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EPISODE  
**126**

**John Corcoran**

Show Notes at: <http://www.aesnation.com/126>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs we want to make a difference, we want to make that big impact. Take that little dent in the universe that Steve Jobs talks about. To do that we know we have to attract a steady stream of pre-qualified, pre-endorsed people that are the right clients or customers for our business. Well, what we know if we've been doing it for very long and we've got these successful businesses it's all about relationships. I'll tell you I've got a remarkable fellow entrepreneur who is one of the top gurus in connections, relationships and he's also an attorney.

Now, he got all of this, got the start not only from being a writer or a father but he was in the Clinton administration, The White House as a speech writer and also for the Governor of California. He also does have his own boutique law firm here in San Francisco in the Bay Area. What he's been doing is ... Well I always love working with entrepreneurs who walk their talk. He's got a very successful podcast and he is one of the top. He's out there in all of the major publication forums, helping depose.

What I love is he's going to show you how to create some of the most powerful connections that you could even imagine and even more importantly get the results you want. Stay tuned, we'll be right back.

John Corcoran I am so excited to have you here. I've been following you along the way, we met at Mastermind Talks and we'll go into that because we both enjoy connections and creating value added. You've been one of the guys on my list that I wanted to meet and we're sitting next to each other for...

**John Corcoran:** Likewise. Thank you for having me John. Such an honor to be here.

**John B:** Well, there's so many successful entrepreneurs and as I was talking about it in the introduction we all want to make that dent in the universe. I've always liked that terms Steve Jobs had when I asked you what do you want to do? Just a small dent. Each of us has that opportunity but it all comes out of relationships. You have really done a great job of being recognized as one of the top people in the country, really in the world, on relationships. That's a pretty tall order here John.

**John C:** Jeez I feel a lot of pressure here.

**John B:** You should, I'm expecting here we're going to ... this is so important.

**John C:** Pearls of wisdom.

**John B:** Well, I don't know if I'd call it pearls of wisdom, it's really hard learned, squared equity that's been built up over time.

**John C:** That's true. A lot of painful strategy, a lot of painful experiences that goes into it often.

**John B:** Well, and one of the traditions what I always like before we go into what are going to be the real key takeaways and lessons learned that our fellow entrepreneurs can go execute right away. What I'd love to do is get a back story because nobody wakes up at five saying, "I'm going to be the relationship guru type of thing." How did you get there?

**John C:** That certainly wasn't me. I didn't choose this, it chose me really. My back story is when I was growing up I grew up in a humble middle class family. I didn't have any special connections or anything like that. I actually flunked kindergarten, didn't go to any Ivy League school or anything like that. In spite of that as you mention in the intro I've had some amazing experiences throughout my career. I was an early employee of DreamWorks at 20 years old. I worked at The White House, Clinton White House as a writer in presidential letters and messages at 23 years old.

Worked in the heart of Silicon Valley, you name it, all these different things in spite of my background. It's really just because I have done a good job of building relationships with the right kinds of people. I got into blogging and podcasting a number of years ago and I talk generally about entrepreneurship. I had a lot of people who were coming to me asking me for advice on relationships. Specifically how to build relationships particularly with influencers and VIPs and then turn that into revenues, clients and opportunities for yourself.

I fell into that because that's what people were asking me for and so that's what I've been doing.

**John B:** You've been doing it well and that's why I wanted to have you on is that this is something that's so important for all of us as entrepreneurs. Is if we have the right connections ... and it's tempting to send out a million emails and I remember one of my earlier marketing test on email. I sent out 400,000 emails to affluent individuals and I was devastated. The open rate, I had some of the top copywriters, was 2.2% and the click through was pretty good once I got on it. 2.2 I found out is phenomenal.

I'm thinking shooting shotguns all over the place trying to do this when one relationship could have accomplished our goals of that campaign and that's how we ended up doing it. John, let me go ... we were talking and some of the lessons you shared with me. I want to go to really lesson one right away which is the right mind-set. How do you have the right mind-set? What is the right mind-set for creating these valuable connections that really are elusive for most people?

**John C:** Well, I think what you need to do is you need to recognize is that we all have these psychological barriers, that we throw up, that we put in the way of connecting with people. Particularly with people who we feel could help our career, who are more advanced than us, more successful than us, VIPs, influencers, whatever you want to call them. Whether they're someone who's world famous or someone in your local community and we say to ourselves, "Oh man what do I have to offer that person or if I go up and talk to them at a conference are they even going to be interested in talking to me?"

Or if I send them and email out of the blue are they going to return my email or they're not going to respond. These things really hold us back on a day to day basis. We don't realize it but we'll put these things off forever. We'll keep on putting them off. We'll stop from reaching out to people who we admire, who really engage and inspire us even though we should. Those are the people we should be reaching out to. Telling those people that we like the work that they do.

It's important I think that you recognize those psychological barriers and really try and overcome them as much as possible and acknowledge that everyone has them so it's okay to have a little bit of inhibition.

**John B:** I listen to your podcast John, we'll talk about that a little bit but yeah, you've had some pretty phenomenal guests. I remember listening to one. I can't remember which one it was where you got talking and you were with ... I wish I could remember. It was a high profile person and you were talking about another high profile person. He was really in the top 50 let's say podcast.

**John C:** I'd say Jordan Harbinger?

**John B:** I think it was Jordan. Yeah, it was Jordan you were interviewing. You had chased somebody for six months, he had just called them type of thing. I'm not taking anything away from you and it's what happens is some people, it's the mind-set that it's okay for them not to be at the right time at that moment. A lot times we go in with this expectation that jeez we're now brave we're going to go reach out this person. That's not it at all either. It's you've got to nurture it, you've got to be following them as you were saying. I always like the law of reciprocity too in that if you can deliver some value in advance people love you pretty quickly.

**John C:** It's very easy to look at someone like Jordan or Oprah or Larry King or someone like Vin and say, "Oh it's so easy for them to get whoever they want to interview." The truth is all those people struggled at the beginning. Jordan is a good friend and I know that for many, many years he was dying to get people on his podcast. Now it's like he can sell a ton of books when people come on the show. It's very easy to think, "Oh man if I was only like that," and

not remember that there's a lot of work that goes into that. It's true, for me there have been some guests that I've pursued and it's taken six months or a year.

Often times just because the timing is not right, other times it's just they're busy with something and so you just want to just say, "Okay I'm going to move on and we're going to try again later."

**John B:** That's fine but so much of life is this positive mind-set and connecting with someone you're looking to create value. You do that well. First, it's that lesson, have the right mind-set. Go in knowing that you've got to be able to deliver value in advance and it's got to be a good reason. Just because you want to meet Richard Branson for instance there's no value creation on either side. There's got to be value. Second lesson though is you call it conversational list or conversation list, what is that?

**John C:** What I advocate, what I recommend everyone does is they take 15 or 20 minutes, sit down with a blank piece of paper, Excel spreadsheet whatever you like. Write out a list of the 50, starting with just 50 people that you would like to build or deepen a relationship with over the course of the next 12 months. The reason I say conversation list is because I want you to think of it as you're just going to have a conversation with this person. This could be someone that you know already, it could be someone, past client, could be a friend of a friend.

Could be colleague, could be an entrepreneur in your community who you really look up to and admire. You put them down on the list and then you commit yourself to over the next 12 months I'm going to do things. I'm going to take steps so that I have an ongoing conversation with this person so that I can build up trust. I talk about a relationship value funnel which is similar to a sales funnel. Everyone knows a sales funnel, you have leads come in. Well, there's also a relationship value funnel as well where you go from someone having zero knowledge of who you are, no relationship whatsoever to having a very tight, very close relationship where there's mutual reciprocity.

Where I would walk across hot coals for you and you would walk across hot coals for me. You have to move people through those stages and the way you do that as you pointed out reciprocity by doing things for the other person, by being giving. I think a lot of times we forget that we need to do that.

**John B:** The part I like about it so much John is the putting the list. I'm a big believer in being successful on purpose and so often we leave so much of life to chance. Okay, well if I meet somebody I'm going to try to create a connection with them or I'm at an event or I read something. Take the time and I think 50 is all right. There's all kind of research that we give 150 really in group connections. Many people can do more than that but 150 you can have a



relationship with. It will judge by ... I think it was Jim Marrone, I don't know who to give credit. Whoever your five friends are, the closet one.

**John C:** Yeah, that was Jim Marrone.

**John B:** Who do you want to be part of? It's really amazing because once you start putting the list together it's a little hard in the beginning but once it gets going and this is changing depending on your business and what you want to accomplish or learn on the way. Now, we met John, I knew of you, I don't think you knew of me prior to that.

**John C:** No, I did. I knew of you.

**John B:** Did you?

**John C:** Yeah I knew your podcast. I wanted to meet you as well.

**John B:** That was really funny.

**John C:** You were on my list.

**John B:** We went in and we have a mutual friend, Jason Gaignard, Mastermind talks. First time I had gone ... Have you gone to that before John?

**John C:** No, first time for me as well but we're both Bay Area guys so it was close.

**John B:** It was easy Jason I've known for about five years, I've watched him build this and we've stayed friends. I met him through Joe Polish's Genius Network. He wrote a check that he probably shouldn't have to be in that meeting and started brainstorming the Mastermind Talks. Did the relationship with Tim Farris out of that launch told us. It's a great story, you should look at it, the power connections. Jason's really great. You and I had each other on the list and very unusual Jason actually is very careful of matching people. I was going down my list who I have to meet and I noticed you were sitting next to me.

**John C:** Yeah, amazing. That was so magical about that conference is that they actually took the time to look through see who they thought would get along with one another and match them up. Multiple times throughout the conference where we'd be seated together and then there'd be a cooking class together. Then another area you're sitting at lunch together, really cool.

**John B:** It was really well done but most events aren't like that. Matter of fact I have a Mastermind Group for financial advices I do. We have a little over 200 and I now have an

assigned seating. We ran the algorithms I learned from another mutual friend Peter Diamandis. He has a Mastermind Group that I'm in Abundance 360 and he's a big data guy. He has a company called X [inaudible 00:13:57] to take data scientists and they run responses. The survey is coming in and they'll match people up. It was so funny, most of the people ...

I'm going to show him that because I'm actually going to be up in Toronto and get together with him because we're sharing ideas. How do you raise the bar on these meetings? I went and met the CEO and I said Jason this is really good but it was people I already knew. He says, "Well the algorithm works because they're friends of yours," and they were. It was fantastic. There's a lot of leverage but groups aren't always doing that. How can we go to live events ... Because I hate travelling John I don't know how you feel about it? I've travelled all over the world. I did investment banking for a while.

I have more miles and for a couple of years I even did private jet and now I hate everything. When I go I'm going to maximize the value of the meeting. I'm very focused on it so I'll be prepared and all that. How do I do that and how do our fellow entrepreneurs do it?

**John C:** Well, this is relevant because I know we were talking beforehand about you were thinking about going to this event that's in your neighborhood that is being put on this evening. One of the things you can do which you were talking about is look and see if there's a list of people who are attending in advance. Who do you know that's going? Is there someone that you admire that you'd really want to make sure that you get a chance to talk to that person? That's number one. Number two is going into the event with some kind of goal for yourself. It might be something like I'm going to stay here until eight o'clock.

Until that clock hits eight o'clock whether I like it or not I'm going to force myself to stay. That might be another one. Another one might be just having three meaningful conversations with three different people. You don't spend all your time with one person you end up working your way on to talk with other people. Another thing you could do is ... well this leads into another strategy that's really important is making sure that the people that you do meet you won't necessarily know whether they're going to be of real long term value to you right away.

A lot of people ask me, "Well how do I know before I meet someone whether they are going to be of long term value to me? Like I'm some kind of mind reader or something like that." You don't really know and depending on what your business is there's a lot of different answers to that. Following up with people is critical because a lot of us we don't like going to these types of cocktail party type things. We say we don't like them, we'd rather be spending time with our family or friends and doing things that we like. Then we realize that it's important that we go out and meet new people so we go out to those things and then we don't follow up with anyone.



It's really dooming ourselves to be on the hamster wheel of going back again and again to these types of events that we don't enjoy. What's a much better strategy is making sure you follow up with the people that you do resonate with and deepen those relationships overtime as we were talking about earlier.

**John B:** I'm going to a local media Event in Silicon Valley but a local, or it's a national one but local part of it. What I did and I was telling John, to me this is basic but I find over and over and I know you do too John that people don't do this. If there's any way to get the list ahead of time I get the list ahead of time. I won't probably go to a meeting if I don't know who's going to be there. I don't have to have 100% but I want at least 80%. I'm going to go through the list, it's so great to do it at home because you can Google, you can check. It's not just who can value you but who can I help there because magic happens when you can help people, certainly VIPs, influential people and so on.

Then I do exactly what you do John, I set a goal. I set a goal and my goal, it's funny because we're both high energy on this. I don't think I'm introverted but I wouldn't go to a cocktail party ever on my own. There has to be a business reason that type of thing. I'm not extroverted, it's that in between and most of us are. As entrepreneurs we're more left and right dominant many of us. I need to make ... it's going to depend on the group but somewhere between three to five good conversations that I'm going to want to go to the next lesson which is follow up. I want to go into that more.

I just encourage everybody to go in really having been prepared ahead of time. It makes it so much fun. Then the other thing I don't know all these Jason's group because we were there together. I met everybody that I wanted to meet and then there's always some nice surprises. Some of the surprises I'm pretty sure you offered to me John is, is there anybody here I can introduce you to? You were well connected in that group and there a couple of other guys said that too and I did take some up.

It's real valuable to be able to explain who you can best serve, help, what community you are hanging out that other people are serving that same community.

**John C:** Absolutely, and you mentioned a point which I think is critical and so I want to just touch on that briefly, is the importance of giving. A lot of times people go to these events and they're thinking, "Okay I'm going to this for a business purpose, to help my business, to get more clients or revenues. How can I find someone who can help me with my business? That's really the wrong approach. Think about it. You've experienced that where someone's coming and they're immediately trying to sell you something and you just get pushed off. We're so bombarded by advertising messages and people trying to sell us something that it ends up having a really bad impact.

A lot better approach is to give to people, it to offer to make introductions to them, to offer them resources, to give them information. To just listen to them, listen, to be in tuned to what's going on in their life. Do they have a book that's coming out? Do they have a business that they are launching? Are they going on vacation and you can make a recommendation based on where they're going for a vacation because you've been there before? Something small like that. Those things build up trust a lot faster and they're more inclined to help you out.

We were joking earlier because I was just doing a webinar earlier today and unfortunately has some technical difficulties. This is for someone who's a VIP in the online world and it was someone I built a relationship with. The reason I'm able to get people who've got very large email lists to share me with their community is because I've given so much to them first. I don't just approach them out of the blue and say, "Hey can I do a webinar for your audience? If they didn't know who I was then they'd never do it. I'm actually doing it the opposite way.

I'm trying to help them as much as I can and then eventually it comes around, people out of the spirit of reciprocity they want to help you.

**John B:** We can say that so many times because that is so important. There is no shortage of people, both of us know a lot of high profile on the in line. I know I worked in sports and entertainment. I know there's so many people same with even high tech. They just want to take, take, take, and you have to be defensive. Let's talk about you. We've got this positive mind-set, we've put the list together, we went to an event, it was very successful. We hit our goal, we've got these people to follow up with. John I don't know what your experience is.

I see so many people who I meet where quite honestly I can help them and I leave it to them to follow up with me. If its people that down the road I think I'm going to get some significant benefit, I'm really good. I think you beat me on follow up. You followed up with me first but we both saw that there would be value together. I'm amazed how many people don't follow up and particularly when I offer to do something that's worth thousands of dollars if not even hundreds of thousands of dollars for them.

**John C:** Absolutely. It's amazing, I find that maybe 90% of the time I will not get a follow up from someone I've met at an event. It's that persistent, it's that more consistent. People will just not follow up and it's really what holds people back. They wonder why their business is struggling, they wonder why they are not getting more clients, they wonder why there's not more revenue in the door and that's why really. It's because the relationships they don't follow through with them. Another point is following up with people that you have trusted relationships with so not just someone you met at an event.

People that you haven't talked to in two or three years who used to have a really tight relationship with. Adam Grant the author of Give and take talks about weak ties. He's written

about that a couple of times in Huffington Post. You've got these weak ties, people that you used to have trusted relationships with. Old roommates from college or someone you worked with at an old job or a business partner or something. You'd be surprised, you take a look at your email and your notes, and you haven't talked to them in a couple of years.

Reach back up to those people because those are people that you already have a trusted relationships with. Those are the ones who are most likely to introduce you to information, opportunities or other people that will help your business.

**John B:** John how do you follow up? Why don't we put on a little guidance? What's a good follow up? You and I met at an event, it would be very easy for us. We're both really busy guys to not follow up. What is a good follow up?

**John C:** Well, another guy was there, great guy named John Ruhlin who talks about ...

**John B:** I know John well and there's a podcast that I interviewed him in one of my early ones. John is great.

**John C:** One of the fun things about my podcast is I interview people and ask them that exact question, how to follow up with people. There's everything runs the gambit from text messaging to John Ruhlin who would say send the man a custom Italian suit or a knife that's engraved or something like that. I think what's more important really is the fact that you do it not how you do it. There are a lot of different creative ways you can do it. John would recommend something that's an engraved knife because it's going to be out on the kitchen table.

**John B:** Let me make that comment. John wanted to meet me because I do have a really good ... successful on the financial side and he's trying to get in to it. I'm probably the number one player for what he wanted to do in that space. I really didn't see the benefit quite honestly and John went ahead and sent a series of gifts. My wife loves his gifts so she said, "You've got to call this guy back, and you've got to set up a phone appointment." They were done kind of fun, the gifts but fun too.

The reality is you don't need to do it at that level. If it's a really high value one ... I think for John he's getting it paid back many times over of what he sent me. For most of us it's not that.

**John C:** Right, exactly. A lot of people struggle with that, they don't see the return and they're worried there won't be any return. Most of the time there is honestly if you put the money in there. You can start with looking at your past clients, if you've got a bunch of different client. You could say, "Who are my top 10 most high value clients?" Then send them something of

value, it could be something simple. It could be like this person loves golf so I'm going to send them a sleeve of gold balls. It could be this person loves going to Thai restaurants I'm going to invite them to a Thai restaurant.

Or I'm going to send them a gift card for a Thai restaurant in their neighborhood. What I think is more important is being consistent and doing it overtime. I recommend everyone uses a CRM which stands for Customer Relationship Management, probably everyone who listens to this knows what that is. It's basically software that helps you manage relationships. These days it's completely different from the way it used to be 10/15 years ago. The software today is cloud-based, it's very efficient, it syncs in with different social media channels.

It will track your text messages and phone calls, all those sorts of things and it's a great way to manage relationships. Then it'll prompt you. If you put someone in a bucket and you say I want to follow up this person every six months, six months go by you haven't contacted them it'll prompt you to do that. I think that's more important.

**John B:** I am not a big gift giver, I probably should be. I write nice emails and there's some connection and then I think there's going to be ... I'll use the word synergy. The response rate for most of these ... If you have a successful business and you can see how you can help them and how it might add value to you, it's not that hard to get connections. The main thing you have to do is actually just do it and not let life intrude and that's so important.

**John C:** Providing value when you do it.

**John B:** There's got to be value, you always give value first. One of the biggest value ... and John you do this so well, it's connections. In today's world relationships, those connections, that's the currency of value. I have been able to introduce people that have been worth hundreds and even probably on a few cases millions of dollars that they wouldn't have gotten without my introduction. That person's never going to forget you, I can tell you that. It's never going to happen.

**John C:** They owe you a beer.

**John B:** I have one guy that did something that was tens of millions of dollars it turned out. He goes, "John anytime you're in any city you don't have a credit card or you just want somebody to buy you dinner, call me." I go, "Well I'll take the [inaudible 00:28:04] fee but no." We do have a deal. They just appreciate. We've done some business since then but I want to go to the last part because some of this people get this is all fuzzy stuff. This is relationship, I'm a hard line business guy. I've got to see what the ROI is. Number five, lesson five is measuring the results John. How do you do that?

**John C:** Well, it depends on your business but the easiest way if you have a service-based business, if you have clients that are coming in the door which a lot of people do simply measure where they come in and who referred them to you. It can be a very simple document. I prefer keeping it simple because otherwise you're not going to do it. It could be a piece of paper on your wall, it could be on your computer, whatever. You just literally each new person that's referred to you whether they become a client or not even if they don't become a client you write them down. First and last name and who referred them to you.

Eventually you can fill in the numbers like how much revenue came in if they do turn into a client. What you can do is overtime you'll see patterns emerge. I was looking back at the document that I put together I call this a results and revenue worksheet. Actually if you download my eBook off my site you can get a sample of what it looks like. I was looking back at this and I realized there was a real estate agent who'd referred three different clients to me over a three month span but she hadn't referred anything to me in about nine months. I looked into my email and I realized I hadn't communicated with her in about nine months.

I said, "Okay well why don't I reach out to her?" I reached out to her said, "Hey how are you doing? We should catch up, we should get lunch it's been a while." We ended up going and getting lunch about a week after that she ended up referring some business to me. It's a perfect example of how ... and people love to use derogatory terms, they'll say something like well it's not rocket science. That's true but it's simple, it's straight forward, do it.

**John B:** Really it is. We have some of the enterprise level marketing animations. We track everything, we do all kinds of webinar, video podcast, eBooks, everything. What's so amazing to me John is we track everything and it's almost 50% of our business is through introductions. All this fancy stuff that we're doing that we're spending really hundreds of thousands of dollars doing the biggest value is the relationship side. Tracking that I can tell you that it's just so valuable that we all need to do it well.

Let me go and I want to switch real quick to the new segment. John you are already ... I asked you what you were going to recommend and you already mentioned it. I'm going to put it up on the screen the Amazon. Why do you like Give and Take?

**John C:** First you asked me for one book and I mentioned like five.

**John B:** I know, I have a few other books that I ... One of the things we were joking about and this is one of the biggest challenges as entrepreneurs, there's so much value in a \$10 book. If you're following my podcast and John's podcast and others you're getting all kinds of recommendations along the way. Just pick the ones that really resonate. This is on my to do list. On my next flight this is a book that I'm going to read. You've said you've got a lot of value

from this Give and Take: Why Helping Others Drive Our success from Adam Grant. Why? Why should your fellow entrepreneurs make time for this?

**John C:** Well, I look at it as the modern version of How to Win Friends and Influence People by Dale Carnegie which had been around for 100 years. The advice in it keeps up. If you ever read that book, definitely read that book. This book becomes the proof so Dale Carnegie basically has this theory that if you're more giving to people, if you're more helpful to other people, if you listen to them that they're going to be more likely to be influenced by you and to want to help you out. It's absolutely true. It's as true 100 years ago as it is today.

Give and Take actually backs that whole argument up with academic research and studies and it's actually a very engaging read, really well-written. It takes from all kinds of different walks of life, individuals like sports coaches and entrepreneurs and teachers and demonstrates how all these different individuals if they're more giving rather than a taker. Someone who's trying to just get for themselves, just trying to provide value for themselves benefit you're more likely to rise to the top of the success ladder. That's a basic theory behind the book and he backs it up with multiple of different studies.

I think if you read that book you'll be persuaded that as I often say don't go out there and give to other people out of a sense of charity. That's not the reason to do it. Do it because it's best for your bottom line. Go out and help other people because it will help your business and it will put a lot of good out into the world. That's basically the argument right now.

**John B:** I know a lot of other good connectors, great connectors like yourself have recommended it so I've got to read that one and I encourage everyone else to. Let's go to the next segment. This is the application of the day. John, what application on your Smartphone would you recommend to your fellow entrepreneurs?

**John C:** Well, a big one I'm a fan of is Instapaper which is just a very simple app that installs into your browser and your computer so when you're browsing during the day you see some article and you're like, "Oh I want to read that." Those things add up, they tend up taking a ton of time. You just do a quick little ... press a button really quickly and it will save all just the text from that article. It strips out all the ads and everything around the sides and then it's an article that you can read on your iPad or on your phone or whatever. Other times when you have downtime, you're not working you can go and read that article.

**John B:** It's a great tool. It's one of those that ... I have so many apps I stopped using. I forgot why I used it now I've got to go back to using it because it's a great one. Let's go to the next segment which is resources. John, let me pull up your website and tell us a little bit about your business and how entrepreneurs can get resources there and value from your organization.



**John C:** Sure thing. Through Smart Business Revolution I show how other people how to build better relationships in business and turn those relationships into greater revenue, more clients, more customers in the door. I give people advice on everything from how to make friends when you show up in room and you don't know anyone to how to cozy up and make friends or build relationships with VIPs and influencers. Or how to send cold email to someone who you admire from afar and these are the little things that make such a huge difference in business. Sir Richard Branson who we mentioned earlier.

Richard Branson said that you need to be out there building relationships and this is a man who's built a multi-billion dollar company. You would think that even at that level okay he doesn't need the relationships bit it's true, you really do. I'm trying to make sure that people give them its due. I think in recent years there's been the 10,000 hours theory had gotten a lot of attention thanks to Malcolm Gladwell. It's not his theory but he wrote about it. The theory basically says that if you just work hard enough, you just go into the garage.

You go into your workshop or whatever and you just put in your 10,000 hours then you're going to be successful. What I see and you've probably seen this living in the San Francisco Bay Area you see all these start up entrepreneurs who retreat to their workshop or their garage or whatever. They're not out there forging those relationships and they wonder why their entity fails. That's often because they didn't go out there and forge the right relationships with the right people. I like to inspire more people to do that.

**John B:** I think it changes your life when you do it. Let me go to the last segment. I've been taking a lot of notes John and I've been following your stuff so I'm going to walk through the lessons that you shared. Lesson one, the right mind-set. We talked about the law of reciprocity that you're going to have an open, you're going to let things happen but we're going to be successful on purpose with going ahead with lesson two where I love the term conversation list. To me marketing is creating an environment for sales and it's really what it is. It's starting conversations.

You've got to start the right conversations with the right people having that mind-set. Put the list together. John recommends 50 I think that's the ideal, lest you may not be able to get there right away or you may find if you've been doing this a long time you have to cut it down. 50 is very manageable, you'll go ahead and do that. Then pick those events, lesson three. John and I we probably would have met John but it might have been a year or two or three. Who knows what that difference meeting early is going to make? This is a real opportunity.

Go to live events, pick the events that are not only in your industry but outside that you think you can get value to bring to your industry. It's amazing. Challenge yourself that way. Follow up, follow up, follow up, that's lesson four and it should be underlined, underlined, underlined. John you'll go to visit his website, he makes available a few templates and one of them is ...

you can go to show notes it will have all the links there at aesnation.com. One of the most valuable things he's done is he makes available five free email templates on follow up. It's so valuable. The last lesson five is measure.

Make sure you're getting a good return on investment. What's so valuable today is that we get to fine tune everything. By measuring it you can see what's working and what's not. Do more of what's working and less of what's not. John thank you again, it's been great. I'm going to encourage everyone to go out and execute. Go back to aesnation.com, download it, you'll see the links. We're going to have a special link for John's website so you're going to have those free assets. Your clients, your future clients all those strategic partnerships and those relationships that you're going to build they're counting on you. Don't let them down.

## A Second Opinion on Your Finances

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