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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

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**124**

**Michael Koenigs**

Show Notes at: <http://www.aesnation.com/124>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As an entrepreneurs we want to make a difference and the only way we make a difference is by getting our message out to the right people. I have a remarkable entrepreneur, a serial entrepreneur, he's gone turnkey on businesses, he's done all kinds of things but the main business he's done is helping fellow entrepreneurs really make a huge impact. When I first started working on video and using today's tools, the internet, this entrepreneur, I turned to.

I've gone to many of his programs, bought all of his books, you want to stay tuned if you ever been frustrated that the right people aren't being inspired to work you. I'm John Bowen with aesnation.com. It's all about accelerating your success and stay tuned, we're going to really accelerate today.

Mike Koenigs, I am so excited to have you here. You're back from a trip Uganda, just a day or 2 ago so to have you here and you've been one of my mentors along the way on this internet stuff and marketing and have learned so much from you Mike. I want to share with you, with our audience so thank you.

**Michael Koenigs:** It's my pleasure John, thanks. It really is. It's nice to be back home in beautiful San Diego that's for sure.

**John:** It does. I have set a little time in Africa as well and some rough spots, there was not a Four Season or Ritz Carlton and when you come back it's great to be able to make a difference. We'll touch on the difference you're making over there a little bit. That whole appreciating home is we live in a great time to be an entrepreneur and a great place America, you and I. I don't know sometimes Mike we have the best state. You and I are both in California. I'm in northern, you're in southern. It does try to kill entrepreneurs along the way but we're going to make a difference.

One of the things Mike I love, a whole bunch of connections I've met, people that I'm working with who have helped me do what I'm doing and kind of the road map you've done. I've been at meetings where I've met people, I mean this podcast wouldn't happen without you and Paul Colligan, I do a lot of research. I have one of the people you worked with Ginny Herbert is doing all kinds of stuff. You've made a real big difference in my life, and the part I love is you've helped so many entrepreneurs. I think you've gotten now 300 books you know of that you've helped other entrepreneurs do.

This is why I want to have you on because you make things happen. It's not only you having success but entrepreneurs exploding, but Mike, I want to get a back story. You wake one morning and I'm going to go change the world one entrepreneur at a time, how did you get here?

**Michael:** The short version is I grew up in a little tiny town called Eagle Lake, Minnesota. It's in south central Minnesota, about 2 hours south of Minneapolis Saint Paul. My dad is a barber. He was raised in a very poor farm environment, joined the military basically to get off the farm because he's the youngest son expected to stay behind. He ended up learning how to cut hair in addition to being a good entertainer, he plays a guitar, he's a very good vocalist. I grew up with a dad who worked a minimum of 5 to 7 jobs.

I very quickly learned that although my dad was my hero and I saw him work all the time, he's certainly inspired me to become an entrepreneur. I didn't want his life and I didn't want to be stuck trading time for money which is effectively what a barber is. In a little tiny town like that, you're lucky if you're getting paid or making 10 bucks a haircut even these days he's 77 years old, he still cuts hair part time. At this point now, he's doing it because he wants to, not because he has to and he has 4 kids to clothe and feed.

I was horrible at school. I barely pass high school. Definitely have authority issues. I was raised a Catholic and I never really identified with that. What wind up happening is I wasn't good at sports either, I wasn't a really a great team player, and I know today after going through some brain training and realizing I'm severe ADHD, pretty typical entrepreneur. I just couldn't sit still, I'm a kinaesthetic learner. I had to learn how to learn on my own because there weren't tools and resources available to me.

I did teach myself how to program when I was about 14 years old on an Apple 2 that a neighbor loan to us, we couldn't afford a computer. From there, I started consulting, and from there I started building my own computers and selling them, and starting another consulting business which led into starting an online interactive ad agency. It was called Digital Café in Minneapolis. I sold that in 1999 to a publicly traded company. Along the way there were lots and lots of failures. It wasn't like there was peaches and cream along the way. It was a struggle.

After that, I got introduced to direct response marketing. I started infomercials, and I started creating my own information products. Dan Kennedy was one of my early mentors. I bought all of his books and many of his products, and from there I started interviewing other experts and authorities to create and make my own information products which then led to me creating a software company. I ended up teaching other people how to start their own businesses, how to do video marketing on line, social media marketing as that came involve, mobile marketing.

This past year in October, I ended up selling that series of companies to another publicly traded company. That is on a serial entrepreneur, I'm also an active philanthropist, and I've got a 12 year old son or at least he's 12 as of today. As you mentioned I just came back from Uganda, so my life's mission and purpose I found is to help create as many entrepreneurs as

I possibly can before I pass. I really think that if we want to stabilize the planet, if we want to stabilize economies, it comes from helping people start and grow their own businesses.

I do not believe in big government, I don't believe in big fancy religion to solve our problems. I think it really comes from communities and individuals who want to make a difference in our built to serve. Sometimes struggling and trying to figure out how to do that profitably. I'm busy, I start another company a week after my employment agreement ended with my new organization and now I'm focused on online interactive television.

**John:** Yeah now, Mike you've been keeping busy.

**Michael:** Yeah, for sure.

**John:** No question about that at all. What I love is you've really kind of taken this journey at the online side and you've learned yourself because you had to how to build that credibility, the authority so that you are the expert in this space. I was just recently in Toronto at a strategic coach session and Sullivan Dan is my coach, one of my coaches, I got a whole bunch of coaches.

**Michael:** I'm heading there on Monday so I will be there in a week or actually a week from that, yeah.

**John:** Yeah, JJ Virgin who is a mutual friend of both of our and we're just doing one of the exercises together. JJ who has really done a phenomenal job of positioning herself had just was telling me how much she enjoyed working with you, and the impact of doing what we're going to talk about the webcast, yeah just huge. Some of you know JJ Virgin. She is a really a very successful health, I'm going to put her in health and wellness fitness area. She's written a number "New York Times" best-selling books.

I've watched her really over the last 5, 6 years just explode in just hugely successful and well deserve success. The reason I'm bringing her up Mike is that this podcast is really all about people who already have success in their businesses. I mean typically 5 million or more revenue. Boy, I felt like a kid in a candy store when I first met you because you had all these tools because you're doing the harder thing with helping people who don't yet have success, get success.

So easy to take what you're doing and why don't we talk about that authority building because you've done it where it's harder, where they already have that traction. Now that you have the traction as an entrepreneur. Everyone who's watching this and listening to this, boy you don't know the opportunities you have today. It's never been a better time to be an entrepreneur.

**Michael:** Right. I think the kind of the way to lead into this and I'm much like you. Now that I've spent so much time helping, beginning entrepreneurs. I've decided to make that the focus of my charitable work in my next business. I'm really focusing on people who have businesses much like you are, only because I figure now that I've got put books and products I can provide those to people who are just starting out and now actively be involved with the new business builders.

The quick and dirty version of this I would say is right now is the greatest moment in human history in my opinion. The main reason is it is absolutely possible with nothing more than a mobile smart phone to be able to rapidly create high quality content, distribute it so you can be seen, heard, be able to listen to, read on any device, anytime, anywhere in the world. Right now, there's almost 4 billion internet connected smart phones and used worldwide.

A few years ago when I went to Uganda for the first time, there would be a chief in small village that would have an old school Nokia phone. Now, you got kids over there and you got to put into perspective that for the most part, a Ugandan, and a working Ugandan, and an unemployment is crazy high. Those people are surviving on a boat a 100 to a \$150 per month. These folks have smart phones. The point being it's possible to not only create content and been seen, heard, read, viewed anytime anywhere any device on demand but also conduct commerce with them as well.

When you think about it, it truly is a moment where we can all be conducting business, selling information, and products, and support, and help or using this as vehicles to create a deeper connection and bond with anyone. The point being, the real question is what is your message, what's your channel, and who's your market. If you figure those things out, it is absolutely practical to say, "Hey, look I'm going to create some content right now. I'm going to make an audio podcast. I can make a video podcast. I can distribute for free on social media. I can transcribe it. I can rapidly turn it into a book. I can use Amazon, as a distribution vehicle. I can take that same content and now read it as an eBook and an audio book. I can turn it into a paperback book and leverage what effectively is free distribution."

Someone who listens to an audio podcast is going to be someone who different from a person who watches a video podcast. A paperback book buyer on Amazon is different from someone who buys a paperback book in a bookstore. Who's going to be different than someone who reads a Kindle book? There's certainly is overlap but the fact that you can create ones distribute everywhere on any device and any channel at unprecedented free, it's free. Yeah its stake.

**John:** You have some expensive equipment. I have the next level down type. Even a video podcast is simple on using high quality webcams for a few hundred bucks maybe with software if you're doing switching and so on. A couple of thousand dollars audio a few hundred

bucks, used to be you had a hire a ghost writer. Now, you can have a writer, you're the author, you have the insights or fellow entrepreneurs.

The world has changed so much where I can still remember the first book I published Mike. I hired someone to help me write, it was back in the early 90's, I think I paid 50 grand as a year project. It's terrible, I got one of the first year publishers to take a risk with me. I think I got a \$10,000 signing bonus type thing. It might be a little more than that, but it wasn't much. Then I had to wait another year for the book to come out. It did change my life, I mean it was huge.

I've sold a couple of business and books have always been a big reason why I've done that and it attracted the right clients, it really position. Today, I do probably about 7 books a year. I think you do more than me. It's certainly we both have clients who are doing a lot. People, they hear guys like you and me and they say, "You know what? You're different. You're a little weird, you can do that. You got ADD and all that other stuff." How do you help someone when they first come to you?

They got a successful business, they want to be a hero to a group that already got the group there. They've got some great messaging already. They've got so much to share. You and I look at them, you got a great book and then you can use all of the different things that you've been talking about. How do you help them get to that point? What's the best talk for them?

**Michael:** The bottom line shortcut is what I tell people is if you are passionate about something, if you like to help people and you could answer questions you can write the majority of the content for a book without even lifting your typing, or lifting a pen, and get the majority of your content done in about a half a day to 6 hours. A lot of people say, "That's a bunch of bowl" and I'll prove it in a moment.

My first book I wrote while I had cancer. I was laying in the fetal position, waking up on a pile on my hair with less than an hour of strength a day and I dictated the content for my first book in my iPhone and then have it transcribed and edited. If in the time I have the idea until it was written, published, and a category best seller in Amazon took less than 30 days.

My most recent book from the time I had the idea until it was published and the number 1 best seller on Amazon again was 4 days. That included illustration. I'm not saying that's brag but I have helped people do the same thing themselves who never imagine themselves, go ahead.

**John:** Yeah. I say Mike, you're raising the bar I mean I know how hard the cancer was for you. To have completed a book and you had a business that was good, that could run well without you, and you certainly had some good teammates that were taking good care of it.

We're all busy but it doesn't take that much time to do this and the power of writing books and repurpose it, we're going to talk about how you can repurpose this.

Its life changing and one thing I love. I work not only with entrepreneurs here at AES Nation but we also have another business working with top financial advisers and we've helped them write hundreds of books and so on too. The idea, everybody says, "I can't do it," but once they do it and they find how easy it is, it's a life changing.

**Michael:** It is. Do you want a short formula?

**John:** Yes.

**Michael:** Okay. The formula I've been teaching for years is actually the same formula I've thought for rapidly creating online content as well like videos. What I usually do and the first time we did this in mass, we have an audience of 30. It was in fact exactly 38 people and we produced a product with this audience and our outcome was to help people write their first book in as a little as a week. Some of them did it in about 24 hours.

The first thing that people say, "It's impossible to write a good book in a short period of time." I would say it's actually not hard if you sit down and someone asked you right now what are the top 10 questions that you answer all the time in your existing business. Then write down the top 10 most powerful strategic concepts that you have found, have enabled you to become a successful as you are, or enabled your products to be as good as they are.

If you brainstorm those, most people can brainstorm the frequently asked questions and what we call the should ask questions or the most important strategic ideas in about 10 to 20 minutes because they've been asked those forever. Getting back to it's impossible to write a good book in a short period of time, the fact is it's taking you your lifetime or maybe decades to figure out what works.

What are the big levers that you're pushing all the time? How do you move big boulders? What makes you able to consistently produce measurable results? Millions of dollars in revenue per year or massive results for your clients. If someone just sat down and interviewed you, you can probably answer all 20 questions in usually 2.5 to 6 hours. That's what we found. For our interview translates into roughly a 100 pages of content.

You're so articulate and you're able to teach, and educate, and feel, and be passionate about what it is you know if that's just recorded. Let's say you can use your voice recorder on your iPhone or your Android device. You can send that off to be transcribed. There's a service I use called Rev.com, they have an app that you can actually record your audio, and you can



do a question at a time, and press a button, it's immediately sent to be transcribed for about a \$1 per minute.

Let's just say that in afternoon, you could come up with the top 20 questions, answer those in an interview format. If you can't interview yourself, have someone do it with you so you feel like you're actually communicating with them. You're speaking in first person as though you're speaking to your best client or customer your target audience. That content will be transcribed in under 24 hours. You can find someone on any website like Elance or any freelance site who will edit that content and make it book worthy and turn it into something that reads like a book instead of just a conversation or interview.

They can usually turn that around and anywhere from a couple of days to a couple weeks max, do all the grammar. Again, make it perfect for under a thousand bucks, and you've got yourself a book because each interview question is a chapter in the book. The only other stuff you got add is your brief story about who you are and why you do what you do, and maybe an end story as well to wrap this all up. That becomes the foundation of your first book which again you can upload to Amazon for free as a Kindle book.

You can upload it as a paperback book through Amazon's create space program which they print on demand. The other thing that Amazon has is something called ACX. Then what I usually do is I sit down and actually read my book into a microphone. Again you could do that with cheap equipment, a \$100 microphone is just fine. Now, you've got an audio book and Amazon will sell that for you, iTunes on Apple will sell that. You can put it on Google, on the Google Play distribution network and there's other networks as well that effectively makes you an author.

Here's the dirty little secret that a lot of people don't talk about is you can get anywhere from 40 to 200 people you already know in your network. Let them know ahead of time that your new book is out, and just say, "Would you please click and buy my Kindle book." You send them some e-mail, you hound them a little bit to do it, and write a nice review about your book for you. Boom, if you can get anywhere between about 40 and 200 copies sold in 24 hours, you will be a number 1 bestselling author.

That will take you to places you can't imagine in terms of getting media exposure, speaking engagements, maybe getting on a TEDx Talk, and that exposure creates a massive amount of momentum, and authority, and expert builder status for you. Your employees will have more pride in your business and in you knowing that you're a best-selling author. It's the perfect business card, and it's a perfect thing to giveaway if you're at trade shows and events. Again, what it does is it allows you to indoctrinate an audience and create a deeper connection and a bond with your ideal customer.

**John:** Mike, there's so much stuff that we can talk about. I can go on and on, you can go on and on. I want to dive in that we're talking about, we've got the ability to reach the masses now through technology and you are one of the guys that I have just followed all along and tried to keep up with. You've made it pretty easy. What are you working on now that will help us, yeah we built this great content that we can really get it out, not only our clients but our perspective clients that's continue to accelerate our success even more?

**Michael:** Sure. The way to intro this is I have a tendency to build businesses that eventually I get just tired of what I'm doing. My business doesn't really need me anymore. I've got the infrastructure, I got people hired, and I'm ready to move on to the next thing. Fortunately, I was able to package my last businesses and sell them to that publicly traded company. What I really wanted to do next is focus a 100% on building a live interactive online television network.

I think the concept that doing web casting not only as reach the perfect time meaning right now, YouTube/Google has YouTube Live. We can create and do broadcast to 5, to 5,000, 50,000, they even say a half million to a couple of million simultaneous viewers for free. I think we're in the midst of fantastic renaissance where all of media has been and is being disrupted in ways that most of the world still doesn't even realize how it's going to affect them.

It's a completely unregulated business, so we can start a network. We can create 24 hour infomercial channel for example. We can educate, we can entertain, we can engage, and again that content can be recorded, repurpose in any format and deliver to any device on demand. The key thing though is the interactivity and what I think is so important and valuable is if you imagined right now that you could start a program, and unlike a traditional webinar, a live interactive feed like we have right now that could be delivered to a mobile phone, or a tablet, or computer desktop with chat and a buy button.

What's important is the level of intimacy you have is unprecedented. I'll give you practical example, because our mutual friend JJ Virgin started coming to my studio and doing webcast. She recently did a webcast here and we managed to push her latest book to a New York Times bestseller status by selling not only the the book but some additional products. We've also brought in as many as 9 professionals and done the equivalent of a PBS Special.

Imagine having 9 PBS Specials strong back to back with other doctors, nutritionists, professionals in the health nutritionist fitness personal development space. What JJ said to me after doing a few of this, so she said, "I learned more in 2 hours about my customers and my prospects than I did in 10 years of serving and selling to them because while I'm presenting, I'm able to ask a question and see their reactions, and their responses in real time. Those people don't have to worry about interrupting me."

If you're having a one-on-one conversation, you have to pick up on settled queues like body language, and interruptions, and the kind of questions, and people want to be polite. Online people aren't polite necessarily when you are doing a webcast because they're going to tell you exactly what they think, while they're thinking about it. What you're able to do is see unedited information coming at you. Meaning if you've got 50 or 500 people, they're going to tell you what they're thinking and you start seeing these patterns.

Those patterns then allow you to shape your messaging. They allow you to shape your pitch if you're doing a presentation that involves a sale, if you're doing training your education, you're able to adjust. You can also start noticing what your existing customers are saying versus people you don't recognize which should most likely be your prospects. Now, you learn so much and again you can adjust and learn how to read this. It's like you've got super ESP powers and you can mind read in real time.

Then that result is again you could use this for just pure content creation. You can use it if you want to let's say create product on the fly, but in our case we've been using it for selling. I know you use it as well. We're right now generating anywhere from a 100 to a \$150 sometimes as much as \$500 per average viewer on a webcast because people are so engaged. When they hear you speaking directly to them or mentioning their name, they get even more engaged.

This is unprecedented power, compare that to television, compare it to radio, there's nothing like it. Compare it to the home shopping network for example, instead of selling a low end product, the cheap product to essentially what I would consider a low end prospect or customer, here you can get best of breed. People from all over the world can be watching and buying from you or initiating a sales call for example. That's why I think it's so powerful and why I'm so in love with it.

I think this is the biggest opportunities that the internet has been created to share a message, create content, and sell products and services.

**John:** Mike, I so agree. I'm doing it. On my financial adviser I'm doing weekly webinars, I'm doing video conferences. I'm not doing livestream so I got to get to doing that with you. I have the ability to have chat real time while we're doing it. With entrepreneurs, we're doing it in a virtual conference series that we're doing. It's been amazing and the thing that I want to ... Mike you mentioned the price for this distribution.

I think we pay something to get it out on a different platforms but I mean we're talking like 10 bucks or a 100 bucks.

**Michael:** It's such a non-use yet.

**John:** I guess YouTube is nothing to you're using in there. We're talking about pennies that you would pick up for the cost of this. I have a totally virtual business and we're doing many millions of dollars of revenue and all that stuff. We're doing that through technology Mike that you've been really instrumental.

I want to encourage everyone to really look at this. Let me go the next segment here because we'll start pulling it together. The next segment is Mike, you are prolific. Do you know Ned Hallowell? Have you run into Ned at all? I got to introduce the two of you guys because he's a psychiatrist, the number one expert on AD...

**Michael:** Ned Hallowell?

**John:** Yeah.

**Michael:** Yes, I have met him before. Really a guy.

**John:** Yeah. Ned's writing a book on the mind of the entrepreneur and he's really guys like wired like you and myself that have a little hard time staying focused that you got a Ferrari brain. Unfortunately you got bicycle brake cells. You got to put them together. You have been really prolific and you told me that you're going to make an offer and I want to pull up the page on your book called "Publish and Profit." This is a great book, it goes step by step and maybe, if you could tell them about this and how it might help them?

**Michael:** Sure. Here's the paperback version. This was I think my 6th or 7th book that I did in less than 2 years. Again, a huge percentage of the book that I wrote at first I wrote while I had cancer. I like to say, I've not only written books while I had cancer and recovering from cancer but I've helped a 9 year old girl who wrote 4 books in 3 months all the way to an 80 year old woman who wrote 3 books in less than a year herself. That's [publishandprofitbook.com](http://publishandprofitbook.com), you can have a copy for free.

Here's the bottom line summary, is this ended up being really a blue print for the formulary described earlier. It really talks about how rapidly create content and get it distributed so it can be seen, viewed, and listened to also on any device. It's a great introduction to learn how to do it and I've got case studies in there. As you had mentioned earlier, we've tracked that we know of for sure, we've tracked well over 300 books that were written in less than 2 years.

When we did our last version of our product in our process, we had over a hundred people in less than 30 days write, publish, promote, and become at least top 10. Most of them became number 1 category bestsellers with their books so it works.

**John:** I'll bet you Mike you're over a thousand too because you're not hearing all of them. I mean there's so many people out there that you're touching and they're doing it. Mike, you offered also another book. We talk about that, what is that? It's applicable to what we're talking about here today.

**Michael:** It is. The bottom line summary is I believe one of the most powerful ways to build your expertise status, your authority, and also rapidly create content that has mass appeals through interview. I wrote a book called how to be a video interview pro and this you can get it at [videointerviewbook.com](http://videointerviewbook.com). Again you can have it for free, this is the paperback version but you'll get the downloadable PDF along with an infographic.

It covers the subtitles 25 strategies to get a tension and make your YouTube livestream, Google hangout, Skype interviews and videos. Look or sound like a professional TV or radio show. Long subtitle, we do that on purpose because it helps Amazon index and find us because Amazon is a great search engine partner. What this is really about it was the results of after doing lots and lots of interviews, and interviewing other people, and also watching what I considered to be bad interviews.

I did a speech at another mutual friend of others Joe Polish that I did a 10 minute talk. I did 25 ways to make your interviews look and sound and great. It really just solve the biggest problems I saw. I basically clicked through a key note presentation that I built the night before I got there. It was like I'm around all these people, I know they want to do interviews and I said, "Shoot, how can I support them best? I'll make a quick 10 minute talk."

I went through and a couple of people walked up and said "That was the best the 10 minute talk I've ever seen, and actually it's one of the best speeches I've ever seen. Can you give me some information?" I said, "Yeah, let me just give you my key note presentation." Then what I did is I took that talk, I had it transcribed and that's when I decided, "Shoot, I've got a new product coming out. I'm going to use the book as a lead generator."

I called up an illustrator I knew, I called up a friend of mine who's an editor, and I said, "Do you think you can help me crank out this book? I have to have it done by Monday because I'm speaking in Las Vegas and I want to give it away when I'm on stage?" They said, "It's a holiday weekend." I go, "All right, well then I'll just figure out." They go, "No, we'll help you."

The short version of the story is edit it, I have this artist create 25, actually 50 illustrations, we put the thing together, put it on Amazon, push it up to best seller status because I've notified my own tribe about it. They all of course bought it right away, and then I gave it away that following Monday when I was in Las Vegas.

**John:** Did you have it printed Mike or did you've given away electronically?

**Michael:** Yeah, I gave it electronically because generally speaking about the fastest you can turn around the set of books. You can get them printed in 48 hours. It's the shipping that gets you. I couldn't turn around the shipping...

**John:** No, I just wondered if you knew some way that I did know how to do it here.

**Michael:** Yeah, there's a service called 48 Hour Books that does have fast turnaround. Unfortunately, they're on the east coast and the fastest I could get them to me was about 5 days. They also have an approval process. Generally speaking, I've turned around books in less 2 weeks from CreateSpace. I know what people have done it about the same period of time at 48 Hour Books. The great thing is you can definitely get your book uploaded, and active, and available on Amazon in about 4 to 5 hours usually, 8 hours is kind of what they say.

Then the CreateSpace book can generally be active in ... I've had it happened in as little as 8 or 10 hours but usually they say 24 hours from the time you upload it until it's actually for sale. Then you can quickly order them and have them turned around and delivered in 48 hours if you get small quantity. If you buy them in volume, its 2 bucks a piece, it's crazy cheap.

**John:** Think of what prices Mike and I are talking about in the timing. This is so surreal, 5 years ago none of this existed and now it does and as entrepreneurs, boy what a difference it can make. I can take it one of the books I wrote for a business that I had a specialized financial services. I have 2 partners and I, we just had the 25 year reunion but we sold it 17 years go for \$25 million.

It was because somebody read that book and said I want to own that business. Amazing things happen and you don't know the value of this. Let me go to the next segment here.

**Michael:** Sure.

**John:** This is the application today Mike. Obviously we talked about, you do travel and your smart phone, what would be one of the apps that you use that your fellow entrepreneurs would find some real value in?

**Michael:** All right. I'm a big believer that one of the greatest ways to tune your brain and become the best you is through combination of compassion, empathy, and learning how to recognize your ego when it's getting in your way. The fact that it distorts the true perception and your perception of reality. In order to get pass that meditating under regular basis.

Unfortunately, as busy entrepreneurs we always say we don't have time, my brain is too busy, I can't slow it down, and a bunch of nonsense. There's this app called Headspace. They've

got a little ... It's free to download the basic, they give you 10 minute meditations. Click a play button on the iPhone or your Android device and listen to a meditation. The guy who started this business is a really fascinating entrepreneur who's a Silicon Valley.

He's basically some white guy who's kind of a guru. It's good, hard science. This guy will get you in a great state of mind and every single person I've ever recommended this app to thanks me for it over and over again. I get e-mails, I get messages on my Facebook, just "Thank you for introducing me to Headspace. It's changed my life and the way I think." Also, I noticed some of my behaviors that have gotten me in trouble, the way I speak, the way I treat people, the way I treat myself, and they noticed changes in 48 to 72 hours. It's that fast.

Headspace is the app highly recommended. The other second one and of course we talked about was Rev.com. Get that audio transcribe tool and just record stuff and send it, have it transcribed. It's the fastest way to create content.

**John:** I will download Headspace and I'm going to continue using Rev.com, they're phenomenal. They're Silicon Valley venture based about firm. Let me go to the next segment which is resources. Mike, I'm going to pull up your new company website. Maybe there's going to be some of the entrepreneurs who were getting excited about this online television network and they're not sure where to go. How do they reach out to you and get involved in this?

**Michael:** An easy way of course is just go to website which is mixiv.com. M-I-X-I-V.com. It's a mix of technology, content distribution, authority building, expert building, and a network format. That's really what the name comes from. What's there is first of all, you can communicate directly through me. There's a place where you can send an e-mail and I'll get a message from you if you want to contact me directly.

There's also a place where you can get more information on how to do webcast. I've got a pre-recorded webcast about webcasting. I go through what I believe are the most important elements that make them successful and profitable in the least amount of time. I talk about psychological techniques and strategies to communicate your message very rapidly and also how to persuade an influence using the power of format.

The truth is I model the traditional infomercial, television infomercial to figure out some of the stuff. I got to be really good friends with some of the greatest infomercial pioneers who've ever walk the planet, have generated billions of dollars on TV, and adapted that to creating an interactive show not just a traditional recording. I've been studying this direct response business now for going on 15 years. Actually it's over that, now I think about it, but it's the fastest way to get your message out to grow a business.

I've used it as to produce and I've done my typical business cycles, I'll have an idea for a product, and from the time I have the idea until there's a minimum of a million dollars gross in the bank, and a product created is a 100 days or less. I've done that 12 times in a row and I've helped a lot of other people do the same thing. That is the way I'd say to encourage people to investigate the power of webcasting and using these model. Again, you just head over to mixiv.com, you can connect with me or get a link to that video.

**John:** Yeah, this is great Mike. Let me do the last segment here.

**Michael:** Sure.

**John:** This is key takeaways. I've been taking a lot of notes, and this is something that this is one of my passions because I want to get our message out. I want to help my clients get their message out just like you are too. So many fellow entrepreneurs you have the expertise already but you don't have the authority. That's what Mike's been talking about. You got to build the authority, you have to publish and we're talking of Mike has given tremendous amount of different ways of getting out there.

My favorite is really this webcast. Getting out there whether it's webinars, whether it's livestreaming, whether it's virtual conferences, whatever format or you're creating your own TV channel, working with someone like Mike to do this. It's amazing what you can accomplish. Money love speed and Mike gave the example. I'm in Silicon Valley and wanted to even on the early stage all of us who are backing companies on the venture side, what we want is a million dollars revenue.

There's never been a better way to prove out things for start-up or for a successful businesses like yours to test concepts this way and really build tremendous value. Mike, I want to thank you and encourage everybody to go to [aesnation.com](http://aesnation.com), you can see how Rev.com's work. This will be transcribed on the show notes. We'll have all the links. Remember, your clients, all those future clients, future strategic partners are counting on you, don't let them down. We wish you the best of success.



## A Second Opinion on Your Finances

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

Dear Fellow Entrepreneur,

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

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

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

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Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select