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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
151

Matt Curry

Show Notes at: <http://www.aesnation.com/151>



Episode #151

John Bowen and Matt Curry
AESNATION.COM

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.

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we all want to make a difference, and I have a remarkable entrepreneur. He's become a really good friend, he is an amazing individual, and as you get to know him, you're going to hear how the lessons that he's learned, at an extremely high speed, that are going to be really applicable for you, for launching a phenomenal business.

He started in the automobile industry. Opened up one service shop in 1997, and he built it into the largest independent chain in the Washington DC Metro area. One of the things that just, to me, was so remarkable is, some of you might remember 2008, 2009, there was a little bit of downturn. My primary business is financial services, so, saw that downturn, it was real, for almost everyone. Matt was able to double the number of stores during that downturn period from 2008 to 2011. He took that opportunity to expand, and he went full cycle as an entrepreneur we all love.

In his latest company, he's gone out and done a private equity raise, and, unlike most companies that raise private equity, then went on to win a whole bunch of awards, a People's Choice award for what he's doing. A remarkable individual, Matt Curry. He's going to share with us some of the lessons learned. You do not want to miss this.

I'm John Bowen, we're at AES Nation, it's all about excel rating your entrepreneurial success, and we are about ready to take off. Stay tuned.

Matt Curry, I am so excited to have you here. I met you really quick at Joe Polish's Genius Network, read your book, and I go, "I got to have him share his insights, and his energy," so Matt, thank you for joining us.

Matt Curry: Thanks a lot for having me, John. It's really awesome to be on your show.

John: It's such a ... There's so many gurus out there, and you're helping, and we're going to talk about it a little later, you're coaching other entrepreneurs, and you're involved, I can talk about the philanthropy. You've got a lot of activities you're involved in, and you really are helping an awful lot of people.

There's so many lessons that you shared in your book, and you and have gotten to talk about them since. It's pretty amazing what you've accomplished, man. I think about it, if I were going to pick one of the hardest businesses in the world, that's one of the most competitive, it's auto repair.

Tell us a little bit of how you got in there, and then, really ... Because you started at not the highest level, and then really built it into something pretty major.

Matt: Well, I'm a big believer in beginning at the beginning. I started, I loved cars growing up, me and my friends were always into cars. I started changing tires and cleaning bathrooms when I was fifteen years old, at the local Goodyear store, and moved my way into management, actually, moved my way up to an apprentice technician, and realized you had to be really smart to be a technician, so I went into management and sales.

I was really good with people, I was good at sales, but I learned everything about the business from the ground up. How to be the best tire changer, and technician, and all the great responsibilities of running a shop, not only the back end, but the front end, and how to deal with customers and problems, and all that.

Really, if you find something that you're good at, I'm a big believer in sticking with it, and learning everything about it, and turning it into a successful business.

John: You definitely did, and you ran with it. It was pretty amazing. It's one thing to start learning how to change tires ... One of the things I always liked, with Michael Gerber, I was talking with the other day. Many of you are familiar with his book called E-Myth, and he talks about technicians. I grew up as a financial advisor, and I was a really good technician. You grew up in the auto industry as a technician, too.

That transition from technician to business person slash entrepreneur is a difficult one for most people, because we weren't wired that way. You want to do a great job for your customers, you're providing a very valuable service. How'd you bridge that gap, Matt?

Matt: I think, in Michael Gerber's book, he talks about it. There's a lot of awesome technicians that go out and open their own auto repair shops, and they don't do a very good job at it, because they don't know the business side of it. I really concentrated on the business side. When I was seventeen, I went into sales and management, and by the time I was, I think, before I was nineteen, I was managing my own stores. Really, I just learned a lot of great lessons from a lot of great people and bosses, and took all the good stuff, and used that, and all the bad stuff that I saw, as well, didn't use any of that.

I think, in Michael Gerber's book, he talks about making that transition, and for me it was natural, because I was good with people, I was good with numbers, and for me, I was never that technician, I was never a really great technician, I knew I wouldn't be, but I was good in sales and good in management, and that's where I concentrated.

It's really important to concentrate on your strengths, and not worry about your weaknesses, and that's kind of what I did.

John: I've always believed that one of the dumbest things we can do is focus on our weaknesses. We can finish our career with really strong weaknesses, we're going to leverage it.

I want to go to some of the lessons. One of the things that you talk about in your book, this whole concept of vision and planning and ... Many of us entrepreneurs talk about it, but you use some tools, and you talk about these big white boards, and how you pull it together. Why don't you share that with our fellow entrepreneurs?

Matt: I'm kind of crazy that way. I have ADD, like a lot of entrepreneurs, but I was actually medically diagnosed, so for me, I'm very visual, and I have a million thoughts every second. What I like to do is, in my office, I had two huge whiteboards, and in our conference room we had three or four of them, if we were in meetings. I would take all my ideas and put them all up on the whiteboard, not in any particular order, necessarily, just get them out of my head and put them on the board, things I wanted to talk about, and then you can go back and organize them.

It was also great when you're in a meeting with, maybe, some of your managers, or whatever, is not only get your thoughts, but get their thoughts, and put them all up there, and no matter what the meeting is ... Your meetings should have an agenda, they should have a point, a starting point and an ending point, but then, all those things that come up, it's a great way to brainstorm and to get everything out and visualize it, and then pick out the most important things, and then make order out of chaos, basically.

That's what I love doing, as an entrepreneur, and as an ADD entrepreneur, especially is, I love to step into chaos. It doesn't scare me, it's fun, and making order out of it is a huge challenge, and I find it really fun, which a lot of people don't, a lot of people are afraid of that.

The whiteboards really help make order out of chaos, is what they do. They get the thoughts out of your head, and they put them up there, it's a great piece.

John: I love it, because really, it is easy, as entrepreneurs, to get overwhelmed a bit, with all the stuff going on. Once you start putting it up, and take a look at it, all of a sudden it's like,

"Okay, yeah, we can do this, and let's prioritize that, and that's not important," and particularly, getting your team involved.

You do something that Verne Harnish, Cameron Herold ... Cameron wrote a great book, Double Double, COO, famous for 800-GOT-JUNK, and he wrote the foreword for your book, which we'll talk about. You do something that a lot of these gurus ... Cameron actually was an entrepreneur in his own right, in many businesses. You do the two-minute meeting, and you bring your group together during the day, each and every day. One of the things I have not done, I know Cameron's told me, Verne Harnish has told me, and I haven't done it. I've got a series of virtual companies, and I'm going ... You made it work in all your businesses. Maybe share with your fellow entrepreneurs, it sounds like it was really powerful for you.

Matt: First of all, Cameron is a really great guy, smart guy, and a good friend. I recommend reading his book, he really has some great thoughts to share. His deal about his vivid vision is ten times above mine, but I think it's really important to have a strong, compelling vision for your company. That's an overreaching message to your employees, your customers, your vendors, everybody. What is your company about?

Once you have a vision ... That vision is really static, mine never really changed. I'd go back every year and look at it, and say, "You know, that's pretty much still what I want to do." Then you also have to have a game plan, and that is, how you're going to achieve that vision. The game plan is dynamic, that will change, as markets, new technologies come in, as you expand, there's different things.

The important thing about the two-minute meeting is just keeping everybody focused. We can get together, usually between nine and eleven, and between two and four, we'd have a lull in the day, and I'd literally stop everybody in the shop, we had twelve, fifteen employees at each shop, get everybody together, and talk about what's going on. "Hey, we're really busy today, make sure you test drive every car, make sure you use seat covers and floor mats in every car, do high quality work, inspect every car properly," and maybe talk about some company news, or whatever, if it was necessary, and get input. Maybe somebody is having a problem that day, and allow for input.

The next day, maybe, "We're not really busy today, so make sure you test drive every car, make sure you inspect every vehicle, use seat covers and floor mats, do your best work." It's the same message, and all you're doing is what I call "enforce reinforce". You can't say

something once and expect it to happen. For instance, getting emails, back in early 2000, we'd get names, address and phone numbers from every customer, but now I wanted to get emails as well. It took like two years of enforcing people to get a hundred percent compliance. It's just enforce reinforce. During that two-minute meeting every day I'd say, "Look guys, make sure you get emails from every customer." It's very important, you can't just say something once and expect it to stick, you've got to keep enforcing and reinforcing your message, and that's what the two-minute meeting is all about.

John: One of the things you said, in addition to two minute, that I think is so important, is focus. We see, in business, that concept of focus, and if you can get that team, if you've got a good team, you've always had good teams, you've surrounded yourself by great teams. I've done that, too. If you can get them to focus on, what are the key drivers of success, and they're constantly changing, it's amazing what you can accomplish, and the two minute meetings, really a very productive one I've heard over and over again.

The other thing, I just want to bring up, we're mentioning some same, Cameron Herold, author of Double Double, good friend of Matt. Actually, I was talking with him last week, a couple times, and I'm having him come out for our Master Mind group of top financial advisors. I brought up Verne Harnish, Rockefeller Habits, Scaling Up. We talked Michael Gerber, E-Myth. One of the things Matt and I both do, and I saw, Matt, you really do this, is you don't have this sense of, pride of ownership of, "I've got to know how to do it," you're going to take the best of the best and really run with it.

Matt: In terms of, I know what I'm good at and what I'm not good at. I learned really early that I'm not a great detail guy. I'm not a computer whiz. My best and highest use isn't sitting in my office reading a hundred-page contract from an attorney. My best and highest use is out there with my team, and executing and motivating people, and making sure operations and marketing and everything's running really together. I really recommend that you find out what your strengths and weaknesses are, and don't concentrate on your weaknesses.

You can't have a strength without a weakness, and vice versa. Concentrate on what you're good at, and hire or surround yourself with other people who are good at what you're not good at. I think, if people can make that shift in their mind, mentally, you're going to get a ten times or a hundred times return on that.

John: It's so tempting to really believe that you have to be the best of the best for everything. There's just no way, you can't do it.

One of the things you do, Matt, and this is how you and I met, is hanging out in a peer group of fellow CEOs, at Genius Network, but you've got a history of doing it, as you built your business and so on. Tell us your experience, and then what would you recommend to your fellow entrepreneurs, both on peer groups and coaching side.

Matt: I think both are really important from a networking standpoint, as well as just continuous education. You're constantly need to be learning and reading, and hanging out with cool people, and having awesome experiences.

At one point, though, I was in a group with twenty other automotive business owners nationwide, and we got together three times a year, and shared best practices, best ideas, went through each other's financials, held each other accountable. That was really powerful, I was in that group for, I think, almost seven years.

I'm in the Genius Network, I'm in CADRE and Mavericks. At one point, though, I was in like six different groups, and something had to give, because you've got to work. You want to do stuff that's going to be impactful, that's going to have meaning, and that's going to give something back. You don't want to be in a group just to be in a group. You can't be in the Chamber of Commerce, BLI, or whatever it's called, Vistage, Maverick, Genius Network, it's too crazy, because you've got to concentrate on your business.

I'd say pick the two or three groups that are most important, that are going to have the most impact on you. Hanging out with cool people like John Boden, and learning from the best, and Joe Polish, and all those guys, Yannick Silver and Cameron. That's where you're going to get the most bang for the buck, and the most return. Don't be in a group just to be in a group.

John: I think; you've got to have a purpose. It's so easy to get involved. One of the reasons, I'll give a plug for Joe's group, I had worked with corporate in the financial services side, and wanted to market directly to financial advisors, this is maybe six years ago, now. I didn't know what and SCO was, I didn't know videos, I had no email lists. I now have over three hundred thousand financial advisors, we're doing a hundred webinars a year, we've got all kinds of marketing automation, and the business has grown three or four fold since then. It's a virtual and I have no employees, and it's amazing what you can accomplish, but be in the right groups.

One of the things you want to be in, is you want to be ... I still remember, Matt, I had one of the guys put his arm around me in the very first meeting, and I'd just turned sixty, and I think

he was thirty, or something like that. He saw that I didn't quite know this stuff, and he put his arm around me, and he says, "John, you really impress me." I said, "Why, Phil?" He goes, "Well, for an old guy, you're willing to learn."

I don't care what age you are, hanging out with the people who are driving to make a big difference, it's just so invaluable. I saw all the groups that you've been in, and I'm in three now, too. You've got to be really careful, because you can ... Any more than three or four, there's value, but you actually got to show up and execute on this stuff, too.

Matt: That's right, and you want to be in groups where, hopefully, you're the dumbest guy in the room.

John: You and I, we can find those groups, without any problem. Actually, I got the AES Nation above me, dot com. That's why we created this virtual mastermind group, too, is to share. You can do some of it virtual, but really rolling up the sleeves, getting together with guys ... One of my favorite, I was in what was a predecessor to Vistage, Tech, and it was a little bit like your auto group. We weren't all in financial services, mostly high tech, because I'm in Silicon Valley, but it was fifteen of us, and we shared our financials every month. I'll tell you, there's nothing like having fifteen guys and gals that are driven entrepreneurs. The bullshit stops right away. There was a lot of good advice. I've got a couple of Master's degrees, and MBA in Finance, one in Tax, and I learned more during, I was in it for four years, during that period. I really encourage people to find the right group.

Matt: Agreed. You don't want to be in a group where you're the smartest guy in the room, and having a good variety of people with a bunch of different backgrounds is really important, too. It's really like a fraternity, Joe's group, or Maverick, it can reach out to somebody. I don't know much about SEO, my wife does, she's a chief marketing officer, but if there's something that we need to know, we can just reach out to somebody who's an expert, and get pretty much free advice, and then sometimes hire them as well. I think having a really high level group, or a couple of them, is really important.

John: Particular to connect you, and Yannick Silver, he was in Strategic Coach with me for a while, and Yannick is a great guy, and just extremely well connected. Finding those groups where everybody's helping each other be more successful. It's kind of rare, as an entrepreneur, I don't know about you, Matt, but some of your drinking buddies have no idea what you do.

Matt: Judy says that all the time, in our church group or bible study, she's like, "Well, I've got to go to work," and I'm like, "What do you do?" She's been our chief marketing officer for fifteen years. It's pretty funny.

I'm going to a group, I'm in CADRE DC, which is Derrick Coburn's group, and we're going out, we're doing Escape DC, we're just going to go out and have some fun. It's not all business, it's developing really impactful relationships and deep connections, as well.

John: Derrick, actually, one of the first podcasts I did was with Derrick, and he's a fellow financial advisor, and he's building this really powerful networking group, or connection group, in the Washington DC area. If you can't find the right group you can be like Derrick, and actually start it, too.

Matt: He's like a great connector, just like Joe and Yannick, all those guys, they're awesome connectors. If you ever need anything, they're there for you.

John: Let's go on. One of the things that you do that's a little different than some of the other groups. You test, and you use personality tests, or I think you do, because you recommend it in your book. Matt, tell me what you do, or how you do that, because there's a lot of entrepreneurs that don't bother with that, as they're bringing in people.

Matt: As we started expanding, and we were looking at some of the stores that were doing really, really well, and some of store that were maybe struggling a bit, we thought, "What can we do to make sure that we have the best people in the best seat on the bus, so to speak?" What we did is, we started doing Myers-Briggs testing. We tested myself as well as some of my top management and sales guys, and what we do is, when we're making a hire, especially like that, not so much for technicians, because technicians we can really vet pretty easily, but mostly for management and sales, we wanted to have people that duplicated what our best sales people were, personality wise. We thought that was really powerful, and it helped quite a bit, it really did that.

I'm all about, in my business, it was all about making things scalable and repeatable. There couldn't be ten Matt Curry's, or ten of my best managers, so we had to make everything scalable and repeatable, and we did that through having rigorous policies and procedures. It was the same way no matter what store you went to. We did that by trying to have the same personality types as well. I think that's a pretty powerful tool, that if you're looking for somebody ... If you think you're the best at what you do, or you have people on your team that are the best at what they do, try and duplicate them, and make them repeatable. Kind of clone them, you know.

John: You were doing it, you put the systems in place so that you can have the exact same experience for the clients and customers, but you've got to have the right people, and boy, these personality tests have gotten so good. They're not perfect, but they're a great filter, with all the different people, you can have a conversation.

Talk about systems. One of the things that I was really impressed with, Matt, is this whole concept of saying yes to customers. You share some experiences along the way, in your book, and personally, you've shared ... Where does this mindset of saying yes come from?

Matt: It's kind of always been there, that's kind of been in my wheelhouse since day one, I think. Whether I was working for somebody else, before I started my business, or certainly in my business, you've got to be in the affirmative mindset when a customer calls. We spend half a million, three quarters of a million dollars in marketing, getting people to come in the door, or getting them to call us, and some of my stores were super busy. People would call them and say they needed a simple oil change, and I'd be listening to phone calls, and I'd hear, "No, no, no." I'd be like, "What the hell's going on here?" I spent all this money to get people in the door, and I know they're busy, but, I think ...

We actually had an internal marketing campaign that we started, said "Say yes to an hour or less." If you're really busy, you call my stores, it's like, "Sure, I can do that for you. When would you like to come in?" "I'd like to come in at three o'clock." "We can't do it at three, but how about at four?" It's having a mindset in the affirmative, and having an internal marketing campaign, even if it's not in your wheelhouse.

For instance, we didn't do body work, we were mechanical repairs, tires and all that, but if somebody called for body work, we'd say, "Sure, we can take care of that for you." We'd take it to a friend of our shop's, or we'd refer them to somebody else. Either way, it's a yes mindset.

The more times you say no to a customer, you can only say no a couple of times before they're going to stop calling you. They're calling you because they have a problem they want solved, and it's your job to solve that problem, no matter what it is, whether it might be helping them by bringing them somewhere else, or giving them a referral, or, "Hey, bring it to me, and I'll bring it to my friend's body shop for you." I think it's super important, and there's a lot of businesses out there that ... They say customer service is dead, and all you have to do is have an affirmative mindset for your company, and the power of yes, and that'll take you a long way.

John: So powerful, really, even if you can't do it, you're not the right person to do it, that pointing them in the right direction is so valuable, because they're going to come back to you. It instills confidence, and so often we're kind of, we get, "This is our circle, or square," and if it doesn't fit quite in, we're not going to do it.

I'll tell you, I had an episode yesterday, at my own company, one of them, one of my people forgot that. We're in a very premium, the lowest priced thing we have is \$24,000, so you got to be yes on a lot of things, and if we're not right, you don't say no, you say, "Okay, let me point you in the right direction ... "

Matt: Or you can say, "You know, I don't know, but I'll find out." It's going to give you a lot more credibility in the customer's eyes, and they're going to come back to you, because they're going to value your opinion and your advice.

John: Let me go to the next segment, which is the book of the day, and I'm excited about this, Matt, because, I really, I read an awful lot, and when we first met, you gave me your book, and I'm going, "Oh, am I going to read it?" It's a relatively short book, from Phoenix to San Jose, I think I got it almost done, but I didn't stop ... If I could have driven and held it up, I would have finished it there, I finished it the next day, but it's a great book.

Let me put it up on the screen. It's The ADD Entrepreneur, it's a best-selling book with Amazon. You can see, it's five star, it's a great book. What motivated you to do it, and what are the readers going to find in this, Matt?

Matt: I had a lot of friends motivate me, saying, "Matt, you got to write a book." Everybody knew that I was ADD, and all that stuff. They would say, "Hey, my kid's ADD, I'd love for you to write a story."

After I sold my company, I had an awesome exit, I had a well into the eight figure exit, sold a publicly traded, billion-dollar company, and I didn't have anything else to do, right?

I always wanted to get this story out, and I think there's a lot of great business lessons in there, in terms of having a yes mentality for you and your company. Talk about hanging out with Richard Branson and the yes thing, I gave a presentation on Necker Island, Richard was there, and when I got done he was like, "Brilliant!" He said, that's the way, at the Virgin Group, the answer is yes, what's the question.

There's a lot of great books in there, I talk about sales, the five C's to selling. How to get inside somebody's brain and make them say yes, so there's two ways that the yes thing works.

It talks about keeping ... You know a lot about this, John, the financial integrity of yourself and your company, how important that is. Then, there's just a lot of fun stories in it as well.

It's a quick read, it's about an hour, hour and a half long read, I think, but there's a lot of powerful, a lot to do with my story, but I think, a lot of powerful business lessons in there, as well.

It was a Wall Street Journal best seller, and number one at Amazon in nine categories, so that was pretty cool.

John: It is a great book, too. I'm going to encourage everybody to go to it, because it's a ... Matt, your kind of a, you really share your journey, and a lot of lessons there.

Let's go to the next segment, which is the application of the day, and Matt, your fellow entrepreneurs are wondering, on your smart phone, what do you use, that you want to share with your fellow entrepreneurs?

Matt: About the last year or so I downloaded Audible, and I love it because you can listen to books. I like to walk every day, or do some type of exercise, or driving, whatever I'm doing. You can put it on 1.5, and I'm all about ... Which is what I love about it, I'm all about efficiency in my shop. We talked about creative destruction, which is in the book as well, about how when things are good, breaking them down and making them even better. Audible allows you to listen to a book up to fifty percent faster, which I love, and you can just listen to a lot more.

Like we talked about earlier, it's about always trying to educate and improve yourself, so Audible is a great application. It's nothing new, I'm sure a lot of people have it, but it's changed my life a little bit. I like to read as well, but sometimes you can't read, so you'll just listen.

John: It's a great tool. There's just so many times where we've got our smartphone and we're out walking, jogging, or doing something, and just putting a book on that you've been meaning to read. I have learned the increased speed; you can also do it with podcasts. You can do it with us here, today, and crank it up a little bit. Past one and a half, at two, you can't, really, too much chipmunk-y, but it does work.

Let me go to the next segment, which is resources. Matt, let me pull up your website for the listeners and viewers here, your website is adashofcurry.com. Remember all the links are at AES Nation, we'll have the show notes, the transcripts, and so on.

Matt, you are really out to help business owners, and you're also doing speaking engagements as well. Tell us a little bit about what the viewers and listeners will find at your website.

Matt: Well, you'll see some video clips of me speaking. I've spoken at the UN and Georgetown University School of Business and a bunch of other places, so you'll see some videos. You can buy the book through my website. It talks some fun personal stuff, you know, me cage diving with great white sharks, and hiking Machu Picchu, and jumping out of airplanes and doing crazy stuff.

You'll learn a little more about me, a little bit more about my philosophies in business, some video clips. If you want to hire me as a speaker, as a consultant. There's a lot of good information on there.

You can also download, I think, three free chapters of my book, if you go to the website and sign up for it.

John: I might just say, buy the book, make the investment. It's not that much money, here.

Let me wrap this up with the last segment, here, which is key takeaways. I'll tell you, I've got a whole bunch of notes that I've been taking.

The very first we talked about was vision and planning. As entrepreneurs, we've got to realize ... There's this concept, I don't even know who I can give attribution to, but as entrepreneurs, we make it up first, you got to make it up. Second is, you got to make it real. The third is, you've got to make it reoccurring, which is really scaling it up.

Matt, you've done great on that. You took the whiteboard, you're working with your team, you're making it up, you're putting it in the shops, in the multiple shops, you're making it real. Then, as entrepreneurs, if we want to have an eight figure, or more, there's nothing like Matt. It's a pretty amazing time, when you go full cycle. I don't know about you, but I did get the check, doing that, it's good.

The other thing, though, is you talked about the book, it's like, "What do I do next?", because you don't have all the team and all the support staff, and your wife worked with you, mine did, trying to get her to do things for me, and she got tired of going out to lunch together, then start another business. You got all these lessons. Really use that whiteboard, number one.

Number two, focus, focus, focus. Matt talked about focus and scaling up, and that two-minute meeting. Rally your team, whatever methodology you use, get your team to never

forget what's the most important thing of the day. Oftentimes, it's the most important thing for 365 days out of the year.

Third, Matt and I wouldn't have met unless we were in peer groups. I got to tell you, it's changed my life, it will change yours, but pick the right ones. You want to have people that have walked the path before you, that you want to go, or, at a minimum, are walking the path with you. You definitely do not want to be the smartest guy in the room.

Personality tests as you're scaling up. Use these tools, they're so effective at creating filters and screens. Then, hey, your customers and clients, they deserve you saying yes, and your whole team.

Matt, I want to thank you, this has just been really great. I'm going to encourage everybody to go, I'm going to point aesnation.com. We've got the transcript, the show notes, all the links to everything Matt and I talked about. Get Matt's book, reach out, look at his website, adashofcurry, got some great tools there.

Above all, execute, execute, execute. Your clients, all those future clients, they're counting on you, don't let them down. We wish you the best of success.

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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