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EPISODE
120

Sean Stephenson

Show Notes at: <http://www.aesnation.com/120>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we all want to make a difference. Who want to be able to communicate effectively to everyone we come to. We want to inspire them to take action. Well I have a remarkable, fellow entrepreneur, a serial entrepreneur, extremely talented, international, best-selling author and an individual that not only communicates effectively, inspires others but shows us how to do it as well. You do not want to miss this. Stay tuned.

Sean Stephenson, thank you for joining me today. I'm so excited to have you here.

Sean Stephenson: There's nowhere else I'd rather be in the world.

John: Now Sean, you are an amazing individual. You and I had the good fortune to have a good friend introduce us. Joe Polish for both the Genius Network. Really, you came in the seat between the banter of you two guys going back and forth, I learned a lot. Matter of fact, we just met earlier this year as soon as I met, I went off and bought your best-selling book and read it, not only on the flight, but I had to keep on reading because it had so much content. You're an amazing individual. I really wanted to have you on AES Nation so that you could share and inspire with all the action that you've taken. But, you know what? Everybody's going to want to know the back story, Sean. Tell me a little bit about, you don't wake up one day and you become the international best-selling author. You're commanding very high speaking fees. You're teaching other people how to do that as well. How did this all come about?

Sean: I just came out of the womb amazing. Really how it works. I was born into a very unique package that it, we didn't mention from the start, it wouldn't do my story justice. I was born with a rare bone disorder called Osteogenesis imperfecta. Which is just a long Latin medical term for a bone gene imperfection. By the time I was 18 years old, it had caused my bones to be stunted in growth. So I'm only about 3 feet tall. I can't walk because my legs couldn't support the weight of my trunk. I've had very fragile bones. So something as simple as sneezing would break ribs. Coughing too hard would break a collar bone.

In my teenage years, about the time I was 19, I'd already fractured over 200 times. You can imagine the amount of physical pain I grew up with. Being 3 feet tall and using a wheel chair, you can never blend in. Everybody sees you coming. When I was younger, that was a curse. It felt like a curse. It felt like it alienated me. It angered me. I dealt with some tough times. Fortunately, I have and still do have incredible parents. People that really believed in my survival. My inside joke, when I get on stage, is they said I would be dead. The doctor's said to my parents that I'd be dead within the first 24 hours of my life. 36 years later, all those doctors are dead, and I'm here, the only doctor remaining in the room from that day. Everybody loves that joke except for doctors. They don't really, that doesn't go over well on the medical community. With this condition, I've had to do things different than the average person.

I didn't get hired to work at regular companies when I applied. I got blatantly discriminated against for being 3 feet tall in a wheel chair. You might say, "Sean's that's illegal. They have to hire you even if you're in a wheel chair." My response is, "You're right. A law is there but only if you enforce it." I really didn't feel like suing a company I wanted to go work for. After I wasn't getting hired, I decided to start my own company.

I started as an entrepreneur, not out of desire but out of survival financially. I built a company since I was 17 years old and I've been independently wealthy ever since. I haven't had to rely on any government aid or take any loans or grown massive credit card debt. I've been very blessed to build a business since I was 17 years old.

John: Sean, I mean that's an amazing story and none of us, as entrepreneurs, ever get out of life unscarred. You've had so many challenges along the way. One of the things that's so inspiring, really being with you, not only here on the podcast and the time's we've been together at Joe's have been, Joe Polish's have been, it's just been, to see the interaction and how you've taken these challenges and made them really, I would call them an asset, and I don't mean that in a negative sense at all.

Sean: No, certainly they are.

John: Yeah.

Sean: Yeah, absolutely. I always say that my condition is a genetic advantage. Most people say Sean Stephenson suffers from a rare bone disorder. John, I don't remember suffering and I certainly don't suffer now. I've been challenged. I've had tough moments but who among us haven't, as you said? I don't believe I suffer from anything. If anything, I suffer from not marketing enough. I deal with the same business challenges. My challenges in my life, people think are based on my disability, they're not. They're every day challenges of balancing work and personal life and business life, and having a happy marriage and making plenty, get money and getting my value out there. My struggles are just like any entrepreneurial struggle.

John: You have struggled but you've also done an exceptionally well and you're helping an awful lot of other entrepreneurs. That's really where I'd like to start. The thing that I'm amazed, Sean, is how well you've connected. You have the circle of people, kid of your core group that you hang out with as well as really the almost limited with technology today and the difference you're making and the connections that you have. So many entrepreneurs struggle with this. What are the type of connections should I have? How do I use them effectively? A little bit of the difference between the connections and kind of blasting things out.

Sean: Yeah. The way I built up my business is through what I call Advocate Marketing. This is not my concept. It's an evolution of a concept that I read in a book called Growing Your

Business by Mar Leblanc. I went to this man's course, loved it. I really branched out on his concept of the advocates. An advocate, so John you could be one of my advocate's, let's say. It's somebody who is a friend but also a cheerleader, believes in what you have to say and wants to see your message and your business grow. It can have a mentor component to it but it doesn't necessarily have to. You want to nurture these relationships with your advocates.

I bring in hundreds of thousands of dollars a year just from my advocate marketing. None of my other marketing efforts, just my advocates alone. What I do is I built up a case on my advocates. I have about 21 advocates. I don't tell somebody when they're my advocate by design because I will change out my advocates year to year. Some people pay less attention to me and are less beneficial to me. Therefore, they get less of my attention. That might sound mean but it's just reciprocity. What I do is I have 21 advocates on average. They are people that are in different industries that are connectors like myself.

They are go-getters, successful, busy. They're hard to get on their calendar. When you do, the magic that they can create with one phone call is incredible. What I do is I market to these 21 people. I connect with them by building a case on them. What is their favorite drink? Alcoholic or non-alcoholic? What is their charity of choice? What are their children's names if they have any? When's their birthday? All the details on them. Do they love to travel? If so, where? What's their favorite restaurant? I will go to great lengths to get to know these individuals. Then, I will find out what's important to them. What projects are they working on? Where do they put their focus? What do they need more of? Do they need more of cash right now? Do they need more contacts right now? Do they need more visibility right now? Who do they want to meet? I just build a pretty detailed case on them.

Every year, about 3 to 4 times a year, I reach out to my advocates and I shower them with what they love. I help them get more of what they want out of life. Through a physics technique called drafting.

Smaller car, it pulls you forward. What I've done is I've drafted myself behind giants. Just from their inertia they've created, I help them get more of what they want, they pull me forward. I'm top of mind for them.

John: Yeah.

Sean: You always want to remember in sight, in mind. Most people say, "Out of sight, out of mind," but that gets you focused on the wrong thing. You want to be in sight, in mind for your advocates. If John Bowen knows of a speaker training course by Sean Stephenson and he hears about somebody who wants to do some speaker training he thinks, "Oh gosh, I just interviewed Sean today and he's amazing in speaker training and this buddy over here of

mine, he's willing to spend some time running on energy on that," I'm going to connect those two. Now because you and I are creating value exchange right now, I'm going to be in sight and in mind for you. I take it very seriously. I build up my advocates. I've had advocates be U. S. presidents. I've had advocates be world leaders in business and technology and they've been people that are in arts. Different industries that maybe you've never heard of. They have their attention of either other amazing people, or the masses, or both.

John: Well, Sean, let me stop you here. This is something that I see over and over again that real successful entrepreneurs do. I do it and I've had the privilege of interviewing here as well as working at my past businesses with other entrepreneurs. I'm thinking of a mutual friend, Dan Sullivan, a strategic coach, he's identified, he tries, he doesn't, I don't think he's up to 50 but his goal is to be at 50 what he calls multipliers, you call them advocates. How do you see your fellow entrepreneurs doing this?

Sean: Yeah.

John: This is so powerful.

Sean: Well, I'll tell you what I see them doing wrong, first of all. I don't like right or wrong because that's got like a moral judgement to it. Ineffectively, what they'll do is they will hone in on John and think, "Ugh, I want something of value from John." They create the conversation upside-down. "What value can I extract from John?" I see this all the time. People make a list. "I want to meet Richard Branson, I want to meet Joe Polish, I want to meet John Bowen, I want to meet Sean Stephenson." They go in like heat-seeking missiles. They're thinking about it all wrong. They're thinking, "How can I extract something from them?" We can smell that a mile away. It's not, it doesn't matter how famous or how wealthy you are. It doesn't feel good. It doesn't feel good when somebody's got missile lock on you.

John: I'm thinking of some of the people who have done that to me and I've watched as I'm trying to do it with Richard Branson and we go on all the names. Let's just hopefully everybody who's watching or listening, if you've tried it, you promise you won't do it again because it doesn't work. What works, Sean?

Sean: What works is figuring out what is their target. Figuring out like what is near and dear to them? What are their projects that they're working on right now? Sometimes, that means spending money on them. I will give more attention to somebody if they come to one of my live events. I'll give more attention to somebody if I know that they read my 20 dollar book. I'll give more attention if I spent the day with somebody and what I call my breakthrough session where we spend 12 hours together. One of my targets is getting people to come to my live events, buy my products, spend the day with me. If they hone in on that and they choose to be a part of that, I will give them more priority of attention. That's first of all. Find one of their

targets and lock in on their targets, not your targets. That's first of all. Second of all is you have to, if you want to get the attention of somebody who's amazing, you'd better be up to amazing things.

John, I automatically assumed that you were up to big things by the fact that you were on the Genius Network. I just automatically gave you credibility because I knew you were playing on that level. I didn't have to do any R and D on you because I just, that was the R and D right? Let's say I didn't know that about you. I would ask around. I would say, "So, what's going on with this John Bowen guy? Should I do his podcast? Why would I do this?" If I found that you weren't up to doing amazing things, that you haven't done cool things and cool does not mean that you've made a bunch of money. Some entrepreneurs, when they're starting out, they get overwhelmed that, "ugh, I'm not wealthy yet so why would wealthy people pay attention to me?"

Here's why because there's more than wealth that I care about. I care about how much worldliness you have. If I find that you've been to 47 countries, that's interesting to me. I want to ask you about those different cultures. Do you speak lots of languages? Have you done business in different countries and cultures? Have you written books? Have you completed any mass of marathons? Have you won any gold medals? Have you started any technology company that's bringing great value to the planet? Have you done anything of great value? If you feel like you haven't then that's needs to be one of your highest priorities because you have to have your reputation in today's society. We've got billions of people on the planet. Billions with a B, okay? With billions with a B, you have to be different. You can't just be like the rest. I automatically want to know what you have done that's different than the majority of this population.

The majority of the population are not international best-selling authors. The majority of the population have not won iron man triathlons. They have not been chosen to be on Navy U. S. seal teams. They've not, you know what I'm saying? You have to create something that grabs the attention of somebody who's already doing amazing things. You have to think about this is a long game. This is not a short game thing. When I honed in on advocates that I've wanted.

I've looked at it, it can be several years until I get there. It could be several years. Most entrepreneurs, they get if in 3 months they haven't done something.

John: No.

Sean: I look at it as a long game as I said that already. It took me about a year and a half to really become close with Joe Polish.

John: No. You guys are really close and I think Dan Sullivan with I have a bunch of joy adventures now with Dan, took me a strategic coach.

Sean: Yeah.

John: 2 years there and it's not, and in that case I couldn't find exactly what would be of value to him even though I knew him and we could get together. I just said, "Dan, I don't want to do anything right now. Is there anything I can help you with?"

Sean: Yeah. Yeah. You have to make sure that you're looking at this long-term. This is not a quick drop mailers into the post office tomorrow and get these people to pay attention to you. This is also about going to where they naturally go. For instance, let's say I wanted to have you as my advocate. The best thing I could have done was joining Genius Network.

John: Yeah.

Sean: You automatically see me as more credible because I'm in that same level as you in terms of the colleagues and the way I think about life. I'm already proving that I'm willing to spend 25 thousand dollars on my business and myself, right? If I know you're in that networking group and I want to get to know you, I need to join that networking group. Sometimes, you have to join and go to what they're already a part of. Sometimes, I've seen Joe do this. If he wants to befriend somebody and he knows they're going to an expensive charity dinner, he'll drop a bunch of money on the charity dinner and yeah, great. That goes to the charity that he may not know anything about. It's because he knows that there's a high percentage that somebody wants to meet, could be there. He's not guaranteed that they're going to hit it off, though.

I've seen and learned, I've learned a lot of this advocate marketing market from Joe. You can't talk to people about things that everybody talks to them about. If you sit down with Richard Branson and you ask him, "So what was it like selling your record company?" Or this that and the other, whatever he's done. He's heard that a thousand times. No, Joe Polish said, "What was it like signing the sex pistols? Right? Those types of questions that not many people have asked him. Larry Winget, he's a hall of fame speaker, dear friend of mine, and advocate of mine. When I interviewed him recently, I asked him, "What are some of your health regimen."

John: Mm-hmm (affirmative)

Sean: Rituals." He said, "Wow, nobody's ever asked me that." Everybody asks him about finances. How do you get rich? How do you become a good speaker? Nobody asked him about health so I stood out. I asked a question most people don't ask. You have to sometimes research your potential advocates and see what is everybody else asked them and then ask

them something that they haven't been asked. It's a creative long-term experience of courting. There's another component to this. Hopefully, I'm not going too deep on this but the other component is some advocates, as much as you want them to be an advocate of you, they're not a good fit meaning they don't give a shit about you. Excuse me.

John: Yeah, a little technical term here.

Sean: Yes, exactly. You have to bleep this from my blue language here. Some people just don't care to ever get close to you because maybe they have a whole 10 layers of things that you have to pass and you've only passed one and you have to do 9 other things that you don't know about. Maybe they have already filled their quota of people they want. You can't get angry because you didn't befriend them.

I'll give you a pretty example. There was an individual, I won't mention names, but he's an incredible human being, good guy, up to huge things, makes hundreds of millions of dollars, incredible human being. We hit it off as friends. I've really tried to nurture that to be an advocacy not just friendship. Man, I couldn't get it, everything I tried, he wasn't having it. One day I realized, part of the criteria of an advocate is it has to be somebody who is just as excited to be your advocate as you are to have them as your advocate. Then there are other people that are amazing that you didn't have under your original radar and they're up to great things. They really want to get to know you that at first you thought, "I don't really care about them." As you get to realize, "Wow, this would make a great advocate. I should pay attention to this person and start treating them like the advocate that this could grow into." I have people in my advocate list that I didn't see coming.

John: No. It multiplies itself, it really does. When you get going, I've just found that people want to help. You talked about the law of reciprocity. People want to help but what you have to do is you have to take the first action and you're giving some great, you have to show up willing to give. I know we're going to stay on Joe's just for a second on Genius Network but not only did you write the check but what you also did, Sean, is you showed up giving. You weren't there hustling or anything like that. You're providing value to people first. Then, it's almost magical that value gets crated out of that. So many entrepreneurs, you talked about heat-seeking missiles coming in. They want to get it right away but being in the right spot, having the conversation a little bit different and just starting. Marketing is all about starting the conversation. Things are going to happen. You make things happen.

Sean: A perfect example with Joe, I paid him the 25,000 dollars to join Genius Network then what I did was I spent an additional 2 to 5,000 dollars. I haven't added it up in my head completely but an additional let's say 2 to 5,000 dollars to put together a commercial for Genius Network that looked like a press conference. Have you seen that, John?

John: I have.

Sean: Yeah.

John: It's pretty powerful.

Sean: Yeah. It looks like a real press conference with me joining genius network as an NBA draft. Now, they're using it. I put their logos. I didn't put my logos on it. I did it as a marketing piece for them that they're going to use for years to come. They're now using it in their Facebook ad campaigns to get people to be like, "Wow, what's this Genius Network?" I didn't need to do that. I already spent money on Joe. The thing is, I created something that makes me look cool, makes him look cool and that's what you call a win-win. When you can create things and now he's going to use that. He's going to show that to hundreds of thousands of people over the course of its lifetime as a project. For, let's say just on my hand, 5,000 dollars extra above the 25,000 that I paid him this year. I now have a marketing piece that's just being barraged around the world.

John: Yeah. You're doing it in a way that's helping him too.

Sean: Yeah.

John: Which is the magic. Sean, I want to go to, you talk about choosing your friends wisely and I'll tell you I didn't know you before you had your accident. I want to bring this up if it's okay. You had a major accident about a year ago was it?

Sean: It was about 9 months.

John: You and I hadn't met. Quite honestly, I think I had heard your name because you were out there but I didn't really know who you were. All of a sudden, because we have so many mutual friends, I'm seeing all these posts of wanting you to get better and some pretty high profile people as well as some not as high. What it was, I don't think I've ever seen that many people sincerely care about another person on social media. It was pretty amazing. That's where I go, "I have to meet this guy," and then I met you there at 25 K. You talk about choosing your friends wisely and I think of this whole advocacy part where we're building this community around us. How do you do that?

Sean: Advocates are like the targeted people, right? They're the 21 people for me, 50 for Dan, let's say. You're talking about worldwide, right? People wanting to support and be there when you're down and up.

John: Not only the worldwide ones you had but also the people that showed up at your hospital bed too. I mean there's different levels of friendship obviously.

Today's world, we can have hundreds of thousands of people like us but they don't show up when we're in need-type thing.

Sean: That doesn't mean they love us.

John: Yeah. They might even love us but they're not in a position to help us too. I think, but it's a whole different thing.

Sean: I treat my friends and similar ways of my advocates. Not 100 percent but what I do is I have a list of all the people I call my friends. I have all their contact information in one list and then on Sundays, most Sundays, I will text, email, call them, get together with them. I will go out of my way to reach out to the people that I claim I love. I will publicly praise them on Facebook at times. I will do it almost systematically because I find that life is really a game of wrestling with your own attention. Your attention's going to go everywhere and if you can wrestle it to the mat and get it to do what you want, you can do great things. If you don't wrestle your attention to the mat you get nothing done. You get pinned, you don't pin your attention.

I'm very systematic about reaching out to friends, letting them know I love them. Not just in a way that everybody else says but pointing out what I love about them. I play a game with my friends called What I Love about You. If I played it right here, right now with you, I would say, "John, what I love about you is I've never heard you complain." I'm sure you do but I haven't heard you complain. I've never heard you talk bad about somebody. I don't say that you're perfect and that you don't but I just never heard that and I admire that about you. That's what I love about you.

That's a quick little example of something truthful that I would I love about you. I do that with people in my life. I let them know what I love about them. I tell people on a regular basis that I do love them and that I care about them. I don't think, I think there's so many things in the world that can stress us out, overwhelm us, hate on us, and criticize us that we really have to be overwhelmed with love to outweigh that.

John: Yeah.

Sean: The reason why the world showed up by my bedside in the hospital is because I had been at their bedside many times in their life. Friendship is the law of attraction.

John: Yeah.

Sean: That is the true law of attraction. I learned that from a friend of mine, Paul Decker, Paul Debrowsky. There's all kinds of ideas of what manifesting is but the only thing that I can

prove is that if John Bowen is my friend and I'm his friend, if there's something I'm in need for and I'm scared and I can pick up a phone and call him, and he can do that, that's pretty attractive, right? That's a law of attraction. If I can create many people like that in my life, that love and adore me and care about me, then when the stuff hits the fan, they are there for me. I think the problem is most people have people in their life that is from proximity. They grew up with them, they work with them. They're not by choice.

Most of my friends are scattered around the world that I've targeted in on because I liked how I felt with them. That's a key thing. I have very clear distinctions on what is considered Sean's friend. The highest is, "Do I feel good when I'm around them?" If I don't, they have to go. That means that they're being a drag on my quality of life. I can't think of a more disruptive or negative thing.

John: As entrepreneurs, what we're all doing is we're building great businesses to support the quality of life that we want. That's why I like this advocacy marketing that you're doing. What it does is it really attracts the right people to you. It's not just about business, we also want to have friendships. It's so important. We have our family but we really should choose our friends if we are going to be successful on purpose. It makes a huge difference. Let me go to the next segment here, Sean.

I want to put up on the screen the book you wrote that I love that started with an international best-seller. *Get Off Your Butt: How to End Self Sabotage and Stand Up For Yourself*. I think this is not only for every entrepreneur. This is pretty much a life book. Why don't you tell our fellow entrepreneurs why they should read it and what are they going to find inside?

Sean: It was a book that I wrote because I needed it.

John: That's a great reason.

Sean: What's that? Yeah. I needed it for 2 reasons. I was dealing with self-sabotage at that time in my life and I also wanted to be held to a high standard. If you want to not make excuses, go write a book about excuses. Your friends, family, and customers, colleagues, mentors and advocates, they'll remind you that on page 78 you talked about this. You, yourself, were violating your own rule. If you want to talk about being held to a high standard, write a book about something that you're struggling with. That's one. The second thing that I said is that, the first thing I said was I needed it. It was a book that I needed. The book is about insecurities, having to get past your insecurities, your fears and your excuses, your doubts.

John: I've never met an entrepreneur that wasn't insecure. If they weren't insecure they'd probably fail.

Sean: John, I've never met a human that isn't insecure.

John: I think it's a universal thing. It's one of the, sometimes as guys we try to pretend we're not but we all are. Really, you can't create action without recognizing and that's what I loved about the book is you lay it very authentic and set the stage and most importantly, not only to recognize but how then to get off your butt. It wasn't B-U-T-T it's B-U-T.

Sean: Yeah. We talk about there's 3 kinds of butts. There's the but excuses but I don't have the time, energy, money, resources. There's the but fears, but what if, but what if I fail, but what if I look bad, but what if I disappoint people. The but insecurities, but I'm not, but I'm not pretty enough, tall enough, strong enough, confident enough, handsome enough, whatever. These three butts are very detrimental to the quality of a human being's life. I go into great detail in this book about what are the skill sets that you need to develop to overcome those butts. To get up when I call, get up off your butt and take a stand for your life. Standing is the act of getting off your butt and doing something as you call taking action. I've never met somebody who takes massive action that is riddled with excuses. People that take massive action can't afford excuses.

John: You have to massive, most entrepreneurs I know that are having success take massive deliberate action.

Sean: Yeah.

John: Let's go to the next segment here. Sean, on your smartphone, what do you have that you would recommend for your peers?

Sean: I'm sure you have many that people have talked about like Audible and Evernote and base camp. I have one that I'm pretty sure that you haven't heard of and it's called Voxer. V-O-X-E-R.

John: Let me pull it up on the screen so everybody can see it as well. Again, we always have always have this on the show notes so you can get. Sean, I'm not a familiar, I'm a big, I love technology. Using it as an enabler, you shared with me before we started recording this one, I've never heard of it. I'd love you to, what does it do?

Sean: Voxer is like a walkie talkie that records. I would send you a little, almost like in the days of Nextel direct connect, where I would tweet or beep you and I'd be like, "Hey John, I'm running late to this meeting. I'll see you in 10 minutes." Then you could, if you were near your phone, you can hit me right back and say, "Absolutely. No worries. See you then." It keeps a log of those audio messages. You're not having to use your proprietary, built in with your phone operating system, recording device. You can use this third party. It gives you a thread

of all your conversations. Which is great because you can go back and say, "Hey we talked about on this day at this time, this thing. Did you get it done?" It keeps a running log.

It's also great because it's international. I can Voxer when I had, for a while a virtual assistant that lived in London. We were at different time zones, different area codes and everything. I could just Voxer her a long message, be minutes long and then she could play it back and listen to it whenever she was ready and then respond to me whenever she was ready. It's just this great communication device that I use with my friends and my employees so that we have that thread of audio and nothing gets deleted on accident. It's all in one place.

John: I will download that as soon as we're done and let's go to the next segment.

This is resources. Sean, I'm going to pull up your website. Seanstephenson.com. Sean, what if somebody wants to learn more about you, your resources, the type of programs, what are they going to find on your website?

Sean: More importantly what they're going to find on my website is my blog which I'm constantly adding new content to that will give you another reason to keep going back. Video clips, audio messages, my podcasts are posted there. They're going to get new content all the time in there. Secondly is you'll see what kind of products and events that I have. I have different courses that I do live as well as I have a set of products that they can get access to from there. They want to learn more about life skills from me, leadership and such or speaking skills, they can get at your products. Then I also have my therapy descriptions of what I do when I spend some considerable amount with you, 12 hours in a row in my office in Scottsdale. All those details are on there.

John: That's great. Sean, just go a little deeper on, you're doing the 10X speeches. You've got a picture on the website of you in front of a huge crowd. How are you helping fellow entrepreneurs really be successful speakers?

Sean: I have a live event called 10K speeches and it's all about how do you make a minimum of 10,000 dollars an hour for your message. You can get it up to hundreds of thousands of dollars an hour if you were to pack a gym with speaking and stuff with or with products but I'm talking about specifically if you want to speak to a company, a conference, convention and you want to be taken seriously, you need to be making 10,000 dollars an hour as a speaker.

I teach you how you fit within my four part system. Message, so what are you saying? Delivery, how are you saying it? Marketing, how are you packaging and selling it? Attitude, how are you a presenter that conferences companies and conventions and all of these

organizations enjoy bringing you in to speak? We cover those four areas in this 10K speeches live event.

John: Yeah. This is great, Sean. I want to recommend to anyone if they're looking to really do this. One of my favorite things about giving speeches is I love that it builds up the back end. It's not only making the money you said getting a hundred thousand dollars plus I do want speeches not because somebody writes me a check for a hundred thousand but the action that it causes. It's pretty amazing and you are an expert at this. Let me go to the last segment here.

Take away and for our fellow entrepreneurs, I've been taking a lot of notes but I want to zero in on the power of connections. It is so powerful. This makes the difference. We can all send out millions and millions of emails to achieve something or we can do what Sean's talking about is just really do the advocate marketing. It's some combination of both but the power of your 21, Sean, I've flown up and down right probably averaging pretty close to 21, Dan Sullivan's 50. I don't know how many Joe Polish has but so many of us really it's that little circle of advocacy, the centers of influence. Our network, our key team that can make such a difference.

Most of us, not only do we not do it to be successful on purpose where we identify them and nurture those relationships and recognize the power or law of reciprocity. We just go in as a heat-seeking missile. If we don't connect initially, we miss it. I want to encourage everyone to really take the time to build your network to make those connections, to give value first before you try to take. See how you can do it in a building environment. We're in building businesses to create great quality of life. It's not more business for more business sake. Friendship is so important. Be very thoughtful on how you do that. Choose your friends wisely. Make the investment, time, and energy. It doesn't just have to be the people who have shown up. This is where Sean and I both love masterminds. That's where we met.

You can do all of this and really make a huge difference. Sean, I want to thank you again for taking the time. Remember all the show notes, the transcripts. Everything will be at AESnation.com so you can download that and spend some time reviewing it. There's some pearls of wisdom here. Above all, go out and execute your clients, your future clients, all your advocates. Your friends, they're counting on you. Don't let them down. We wish you the best of stuff.

A Second Opinion on Your Finances

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

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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.

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John Bowen
Founder and CEO
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