TV. When I'm talking right now, you shared with me who watches the show. Thousands and thousands of people watch, but I know the demographic. I want to talk to you. I want you to know I'm living inside your head. I don't want to talk about what I'm doing or what I did in the past.

I want to talk about what could be relevant, so you can grab one thing from me today that can make an impact tomorrow. I think we just forget that, John. I know as simple as it sounds, these five things aren't rocket science. I'm not the smartest guy in the world, but I figured out some things that if you just remind yourself, you'll go, "No, that's how I got here. I know that, but I forgot it along the way."

**John:** Yeah. We can lose our way so quickly. That's why these five are so powerful. I really like this last one because we're all a little insecure as entrepreneurs, and there's no shortage of people that will offer advice. They're not the people who write the checks to us, but they're more than happy to write.

**Dean:** Right.

**John:** Number five, your big belief that's given you this huge competitive advantage, is: Unfair advantages. Use the neigh sayers as your fuel. How do you do this, Dean? Because it's easy to get all these people, lined up, telling you it won't work.

**Dean:** Yeah.

**John:** They steal energy from you.

**Dean:** When I'm on stage ... I know a lot of you are very successful watching. You've already had great breakthroughs. Some of you are on the verge of your great breakthrough, but I always tell people this. The most costly advice in the world is bad advice. Free bad advice. I'll be in an audience of thousands of people and I'll say, "How many people in this room had an idea, a thought, a new business, a widget, an invention, something you were like, "I know that this'll work!", and then you told a couple people. They told you were nuts. You were crazy. That it would never work. That's for other people. You don't have enough money. You're not smart enough. You can't get on TV. And you go, "I won't do it." Then, two years later, someone else was running that business, invented that product, you saw it on TV, and you were like, "Crap! I came up with that two years ago!"

That's just the epitome of bad advice. What we don't know, see, is that we get that all the time. When you're in a business meeting, and you come up with something you're passionate about. You couldn't sleep the night before. Someone else poo poos on your parade. They're not down with it, so they're down on it. What I've done over the years is I've just found this internal filter. Literally, if we were in a meeting, and I came up with my idea that I knew I was doing no matter what. Even if it failed, I'm going to do it. There's five people telling me why it won't work.

I have this internal laughing mechanism where I am exploding with smile, energy, and love on the inside. I'm definitely doing it now. I've just found a way over the years to turn it into my fuel. It's not the anchor to my ship. It's the wind. John, if you ever want me to do something, just tell me how stupid I am for trying it. Believe me, the inside ... I might go, "Oh, that's great advice." The inside is smiling as much as you are right now. I love to share that because we all get it. We all know it. But don't just ignore the nay sayers. Turn them into the fuel for your gas tank. Turn them into the wind behind your sail, and all of the sudden, you get this shit eating grin, and you're like, "Yeah I get it." But you know you're doing it.

**John:** Well, and it is. It's going to provide an awful lot of fuel for all of us here. If you can do that, and do that. Dean, you have so much going on. One of the things, let me do the next

segment which is: The end of the day. You are a prolific author. What book that you've done would you recommend to our AES Nation community?

**Dean:** Probably, my first person about my book. It hit the New York Times Bestsellers list. It's a great book. It's simple wisdom on just keeping your head clear. Overcoming obstacles. Again, most of you have already gone up and down and been through all of it, and you already know how to do it. But it's really simple wisdom for sharpening the saw. To go quicker, easier, when you're having an off day. It's called "Totally Fulfilled."

**John:** Nah. It's great. How would they get that?

**Dean:** Right now literally, you go to my name Deangraziosi.com, and you can get it for free. The download version. You can go to bookstores. You can go to Amazon and buy it. But just go get the digital download for free at Deangraziosi.com.

**John:** Okay. Dean, let's go to the next segment which is: The Apathy. Is there anything on your smart phone? You're working with your-

**Dean:** Yes. I'm going to look it up right now because I just found this out. I was at a friend's house the other night, and this app is brand new. It's called periscope. P-E-R-I-C-O-P-E. (sp) Where you literally with a touch can right now, if I was on, I can hold the camera live. It streams live as we're here. The other night I was at my friend's house. Maria Menounos. She's the Access Hollywood or was on Access Hollywood. Her friend is Julianne Hough, so they're always on TV. She had this app on live while we're there, and they announced a new show that they're doing. They had a million likes, and it's live. It's amazing.

What I'm going to use it for, John, and you might want to and anybody watching, is if you're going to do an event. If you're going to do something where you want to just get a message out immediately, you can start building a list and go, "Oh my God, I've got a great list idea for my clients!" You can send out an email. You go live, and you can do it right on the app. You can do it while you're at the airport. You can do it while you're at home. That's just the latest and greatest. I'm digging into that. When I haven't even done a broadcast yet, but I'm going to. I think technology's amazing for things like that.

**John:** Yeah. The ability to get our message out now has never been better. I mean, this is why it's such a fantastic time to be an entrepreneur. Dean, let me go to the next segment which is: Resources. You've got multiple companies. You've got an awful lot going on. What would be some of the resources that our fellow entrepreneurs could come to your site, and really learn more about what you're doing. How they might avail themselves to some of the services?

**Dean:** I would say go to Deangraziosi.com and get my book for free. I just launched, and it's not available right now, but I just got done my releasing my first personal development course. It's a five week course. It's really incredible. It's not for sale right now, but if you go to Deangraziosi.com and follow me, I do a weekly wisdom. Which I think, John, you've seen them for years. Every single week, it's on post-

**John:** Yeah. They're phenomenal.

**Dean:** What's that?

**John:** They're phenomenal. Not only are their messages good, but this is something all of us as entrepreneurs, whoever our tribe is, our community, just sharing your model for how to do it well. There's some great wisdom too.

**Dean:** Yeah. I'd say follow my weekly wisdoms. There's a ton, and they're for free. If we release that course again, that should be the course you guys get. It's called, "The Winning State of Mind."

**John:** Now, Dean, this is just so powerful. Let me just kind of walk through the key takeaways that I'm getting.

**Dean:** Yep.

**John:** There's just so many, but I'm just going to go through this whole framing of the five beliefs that you have that have given you a huge unfair competitive advantage. It's just so powerful. I'm glad that Brendon kind of pushed you to do this, so we could share it.

**Dean:** Yeah.

**John:** Number one, Dean shared with us, don't follow the rules. If you look back, almost every big success you've had is because you haven't followed the rules.

**Dean:** Absolutely.

**John:** We so often forget about that. All of us should be re-examining these on a continuous basis. Number two: People listening to you. We talked about the power of empathy and being understood first. We're think we're really interesting people, and we're going to share all this. It's all about them. Just remind yourself, over and over again. How can you deliver value?

**Dean:** It's about them.

**John:** Never stop being a student. I mean, Dean, you've done. You've lead the way for this. I just watch all the different tools and everything that you're doing. Whether it's in real estate, personal development, growth. It's just been amazing. Fourth: Live in the mind. I'm going to go to the client here or your perspective client.

**Dean:** Yep.

**John:** Dean, I've watched you help. We do these hot seats at Joe's. We'll have somebody present, and they don't really understand their client. You'll use that process. It's just been amazing. Lastly: The nay sayers fuelling you. Dean, this has been so valuable. I want to thank you for your time.

**Dean:** Oh, you're welcome, John. I've been wanting to do this with you for a while, so I'm glad we found the time to do it.

**John:** I am too. I know there's thousands of fellow entrepreneurs ... I'm going to encourage you to go AESnation.com. Download the transcript. Look at the show notes. These five big beliefs and review them because they're going to be so powerful for your clients, your future clients, your future strategic partners, your teammates. Go out and make a difference. Wish you the best of success.

**Dean:** Thanks John!



## A Second Opinion on Your Finances

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

Dear Fellow Entrepreneur,

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

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

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

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe has the ability to address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

[Find out more about how Financial Advisor Select can help you and your family.](#)

Why do we offer this service? Because at Financial Advisor Select, we have just one purpose: to help successful individuals and families achieve financial peace of mind by connecting them to top financial advisors in their communities. We look forward to assisting you.

Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select