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EPISODE
123

Jon Vroman

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John Bowen and Jon Vroman

AESNATION.COM

Episode #123

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we want to make a major difference in the world, but in doing that, we want to have our front row seat. I got to tell you, I've got a tremendously successful entrepreneur, a serial entrepreneur who is a founder of The Front Row Foundation. It's much like Make a Wish, but it gets people in front. Whether they're 2 to 80, in the front row of major events. He didn't stop there. He continued to show all of us how we can live a life on purpose as entrepreneurs, as students. No matter what our calling is at that point in our life to make a huge difference. He's a remarkable individual. You do not want to miss this. If you're here to accelerate your entrepreneurial success to be even more successful, you want a front row seat. Stay tuned.

Jon, I am so excited to have you here. I'm so happy that our mutual friend John Ruhlin introduced us. You're going to share with us how to get that front row seat, but first of all, thank you for joining us.

Jon Vroman: John, thanks for having me.

John: You've been making a difference in the world. We're just getting the opportunity to meet. We haven't spent a lot of time together. Most of the guests I have on the podcasts I've known for many years, and we've worked together, done deals together. I'm just so impressed with what you've been doing, and really want to share your message of love. What a way to go through life in the front row.

It's such a great analogy. It's a great name. You're making a difference both on the ... You're from the foundation charity side, but really helping everyone to live a life on purpose. One of the things I'd love to start out with Jon before we get into life lessons, how you've seen so many of the ... Whether they're students, or entrepreneurs, or senior executives in major firms, you live a life on purpose. They're at the front row making a difference, enjoying life as well. How did you get on this journey?

Jon: Funny enough, and you and I didn't actually talk about this yet but 2 days ago I celebrated my 40th birthday. 10 years prior to that, I was sitting at the Kimmel Center in Philadelphia watching a Jason Miraz concert from the very back row, and I just noticed there was a different energy in the front. I said to myself, "Life is different in the front row." You can either be a spectator in the back watching safely, or you can be up front actively engaged. It's risky to be up there, and it's scary to be up there at times. From that moment, that was the impetus of starting Front Row Foundation, a charity as you mentioned. Helps children and adults experience their dreams from the front row. That charity ultimately led into other endeavors of mine. Serving college students, serving entrepreneurs, but ultimately it all began in that one moment of noticing how people can really choose their life, and whether they want to watch it go by or be a participant.

John: It's amazing in life, all these inflection points, and turning points in life. Really as entrepreneurs, everyone's that's on the ... Whether you're watching the podcast, or listening to the podcast. Being an entrepreneur, you step up in the front row. Now, many times you feel like

you should be walking backwards because it's not going as well in the action there. That's one of the reasons why we're here, and we've created this virtual master mind to share ideas. You went ahead and you created this foundation which is great. Tell me how you ... Because you really started the foundation, and that led to you're one of the top speakers going around to all the college campuses sharing this message. I want to see how that evolved.

As entrepreneurs, I'm the average age of successful entrepreneurs, 59. You're kind of in the middle of the baby boomers. We're all not sure. You're talking with the millennials. You're kind of just missed that grade now here John. Break is about 35 or so, so you're an older guy here. You're not as quite as old as I am, but you're getting there. We're all catching up. We want to bring in these young individuals, and we're not sure they always want to play in the front row. We don't know how to work with them. Maybe take me through a little of that progression.

Jon: The idea of speaking was something that always appealed to me because I wanted to be an entrepreneur. Deep down inside, I felt I was an entrepreneur. John, I had a great corporate job. I was earning 6-figures. I had reached what I thought was the pinnacle, the prime job that I could ever want. The best place to be. After a couple of years of living that life though, there was something that was missing for me. Wanting to share the stage, wanting to share a message from the stage was something that I felt passion about, largely because of this. I love being in the front row watching great speakers deliver.

My experience is that the college student market right now is a microcosm of course of just all human beings. That is, you've got people that are totally disengaged. You've got students that are totally disengaged. People that naturally want to watch from the back, and those that always take the front row seat. For me when I got into the place where I wanted to deliver my message, it was just about wanting to serve at the highest level.

Here's what it was. Tony Robbins, a name we all know. One of the best communicators in the world. I watched him from the audience. I've been to like 15 Tony Robbins conferences. I hang on his every word. The way he tells stories, the way he delivers his messages. I was closely tuned into that, and wanted to repeat that to the students because students are struggling to capture the essence of life through the teaching style that we have. It's a broken model in my opinion. These students are exposed to the most amazing speeches, you know ted.com.

The idea is that it's ultimately wanting to be an amazing storyteller, wanting to deliver something to these students. Not only just students, but entrepreneurs, or these big corporate groups that I speak to. Wanting to deliver information in a way that captures people's imagination and emotion. That's what I wanted to do, and that's what I'm ultimately doing now. I think we can get to these students if we find a way to package our message appropriately, but we are competing deeply with YouTube and all the resources that are available in an instant for these guys.

John: One of the things that I love is storytelling. Jon, it's so interesting. I have a business in the financial services space working with some of the top financial advisors in the country as well as on the entrepreneur side, AES Nation. With some of the most successful entrepreneurs. What's so interesting is one of the big bridges is storytelling. It's been around forever, and that in our research on the financial side, we find that 84% want to connect emotionally with us first. Financial people, we all tend to be left-brained, very logical. We want to tell people, "These are the facts. This is what you do." That doesn't work. What really works is connecting emotionally. Only 16% don't care. They want emotional connection first, and then justify it with logic.

What I love, and Tony Robbins. I haven't gone to as many. I listened to his tapes early on when he was just getting started. I've had the chance to meet him a couple of times. I was in one of the breakout sessions at sales force. I think it was a year ago, .com. Tony was giving a break out session of 10,000 people, and I did sit in the front row. Just 3 hours, no notes, in a circle in the round. Just pretty amazing speaker. We should all aspire, and I'd encourage all of us to aspire to be able to communicate as effectively as someone like Tony Robbins. If we can inspire people to action, I don't care what you're doing. Whether it's professional services, or selling widgets, inspiring students, inspiring executives, you're going to make a huge difference.

On storytelling, how do you ... What are the stories that are interesting to ... How do you get the message across to these students? You mentioned it Jon. You can click on YouTube. Everybody's got a tablet, got a laptop, got a smartphone, and access to entertainment has never been better. Why should they listen to anyone else when they can get the top electronically in a second?

Jon: Here's an action step I think for your group John is, we all need to take out a piece of paper and write down our best stories. If we haven't done that yet, that's a must-do for anybody in any industry. Write down your best stories, and maybe next to those stories, write down what value does it teach. What's the lesson in that story? There might be multiple lessons, but we all need to have that in our arsenal.

Then I think what we need do is we need to get good at telling the stories. Maybe you prioritize them and pick your best ones, and ones that align with your business. Ones that align with your mission. Get good at telling them. Tell them often because I'm amazed after doing professional speaking now for 6 years how I can get better at a story that I've told a 150 times. Sometimes you stretch it out, sometimes you squeeze it together, and sometimes you make it too long, and something you didn't make it long enough and then they don't know what you're talking about. Ultimately, we all got to practice telling our story.

By the way, not just our story. I'm foreshadowing here, but telling all stories. Stories that we can pick up anywhere. One of my best stories that I tell I got from paying a toll one time. On an interstate, \$3 toll. Lady leans out to collect my money, and she asked me how I was doing. I looked at her. I stared her right in the eyes, and I said, "I'm excellent." Then she responded back to me by pointing at me like I had upset her. She said, "No!" She just froze. I didn't know what was coming next, but she looked at me and she got a big smile on her face, and she said, "You

are super fantastic!" She threw her hand up in the air and just started smiling. I tell the students and I tell big groups that whoever they are. I'm like, hey. When I drove down the road after that, I asked myself a question that you would probably be asking yourself. Does she do this to every single car, or was it just me?

I got my answer. It was months later. I saw her in a commercial on TV saying, "Its super fantastic." The crazy thing John is that that's how we live our lives. We're either choosing to say, "All right. I work at a toll booth. What difference can I make," or you say, "All right, so I work at a tool booth. What difference can I make?" Same question, different tone and intention. She taught me very valuable about life, and I've been telling that story for 10 years now. I think that that's what we need to do as entrepreneurs. Get good at telling stories, and getting the lesson through in the story. Knowing the story of our life and our business. The story of your company, and if you don't know what it is, ask somebody. Ask your peer group, your inner circle, or who I call your front row and say, "What's our story? What do you think my story is?" Because sometimes my friends are better at telling my story than I am. I got a guy who would ... He introduces me, he tells my story better than I do.

John: I love that. That's what I found too Jon is that it's so hard for us to have our own stories. I love your analogy, your front row friends, and your team. What I found is that if you can become a serial storyteller and you create, really you've lived. I'm 59. Most of us think our lives are boring and mundane. Well, there's moments of excitement a lot of the way. Whether it's at the toll booth, or it's in the back row of speaking, or at a presentation, or a concert, and so on. What happens is these are moments that if we share those in a sequence where we're really inspiring people to action. Our stories will precede us.

Now that we're getting to know each other, when I'm introducing you, I'm going to talk about The Front Row, and I'm going to talk about, "He started. He was in the back row of a concert," da, da, da. Our stories proceed us. It's not the facts. It's not all the PowerPoint presentations and pitch decks, and so on. Let me change a little bit though. You're out there. You're sharing these stories. You're inspiring people to action. I want to go over, you were telling me is before we turned on the camera 3 things that you're focusing on. I want to make sure as entrepreneurs, these are going to be things that we've all heard.

Like I tell you, we're not all doing. To the extent that we can do them well, it's going to make a huge difference no matter where we are in life. Whether we're at the top of our game. We're all capable of doing more, and the very first thing you talked about focusing on personal growth. Tell us what that means and how we can do that as successful entrepreneurs.

Jon: I think the idea of personal growth is obviously talked about. Maybe it's over talked about. I don't think so though. Because at the core of it, it's not sexy necessarily if you don't dress it up. The idea is that nobody achieves massive success unless they have massive personal growth. It's got to be one of key elements, and it's focusing on you. It's focusing on the individual. One of my good buddies said to me a long time ago, he pulled me aside and he said 2 words that changed

my life John forever. He said, "You're enough." You're enough. Those 2 words which I wrote about and have spoken about a million times changed the trajectory of my life because it reminded me that I'm enough.

I think that a lot of entrepreneurs, they get themselves in the way of success. They think that they don't have anything great to talk about. We have a mutual friend, Hal Elrod, and he's got an amazing story. The story is he's 19. He gets hit by a drunk driver. He was on your show right?

John: Yeah. You can head and just on aesnation.com. Type in Hal. I didn't interview any other Hals, and it's a great story.

Jon: It's a great story, but I joke with Hal, and he jokes with me. He's like, we joke around. Not all of us have been fortunate enough to have died and come back to life.

John: I'm not sure Jon that's ... It is great story material, but he does have a picture in his book of developing that story material in the hospital bed. I don't think it looks that inviting at all.

Jon: No. We joke about it. Clearly, that's something you'd never want to have happened, and you never wish it on anybody. The fact that Hal went through that is an amazing story. My hang up was that I didn't have an amazing story. I wasn't hit by a drunk driver and killed. I doubted my own story if you will until we learned that we're enough. We have something to share. We have a message inside. We have a company inside of us that we want to build. We have people that say ... Everybody to some people. What you've achieved is what they're shooting for. Taking a look at ourselves and saying, "I'm enough." I'm enough to deliver to help somebody in some way I think is key.

When I'm hung up mentally John, a lot of times what I'll do is I'll pull out my journal and I'll just write down what's going great, or where are my strengths. The minute I start journaling about what progress have I made this year. How am I better in 2015 than I was in 2014? That's a huge release of a roadblock that for many entrepreneurs is standing in their way. Why are you better now than you were before? Why are you qualified to share? What do you have to offer? A lot of times it's recognizing that we have stuff within us to share. I think that's a big of a step in the first one.

John: I have a good friend, Dan Sullivan, a strategic coach. Dan calls a part of what you were talking a mind the gap. What it is, as entrepreneurs really, any of us. We tend to focus on, "This is our goal. We want to achieve this. This is where we are." The end of the period, let's say year, we didn't quite hit our goal, but we progressed. Well, we all tend to focus on that gap between that ideal outcome and where we are. What he suggests all of us particularly as entrepreneurs too, and it's really what you're suggesting Jon is take a look back and be tremendous amount of gratitude. We are so privileged, almost all of us on the progress we've made, where we were, and where we are today. Yeah, we may not have attained everything up, every imaginable ideal

outcome, but boy the progress we're making. Not only in ourselves in our personal growth, but making a difference in the world is huge.

Jon: John, one more thing I'll add to thing, and it's just fitting because I celebrated my 40th birthday 2 days ago is that, asking yourself what's this next year going to be about, and the next decade, and reminding yourself that you don't have to be who you were in the past. That who I was in my 30s, I don't want that to be part of my 40s.

I was listening to a podcast this morning. It was about challenging assumptions. Challenge the assumption that you are this way. Challenge the assumption that this is the path of your life. Just because it's been that way for 20, 40, 60 years doesn't mean that it needs to be that way down the road. I think for every entrepreneur, they need to reinvent themselves. They need to reinvent their companies. You need to find out what are the core elements that need to stay put, the things that are the non-negotiables that you don't want to ever go away. Those values, and whatever that might be for you. Then the rest of it is open game. It's reminding yourself all the time that it's what you don't know that you don't know. That's what gets really exciting, and that's what really takes it to the next level.

John: I love is that we get to decide what we want to take from the past. We don't have to as you were saying. This should be a continuing reinventing, and that's where personal growth is so important is that we can get really clear on where we want to go. We can reinvent ourselves, and the world lets you do it. They're happy to do that. You don't have to carry out the past with you. Let's go on though Jon. You talk about relationships, and all of us know how important relationships is. What I love is building with friends.

I'm a big believer that we're in business not for more business. We're in business for supporting a quality of life for all stakeholders. In our self-interest, it has to be for us first. It's kind of like on the airplane. We get the oxygen mask comes down. You can't put it on your child first. You got to put it on you so that you can take care of the child. You got to take care of yourself, but building a great quality of life with friends and you talk about who's in your front row. I love that. I'm looking around to see who's in my front row. Nothing great is ever accomplished by an individual. How do you coach to that? How do you help your students, the executives really get the right people in the front row so they have a great life?

Jon: You know John, years ago I was writing out a list of my most important relationships. I think for anybody listening if they haven't done this recently, they need to do this right away. This is the first thing that we need to do. I'm writing out the most important relationships in my life, and we can expand on that about, should it be in a certain category? Is it just family? Is it professional? How do we categorize these, and that's something that ultimately I do help people to realize is all the nuances of building your front row. For simplicity purposes, I'm writing them out. I'm making a top 10 list, and I realize that somebody's on my top 10 list. What this means is, these are the people that are in close proximity to me. These are the ones that get my time. I talk to them the

most on the phone. These are the most important people let's say by time in my life. Energy and time.

I was looking at one name and I thought, "You know, I don't know that they belong there anymore. I think our roads have diverged. I think they're on this path. I'm on this path, and we're just doing the thing that we've always done." I said, "Who else should be on the list that's not there?" A name came to mind, and I wrote it on the list, and I looked at the new list. I said, "That's where I'm going to devote my time and energy." The next day, I'm driving down the road. The phone rings. It's the one person that got moved off the list. Rather than answering the call which would've been the habitually thing to do, send a voicemail. I call the new person on the list, and I realize I'm creating my new world.

That's not about whether or not they're a good person. It's about we have a limited number of time and hours in our day. We have to choose who we surround ourselves with. I think that here's what I would do as a starting place for your listeners is make a few lists, as in the categories of your life. I think we've all the wheel of life exercise right?

John: Yes.

Jon: If you have 6 to 8 categories of your life, what would they be? Now what many of us don't do though is we don't ask ourselves who are the most important people in each of those categories? You take your health for example. Who are the top 5 relationships when it comes to health in your life? Now, these don't have to be people that you are in literal physical contact with, or that you speak with in live conversations because listening to your show as an example, you're in many people's front row. Now even though you're not there, it'd be very little difference probably than like having a one-to-one conversation with you and hearing what you're saying to your audience. Because you're sharing the same stuff. It's not like you're filtering. You're like, "I'm going to save that good stuff for the one-to-one conversations, and I'm going to give the okay stuff to my ..." It's like you're giving it all away.

John: I look at it as, whether we're having a cup of coffee or a glass of wine together. Jon it's you and 10,000 fellow entrepreneurs. We're just sharing what we'd have. That's what I love doing these podcasts.

Jon: Yeah, it's a conversation. We're just chatting and talking about real life. I think people need to decide intentionally who their relationships are, and who they need to be, and what having a great relationship with those folks looks like. Another great exercise with this John is to ask whose front row are you in? Think about that. If you wrote out a list of people and said, "Here's all my network, my friends. Which front row am I in? Whose front row am I in?" That's important to notice, and then ask yourself this other question which is, "How am I doing at serving them in the front row? Am I rooting them on? Am I really a great front row fan? Am I really adding energy to their lives?"

We become like those we surround ourselves with. We know that. Books have been written about it. Connected, that book by Christakis and Fowler. Tony Robbins talks about it. So many people that are great mentors of mind have simply said, "You hang around 5 entrepreneurs, you'll be the 6th." Choosing that intentionally is key. Not only doing it once, but reviewing that every 5, to 6, to 7 months in your life, or maybe more often. Putting them in a place where you're seeing them. Asking yourself interesting questions about your front row like, "Would I know the number 1 dream of my front row? Would I know their dream, their number 1 dream? What have I done to support their dream recently?"

The more people that we serve in that, the more front rows that we can be in and we can impact, the more people are then in our front row. They're our raving fans, and I think being an entrepreneur is about creating raving fans. Whether they're your loyal customers, or your employees. Whatever culture you have is one about raving fans, and what's where the front row analogy really fits in.

John: Jon, I love this. The power, the law of reciprocity and I have never heard it other than from you in the front row side. I think that really does great position, and I think all of us need as entrepreneurs to be thinking about ... Let me go to number 3 though. Be a moment maker. I always think of moments of truth, but a moment maker. What is that?

Jon: In our charity, we strive to make a day that they'll never ... Create an experience for the day they'll never forget. We have an identity as a charity which is, we're moment makers. We want to be the person that creates something, some experience, and it could be as simple as this. John, I love when we get a group of people around the table and I'll single out one person and I'll say, "Let's all go around the table and everybody say one thing you love about John." I see that person in tears. I see that person having a moment they will never forget in their lives.

I want you to think about if you're an entrepreneur listening to this, what moments are you creating for your customers, or for your team? Whether they're a virtual team or all in the same office that are moments they'll never forget? If you can adopt the identity that you're a moment maker, you're going to be important to people. I think that it's all about service. I think that being a moment maker is about making a difference. You can think, if you went and built and dug a well for somebody that didn't have fresh water, they're probably never going to forget that day that you dug that well. You were a moment maker that day. You were a linchpin. You did something. You were the lead domino in many other great moments.

For us as a charity as an example, we create photo books, and videos for every single person. We want to be great storytellers of their moment as well. Not only are great moment makers, but we're great storytellers of those moments. It's very natural. You sit around with friends John and we always talk about, "Remember that time? Remember when we did that?" Well look at your life. It's not only one to document the great moments and tell the stories, but to create great moments, and own that identity. I think that's living a front row life. Hey, it's raining at the concert, but who

cares? How do we make this awesome in the rain? How do we create a moment we'll all cherish forever?

John: No, this is really good. I think that as entrepreneurs, that's what we need to do is we need to create moments for our clients. Because really as you talked about Jon, there's so much value creation there. What we're doing really, even if you were the hardest analytical entrepreneur out there and you're all numbers, and the soft stuff doesn't feel right. The more value you can create for the world, the better you're going to do financially. The emotional connections in the long term, this is really laying it out. I love these lessons.

Let's go though. I want to go to the next segment. I know you're working on a book. I want you to talk about that. Why don't share what you've written and what you're working on now Jon? Then we'll go to ... I'd like to get your recommendation of what you think would be great for your fellow entrepreneurs.

Jon: First I'll start with what I think would be great, because I want to give first. The book I'd recommend would be Start by Jon Acuff. For anybody that's starting a business, that's in a business. I know a guy who's in a business that's doing multi-millions, but he says he's in a continual, never-ending start-up. I think people are always at a fresh start. They're starting with the new project, whatever it might be. This book was just an excellent outline of the power of starting. I think one of the taglines or the sub lines was, "Punch fear in the face." I thought that was hysterical.

I just love the idea of starting, and the energy around starting something. Now I also believe in the power of execution and completion and seeing it through, but I love the idea and the energy around starting something. That's the book.

John: Okay, that's great. Now you've taken care of the giving. Let me know ... I look at your books. You're giving as well. What are you working on?

Jon: All right, so I'm working on a book called who's In Your Front Row? I just expand on what we talked about on this call which is I really walk people through the process of how do you identify your current front row? How do you edit? How do you decide who should be part of your life and at what degree? How much time we give to people, and then I talk to people about how to make new, or how to meet new people. How to take existing relationships to the next level. I'm writing the book John that I wish I had right now. I read a lot of great books on relationships, but nobody has really been able to walk me through that exact process.

People often ask me this. "Hey John, you have 2 boys. If you were to tell them anything about life, the one lesson, that's it, you get one idea and you share it with your boys?" It would be surround yourself with amazing people. Period. Create an incredible front row. I look at whatever I've got in my life, and I think, "It is all at the blessings of my amazing front row." All of the great stuff I can

attribute to the amazing people on my front row. Though the greatest compliments in my life is people will say to me, "John, you have amazing friends," and I'm like, "I know." I don't know what they're doing hanging out with me sometimes but I have amazing friends. I do.

John: Wow. I am looking forward to reading that book. Let's go to the next segment. On your smartphone, the application of the day. What would you recommend Jon to your fellow entrepreneurs?

Jon: John I love this question. I'm glad you asked it. My answer is simple, it's the Podcast app. It's the one where I go to most often. I get the most value from. That is something I click on once or twice a day at least. I went on a run this morning. I listened to a great podcast. I think that's the biggest one, but if I had to give you one that was a little different, I would also say Evernote is one that gets used a ton.

John: They're both, really podcasts. The ability to get free information, just unbelievable. We have hopefully AES Nation, a virtual master mind you're getting here. There's so many, and as I go out for my runs, or anything where I've got time that isn't filled, it's a great way of learning. Let's go to the next segment which is resources. What I'd love Jon, share with us some of the resources what you have available for fellow entrepreneurs.

Jon: Well John, when I speak, I'm often sharing the website frontrowmorning.com. The question I get often is, "What's the number one habit that I would recommend people to have to be a successful entrepreneur?" I think that what I share is my best idea. Front Row Morning, it's a free video. It's simple, it's easy, it's just my gift to people that I'm connected with. I share my number one strategy for having an amazing day. Frontrowmorning.com is where I'd send those.

John: It's great, and I'm in total agreement. I find that having that morning ritual, it just, you can add so much value and be so much more productive. Let me go to the last segment. This is a lot of notes Jon, and I want to share. One, we started the conversation on storytelling. I'm going to add that we said 3 bullets. I'm going to go to 4, and I'm going to make storytelling the first one because you are phenomenal at it Jon. The ability to inspire people through stories and what I loved is not only your stories, but you're able to share other people's stories very effectively. A part of that whole front row, and I love your advice. I'm going to encourage all my fellow entrepreneurs is to begin putting together ... You got to be a serial storyteller. If you're going to inspire people to action, you got to have stories for each area, and creating a list of your stories.

This is hard. We talked about boring, mundane sometimes we think we are. Get help from your friends in the front row. There is so much on storytelling it's just huge. Second, personal growth. Focus in on this. Jon, to me, this is one of most important things in life is that if we're not growing, it's bad. I always think of Peter Diamandis in an earlier podcast, Abundance 360 as a mastermind group wrote a great book, Abundance, and more recently a new one called Bold. Peter also is a co-founder of The Human Longevity Company. I forgot the exact title, but it's Human Longevity

something. For all of us, they're expecting that if we take good care of ourselves, we're going to live with 100 with a good quality of life. That's huge, but we have to start planning this personal growth.

There's a lot of opportunity not to bring all our past, to reinvent ourselves as Jon talked about relationships. I love the analogy of front row. Both who's your front row, and who can you be the front row for. It's so much fun building with friends and we're all about experiences. Be a moment maker for your clients, for all those important people in your life. Jon, this has been phenomenal. I really appreciate you sharing. Both of us want you to go out and execute.

We'll have the transcripts, the show notes, all the links of everything we talked about will be at aesnation.com. Go there, but above all, make sure you have the right people in the front row as Jon says. Your clients, your future clients, your strategic alliances, your friends, your family. They're all counting on you. Don't let them down. Wish you the best of success.

A Second Opinion on Your Finances

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

Dear Fellow Entrepreneur,

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

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

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

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