



AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
143

Tucker Max

Show Notes at: <http://www.aesnation.com/143>



AESNATION.COM

John Bowen and Tucker Max

Episode #143

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 make a difference. We want to get out there and really stand out in a very crowded field. No matter what field we're in. One of the best ways to do it is to be an author, to share your ideas and frame the discussion.

I've got a special treat for you today. I've got one of the bestselling authors ever here, who's going to help us be successful in achieving our goals with a great tool. If you've ever thought about writing a book and even if you haven't thought about it, you should be listening to this because if you want to make a difference, it's one of the greatest tools out there.

I'm John Bowen, founder of AES Nation, and I have with us the one and only, three times number one bestselling New York Times author, who is an amazing individual, Tucker Max, and he is going to share with us some of the insights that he's learned along the journey to help his fellow entrepreneurs take off.

I am so excited to have you here with us today to share your brilliance, because you are a remarkable guy. Malcolm Gladwell, Michael Lewis and you are the only ones to have, at the same time on the New York Times, not in the top list, number one bestsellers, three books. That's pretty amazing. Thank you, first of all, for joining us.

Tucker Max: Listen, thank you for having me.

John: You and I got to meet at mastermind groups. We're getting back from Joe Polish's Genius Network, and we were at Mastermind's talk before that. Everyone wants to know how you're doing all of this and you've been a great author, created a whole vernacular. I forget the term they use to de-

Tucker: The Fratire genre.

John: The Fratire. A genre. You get credit for that and all my writing friends have said you are the guy on it, but what was really interesting was what you're doing now, where you've taken all those lessons to help fellow entrepreneurs to write books. I know, I'm going to say, one of the books I wrote that only sold 6,000 copies ... Somebody who read it paid me \$25,000,000 for a business. I am really ... He wouldn't have known who I was without that book, so I love books. I love books. I had two partners, so I had to share the money, but it was still well worth writing that book.

I've used books over and over again. How did you get to this point? Bestselling author to ... Quite honestly, I don't know anybody anywhere near your caliber that's helping other entrepreneurs. How did you get to where you are and why are you now focused on helping fellow entrepreneurs?

Tucker: The honest answer is I totally stumbled into writing. I went to undergrad at the University of Chicago for econ, and then I went to law school at Duke and the idea that-

John: Two kind of good schools along the way to-

Tucker: Yeah, they're okay. I'm not a Duke fan. I'm from Kentucky, so Duke Basketball, and everyone talked smack to me about Duke Basketball. I'm like I hate them too. I'm with you.

John: I'm more of a financial guy, I'm a free-market guy, so I've had all kinds of people from the University of Chicago on my mutual fund board, a company I've had, and had a few of them won a Nobel Prize in economics, so I've always thought it was a decent school.

Tucker: I had four Nobel laureate professors. I took Becker's class, I took Fogel's class, I took Lucas' class, and I got to audit Ronald Coase's class. That's how old I am. I was there when Coase was-

John: It's amazing. With this great foundation you have, you get out of school and what happens?

Tucker: I essentially got fired from my first law job three weeks into it. It was 100% my fault and then I went to work for my father. He owns some restaurants in South Florida, then he fired me from the family business and that was less my fault, but still kind of my fault. The whole time I was writing emails to my friends. We all graduated from law school and we all went to different cities, about the funny things I would do and my friends were like, look, you're not so good at the things you're trained for, like law and business, but these emails you're writing are the funniest things we've ever seen. You should get these published.

I tried to get published and, of course, I got no traction and I put all my stories up on a website, the stories that became the books that sold millions of copies. I put them up for free, and this was before MySpace or Facebook. Then they ... It was one of those things. They blew up and the publishers came back and wanted book deals. I learned the business of writing before the skill of writing. I guess I was an okay storyteller, but I had to learn the business, both the internet business and marketing, and I had to learn this stuff from the outside.

I ran with it because people liked my stories. I did one book and it sold, then it started selling and selling and selling.

John: Did you pitch ... You've got the blog going, you've got these stories and everything going, Tucker. Did the publishers seek you out? Really, when you have distribution and you have the market feedback, they're a little quicker to have a good conversation with you.

Tucker: They are now. I was doing this in '02, before they really understood the internet. That was back when no one legitimate was putting up free anything or paid anything on the internet. That was before the word blog really existed. What happened was I wrote a story and this girl sued me. I ended up winning the case because everything I wrote in the story was true and it was the first time that prior restraint had ever been used on something on the internet. It was this huge legal case, front page of the New York Times, and it ended up blowing up my site. I got all this traffic and all this stuff for months.

After that, the publishers came back when they saw I had this huge following. At the end of the day, they are in business to make money and they knew they would sell books. From there, it took off, and I learned the business, and I realized my job was now a writer. My job was to write these stories down that people liked reading.

John: Tucker, one of the things that happens on all this is typically ... I've got a number of friends in the group we were with there's a number of other guys that ... I'm thinking of David Bach, who's in financial service. David has now done 9 books and has been very successful doing that and he's always looking to that next one, the next one, and next one. He's really making a difference sharing his insights with the mass affluent and huge.

You've gone into a number of different directions. I know you've got a number of businesses, but the one I want to talk about today is helping your fellow entrepreneurs. I know of sometimes one hit wonders they did one book and it ... Unique, and then they go in coaching, but I've never seen anybody that's reached your level of success and then wants to do it. What's your motivation to help entrepreneurs here do this?

Tucker: Part of it is selfish and part of it is ... I don't want to say altruistic, but you reach a point in your life where you realize that it's not about you. When you are in your 20's, you think everything's about you and you're in your 30's and maybe just part of it, and then you hit your 40's and you're like none of it is. I'm finally getting to that mature place I think.

It's partly that, and it's also ... It was really hard for me starting off as a writer, especially coming from a non-traditional place and doing it in a way that was very un-traditional and it didn't have to be like that.

Essentially, I told great stories, but I had to learn how to become a writer to learn how to tell those stories. I realized ... It's funny. Someone asked me this about six months ago. If you started today, how would you start. Their question was what strategies would you use as a writer? I told them I wouldn't have been a writer. I would've ended up being one of those YouTube celebrities who has millions of followers, but no one pays attention to them outside of YouTube because it's so much easier to get content out that way and that was about a year and a half ago and that was right when I was starting Book in a Box.

That's the impetus for me is ... Just like it is for anybody. When you go through a hard struggle and you find the solution and you realize it doesn't have to be as hard as it was for me. I can make it easier for the people that came after me. It's like I'm at the top floor. I'm going to send the elevator down now.

John: The real elevator doesn't go straight up either. You learn a lot of lessons along the way here.

Tucker: I wish.

John: I think it's more climbing the mountain type.

What I want to go to, Tucker, that I think is so important ... I said it's helped me sell businesses. We've produced probably on average six eBooks, four to six each year for sure, and then usually about every 18 months we write more of a traditional book.

I tell you, it's changed my businesses, when I had investment businesses. Every business, I've always done it. There's a lot of entrepreneurs who are going Tucker's done it, John's done it, why would I write a book? I've got some stories to tell, I've got some lessons to share, but why would a fellow entrepreneur want to write a book, Tucker?

Tucker: There's one person who should not write a book and it's the type of person who has too many clients and too much business. There are some businesses that have that problem, but for the most part, you can never have enough clients and enough attention and enough inbound traffic. I don't know ... There are other ways to get attention and clients and things like that, but I don't know the better way and a way that has higher ROI relative to time spent rather than a book.

John: You can repurpose it in so many different directions. We can get into that, but this is so powerful. Let's go to the next step, though. I realize if I have a book, I can go out and give speeches, I can go and do TV, I can do podcasts. I can do all these different things, I can attract a steady stream of new clients to me.

Let's go to, though, great. Made that decision to do a book. How do I have ... what do I actually ... I always use a different term than you do on this. See what you think of it. I count myself as an author and then I have writers working with me. It's always how do you author the book? What should the book story be? Almost, as you know well, almost no non-fiction book, at least that I know of, is written solely by the name on the book. There's usually a huge team behind them to make it work. How do they come up with the idea? That focus?

It's one thing to say you want to do it, and it's another to actually do it. You got to have that idea.

Tucker: Right. In my company, we have a very specific process that we walk people through. Most people start with what they think the book idea is, but that's actually where you finish. What you should start with is what goal do you want to accomplish with this book? What result are you looking for? If you're a financial advisor and you want clients, that's a result. If you want to be a speaker, that's a result. If you want to drive leads to your software business. There's a million specific results, but saying things like I want to sell a million copies, that's not a result.

First of all, it's not realistic for most people, and it's not really a result. It's something you hope for if you write a great book that's applicable for millions of people. It's not a specific thing you're looking for, so you want to be as specific and realistic as possible. I want to drive leads to this course or whatever.

From there, once you have a very specific goal or result, then you need to look at what audience do I have to reach in order to hit that result? For example, if you're a financial advisor and you want clients, your audience are people who are looking for financial advisors or people who should be looking for financial advisors. That's a clear audience.

The next step is to understand what wisdom or knowledge is in my head that is valuable to that audience. If you're a financial advisor, you want more clients. Let's be even more specific. High net-worth individuals. You say okay, what do I know that's very valuable to high net-worth individuals. The answer is going to be different for different people. As you know probably better than anybody, financial advisors can specialize in a lot of different things. Depending on what you specialize in, that answer will be different. Or depending on what your result is, if you want to be a speaker, your audience are the people who go to the conferences.

That's actually what your book should be about, and it should be very narrow, especially if you're in business entrepreneurship because very few people are qualified to write a really broad book, like the Secrets to Business or some nonsense, broad book. Maybe Steve Jobs or Jack Welch can write that, but most entrepreneurs can't. What they can write is something very narrow and specific that they have nailed and done again and again that they know really well, because that's going to be very valuable to the audience they're trying to reach to hit the result they want.

John: What's so powerful on this, if you get clarity ... One of the things I really love that you're talking about, Tucker, is getting clarity on the goals first. So many of our fellow entrepreneurs, you're listening to this, you're an entrepreneur, you're having success, and to the extent you

are now in a position to scale up, attracting the right clients is so powerful. One of the ... I'm going to hold up Josh Turner's book. I didn't realize until I read your book-

Tucker: We published his.

John: No, I know. I thought it was a really good book and I know Josh. Maybe tell a little background of why Josh reached out to you?

Tucker: Josh is one of the most successful LinkedIn coaches. To summarize, he basically teaches people how to network on LinkedIn, how to utilize LinkedIn for your business and your career and all this sort of stuff. It's actually ... You'd think LinkedIn would make it easy, but it's not. It's this weirdly convoluted system.

Josh has a great course that teaches this and he has a few specific ways he has to advertise, but he wanted to not just drive traffic to his course and his firm. He has a firm that helps consults with this. He also wanted to establish himself as an authority on LinkedIn and as the credible source. There's a lot of people who say that they're LinkedIn experts, but not many people probably really are once you examine it.

What Josh did is he put everything or just about everything he understands about LinkedIn into this book, Connect, and it showed the world this guy really does know what he's talking about and he is really good at this. What happens is it's a great filter for clients. The people who couldn't afford his consulting services either go buy his course or go look at his free stuff. He captures those people.

The people who can afford him ... You know as well as I do, if your time is very valuable, you read a book to find the expert, not to do it yourself. You don't want to do it yourself. You want to pay the expert to do it for you. He's seen his consulting business go through the roof and his course business go through the roof because he establishes his credibility and his authority and he got a bunch of attention off the book.

John: The book is Connect. Let me put it up on screen, The Secret LinkedIn Playbook to Generate Leads, Build Relationships, and Dramatically Increase Your Sales.

On the cover, it says it's a Wall Street Journal bestseller, which a lot of these books that are written like this, aren't usually ... They're not expecting they're going to have that type of success. I know Josh was really happy with it.

He was clear on the goals who he wanted. Whatever business you have, get clarity on who you want to attract, because this is one of the best tools out there to do that and establish credibility. Tucker, one thing to talk about, you talk about it in the book and you know this

really well, but everybody has this desire to go to a mainstream publisher at least once in their life and get a book deal. The economics have changed so much, but touch on that for nonfiction books?

Tucker: For nonfiction, I won't say there's no reason to get a traditional book deal. First off, understand that it's really hard to get a traditional book deal. The only people that they're really taking now are people who already have big established platforms and audiences, because essentially what the New York publishers are doing is they're using people ... People like you, John, who have your own audiences. They're trying to get you to sell into your audience for them.

What's funny is the people with big audiences are the people who are least likely to do that. You're going to do it yourself and keep and the money.

John: I get ... Once a month, I get the call or somebody's following through and I go ... If they actually write it really well, I find it interesting, and we get to the point of this is my audience, and tell me why I should do it with you because I self-publish everything and we'll get back to you.

Tucker: Exactly. They don't have an answer.

John: Unless you're going around the world trying to get it, really in a narrow niche, you want to control the process and all that.

We have people that are ... there are so many different ways, it's going to generate all of these new clients, you're going to get all kinds of authority out there, and it is ... I've got a whole series, but it's one of the best fancy business cards. It's more than that. I don't want to downplay it, but it's amazing establishing the relationships.

I went out and we were doing a series of buying companies. I sold my company, I stayed on as CEO of the US division of a Canadian firm and the CEO was traveling with me and he had one of the wheeler bags and we were going into meetings and he's a young athletic guy, he's younger than I was, and I'm going Marty, why are you doing that? He goes I got it full of all your books. I had three books out at the time, and he was giving them to everybody that we're trying to buy their businesses and we're tens of millions and in some cases hundreds of millions of dollars of businesses.

We bought 28 business and every one of those guys has my books. That was establishing the credibility. It's not vain. I didn't even think of it for that purpose. So many different things happen out of this, Tucker.

Tucker: The way we like to explain it is it's a multi-purpose marketing tool and a multi-purpose credential. Sort of the way a university degree is a credential or membership in some organization is a credential, a book is a very high-status credential, especially if it's a good book, especially if you know what you're talking about and you write some angle, even if it's relatively niche, people are going to look at it. Even if they don't read the book, even if they read the description and look and say wow, I've never seen a book on this. This has a bunch of reviews, it's reviews by people I've heard of or you look at ... My buddy read this. He said it totally changed his company or whatever, that's why we wrote a book about our process for our business. People were like aren't you afraid of giving away your secrets? It's like no. If you want to do this yourself, that's fine. You're not a good client for us. The best clients for us are the people whose time is too valuable to spend working on a book, so they want to use us to accelerate the process.

John: Let's dive in, Tucker. Give me a high level of what the process is step-by-step. Whether they're working with you or doing it on their own, how would a fellow entrepreneur do this?

Tucker: The process is the same. We explain our book and we use the same process with our clients. Basically, what we do is we ... What I walked your listeners through before is we do what we call positioning and outline. We figure out what your goal is, what audience you want to hit, and what you know is appealing to that audience, and then we really dive deep into that and we create a 5 to 10-page outline and then off of that outline, we have a different person interview you. Very much like a journalist. In fact, most of the people we use are either formal journal ... We have a former Pulitzer Prize winning journalist who freelances for us, and they do the interview and they get everything out of your head.

They essentially act like an advocate for the reader. What you find with serious experts is they often forget what it's like to be a beginner, so by interviewing, we make sure that we have someone who's smart and interested in the topic, but doesn't know it very well, so they get all of the ... Everything out of your head the reader's going to need to know.

We record all of that, we get it transcribed, and then the interviewer sits down with the transcription and essentially translates it from your spoken word into book prose. It's your ideas, your words, and it's even your voice, and now they make sure it flows on the page.

It's not editing. it's almost like a translation is the way we think of it. Then part of our process is so you don't have to touch a keyboard. You're talking. Then what they do is they call you back ... We send the manuscript to you, and then you ... On two or three calls, you read your book out loud to the interviewer, editor. That's one of those really advanced editing tricks. I'm sure you probably do this, that high-level authors all do. What happens is ... This happened to me. After my first book, it was locked and we sent it in, and I went to do the audio book and

I read it out loud and I almost tore my hair out because there were 50 tiny little things I would've changed that I didn't see because I didn't read it out loud.

John: That's one of the reasons I have no hair at all hardly. That was ... I can still remember my first writer I worked with. He said John, you got to read it and you've got to read it out loud. I don't care if you're by yourself or with someone. You've got to read it. It is ... I call it the cringe factor, Tucker. If there's a cringe, then it's edited.

Tucker: That's exactly right. That's why we like to do it on a call because there's another person and it creates ... Like how a promise you make to yourself you'll break, but a promise you make to someone else has social accountability. It's the same thing.

That editing process usually works really well. The editor goes back to make all the changes after you've read it out loud and you tell him all the changes. Then we walk through the normal publishing process. We do really professional interior design, we do all the little things that separate a self-published book from a professionally published book. We do all that. Then we do a little bit of marketing, release. Amazon, Ingram's, so it's in bookstores, all that kind of stuff. We do everything. You talk on the phone to us for about 15 hours and it feels like magic, if you're the author. It's not magic. Unfortunately, it's a lot of hard work.

John: What I think so many of us don't realize is there's so many different skills involved in getting a book out. When we think about it, you think about the person struggling at the computer screen typing it. Even if you write all your own stuff-

Yeah, nobody gets out without an editor. It's desperately needed, reading that out loud, whether you do it on your own, you're still going to ... You're going to have some cringe. Have somebody that's knowledgeable review this stuff. Now you've got the manuscript done, you think you're done. No.

Tucker: You've got to proofread it, then you've got to design it and publishing and the book cover. It's so funny how so many authors don't ... They think marketing is something you do when the book is done. It's actually not. You need to start with positioning, which is actually the first piece of marketing you do, and then as you go through the book, you're thinking what the goal is.

That's the way we do it. We make sure everything in the book is aligned with the ultimate goal. For example ... I'll give you a great example. So many authors don't think about their book description or their author bio or their author picture and if you're trying to sell to, let's say, a very sophisticated, high-status audience, and you've got an author picture that's fuzzy and tilted and out of focus, no one's going to take you seriously. If your author bio is either sparse or really arrogant and braggadocious, people are immediately going to dismiss you. If

the book description isn't well written ... These seem like little things, but they're actually how people make decisions not just about whether to buy the book, but how they actually judge you as the author.

It's like why do you wear a suit to a meeting? It's because you want to signal a certain thing, you want to be seen a certain way. That's why professionalism in publishing is so important because it's the pieces of information that people use to judge you, your competency as a professional.

John: One of the things that's so surprising to me ... I remember back to when I wrote my first book was in '94 and I had John Bogle and I ... John Bogle of Vanguard Mutual Funds, and he was writing his first book, I was writing my first book and we had the same whole team. McGraw-Hill was my first author. He got a little larger advance, but I actually got a decent one, and we were doing it, and it's ... It is such a painful process on your own and it took me two years to get it done, got it out and it changed my life. It was well worth it, that whole thing. Made a small amount of money on the book, but built a pretty good sized business out of it.

The thought, Tucker ... How have things changed from that experience of negotiating the contract, writing a book, going through all the editing ... I remember when I got it done, I was so excited. I think they took 9 months before it got into the catalog and got out to all the bookstores and then I made the mistake of agreeing to do the book signings thinking that would be great.

Tucker: They're terrible.

John: I committed to 10 of those and I had some really good crowds. For somebody who only works with people with a million or more or the financial advisors at the time, it was the dumbest thing I ever did in my life, but for entrepreneurs, they're going this is going to take so much time. It's going to be two years before I'm going to get it out. I started one before. How, in today's world, using the tools that you use and that your company or some of the other things out there, how can they accelerate this?

Tucker: What we like to say is that most studies and empirical data shows that a nonfiction book usually takes about 1,000 - 2,000 hours if you sit down and say I'm going to plow through it and do it. We've found that using our book as the guide, which is exactly our process, you have to do it yourself. Using that as the guide, it takes about 150 - 200 hours, and then using our company, takes you about 15 hours on the phone and then we do all the rest.

Really, what you're paying for ... Once you have the book that explains exactly how to do it. For most people who can't afford ... We charge \$18,000 for an entry-level package. If you can't afford that, the book's a really good solution.

John: Actually, I thought it was great. I'd encourage everybody ... If you're thinking about reading a book, whether you're going to hire Tucker or somebody like Tucker, you should read the book because it lays the steps out and for successful entrepreneurs, you're going to have the time to put it all in, because it takes too much time. You've got to find somebody.

Tucker: Clients is the people who their time is worth \$500 an hour, so hiring us is a no-brainer for them. \$18,000 is a client or that's nothing to them. All they have to do is generate one lead or get two speaking gigs or something like that or be able to increase their consulting prices 25% and it's an easy ROI. Those are the people who are our perfect clients. People who are trying to get to that level, the book describes the entire process.

John: Let's go to the next segment, because it's a perfect setup for it. This is the book of the day. I know you've written all kinds of books, but let's touch on ... I'm going to put up on the screen your book here, and the Book in a Box: The New Way to Quickly and Easily Write Your Book, Even If You're Not A Writer, and I'd say especially if you're not a writer.

One more time, Tucker, what's in the book that they're going to get?

Tucker: You're going to get very specific, clear instructions on exactly how to understand what your goal for the book is, how to understand the audience you need to hit, and what you know that's appealing to that audience. That's how you get a functional book that will not only make sure it serves all your purposes, but it's also something someone's going to want to read, and then it walks you through exactly how to write that book. It goes at it the opposite way.

Most writing books are about here's the desk you should use or nonsense stuff that doesn't tell you what to do.

John: Yeah, I didn't see that in there.

Tucker: No, for our book, we give you very clear ... Like in the templates that we use, the outline formats that we use, the question formats that we use, because we find, especially with serious, really intelligent, knowledgeable professionals, the best thing you can do is ask them questions and get out of their way and let them talk about what they already know and then the three real big takeaways is that is the setup, and interviewing yourself to get your knowledge out of your head instead of trying to type it out, and then editing by speaking out loud instead of working on a manuscript. Those are the three major takeaways and then it fills in the details.

What I loved about this book is that I have so many friends, like you said, who want to write a book, and maybe they even have the time. I can carve out two hours a week and I'll do it

myself over the course of a year. Okay, fine, but they don't know what to do. They get stuck because there's processes they don't know what to do. What I loved about our book is it removes any ambiguity about the process. There's always a next step, it's always clear what you should do next, all you have to do is answer the questions.

John: I've written, Tucker, probably about 30 books and eBooks along the way with my team, and I think it's the best written book out there on the step-by-step of the real way of doing it versus what pen you need type thing to get the ideas creative.

Let's go to the next segment which is the application of the day. You're traveling a lot, at least I've seen you openly traveling here. On your smartphone, is there a particular application that you like that you'd recommend to your fellow entrepreneurs?

Tucker: I've got a couple. I can't live without Slack. Slack has now become the way that my team communicates with each other. This is business for entrepreneurs. If you've got multiple people in your company, email obviously is a disaster to communicate with your team. Texting is okay. Slack is the greatest combination of the two.

John: Yeah, I've got it up on the screen. I'm not familiar with this one.

Tucker: Slack, it's one of the fastest growing software companies of all time for a reason. It's basically a chat program, but it's the greatest one ever created and the user experience is so good. We've got a lot of non-technical people in our company who are pure creatives or whatever, but they love it. They're addicted to it, and it's enabled us to be a totally remote company, in a way where we feel like we're in the same office. I don't know what I would do without Slack. I love them. Slack definitely.

The other thing that I use, this is little bit more personal-based. You're going to laugh at this. Do you use ... I know we're both wine nerds.

John: Yes.

Tucker: I love Vivino.

John: Yes.

Tucker: I don't know if it's Vivino or Delectable, but Vivino's mine.

John: Vivino's definitely a great application. Let me put it up on the screen here real quick. If you enjoy ... In our last meeting, we were both describing some of the different wines we enjoy and so on. We're in business not for more business. We're in business to support the

quality of life that we all want for our own enlightened self-interests for ourselves, but also obviously for our stakeholders or clients or teammates, partners, if you have shareholders, but you got to be doing it for a good life as well. That's great.

Let me go to next segment which is resources. Tucker, let me put up on the screen here the Book in a Box website. Tell the viewers and listeners what's there and some of the resources and get some clarity.

Tucker: It's a pretty basic site. We've put up some pretty cool blog posts recently because we're finishing up the publishing book. The Book in a Box book that's up right now is how to write your... How to go from idea to finished manuscript. The next book is how to go from finished manuscript to published book. Like you said earlier, they're very different things. We decided to break those out. We have a lot of blog posts that are going to be in that upcoming book, like how do you title your book, how do you write a book description, how do you take a good author photo, and the blog posts are really in depth in detail and pretty good about that.

Basically, the website explains our process. It helps people understand ... what we do is new. There's a lot of people who teach people how to write the book on their own. We are not ... Our book teaches people how to do it on their own, but it's using our process and our clients come to us because they don't want to learn how to become a writer. They're professionals who have great ideas and great wisdom that they want to share with people and they want to get it into a book in their words, and in their ideas and in their voice, with pure fidelity. That's what our process does. It translates wisdom in a head into a book that other people can read.

John: Great, let me go key takeaways now that I got out of this. Really, what I see ... Here at AES Nation, we're all about accelerating success. I've got to tell you, books have been such a big win, in my personal life and so many I've helped. Many of our coaching clients in our primary business ... Our biggest business is coaching financial advisors, but we also have, obviously, the entrepreneurial side too, and one of the things I love about this is the book, the process ... In the past, I've really told them how to do it, which is the books, but they had to find individuals in each step of the way and it's a lot to do, and so many people have started a book, and you haven't finished it. There's no reason anymore. This can be compressed to a couple months, a few months, and you're out there. Maybe four months, if you're a little ... You got something else going on in your life.

The power of this is amazing, but think about why a book? If you have a successful business, you want to attract more people, you want to build authority in your business, and you want to be the go-to whatever your niche is. Whether you're building widgets, you're professional services, this is across the board. I see it over and over again. Then to get really clear on what that goal is and write the book. You have a backend already. You're a business. This is

fuel to get it going and I'll tell you, it will change your life. In free markets, capital markets, the more value you are able to bring to more people, the more successful you and your team are. I'll tell you, there's nothing like a book to getting the word out.

Tucker, I want to thank you again. This has been really great. I want everyone to go to aesnation.com. We've got all the show notes, all the links that we've talked about. We've got a transcript of this. You and I use the same transcription service, rev.com.

Tucker: They're great.

John: Yeah, they're phenomenal. We've tried some others. You want a dependable service that gets it done, rev.com. You know what? I'm looking so forward to many of you who are viewing this to writing that book. Send it to us and your clients, your future clients, everyone's counting on you. Don't let them down. Wish you the best of success.

A Second Opinion on Your Finances

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

Dear Fellow Entrepreneur,

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

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

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

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe has the ability to address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

[Find out more about how Financial Advisor Select can help you and your family.](#)

Why do we offer this service? Because at Financial Advisor Select, we have just one purpose: to help successful individuals and families achieve financial peace of mind by connecting them to top financial advisors in their communities. We look forward to assisting you.

Best of success,



John Bowen
Founder and CEO
Financial Advisor Select