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EPISODE
147

Craig Duswalt

Show Notes at: <http://www.aesnation.com/147>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: I've got a fundamental question for you. Have you ever dreamed of being a rock star? I know I have. As a matter of fact, I took a week, a solid week of guitar lessons, and I believe that instructor said that I might want to try something else, but we all had dreams of being a rock star.

I've got an unbelievable entrepreneur who is a rock star in marketing, but he started in the rock star business. I'm going to let him tell you his story, but there are some amazing lessons to be learned. I just had the opportunity to meet him at a master mind group, Joe Polish's Genius Network Master Mind, and met him last week, and immediately said I've got to share your message, because I know every one of the entrepreneurs I've had the privilege to work with, they all want to be a rock star. I know you do, too. Maybe not with the band, maybe not with a guitar, but in your business, because we want to make a difference, that dent in the universe, and AES Nation is all about accelerating your success, even more. I'm John Bowen. Stay tuned. You do not want to miss this.

Craig Duswalt, I mean I am so excited hanging out with you. It was so fun. We were both in the Genius Network Master Mind group last week, and had a lot of fun together. We were sitting close to each other, and then, at the same time, you shared in a ten X talk a whole bunch of ideas. A little over sixty of some of the most successful entrepreneurs, and I looked around the room, and everybody was taking all kinds of notes, Craig. I go I got to share you with our audience.

Craig Duswalt: Well, great to be here, John, and I want to be shared with your audience.

John: I want you to inspire and really share some of the insights you did with the group in the time that we have, but the key thing though, I think everybody wants to know where we're all coming from, because we're a product of our environment. I've got behind me all these books. You've got behind you all these guitars. Tell us a little bit about the rock star in you.

Craig: I started basically as an actor. I wanted to be an actor in college, and I had a marketing degree, but my focus was on acting, because I thought I wanted to be an actor, a star in Hollywood. I did that for a little while. I got out of college, and I got a job working in the theater in Long Island, New York, because I wanted to be an actor, so I worked backstage at a theater. To make a really long story short, Air Supply came in and did two shows, and did Friday night and Saturday night. Friday night I worked the show. I'm the

runner. I'm the lowest man on the totem pole. I'm the guy that gets the drinks, the towels, but I did it very, very well. Then the second night, I wasn't scheduled to work, but my mom wanted to go see Air Supply, so I took her to the concert, and during intermission I went backstage, introduced my mom to the band, because she wanted to meet the band.

John: Good son. Very few sons would take their mom to a rock concert.

Craig: I've lived that day over and over. What was I thinking? Just out of college, I'm going to a concert with my mommy. It was horrible.

Anyway, I do it, because that's the kind of guy I am. I go backstage and the band is there, and I introduce my mom to the band. I don't really even know the band. I just met them last night, and this big six foot five, three-hundred-pound security guard comes up to me and he says, "You were the guy that was working here last night, right?" I'm like, "Yeah, Mr. Very Large Man," and he goes, "How much do you make a week here?" I'm thinking it's none of your business, but he was really big. I should answer the question, so I said, "About a hundred and fifty dollars a week," and he said to me, "How would you like to quadruple that?" I'm thinking to myself, "What does this man want me to do for six hundred dollars a week," but I mean I'll do it. I'll do whatever you want, because I'm out of college. I need the money. He said, "The band saw you working last night. They loved your positive attitude and your energy, and they want to know if you want to go on the road." I'm like, "Oh, my gosh."

Long story short, again, they sent the limo to my house the next morning, and I took a leer jet to Wallingford, Connecticut, and toured with Air Supply for about six years. It was quite amazing. Then through Air Supply, I made some connections, and a security guard from Air Supply became the manager of Guns N'Roses, and that's how I got the Guns N'Roses gig. He called me up one day, "Are you ready to go back on the road?" I'm like, "What do I have to do?" He said, "You have to take care of Axl Rose." I'm thinking to myself, "I'm in. You better pay me a lot of money though, because that's a hard job I think."

I toured with them for three and a half years, and I did all this rock star stuff. I was in the music industry for a long time, but I always had this marketing background. I knew I was going to use it someday, and so I learned a lot of things on the road touring with these bands. How do you get eighty thousand people to come to a concert? How do you get fans to love what you do? I took that information, and now I'm a speaker, and I teach regular

people, like you and I, John, how to become a rock star in their business. How to become the best in their business? How to become known as an expert and celebrity in your field, so people want to do business with you.

John: We all go down different paths along the way to get here, but there's so much value when we think of really the rock bands and particularly the live shows, because the music industry has changed so much now that the importance of ... Every entrepreneur is thinking how could I get those eighty thousand people to show up for me. The value of live events in everything we do, but it's, also, just so much of marketing is starting a conversation, and the rock star mentality of entering that voice that goes on in the mind right now, is powerful. Those are two of the most impressive marketing groups out there, your band.

What were some of the challenges as you made the transition, big challenges with rock band, and now you're out there, you're helping fellow entrepreneurs really raise the bar and then some.

Craig: The biggest challenge for me personally was now I was now the front man. When I was with Guns N'Roses and Air Supply, I was the assistant. I took care of them backstage, but I was watching, and learning, and modeling how does Axl Rose get on stage. He's not even that big of a guy, but he commands an audience, and how does he reach that person in the last row, and the same thing with Russell Hitchcock, the lead singer, and there were techniques that they used. Axl had to get himself in a frenzy before he went on stage. He could not be like a normal guy, "Hey, I'm going to go do a show now. See you guys. I'll be on stage for two hours and I'll be off." We had to work up a frenzy, just to get him to have that energy that he goes on stage.

One of the things I do at my events and whenever I do guest speaking, is I throw t-shirt out into the audience, and loud, loud music. There is no way ... I'm nervous. I'm very introverted, and no one will believe me. No one believes that, but I am, and I have very low self-esteem, and no one believes that either, but I do, and I get nervous before I go on stage, but in my mind, I'm playing a character. That goes back to the acting. I have to go on stage with something completely different than any other speaker goes on stage. Most people just walk up to the podium, or walk on stage and start doing their talk. I play loud music, and I'm throwing t-shirts out in the audience, so it's impossible for people to not like me, because I just gave them a gift. I just threw out like a hundred t-shirts, so everyone likes me, so I feel more comfortable, so my low self-esteem and my insecurities are now taken off

the table, because they're in my court now and I've got them wrapped around my finger, and now I share some fun stories, and then I go into teaching. Then I'm able to now teach.

The difficulties and the challenges I had were becoming this character on stage, because I'm not that guy, even though a lot of people think I am.

John: There's a lot in just you went over, Craig, that I want to make sure we all get. The one key thing is I'm convinced all of us as entrepreneurs are insecure. I don't think I'm totally an introvert, but I'm definitely not an extrovert. Most of us fall somewhere in that continuum. It's very easy to be uncomfortable, whether it's on camera, or whether it's on stage, or whether it's in front of your troops, or whatever you're doing. Really seeing how to create that energy is so valuable. Some of your venues ... I do the very large master mind with financial advisors. I can't see myself shooting out t-shirts and the rock music there, but I've had the opportunity to work in sports and entertainment as well for a couple years at a very high level. A couple of the guys I'd be on stage with, they're back there doing wind sprints. Is it that important to get the energy? Craig, what I found is it is actually.

Craig: It is so important. It is the key to a successful speaker. There's so many speakers I see go up on stage, and they walk up there, and they shake the hand or hug the person that just introduced them, and then they just start talking. Some of them get away with it. Les Brown, he doesn't need to throw t-shirts or anything, because he's so amazing. Brian Tracy, same thing. The wind sprints, that's what I do. I'm back there getting energy up.

Now with Axl Rose, we did other things that I won't go into detail to get the energy up backstage to get him on stage. It was nothing weird, but it was just different. That's what I do. I run around, and I got to get my heart pumping, and when I get up on stage, I'm throwing the t-shirts out. I'm running from side to side, and I'm fifty-three years old right now. That takes a lot, but it gets my heart pumping, and it gets the energy. That's how you reach the people in the back of the room, just to get that energy up, and that's how I got the job with Air Supply. I always do my best, just in case someone's watching. You never know who is watching you.

John: Yeah. You just assume somebody's always watching. You just have to do that. Let's go to some of the lessons learned, Craig, along the way. One of the things that you and I've talked about, we talked about while we were hanging out with Joe, is this whole concept of many of us are building businesses that we are kind of like the entertainment industry, much

like when you're putting together a company, or an event, or a business ... I have multiple businesses, but if I turn on ... I have a camera over my shoulder for another film I'm going to show. I'm at global headquarters in my pool house. I have three businesses. I've got a whole bunch of people working with me and everything, and they're all project based. In today's world, we're isolated, so many of us. How do you deal with that? What do you recommend for your fellow entrepreneurs?

Craig: That's a great, great question, because what we do as entrepreneurs, we're our own bosses. We're always by ourselves, and we have to inspire ourselves all the time to want to get up in the morning and do some work today, when the pool is right over there, and the golf clubs are right over there, and ESPN is right here. It's hard to get into that mode. I always share with people, you must, as an entrepreneur, join a master mind. That's where I met John was at Joe Polish's master mind. It's an amazing group of people. We had sixty-seven I think their last time. Every time I go to a master mind, or every time I speak at an event, or every time I attend an event, or anytime I go to my master mind group, I get inspired to want to go home and work harder to do something.

I need that push, and the like-minded people in the room, to motivate me. I'm like, "Oh, my God, John's doing that, and Dean's doing that, and Joe's doing ... Why am I not doing this? How can I do this better? Why am I not doing these things that these guys are doing, and that's why they're successful?" It just shows me what other people are doing every week. Every week I either speak somewhere or I'm at a master mind every Friday, or Saturday, or Sunday, and it hurts when my kids want to go golfing and stuff like that. That's part hurts, but I speak a lot and I'm out there a lot, and that's the key. You have to get out there. So many of us want to do the internet. We want to all focus on the internet, and that's great, but if you're not seen by people out there, they're going to forget you tomorrow, because enough of us are actually being seen at places. That's key. You got to join a master mind.

John: I think it's such a big part of it, Craig. The difference it's made in my life has been huge. I've always been in groups and so on, but I got into formal master mind groups early in the 90s, when I was building an investment firm, and it helped me. I was in for four years, and a great group of CEOs, and was able to sell that business and another business for a lot of money and lessons learned. Then I really started joining again in 2008, 2009, with the financial downturn, and you could talk with your employees or your contractors, but you really need your fellow CEOs, at least I did. I'm now in three master mind groups, not counting the one I run, and I've got two hundred and twenty in mine, and I love it, because I

get so many ideas there. When we're in these groups, not only do we meet people, the opportunity for you and I to get together, and hear lessons. People are sharing their best ideas, but the side conversations are just so invaluable, and it inspires you, but it, also, gives you a track to run on, because somebody there is very likely walked the path before you, and that's powerful.

One of the challenges out of all this, and, Craig, you know it. With all the stimulation you get from being a rock star, whether in music or in business, is all these opportunities show up, and how do you stay focused, because there's some opportunity to get distracted.

Craig: I am the king I think of ADD, HDQG, whatever it's called. I am the king of that. I learned very early on, but never apply it. You have to focus in business. I've read numerous books. You've got to focus, you've got to focus on one thing, but I never get it. I wanted to be an actor, and I wanted to be a musician, and I was good at marketing, and then I could ... Five thousand things I was doing way back in the day, but I did them all very good. Same thing with sports. I was really good at golf. I was really good at tennis. In fact, I was a ranked tennis player. I was really good in football. I was really good in basketball, really good in baseball. If I would have done one sport, I probably wouldn't be talking to you now, because I'd probably be on a field somewhere. Actually, I'd be retired by now. But I was really, really good. I never focused.

One day, my wife actually was diagnosed with Hodgkin's Lymphoma Cancer back in 2006, and it was the worst day of our lives obviously, but it stopped us. We were on a treadmill. We were just on that hamster trail thing, whatever that thing is called, and we just stopped one day, because we had to. That's when my life changed. The worst day of our lives ended up, looking back now, was the best day of our lives, because we stopped and said, "What are we doing?" At the time, I was a manager of a minor league baseball team, the general manager, sorry, general manager. I opened a theater ... I had an eighty-one seat live theater in Santa Clarita, California. I had an advertising agency. My wife had a modeling agency that I was helping her with. We had three young kids, six, three and four ... Six, four and two at the time, and I was in the hospital four times that year from stress from stress, and she was diagnosed with cancer, and it made us stop.

Then I started reading the books again, and I closed my advertising agency, went to a seminar on how to become a speaker. You should become a speaker, and it resonated with me, because my mind was open, and I stopped everything, and I said, "You know what? I

am going to be the best speaker that I can be, and I'm going to focus on one thing," and that's what I've done. Ever since 2009, I'm a speaker now, and I'm a rock star speaker, and I teach rock star marketing, and that's all I do. Yes, I have a couple of other businesses, but it's still focused on one thing, rock star marketing, and I teach this, so I have a hundred and fifty people in my master mind group. Every one of them says, "I want to do this. I'm really good at this. I think I should do this. Everyone says, I should do that." They want to do all these things, and they do all these things very, very kind of good, but they haven't mastered anything, so that's what we focus on is teaching people focus on one thing. Wherever you go, you tell them, "This is what I do," and then when they get to know you, you can, also, say, "Oh, I, also, do this, this and that." You have to focus on one thing, and most people don't.

John: Entrepreneurs, we believe that we can overcome almost everything. It's one of the reasons we are entrepreneurs, but it, also, sets up for failure. One of the things that's helped me tremendously, Craig, on this is it's either a hell, yes, or it's a no. The problem is you have more and more success, there's more opportunity, and you can get so distracted. You can make your life unbelievably complicated, and the most successful entrepreneurs keep it simple and elegant. They're very focused. They're systemic. I forget who even told me that, hell, yes or no, but once I got that, that became a really powerful filter.

Craig: I just heard it at the master mind we were just at. Joe said it. I don't know who came up with it, but that was big for me, too. If it's not hell, yes, it's definitely no. I've learned how to do that, and I'm really good at that now. My wife tried to tell me how to do that for years, but I didn't get it for a while, but I got it now.

John: I've been married for just over thirty-five years now, and she's been coaching me, and there's many things along the way she's said, "You should have just listened earlier," but that's a whole different story.

Let's go into the next lesson learned. You shared with the group a lot of framing around thinking differently. I think this is one of the powers of your background, is that you didn't come up, even though you have some traditional marketing training and copyrighting and all that. You had the exposure with the bands, and being out there for so many years, and then coming back and really taking these lessons. You really help people think differently. Maybe tell us what that means to you, and then let's go over some of the suggestions where you've seen successful entrepreneurs actually execute on being different.

Craig: My disclaimer is, right now, that I share probably two hundred fifty to three hundred really, really outside the box things that you can do in your business at my Rock Star Marketing Boot Camps, that are designed to actually help you to think differently. Some of the times when I give these, some people that just want to argue, just want to complain, say something like, "Oh, that's unethical. You can't do that. Oh, you shouldn't do that." I get it. I don't think any of them are unethical, to tell you the truth, otherwise I would not share them. They're so clever and they're so outside the box. It just makes you think, and they're entertaining stories, but it just makes you think, "Huh, I'm not going to just send a postcard out anymore, with my picture on it, and say, 'Please hire me to do this.' I'm going to do something a little bit different, so maybe that someone is talking about me," and that's the idea of these outside the box marketing.

I have two hundred and fifty of them. I'm going to share three of them. One of them is called part two. I tell people that everyone should blog, all entrepreneurs should be blogging every single day of what you're doing, and some tips that you can give in your business. One of the blogs should say something like ... If I was blogging, it would say, "Part two - how to put on a successful seminar," and I would write part two of this blog, as if it was part two. What everyone else does, is they read part two of the blog, and now they go back and say, "Where's part one, because I can't put on my seminar next week until I get the full story here." They go back and look at all my blogs, and there is no part one. The idea being they become a fan of yours, because they read all of your other stuff, while they're looking for part one of your blog. Write part two of a blog, and don't have part one. Do you see where that disclaimer is very important now?

John: Yeah. I was at the meeting where you were presenting it, and it was really interesting, because I'd say they're all CEOs, or almost everybody in the room was CEOs, but they have a little marketing bent. I saw everybody write it down. I couple of guys go, "I don't know," but you can make available part one.

Craig: That's right.

John: Yeah. If somebody reaches out to you, you can send it to them. What I like about it, Craig, is, to me, marketing is all about starting a conversation. In today's world, the amount of noise everybody has ... We just did a campaign that we just got a great result on. I won't go into some of the lessons, but it's amazing when you see it work. The days of sending out just an email or even a letter, and having people respond positively, you've got to have the

whole thoughtful process, and it's not any one thing we're talking about. It's all of this collectively. Yeah. Having a written blog, or for some of us who aren't good typers, you can do video, whatever you want to do, but you've got to have a regular communication with your prospective clients and your clients. What else can we do?

Craig: Here's another one. I do this one a lot, and this is the get the conversation started one. I hate cold calling. I've never cold called in my life, and I come from the rock star background, so I don't think Axl Rose ever cold called someone and said, "Hey, we have a concert next week. You want to come and see it?" Yet, they get eighty thousand people. I try to just get the conversation started.

What I do is I send empty envelopes to people that I want to connect with. I send an empty envelope, and it has their address on it, and the return address has my return address, and underneath it is my phone number, underneath the return address is my phone number. They get the letter, and they open it and it's empty, and they're so curious that they look, "What the heck was in here?" They call the number, and they say, "Hey, Craig Duswalt, I just received a letter from you, but it was empty. Can you tell me what was in it," and I tell them, "Nothing was in it? I just wanted you to call me." That got the conversation started, and ninety-nine percent of the time, they're like, "Are you serious? That's really good. What do you do?" "I teach rock star marketing. I teach businesses how to think outside the box." That gets the conversation going, like you just said.

John: If you were an attorney expanding your services, you shouldn't do it. These are industry specific, but clearly there's going to be some businesses, particularly marketing ones. I think if you're go to be fun, light-hearted, that whole thing. It really does start the conversation. I've never gotten that, Craig, but if I got that, if I didn't follow up, I'd have one of my assistants follow up. There's no way it wouldn't at least start a beginning conversation. You got to have that next script thought through, that there's going to be value together.

Craig: I actually did this when I tried to get clients for my advertising agency. I did that.

John: I think that's a brilliant one. Let's go, what else you got for us?

Craig: I have one more that I'll share, because I could give you two hundred, but I don't want to do that. I want them to come to my boot camp. The last one is called campaigns,

rock star campaigns. I teach people to run for office, so I ran for office in my local community about four and a half years ago, and I was really running for office, because I really did want to be involved in the office I was running for. I really wanted to be involved in this. I ran for office, and then I went to a meeting, and I realized, "Oh, my gosh, what did I do? I don't want to do this," because, first of all, it took a lot of time, and I get that. They were talking about things, that me, I'm Mr. ADD. I want things done now. Look, here's the problem. Here's the solution. Let's fix it. In these local offices, there's a lot of politics and hoops that you have to jump through, that it just wouldn't fit me, but I did. I ran for office, and I realized this is not what I wanted to do.

What was happening was, you get those signs where you could put your name, like Craig Duswalt, and the office I was running for, and you put them on people's lawns, and you can put them on street corners, and you can put them everywhere, and then you get the media, the local media calling you saying, "Hey, Craig Duswalt, I hear you're running for school office. Give us some thoughts on why you're running," and I would talk a little bit about running for office, but I would talk a lot about my advertising agency at the time, and they would put it in the paper. "Craig Duswalt, owner of Green Run Design and Advertising, is running for office," and they would talk about my advertising agency.

It's a great way to get into the media. It's a great way to get your name out there. Like I said, you could put these signs everywhere in town, and it's legal to do. But what happens is, what happened to me was I didn't want to win, because I'm thinking to myself, "Oh, my gosh, I would have to do this for four years, and I don't want to do this." Now I teach people to think differently, and consider running for office, and this is going to be where people go, "Oh, Craig, stop, stop." Run for office and lose, and you got to lose is the key.

John: No. I would argue you got to be willing to do the job. As a matter of fact, I was reading earlier today, a financial advisor that I'm aware of, he was running for Congress, and he's running in a heavily Republican area, and he has very little chance, but he's got one big issue that he's doing, and the amount of publicity he's going to get, and I've had friends do that in that industry. So much of life is being both in an authority and a celebrity. The authority part, that means you're getting the results. You know how to deliver a great experience, whatever it is you do, you nail it. That celebrity part is a little harder. That's a great way, Craig, of raising that awareness, and if you're passionate about something, sharing it. You always have the risk that, as entrepreneurs, probably one of the scariest things is being in a bureaucracy. As a matter of fact, I was in a board meeting for our

homeowner's association last night, so I can say that those things are you got to be careful what you wish for type thing.

Craig: That's right. Let me just share this. That's a great point you bring up. I'm a speaker. I teach marketing, but I do love to entertain, so I share you got to run for office and lose. But you're right. If you win, you could still be an entrepreneur and run for that office, and make a difference in this world, and all jokes aside, I'm thinking of running for office again, because there were some issues that I do want to address, so I am actually thinking of running for office, but for the effect of where and when I speak, I try to tell funny stories, but there is a truth to that, and there is a very big benefit of running for office. Even if you lose, you still get a lot of publicity.

John: And the relationships and network you build up, depending on your business, can be huge. Let's go to the next segment. The book of the day. For your fellow entrepreneurs, Craig, what would be a book that you would recommend that they read, that you found a great value in.

Craig: I'm going to pick one that I'm sure a lot of people have picked in the entrepreneur world, but it is one that changed everything, the way I looked at things and the way I perceived things, was *Four Our Work Week* by Tim Ferriss. This goes back to work as little as possible. Being a rock star, you go up on stage, and you do a show for two hours, and then you're done, and you can do whatever you want. Of course, you've got to practice and write music and everything, but the idea being you go on stage for two hours. You do a concert for eighty thousand people, and then they all go home and buy your stuff because they loved your concert.

I read the *Four Hour Work Week*, and a lot of that stuff was in there. You work eighty percent of the time to do twenty percent of the work, the eighty twenty rule. I'm trying to incorporate that in my life. Just be productive for twenty percent of the time and you can work a lot less. I have family and I have these kids. They're fifteen, thirteen, eleven now. They want to play golf. They're all golfers, and golf takes a long time, but I'm very busy, and I'm a workaholic. That book resonated with me big time, because I just wanted to work less, make more, and enjoy my family. I've tried to apply those principles of the book, but I wouldn't say I'm great at it. I am a workaholic. I work a lot, but I do spend time with my family. I'm trying to find that balance. That's my one area of, let's call it weakness. I'm trying to find ...

John: There's no balance in life really. I'm always looking for harmony, because most of us, as entrepreneurs, what we do is we're passionate about what we're doing. We're making a difference in the world. What I like about the Four Hour Work Week is it was one of the first books to really show how you could focus, as you talked about, the eighty twenty pareto principle, really get narrow, and then outsource ... Not only delegate to your employees, but outsource around the world, and Tim Ferriss just does a great job, and it's an older book, so some of the services aren't there, but you can go to his blog. He is very articulate on this. I have met Tim many times. I do know him, and I can tell you, he doesn't work four hours a week either. He's one of the hardest working guys I know. Work and play are sometimes mixed together along the way.

Craig: You know what? I don't consider what I do work. That's a whole other thing that we all teach, is if you love what you do, and I love teaching, and I love what I do. I don't consider this work at all, but I am in my office alot.

John: I look at it the same way, Craig. About three years ago I started playing golf, and I love golf. I live on one of the best golf courses in the country. It's one of the top hundred. I'm a member, and there's nobody there during the week.

Craig: It's funny, but I've never been golfing with you.

John: We're going to have to do that. The point I want to make is I could not play five times a week. I just couldn't do that. I do have some friends that do that. I want to contribute, have fun, do some of the things that we're doing here, but, at the same time, blend in that as well.

Let's go to the next segment, the app of the day. If you think on your smart phone, what would you recommend to your fellow entrepreneurs that you have?

Craig: I'm not a big app guy. I use the app, it's really funny, to get my mind off work, and I'm actually really into trivia press right now. Anyway, that's a whole other thing. What I'm really focused on is Evernote. I use Evernote to organize my thoughts, to write notes, and it keeps me a little organized, because I keep that phone with me all the time, and I'm always thinking of things to do, and new systems to write about, and new ideas that I hear. I put everything on Evernote so it's in one place and very organized. I write my books on my phone, so I don't write my books. I have them transcribed. Every time I'm in the car,

because that's where you think the most. When I'm in the car driving, I can think of the greatest ideas.

I have, it's just a basic thing on an iPhone called Voice Memo. It's basically a tape recorder on my phone, and I use that almost twenty-four seven. I even leave it next to my bed, which you're not supposed to leave cell phones next to your bed, but in the middle of the night, I have great ideas, I pick my cell phone up, press a button, and I tape it into the phone, and then I transcribe everything at the end of a week, and sometimes I insert it into blogs. I insert it into my book, but everything is there.

Then my favorite is the square, because that means I'm making money.

John: Merchant account agreements are all good. I mean Evernote, I would recommend strongly. Some of you that are more Microsoft oriented, which I am, I think OneNote is actually a little better, but this is a great debate. Having one of those is just so powerful. Rev.com, I use for my voice memo, which it's the same thing in uploaded transcription, and a dollar a minute. Craig, just having those systems. You want to make it so easy along the way.

Let's go to resources. Craig, obviously you've had a colorful life. We've got a few stories you told me that we can't share here right now. Only when you're drinking with us will we share this stuff. What happens is you've got some resources. Let me put up your website right now. Why don't you tell how somebody can reach out to you, what you're doing if they want to follow up and go further.

Craig: The website will be up, CraigDuswalt.com. I have RockStarMarketingBootCamps.com, and every March and September I do a marketing boot camp. We have four hundred people that come ... Four to five hundred people every March and September in Los Angeles, and it's basically three full days of learning how to market your business. It's a lot of entertainment, a lot of fun, so it goes very, very fast, because they're long fourteen hour days, but it goes very, very fast. I like having fun, and people retain more when they're having fun.

Resources that I have, I have a list on my website. It's tools I use. It's actually being updated all the time, but a resource that I love, that I use a lot, and I get a lot out of it than just what it's supposed to be, because I think outside the box, is PRWeb.com. For those websites

where you send a press release out, and then they have a template for a press release, and they send it out to like forty thousand websites. I get so much traction out of that, not just because I'm seen out there by a lot of things, but I do a couple of clever things with the information that I get, that I share at my boot camp. I'm not going to share that now, because I can't give everything away. I have a lot of great things that you could use from PRWeb after you send the press release out as well.

Basically I put on boot camps every March and September. Then I'm doing this new thing, this personal growth weekend every January, and my first one will be in January. It's always in January, every January.

John: I've been taking a lot of notes. Let me wrap this all together with the takeaways, and this is been great, Craig. I can tell you that he does have a lot more. I wrote down a bunch, and I thought maybe I'll bring these up, because he was sharing with us, and I go, no, we don't have enough time, unfortunately. The very first part is this whole concept of not trying to do it alone. I don't care what master mind group ... I know Craig doesn't either. You need to be with other fellow entrepreneurs, and, ideally, you don't want to be the most successful guy in the room. You want to have people that have walked the talk. They've taken the steps before you. I got to tell you, it's changed my life. Some of the most successful entrepreneurs I'm working with, we spend over a hundred thousand dollars a year on this lifelong learning master mind. I encourage you to do that. You don't have to spend a hundred thousand, but get involved in at least one.

Second, focus, focus, focus. This is a big deal. Many entrepreneurs, there's all kinds of studies, that we have ADD, and we are wired differently than the regular folk, and because we're wired differently, as a successful entrepreneur, you may or may not have ever had ADD, but you certainly are more likely to be able to be distracted by, as you have that success, all these opportunities, and really pick what it is that you're going to focus on, and what difference you want to make, and then use a filter. I don't know who to credit. I've been using it for a number of years, but, hell, yes, when it's really exciting. It's going to have the return on investment. You're going to be able to make a big difference, and everything else is no.

Then the think differently. I'm in Silicon Valley, and I think of Apple and Steve Jobs along the way. The guy really thought differently. One of his top engineers that he fired three times is my next door neighbor. I didn't meet Steve. I actually have spent some time with

Steve Wozniak. I grew up ... Even went to some of the home brew computer clubs, so I saw all this weirdness going on. I should have put all my money on that, but it did well through this process. My next door neighbor was explaining what it requires thinking differently, and he's written up in all the books on Steve being fired. He's the only guy that's been fired three times personally by Steve. You have to think differently, and the marketing tips we got, going ahead, and the part two with the blog. Write a blog. Write a blog, do a video, whatever it is. Do that, but leave them wanting more. One of the best ways is part two. Sending an empty envelope. I am going to take you up on that one right away, Craig, and I'm not going to send it to you, but I will do that, and I think that will be fun.

Run for office. I've seen it over and over again. In the right situation, this can be just amazing.

With that, Craig, I want to thank you for your insights, and I want to encourage everybody out there, there's no value, you can't accelerate your success unless you execute. Go check out Craig. All the recommendations, everything's at AES Nation.com, the transcript, the show notes, all the links. Share this with your friends that are fellow entrepreneurs. We all need help from our friends muddling through, so we can make a huge difference. Your clients and your future clients, they're counting on you. Don't let them down. Wish you the best of success.

A Second Opinion on Your Finances

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