



AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
127

Paul Bigham

Show Notes at: <http://www.aesnation.com/127>

John Bowen and Paul Bigham

AESNATION.COM

Episode #127



Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

We hope you find this transcript to be a valuable supplement to the podcast and encourage you to share it with like-minded entrepreneurs in your network.

In addition to our five-times-a-week interviews with leading entrepreneurs, keep in mind that we have plenty of other resources to help put your success on the fast track:

- Our **monthly live, interactive webinars** co-hosted with Dan Sullivan of Strategic Coach feature today's top entrepreneurs. These are world-changing entrepreneurs who have the insight to help transform your business.
- Our **virtual conferences** showcase business leaders and experts in elevating your success and your life. These one-day online events give you access to the in-depth presentations and interaction that you'd get at a live conference from the comfort of your office or home.
- The **AESNation.com weekly newsletter** will always keep you on top of the latest interviews and events. [Sign up here.](#)

Thanks for being part of the AES Nation community. We'll see you online.

Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we want to attract a steady stream of pre-qualified clients or customers who are just perfect for us, that we can add tremendous value and create value for ourselves and our own enlightened self-interest. Well what we all call that is marketing. I have found so many of us as entrepreneurs struggle with this. Today we've got a remarkable entrepreneur who is one of the best marketing gurus out there.

I've known this individual for five years now. I've been in a number of mastermind groups with him and what I love so much is he takes marketing and he creates elegant tools, and this is the key word that works. What so many of us do is we get caught up in marketing and when we first it, it looks pretty easy, attract clients to us, that's no problem. Well that's usually out of ignorance. Then we get into complexity, we get into marketing automation, all these different tools and all the different channels that we can have. Today what we want to do is get you on the right side of complexity and have it simple again.

Here at AES nation, we're all about building simple and elegant businesses that work. You do not want to miss this. This is your opportunity to get simple and elegant marketing. I'm John Bowen. We're at AES nation, stay tuned.

Paul I am so excited to have you with me today. You and I've spent five years in different mastermind groups and brainstormed together. We've become good friends and you are always ... I want to say the quiet, thoughtful guy that when you speak at these meetings, everybody just stops. It's kind of like the old ad EF Hutton, tight when they speak. Everybody just ... There was a quiet hush and everybody wants to know the insight. I am excited to share your message here today. First of all, thank you for joining us.

Paul Bigham: My pleasure John. I'm very pleased to be here and to be with you. It's great to share friendship with you.

John: We're fellow entrepreneurs, we're charging ahead, we're making a difference, and you have been doing it in I think one of the toughest areas, having a marketing agency. So many of the businesses have struggled in marketing because they haven't kept up with all the changes that are going on. It's so funny because people are still people but there's all these tools and the noise and complexity out there and this is where you so excelled is at really making it simple.

What I'd love to do is have you share a little bit of background on how you've evolved into the successful agency that's really making big difference. My guess is, I always start this, you didn't think at five, you woke up one morning at the age of five and said you know what? I'm going to be president of a really successful marketing agency.

Paul: That's funny. I woke up at 5am and said I've got to go throw papers. That's what I woke up at 5 saying and I did. That's when I actually started collecting bottles before I threw papers. I remember ... As you look back on your life as an entrepreneur and you look at those stepping stones that get you to where you are today, no I didn't come out of the cradle thinking this is what I would do but I did ... Didn't know it was called unique ability, but I followed my unique ability early on and we collected bottles around the neighborhood and sold them and bought candy and toys and whatever stuff that we did. Then I had a paper route, a morning paper route which was the harder of the two.

Back in those days you had an afternoon paper route and you had a morning paper route. I'd get up in the morning and it was raining or cold, whatever it was and I still jump when the alarm goes off from all those childhood memories of doing that. It was a quest to as a friend of both of ours, Dan Sullivan says, it's a quest for freedom. Freedom to get what I wanted, the freedom to do what I wanted to do, the freedom to express what I wanted to do. I had a great thrill out of the customer service part of being a paperboy, making sure that the paper was on the steps. You never get that anymore. I'm lucky if my paper is just in my driveway, much less on my step.

John: Mine's usually covered by my sprinkler.

Paul: Now my morning paper comes at seven in the morning. If it weren't there by five, you got a kick. It was called a kicker, a complaint. It was fun. I always remember just the joy and in those days you would go up and you would pull a little receipt off this little book and you could take cash, \$3.25. Just that interchange with the customer of knowing what they liked, what they didn't like, and certainly in those early days I picked up a lot of consumer behavior that I still use today in that area. From there it went to ... I worked in the grocery store, carried out packages. As a matter of fact, that's how I lassoed my wife is working at the grocery store is I befriended her mother and made a good ... I was quick on sacking the groceries and so I'd always come over and sack the groceries when she was coming through the line and got to be friends. I got to be a checker so she came over to my checking stand and then I got to meet the daughter and I married the daughter.

It's always been about consumer relations and knowing your customer, understanding your customer, finding out what I had to express to be a good son-in-law that she would bring the daughter around. It's really no different than a direct response that we do now when we send out packages or mail or a space ad that has a coupon in it. It's still understanding the needs and the wants of the customers.

One of my marketing professors, actually he didn't give me this, but it was such a confusing answer as to what marketing was I finally figured this out, it's just matching needs and resources. That's all marketing is. Find out what the needs are, go get the resources, put

them together. Even back in paper route days and in wooing my wife ... We celebrated our 47th wedding anniversary yesterday so it was a good investment to learn consumer behavior and I'm still doing it today.

John: You're doing it extremely well and congratulations on the 47th. About ready to celebrate 35 too. Every one of those are good and always amazed that they keep on continuing, they keep on voting to stay with us Paul. I don't know what it is here. Maybe it is our understanding of consumer behavior. Although I'm not sure that I understand my wife or my wife understands me but we've kind of trained each other.

One of the things in marketing ... I want to go to you really are I would say even a philosopher. You have built a great reputation among your peers on the marketing side and you've got some lessons that you've shared with me and these are high-level lessons. I want to state them and then have you share with me and our viewers and listeners what they mean to you.

The very first thing and I can see when we're doing some hot seat. You and I first met I think at Joe Polish's genius network mastermind group. We're also together in Dan Sullivan's strategic coach.

I don't remember which one we first met but it's been great. Knowing your client, knowing your customer, this is so critical. For your fellow entrepreneurs this is an important lesson and it's one I've got to tell you I see over and over again that we neglect, we take for granted, what does this mean to you? Know your client.

Paul: Number one, without a client there is no business. There is no agency, there is no opportunity to express the creativity, the individual gifts that I've been given, experience that I've gleaned through the years on that. To be able to share back with the client is to really understand what they want. It goes back to that very simple, it was a hard definition to craft, but it's a very simple definition meeting the needs with the resources. I look for what their needs are. If it's a pair of shoes or if it's a car. You and I love to talk about our cars. If it's a car or whatever it is or if it's just the simple way to connect with another human being.

The thing that I look for with a customer is what are the words that they use, what are their patterns that they're developing, look for the sequence. I'm a big believer in that the future is just an extension of the past. That's not a totally inclusive but I like that as a theory. What I look at is where the consumer's been in the past and there's a pretty good indication that's where they're going to be in the future.

One of our expressions that we have at the agency is just make it easy for people to do what they already want to do. We just try to make it easy for what they want to do. We find out what

they want to do, find out what they've been doing, find out what they'd like to do, make it easy for them to do it, needs and resources.

John: It's so funny. A lot of times as entrepreneurs what we want to do is we want the consumer to do something. We think they need something. I've gone down this rabbit hole before and I'm sure you've had some clients who you have to talk off the ledge Paul because one of the biggest concepts I've really come away with marketing is you have to deliver to the consumer, to your clients what they want, not what they need. You also have to get results. It depends on the type of business you're doing. I've always thought of it as you sell them what they want and deliver what they need to get the results that they're looking for. That's been just really helpful for me, getting that clear understanding of wants because when I go away and you could have something extremely valuable but they don't know it, they don't understand it. It isn't going to happen. You could be way ahead of your time.

Paul: That's very true John. I love the expression of it's easier to pull a chain than it is to push a chain. We don't try to get anybody to do anything that don't already want to do. We do a lot of non-profit fundraising for faith based organizations on that. A lot of people think that it's guilt based and you've got to beg and you've got to do this stuff. It's no different than selling shoes or cars. It's all consumer behavior. It's all matching again the need and the resource on that.

We go back to second Corinthians 8 and 9 and there are three very simple principles that you'll find in second Corinthians. One, is find a cheerful giver. Just go to those who enjoy giving. Number two, find people who have funds that they want to give. You can't give what you don't have. Number three, find somebody who gets what I call is ... Some people say there's an obligation. I think it's a privilege. Who could fill that privilege to be a part of the giving? We never look for people that we've got to force gifts out of. Cheerful giver, people who have resources, and people who have a privilege or an obligation to help those who are in need. If you want to feed the hungry, house the homeless, clothe the naked, heal the sick, we just make it easy for you to do.

It's the same thing. We'll work with a riding stable, we work with a high-end hundred jumper, \$500,000 horse riding stable. We just look for children, young adults who want to ride horses for people who have \$500,000 who can buy the horses that can jump over the gates. All this is the same thing.

John: This goes to your next lesson. Number two, know your numbers. So often we understand what consumers want and we do kind of the shotgun approach and just send it out to everybody instead of knowing the right numbers, who it is. Marketing, we can go ... There's a lot of kids who would love to probably have that experience. Certainly a lot of young ladies that would love to have that experience of jumping. I'm in horse country out here too.

If the parents don't have money, they're not going to be able to do it at that level. You can send out all kinds of activity.

Paul what do you mean when you talk about knowing your numbers in today's marketing environment?

Paul: Back to the expression we used before about the future's an extension of the past. We do an awful lot of work with numbers. I believe numbers are the data. That's the rudder on the ship. That's what guides the ship. If you look for the patterns, look for the cycles, look for the sequences, look for the connections, I have yet to find a block of numbers where there's not an indication of what the consumer wants and where the consumer wants to go. We look through there. We look through segmentations, we look through frequency, we look through either the gift raise or the purchase amounts. Again back to the \$500,000 horse, not everybody can afford a \$500,000 horse. That's a very expensive horse. You look for capacity to do that. You look for frequency. You look for some previous history that's in there and then once you get that, then you start doing your marketing and then you watch the patterns that go forward on that John.

We pull numbers every month. Numbers are what tell us where we need to go. Without that, it's just wasting money. Wasting time, effort, energy, and money.

John: I think this is one of the things that's so powerful from your direct response background. Quite honestly I grew up in the financial services industry and it's such a profitable industry. We watch the numbers like crazy on the investment side but on the marketing side it was relationship. They really weren't tracked that much and the profit per client, and certainly in lifetime value for a client was so high that you could kind of ignore that. Now today with all the technology, the marketing automation, I feel like a kid in a candy store. That I can see exactly what's working, what's not? I can do split testing, all this. The power of numbers and this is really since I met you Paul, this has been a journey that just ... I've learned and I want to make sure ... We're kind of going it but this is so life changing for entrepreneurs. If you're not doing this now, this is a game changer in accelerating your success even more.

Paul: It is. John there's some relatively simple things that people can do to set up. When you set up your segmentation, you do your coding, you do your tracking. In direct response, we have to make it work. My favorite thing in all of the advertising areas is doing space ads. I just love doing space ads. You never know if the space ads work or not. The only work is do you feel good about doing them. In direct response, you've got to do something that produces a result. You've got to measure, got to make sure your lifetime value is there, getting the return on it. A lot of what we do is lead generation. We do acquisition or new name, we call it new name non donors in that area. Once you get those in, what the conversion rate is, what your intro series is, your welcome kit is, and then you can just follow the pattern of where your

packages work, where they don't work, where people are interested, where they're not interested. If it's not working, you don't want to keep doing it.

John: What I love is, I was more used to ... We'd run awareness type things or sponsor events. There was no way of really measuring it. In my agencies I was working with at the time, you'll appreciate this one award. They said it was really good. I've learned there's no correlation. Actually it might be an inverse correlation between your agency winning an award for your campaign and the results that you get.

What I love about your actual response, I know the ROI, the return on investment every single element. This is just ... It's changed the game and a big part of this is really your lesson number three, know your talent. So many people in marketing kind of lick their finger, put the up in the air to see which way the wind was blowing. Now having talent in marketing that understands numbers, understands technology, understands these tools, and is just critical.

Paul: It is. To add, that appreciation John that there are other elements involved rather than just creativity. One of my early on godfathers, Tom Hellser, may God rest his soul, passed away many years ago, took me under wing and he had this sign about the size, it was about a six by eight sign in his office and it said don't tell me it's good looking, tell me it moves merchandise. Every time Tom and I would get together and I'd show him some of my stuff, he would say, "Don't tell me its good looking, tell me it moves merchandise." It's right over here on my wall. I have it now 20, 33 years I've had that sign. Every day I think about that.

The numbers are what tell you what works and the people who have an appreciation for the numbers or an appreciation again for that discipline. So much of ... Little bit of a get around to answering the question, so much of marketing is just being disciplined. Knowing what to do and staying within that groove. So many times we want to and the young creatives are coming through, want to get out and just do this beautiful big stuff with all the trinkets or the trip wires and everything else that the lead magnets that go into it. Which are all good, but they've got to work before they're really good.

Getting back to ... You mentioned early on, we do pretty things that work. That's what we do. We create pretty things that work. If they don't work, they're not pretty. A lot of times in direct response, ugly and boring is what works. To get talent who can appreciate that and receive that and knowing that maybe a direct mail piece or even an annual report which is normally very high end, that if you do one that's not high end, that may be the best way to make that thing work, that report work or that package work or that magazine work or that newsletter work or that welcome kit work or whatever it is that's in there or that lead generation, that banner ad. It's got to work first before it can be critical that it's good looking.

Once you get it to work, then you can play with whether it's better looking or not. So much of that's the discipline. Finding people ... I'll do a quick note here. Matter of fact, you were with me. We were in New York at Joe Polish's event and Arianna Huffington was there and your own Huffington Post. You've got this great series that you're involved in. One of the questions was how do you know when you're selecting staff if they're the right staff? Her answer, even though she and I have very different views on other things, I love her answer. She said, "You know when you know." I think that's one of the critical things that I've missed coming up but I've learned and I'm doing it now through my seasoned adventure here.

When I interview people, I know when I know. It's when I've gone against what I know that they haven't worked out and we wasted time and effort and energy and it's been bad for them and bad for us. I'm really locked into about talent, is when I go through that process, I know when I know. I just really trust that intuition.

John: There's so many different ways to find talent but there's a very critical that know when you know. When your gut tells you it's not right, you know what? It's right.

Paul: It's not right.

John: It's not right. Particularly if you have experience. If you don't have that gut, have somebody with you a COO or someone else that has that gut. Let me go to the next one because we've been talking about numbers and this is a big number four. It's know your marketing selling process. This is I think so critical, understanding the client pathing and the ability because all the other things fall into place. We have all these trip wires and client acquisition strategies, the ethical bribes, the lead magnet. I never heard ... I didn't know what all this stuff was Paul until I started hanging out with Joe Polish and his group, you, and others. You can get all this complexity but we really started and I introduced you as simple and elegant.

I've come to this belief that on the marketing sales process there's all the fancy stuff and I have this concept of it has to be ... If I want to put something in there, it has to be a hell yes. There has to be a really good reason because most things should be no. We make it so complicated. I want to keep it simple and it working. Tell me your thoughts on this marketing sales process because you are ... This is something you make look effortless.

Paul: Well thank you. Some of that effortless is because of the grit and the grime and the angst that we built. We built it out of testing. You mentioned testing earlier, did a lot of AB's, a lot of nth test on that. The market, I like to say it's not a why market, it's a what market. I don't know why people do what they do and I don't really even care why they do what they do. All I want to do is just watch what they do and figure out what it is that needs to be done.

We built a system that fits into what people want to do. Again going back to just make it easy for people to do what they want to do. The future's an extension of the past.

All of that's built into to every package we have, it's built into every teaser that we have on every carrier. It's built into every newsletter. It's built into every book promotion. It's built into every ... Even the little six word lead generator of banners that we do, all of that goes back to the system of trying to get that message in there where you can just someone to raise their hand and say I'm interested. Once you get into that, then you've got that process. Again, it's very disciplined. We know what works, we know what doesn't work and quite often, maybe not as often as it used to ... As a matter of fact, not as often as it used to, sometimes it doesn't work. That's when we go in and we'll pull a package out, put another package in and see what the market wants to do.

Frequently it's from one customer to the other. It may work with the AB kits over here, get to another group and it may be the CD kits on that. It's just always adjusting. You've got a process, you have a discipline. Staying within that groove, but you're adjusting as you go. The windage or that course correction as you go when you working with different clients. Even same client with a different product within their cadre of offers.

John: Well, one of the words I think you told me first, it's creating a baseline that control. This was something that I had not done in the past. I'm one of those fairly innovative, going ahead and making changes here and there, and kind of being creative and you have nothing to measure it against. You don't really know whether it's working. You change too many factors so you can't tell whether that worked or not. Getting that discipline that you've got Paul. You've been one of the guys coaching me on this is having that discipline and really getting that control element so you've now got a baseline that you can measure against that's working.

Then the ability then to try different things along the edge to see if you can improve. It's been just really valuable for me. It was a big mistake in the past and we were successful kind of in spite of ourselves. Now, it's just accelerated so much more and we know why it's happening.

Paul: Very much setting your control up. The second part of setting the control up is always trying to beat the control. That's always the goal after that. You can't beat the control unless you know what the control is. You set that and we find without exception that small things make big differences. If you get in there and start changing the carburettor around and get the springs a little loose or tight on that, you never know for sure what's making it go or not go. Keeping that base and doing incremental changes around it is where we've had our greatest success on that.

Even the color of the teaser on a return envelope. Something as simple as that. Now they're stacked. It's always measuring it and again, who knows why. Let's just see what works and what doesn't work and keep doing more of what works.

John: These little ... As we were all getting bigger and bigger businesses and doing this, having a half of percent or one percent increase can make a huge difference and the response rate can make a huge difference. That little change on the teaser color, doing this one step on an e-mail campaign. Those incremental differences have shocked me.

Paul: Very much so. That's one of the things you mentioned earlier about numbers and I was going to add that in. It's a great place to add it here. We're both in Abundance 360, one of the mastermind groups with Peter Diamandis and one of the examples that Peter talks about is where the internet and the amount of knowledge that we all know now is about the size of a golf ball and as exponential development comes around, the capacity to get into all that data is going to be like the sun. You have the golf ball of all we know right now to the sun of that we will know if the future.

You talked about a target rich environment or you said a candy store. I love the target rich environment expression. My goodness, what will happen when we have that capacity to go into a data file and pick out things? My client, one of our buddies, in a couple of groups that we're in, I was just talking with him Friday night about how to go into a file. I have a current file that we worked with of about five hundred thousand active subscribers in that. My goal is to go into those five hundred thousand names and find the fourteen that are just right for this offer or package that I'm looking for, can't do that right now. In some day when we get to the sun, I'm going to be able to go in to find those fourteen and I don't have to worry about the other four hundred and ninety thousand that I'm mailing or sending e-mails out to.

John: We're not that. My financial advisor, I have eighty thousand on our weekly newsletter. We can go in now and identify the thousand that would be interested in this area and have a pretty high percentage of interaction and know that the others aren't. The data management anymore. We're running local workshops in every major metropolitan area. In our ability to identify we do drops of seventy five hundred direct mail of people who have over a million dollars who have this kind of psycho-graphic demeanor. It's amazing and it's just now ... It's still really early stages and the golf ball to the sun is both exciting and scary. This is why you want to get involved. You definitely want to have that clear process, all the steps Paul is talking about.

I'm going to go to the last of the five, the big five is know your next move Paul. This is kind of ... We're kind of into it. We're talking about things are going to change so we're going to be planning this. How do we do that?

Paul: I think the biggest thing there for me John as I answer that question myself is getting a sense of what the future is going to be. That's one of the things that working with Peter Diamandis has helped me and Ray Kurzweil in one of the books, The Singularity is Near is just being aware of what's out there so that I start to train my mind to go in that direction on that. There's not a lot I'm doing today that matches with the Singularity is Near, but there's a lot in my mind that's moving to get me to that point so that I can be there. Even just the thought of exponential development on that. One is two, two is four, four is eight, eight is sixteen, and that rapid increase on there and to be mentally adaptable. I think that's the biggest thing is to learn how to learn. It's not going to be the smart who are going to win, it's going to be those who know how to adjust to what's going to be coming forward.

I think it's a mind-set as much as anything on that, is to prepare where we're going. The other ... Being in mastermind groups, you and I are in a couple together, two or three or four, however many it is. I think I'm in about eight total. Some are like a seasonal thing. I can glean things out of them and then I move on to another. It's just being around other people. That's the old expression, if you want work on being five years from now, look at the books you're reading and the people you're around. You're the average of the five people you're around. All those good things, which I think are really true so getting involved with other resources that help broaden your awareness and your knowledge, that's where I really focus.

John: You and I share that obviously because we're in the groups. That's why I started AESnation.com. Our good friends Joe Polish and Dan Sullivan really encouraged us to kick this off as a virtual mastermind but get involved in the local ones or a national one. It's just hanging around with like-minded people who are on this journey together has just been so valuable.

Let me go to another segment though Paul here.

John: What would you recommend to your fellow entrepreneurs as a book that you thought was really valuable?

Paul: I like The Rational Optimist. Like the library behind you, I have a huge library here at the office and a huge library at the house. I have actually two libraries at the house. Of all of the books a part from the bible, of all the books that I've read is The Rational Optimist by Matt Ridley and it gives such a ... it's not beach reading. This is not something you'll just sit down in an afternoon and knock through. It's not as difficult as The Singularity is near but it's still a process to read.

John: That's a high bar though too.

Paul: It's a high bar but it has such a great understanding about divisional labor and specialization of skills. Even starting with as I mentioned earlier, about the guy on the sea shore who can craft an arrowhead. He wants to exchange arrowheads with the guy who can do a bowl that lives up in the mountains and works with wood. That division of labor and specialization of skill, it gave such a foundation of why things are the way they are with mankind. Conflict or fighting each other, how we move forward in society and civilization, how we understand, and how we're going to get to the next level. Dan Sullivan mentioned it to me and I just think it's a great book.

John: I have it on my reading list and I will endeavor but I will not do it at the beach as you recommend.

Paul: Not at the beach.

John: Probably an airplane ride, a long airplane ride.

Paul: Yeah, a little bit every night.

John: Yeah, excellent. Let's go to the next one. This is resources and let me pull up your website Paul and we're at bighamagency.com and again, you can always go to AES Nation and show notes and links are there. I love that title, We Create Elegant Tools that Work and the skyline. I assume that's Dallas there. It looks like it's a flash by. What might ... You work with a very focus group you mentioned but who do you serve and if somebody wants to reach out to you and learn more about what you're doing?

Paul: The main thing that we're doing now and not to be pedantic about this is that we're looking for partnerships, people who want to have us walk with them to develop what they're doing. In particular, there's a group called Conscious Capitalism out right now that we're a part of. My definition of it, not theirs, but it's my definition is its good people doing good things for good reasons and that's what we want to do. We are looking for people who ... Groups, organizations, movements, causes, projects even that want to make a difference in the world. Our basic philosophy, of all the many things that we have as our core foundation is to make money and change lives. We're looking for that. When I say make money, you have to have progress. We were laughing about paying rent a little bit earlier. You've got to pay rent. Life has its necessities and its bars that you've got to cross on that, nothing wrong with that, nothing wrong with that at all.

To change more lives, you can make more money. The more money you make, you can change lives. Dan Sullivan has that great expression of if you really want to help the poor, don't be one of them; which I love. The more resource, the more capacity that you have, the more that you can help. We're looking for people who want to do that and it might be in again,

a \$500,000 horse, a Hunter Jeffers table that does that, we work with couture people. We have para-political people that we work with. We have a lot of individual sole proprietors who want to develop their brand and I use that word loosely. It's such an overused word, but who want to get their package together, their presentation out there.

Anybody who wants to move forward and make a change in life and better the world, we're happy to do that. It can be in direct response. It could be in online. It could be webs. We do some events unlike what you mentioned earlier, events are a lot of time, effort, and money for not a lot of return but we have done those and we can do those. It's mostly getting a goof return on the value, creating value, and making sure that there is something that moves merchandise and not just looks good in the process.

John: You do a phenomenal job on that. Encourage everyone to check out Paul's website. Definitely download this transcription because there's so many gems in here.

Let me go the last segment so I can summarize the key things.

I've been taking a lot of notes and I've had the privilege of working with Paul on a number of events and just getting to know his thought process. I want to just review the big five that he shared with us. These are hard lessons learned. They're going to be applicable to every one of our businesses and it's how you execute on these. In knowing your clients, taking the time to really understand your clients. I always break it out to ... I'm big on five things. What are the five key concerns? What are their wants? How do you address them so that you can help them by helping them? What I love about capitalism and likened self-interest makes the world go round by delivering value to them, you do exceptionally well.

Number two, know the numbers. There's no excuse anymore in marketing and sales not knowing the numbers. The tools are there, they're critical. As Paul walked about create the control. This is a baseline experience and then really, everything you do is to beat the control. To keep on doing split tests, whatever it is, but have the right people that know that.

That's really number three, know your talent. There's so much talent out in the world. It could be internal, it could be your employees, it could be external, and you're outsourcing it. However you get that, have the talented people that can really help you accelerate your success so that you do even more. You're able to make that bigger impact in the world as Paul talked about.

Number four, I think this is critical. It's knowing your marketing and sales process. This is having that whole client pathing. Having it step by step. Don't make it overly complex. Get on the right side of complexity, simplicity. We're all about having simple and elegant entrepreneurial business.

Number five, be involved in a mastermind group. Surround yourself with people who are going to help you anticipate the future, that next move. Paul, thank you again for joining us. Definitely download the notes, the show notes, the transcript, we'll have all the links of everything we talked about.

Your clients and your future clients, they're all counting on you. Don't let them down, make it happen. 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