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Richard Viguerie

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

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we all want to make a major difference out there. We want to reach out and really get our message out to individuals that we can help make a difference. Well, I have a superstar, and I do mean a superstar, here with me today. It is an unbelievable talent. He was one of the earliest pioneers if not the pioneer. In 1965, he started a company. Early '60s, remember the internet wasn't there. He started in the political direct mail ideology, just really a major, major player. I'm going to let him share some of the things he's done but he is today one of the largest players in this area.

When you think of how many lessons learned over that period... In a typical year, a 150 million postal pieces, not e-mails. Some of you do e-mails, but postal pieces and certainly, similar in the email ... He's a very young 82. He would make many of us look like slackers. He puts 12-14 hours in regularly. One of the most impressive things, I think, over his career, on being one of the top marketing people over the last 50 plus years, is that he commits to a couple hours of studying marketing each and every day.

This is an amazing individual. Stay tune because the insights you're going to see where you meet Richard are going to be unbelievable. I'm John Bowen. We're at AES Nation, all but accelerating your entrepreneurial success, and we're going to do that today.

Richard Viguerie, I am so excited to have you with us today. I've had the privilege of meeting you at Joe Polish's mastermind group a couple of times. We spent a little bit more time together at the last meeting at Phoenix, and you made a presentation. I was just blown away not only with the history, but the insights that you gave. I think there were 67 very successful entrepreneurs and there wasn't a person not writing down everything you said. I want to share you with our audience here at AESNation. Thank you Richard for joining us.

Richard Viguerie: Great to be with you, John. I've been looking forward to this time together with you.

John: Richard, what I'd love to do ... You have such a rich history. We're not going to dive too much in the political side, but you and I share a lot of the same political beliefs. No matter what side politically you are on, or what message you want to get out, you are unbelievably effective at getting it out. I always joke about it. We don't usually wake up at age 5 and say we're going to change the world in direct mail and get our message out. How did this all come about?

Richard: John, when I'm a kid, I'm just consumed with politics. Kids in the neighborhood shooting cops and robbers. I don't tell anybody, but I'm not shooting the robbers. I'm shooting communists, because I came into this world know them as bad people. Anyway, I'm just consumed with politics. In my mid-20s, I get an opportunity to run a conservative youth

organization that had just been founded a few months earlier on Bill Buckley's family estate in Sharon, Connecticut.

I go to New York City and I know nothing about marketing. I ran the organization for about a year and a half doing everything, but I just fell in love with direct mail. After a year and a half, I asked to be relieved of all duties except direct mail. I wanted to focus on that. I did that for another year and a half. By now, it's December 1964 and I thought I knew everything there was to know about marketing. I was going to leave and start my own company business. By then, I had a wife and two babies. Of course, I knew nothing about marketing. I knew less than 1% of what I know now, but I thought I knew a lot more than I did.

The one thing I knew I didn't have and I needed, and that was names and addresses. I needed customers, people to write to. In 1964, I discovered that if you were running for President, you had to file all your \$50 plus donors with the clerk at the House of Representatives. I went down there in '64, found Goldwater's stock of donors, started copying. Didn't make a lot of progress at a couple of days, so I hired six women to do that. After maybe 6 weeks, I had 12,500 names. That allowed me have the courage to quit a good job and hang up my shingle.

I was the pioneer. No one in America, no one in the world had ever done political direct mail, illogical direct mail before that. By the end of that first year, I had a 100,000 donors and within a few years, I was up to a million. Now, we have 10 million donors. That's the lifeblood of our organization. Between that and our team here of employees. It makes all the difference in the world.

Anyway, we're still, as I said earlier, that the largest ... We have 75 employees, most of them world-class marketers. I charged hell every morning with a bucket of water, and it didn't happen yesterday, John, but I promise you today, before the sun sets, I will save Western civilization.

John: I really love that. I want to go all the way back to the first 12,500, Richard, where you're going ahead and you're going. ... I graduated in the mid-70s college. I can still remember punch cards, and big mainframes, and so on. What were you using to get that 12,500, then the 100,000 in those days, to kind of manage that?

Richard: Well, to show you what a dinosaur I was when I got the 12,500, I gave them to a friend of mine who was in the computer business. He was moonlighting at a Catholic charity. They let them use the equipment after hours. I gave him 12,500 names. He brought them back on mag tape, maybe few weeks later. We sat down literally, and I unrolled about 20, 30 feet of mag tape. I looked at him and I said, "Tom, where's my names?" He said, "What do you mean?" "There's no holds in the tape." I expected to see ... I had never seen a magnetic tape before.

Then, in '66, '67, the post office starts talking about going with zip codes. We all use middle plates in those days, scriptomatic metal plates. We had all these 12,500 names on metal plates as well as the mag tapes, I thought it was going to destroy the direct mail business going to zip codes. My gosh, I've got to get rid of all my 100,000 metal plates here.

John: One of the things, I want to bring that up because sometimes, we as entrepreneurs in today's world think it's hard. We have a few more tools than you had when you first getting started. I know you're using all the tools now. One of the things I love about having the opportunity to visit with you, Richard, to really get to know you better is, you have continued to grow and really make a huge impact all along the way. I want to go to some of the lessons you shared at Joe's meeting and share it with our audience, that have made you so successful in making a difference, creating value. The very first thing you shared was about always having mentors. How has that influence your life? How would you recommend that your fellow entrepreneurs use that strategy?

Richard: I wouldn't be where I am now, I wouldn't have accomplished a fraction of what I have achieved, John ... By the way, at age 82, I've learned this from Dan Sullivan ... I am as convinced as we are sitting here talking to each other that I've got a bigger front than a back. Whatever I've done in the past, it's going to be dwarfed by what I do in the future. From the day that I went to New York City, my boss, Marvin Leadman, was a giant in fundraising. He didn't do direct mail fundraising like we do now, but he was doing fundraising, high dollar. He was my first mentor when I started.

Within months of started my company in 1965, I spent a whole week with man named Ed Meyer. He was the primary teacher for the direct marketing association in those days. There was a dozen of us or so, for all week long. He became my mentor. Once a month for the next 15 years, he came to our office and coach me and my employees. After he died, a man named Dick Vincent called and said, "Your guru had just died. Can I be your new guru?" My reply was, "You got the job." Those 3 giants allowed me to really have an unfair advantage, quite frankly, over the competition. I was being thought by the best of the best. In the last 15 years, I've had Dan Sullivan for my coach.

I encourage everybody who's in the entrepreneurial business, whether you who are just starting, or you've been in it for a long while, get a mentor. We all need mentors. We all need coach. By the way, if you can't afford to have a high level coach, there are many good coaching organizations. They're national, they're local. I joined these organization 30, 40 years ago because I knew that I didn't know how to run an organization. I didn't go to college as most of these entrepreneurs that are in the same boat. We didn't go to college to learn how to run an organization, how to start one, and how to manage, hire, fire, et cetera. I knew I had a weakness in that area so I surrounded myself with people who could help me in that area. That's so important.

One last thing in that area, John, is the importance of accountability. I heard a giant mentor of many people in coaching business years ago, he said, "The number one reason people are failing is because there's a lack of accountability." I was guilty of that. I'd get up in the morning and I see a rabbit run down here. I'd say, "Oh, I'll chase that one." 10:00, there's another one. 11:30, I'll go off over here. When you've got a real board of directors, and people really holding you accountable, you're going to be much more disciplined. It won't be maybe sometimes as much fun, they'll hold you accountable, but you'll achieve a great deal more if you have accountability.

John: I know, Richard, when I looked at the biggest successes I've had along the way, I can think of a few mentors who just really, they had walked the path before me. They could short cut. They let me still find some mistakes along the way but just that little bit of coaching just made a huge difference ... The real board of directors ... One of the challenges, what we all like as entrepreneurship is freedom. Freedom from accountability sounds better, whether it's rabbit holes or shiny new things, you always have more and more successes, more of those rabbits running around.

In every study, we have of entrepreneurship, I mean that focus, that massive delivered action on a focused area, which is so counter to what so many of us as entrepreneurs ... Our natural thing is to go start something else. Richard, given the example, for an entrepreneur who hasn't had a board of directors, that's a scary thing. You've got this freedom. You can do whatever you want type and now, all of a sudden, you're going to go ahead and have somebody who certainly understands the business a bit, but not as much as you, holding you accountable. Why do you feel so strongly about that?

Richard: John, it's a great question and observation on your part. As an entrepreneur, you want freedom. I had the freedom to do a lot of things as I'm building my company, including waste a lot of money, waste a lot of time. Nothing gives you more freedom than profit. I hired a company early in my career when I'm 8, 10 years old ... Been in business 8, 10 years ... To do a study of our company. They did for 4 to 5 months, charged me a lot of money, came back and said, "Here's our recommendation. You resign as President, CEO of the company and become Chief Creative person. You're the Chief Copywriter, et cetera." "That's the dumbest thing I ever heard. I'm the President. This is my company. I'm not going to turn it over to somebody else." They were dead right.

About 12 years ago, I did turn the company over to a wonderful lady who came to me as a kid right out of William and Mary, and stayed with me a while, and been involved in our company at different times. I made her the President and CEO about 12 years ago. It changed my life for the better. I've got so much more freedom now. I'm able to focus on my unique ability and she focuses on her unique ability and life is so much better now that I've got

somebody who I can turn the company over to, and I can focus on my unique ability. That has changed my life for the better.

John: I could feel the entrepreneurs ... As you're listening to this, I know, I'm going, "Jeez, a formal board." I have done that many times, and each time I've done it, I have more success. I don't know why we all fight those things. The freedom that being very profitable has, and the ability to replace yourself, and have the business run even better ... If you can't feel good doing that, I mean, this is where it's really amazing.

Richard, one of the things that you talked about at Joe's was this concept of 4 horsemen that are really guiding you along the way. Why don't we start out with the first one that you talked about, and we'll go through one at a time? This whole concept of positioning, what do you mean by that? Why is that so important to you, as that horseman really has helped propel you through all your success?

Richard: These 4 horsemen that I've developed ... Quite frankly, they're not really original with me. Through studying many people, particularly Al Reese and Jack Trout. Al Reese ... They used to write together and now they write separately. Al Reese writes with his daughter, Laura. Much of what I've learned, I've learned from them. I've putted it in this sequence of the 4 horsemen, combining what they've taught, as well as others. I am so convinced that these 4 things are the secret to success in life. I say that you've got to get these 4 things right, John. If you do, your life is downhill, the win to your back. Get them wrong, you're going uphill, the wind in your face, and you're not going to succeed.

Position is nothing more than a hole, H-O-L-E, in the marketplace. That's what you decide quite frankly, privately, what hole in the marketplace do you want to occupy. I like to use an example of, say, Fox Television. Now, it doesn't matter whether you're republican, democrat, conservative, you can understand this concept here. Rupert Murdoch, 20 years ago, when he wants to start a cable television network, he doesn't try to duplicate what his competitors are going to be doing, CBS, ABC, NBC, CNN. He says, "There's a hole in the marketplace. Nobody's serving the right of center community in America for news." Life got pretty easy, at that point, when he said there's a whole market of 50% of Americans not being served. He said, "That's the market we'll serve." Then, that's what he did privately.

Number 2 is differentiation. Differentiation is what you do publicly. How does he differentiate from CNN, CBS, ABC, et cetera? He did that by hiring people like Bill O'Reilly, Megyn Kelly, Sean Hannity, Glenn Beck for a while, then Fox and friends. He clearly has a product that differentiates from his competitors.

Third is USP, which I think most of your audience will know, is unique selling proposition/benefit. That's easy when you listen to Fox, you get news and information that

you don't get anywhere else. If you're a conservative, if you're right of center politically, you can see that you're going to get information you're not going to get on ABC, NBC, et cetera.

Fourth is brand. Brand, John, is the ball game. It's everything. One, it's a combination of the other 3. It's a combination of your position, differentiation, and your benefit. It's what makes you singular, what makes you unique. In the words of Seth Godin, "It's what makes you a purple cow." I live out in the country, regularly pass fields of 40 brown cows on one side, 50 black and white ones on the other side, but if 1 of those cows ... They all look alike, you can't tell one from the other, but if one is a purple cow, that stands out.

All of our job in life is to be a purple cow. Not only for our business but for us as individuals. I speak to a lot of young people and I say, "Most of you are single. You're looking for a spouse. A lot of competition for that pretty young girl's hand out there. How do you separate yourself? How do you distinguish yourself from all that serious competition?" It's just important to know this in life: position, differentiation, USP/benefit, and then brand.

John, most products today are not sold. They are bought. I like to shop. I'm one of these unusual men that likes to go to the supermarket. I go to Wegman's on a regular basis. Usually on a Thursday afternoon, Friday. There's 40,000 products maybe, in that store. Not one sales person. Not one. People to check me out and take my money, but nobody's selling. The selling was done before you walked in the store. A couple of weeks ago, I bought a new car. New for me, at least. Nobody sold me that car. I knew what I wanted. I went to the dealer that had the car that I wanted and I just have to negotiate price, and we were done there. Brand is the ball game, and you've got to be branded. If you're not branded, life is going to be very, very difficult for you.

John: Yeah, Richard, I think all four are important. I want to go to your last point that I think is critical. What's changed with the speed of marketing, and all the information on the internet it facilitates? When you go, the amount of research you could do today, for instance, buying your car that you just bought ... Before you even go there, wherever it is, has just changed dramatically. This is something where these 4 horsemen are so important to us.

We all are aware of them but executing it is a whole different thing because today, whether you're in a B-to-B, a business to business or business to consumer situation, people are gathering information. They, in turn, are pretty far along on their decision making, where in the old days we'd call somebody, we'd kind of talk with them, and think about it. Whether it was a car, or whether it's a major piece of equipment, or consulting service. We've now gone all the way down. As a matter of fact, I'm looking at whether I should get solar or not, before the tax credits go and all that, which is really hard as a libertarian ... Going and taking advantage of this. We'll stop there.

The amount of research you do before you even talk with anybody anymore, is so far ahead. Richard, how do you see ... You've used this ... One of the things that I was amazed, how prepared you were for ... I've seen you present twice now. How prepared you were for that ... Before we turn on the camera, you and I talked about what we'd talk about today. I think, I've done, probably close to 200 of these interviews. You may win the award for the most prepared. This is something you've done all your life. It's preparing a written plan. How do you do that? How has that served you? What would you recommend to your fellow entrepreneurs?

Richard: This is a good leading into another very important 4 part project here. Let me just make 1 more comment on brand. You do not build a brand, quite frankly, with advertising. That's a common mistake that advertisers made. They go and spend a lot of time and money, resources on advertising. You build a brand with buzz. You protect your brand with advertising. Once you've got it established, to protect yourself from competition, you do advertising.

I am very well known in my area politically, marketing, et cetera. I've got a well-established brand. I've yet to take out the first ad advertising myself. I've been the subject of thousands of news stories, done thousands of radio, television stories, articles, et cetera, and shows. That's how you build, by buzz. Then you protect it with advertising. That's very, very important.

In terms of being prepared, as I said earlier, I don't do much of anything in life without a 4 part plan. Used to, in the late '70s, early '80s, a lot of us conservatives in the Washington DC area and around the country ... We'd get together 20, 25 of us, for a long weekend. We'd go plot and plan, strategize, and we'd come up with problem X. It was a young Congressman from Georgia, in the late '70s, Newt Gingrich, he'd go to the blackboard ... We didn't have white boards in those days ... He'd write 4 words on there. An hour later, we'd filled in these 4 words, and we saw our path clearly forward.

Before I do your interview, before I speak anywhere ... I spoke Saturday, I spoke again this past Monday ... I always do a 4 part plan. The 4 part plan is vision, goal, strategy, and then tactic/project. What's my vision for this broadcast here? What's my goals? What's my strategy? Then what's my tactics/projects, et cetera. If you break any project down in those 4 parts, it makes the going so much easier. When I'm doing a book, I'll do a 4 part plan. Who am I going to get to help me do the research? Who'd help me do the writing, do this, or that? Once I've written the plan, then I'd have another plan to market the book. You can divide most any project in life into those 4 parts, vision, goals, strategy, and tactics. It just makes life so much more ... Not only easier, more likely to be successful.

John: I think so often ... It's kind of what we were talking about, Richard ... You go to the rabbit hole, you're chasing things, and when you don't take the time to step back and get clear

on, what's the vision that you're working toward, and specifically, what the goal is ... You can say yes to a lot of things that you shouldn't say yes to, and get yourself really in trouble.

Richard: Let me just give you an example, John. I did a broadcast like this last week, a couple hundred people in development fundraising marketing on the call. I said, "Okay, what are the things that I want to come out of here?" One of them in my goals was maybe pick up 1 or 2 new employees, maybe 1 or 2 new clients. Then I wanted to reinforce my brand. These are all people who are in my business, many of them are my competitors, so I had a plan to reinforce my brand, to stress this, stress that. It makes the going so much easier if you come well prepared.

John: It really does. I do an awful lot of presentations too, Richard, and one of the things that when you get really clear what it is you want to accomplish, the odds of accomplishing that go up dramatically. It's kind of a ridiculous understatement.

Richard: John, one point I forgot to make on this plan, it was so important ... The number 1 benefit of writing a plan is not working the plan. That's important, but that's secondary. The number 1 benefit is writing the plan, because as you write the plan, it clarifies your thinking, it crystallizes your thinking. You thought you wanted to go over here, but you say, "No, I think I need to go over here. More of this, less of that." The exercise of writing the plan is hugely important. It doesn't take long. In an hour, a young person who's starting off in their life, do a plan for your life. Lots of studies have been shown over the years that people who have a written plan for their life will accomplish far more than people who don't have a written plan.

By the way, several things ... It's permissible to change regularly if you want to change, modify, whatever. Also, share it with other people. Let's say that you've got a goal of losing 50 pounds in the next 6 months, and you share that with all your friends. You're at dinner one night, all of a sudden, you've got pie a la mode in front of you there, and your friends say, "Hey Richard, what about this plan here?" Share your plan with others. Bill Clinton, when he was 16 years old, is telling everybody he's going to be President of the United States. His girlfriend at Yale, Hillary Rodham, introduced him by saying, "Meet Bill Clinton, my boyfriend. He's going to be President of the United States." After a while, people buy into it, and they want to help you. Write the plan, share it with others.

John: Yeah, that whole planning process is just so powerful. Richard, one of the things ... You've written books, you are a big believer in the power of books. Let me go to the next segment, which is the Book of the Day. A lot of times, I'll ask people to just share 1 book ... You have trouble with 1 book. You have a whole different way of doing it. Why don't you share that, and then we'll share what you're doing with our audience.

Richard: I have a bibliography, which I'll be glad to share with your audience that has, I think, the most important marketing books. There's probably a few that I don't have on here. I tell my team members here, these books that I have here, 15 or so, "You don't just read those books, and you memorize them, because they're the giants." Most people read 1 or 2 books a week, or 2 or 3 a month, whatever. That's okay, but I don't think it's near as helpful if you can identify the classics, and just drill down deep and memorize them almost. If you're going to be a minister, a preacher, a pastor, you're not going to read the Bible once, you're going to go through it over, and over, and over, until it really is part of you. I believe in the same way with books.

It's also important for these entrepreneurs that are listening to us, not only to study marketing, but study business books as well. I said earlier, most of us didn't go to school to learn to run a business, so we need to study marketing, and business. One of the best business books that I've read recently is by Peter Thiel, a fellow libertarian, John ... Called Zero to One. It's a powerful book, a small book, you can read it fairly quickly. It's got a powerful message in it. It talks about the importance of having a legal monopoly. When you have a legal monopoly, you're not then commoditized. It just is a killer to be commoditized, and be driven down to the lowest common denominator.

Great progress is made by companies like Microsoft, and Apple, Google, Amazon, they have monopolies for all intents and purposes, at least for some period of years. They make heavy profits, and then they can go out and do all kinds of research and development, and take us into new paths that they couldn't have taken us, if they had been commoditized, and had to sell for the lowest common denominator price.

John: I'm going to put it up on the screen. Peter is ... Not only is he a good author in this book, but he is one of the most successful entrepreneurs here in Silicon Valley, and definitely has some insights to share that are going to make a difference. It's written for start-ups, but it's really for all businesses. I would recommend it strongly. Let me go to the next segment, which is resources. Richard, what I'd like to do ... I'm going to pull up your website, AmericanTarget.com. Let me flash that on the screen, it's got some pictures of you with ... I can relate to this a lot, with more hair along the way ... I've got some early pictures, and I did have hair at one time, too.

I read the history, and there's so much things. Tell us a little bit about your business now, because I'm working with you to try to figure out how best to use your services. How can other entrepreneurs reach out to your company and take advantage of all this wisdom, and connections, and data that you have?

Richard: The main thing, I think, I've covered a lot of the highlights here. Read, study, get mentors, have accountability, have a reason-

John: I'm talking about how they can actually talk with your company, versus ... You're helping them build great businesses, now we've got to execute on a few things. One of the big challenges that many of us have is that we've kind of refined ... We've nailed our client experience, it's working really well, we've built up our business, and we've done some of the marketing things you're saying. Now we're ready to expand it a bit, and you know a few more people, at least your data base does, than we do.

Richard: As I said earlier, we have 10,000,000 names and addresses of just donors. People will regularly ask me, do I know this gazillionaire, or that gazillionaire? No, I don't know the billionaires, but I know 10,000,000 \$10, \$25, \$50, \$100 donors, and that's the lifeblood of anybody's organization, is your customer base. By the way, I'll get to your question in a minute, but I want to make sure I mention something, John. The importance of understanding the lifetime value of your customer. I understood that early on from my study in business in the '60s, and it gave me a huge advantage over my competitors, because I focused on the lifetime value of a customer. I could spend a dollar on marketing, and bring in 70, 80 cents, because I knew that that 20, 30 cents per dollar lost was going to be turned into \$10, \$20 \$50 profit over the years. Understand as a business person how much you can invest in marketing by understand the lifetime value of your customer there.

In terms of reaching me, feel free to contact me at my initials, R-A-V, the company's initials, A-T-A, @aol.com. Repeat, ravata@aol.com. That AOL address tells you I've been around for a long time. My son, it really bugs him, he says, "Dad, nobody uses that anymore." Well, I'm comfortable with it. If I like something, I stay with it.

John: I do have a few good friends that still have that. They're some of my most successful friends, Richard, so you're in good company here. Let me go to the next segment, which I think is really important for all of us. It's the key takeaways ... I want to share, Richard ... I've written down so many insights. I'm going to start with your last one first. Know the lifetime value of the client relationship. This is something I didn't fully understand until about 10 years ago, and it's changed my life. With marketing, when we spend \$1, most of us want to get \$2 back right away, and that limits us.

If your competitors feel that way, and you can do just what Richard said, you spend \$1 and get 70 cents back immediately, you have an unfair competitive advantage. You can only do that if you know the long term lifetime value of your clients. This is something that if you can understand your cost of acquisition, and the value of the clients, you have really, almost a slot machine. You put \$1 in, it doesn't pay off immediately, but it might pay \$17, as Richard was saying. Number 1, understand that.

Also, major mentors. Every major change in my life, kind of that acceleration that we talk about here at AE, Accelerating Entrepreneur Success, AES Nation, has been a mentor.

Reach out, they show up at different times in your life. Sometimes they stop by, as Richard said. More often than not, you have to seek them out. It's going to change, you're not going to have 1 mentor during your lifetime. Real board of directors ... Accountability ... I know about you, but me, I would prefer no accountability. I've been married for 35 years, I've had several business, I've done venture backed and so on. I know that accountability does make a difference.

Four horsemen, I think this is brilliant. Positioning, and I've never heard that before, Richard. I didn't catch that when you talked about it before. Positioning as the private mind-set of your getting that space. Differentiating, you know, the public, how people perceive you. USP, benefit, we've got to have clarity on that. Then the brand is all about the buzz. This is so important for all of us. Written plans, vision, goals, strategies, tactics are critical in approaching this each and every time.

Richard, I want to thank you profusely for the difference you're making in the world, first of all, and for sharing your insights with our fellow entrepreneurs. Let everyone know that you can get ... Everything Richard and I talked about, the transcription at AESNation.com, all the links to everything we talked about will be there. Above all, I know, Richard, you want them, I want them to go out and make a huge difference. Western civilization, their clients, their future clients, all these strategic partners are counting on them. Let's go out and make a big difference.

Richard: John, let me make one last important point. At age 82, I'm doing all the things that we've talked about. My good health is not an accident, I work at it, and so I encourage all of our listeners to pay attention to your health, study, read health as well as business and marketing. It makes all of the difference in the world. I spend a lot of time, and my wife does, studying health, and it's not an accident, we work at it. Eat your vegetables, your fruit, exercise, et cetera. Work at your health.

John: It's so funny, you mentioned earlier, one of your mentors was Dan Sullivan. Dan and I are in partnership on a couple of things. Dan called me up ... I think he's 71, 72. He goes, "John, if we're going to be working together, you've got to take better care of yourself, because I only do partnerships for 25 years." It's just that long term life, and really, you're an inspiration, Richard, to all of us. You owe it to your clients, your future clients, your families, to take care of yourself. Today, there's so much going on in the health side. We want to have the energy to really make a difference. Let's go make a difference. Wish you the best in 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