



# AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**165**

**Lisa Cini**

Show Notes at: <http://www.aesnation.com/165>



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 huge difference in the world. Some of us do. I have a remarkable entrepreneur who's taken, really, her purpose, her mission in life, and refined it over the last twenty-five years, and is making a huge dent.

There are a lot of lessons that she's learned along the way, as she's built a very successful interior design business, that are so applicable for all of us. I've known this individual for several years now. We both are in, I think, three Mastermind groups together, at least two for sure. We spend a lot of time together. She's one of those individuals who really has tremendous insights that are so pragmatic. They're actionable and most importantly, they get results.

If you want to accelerate your success, you do not want to miss Lisa Cini. It's going to be great. I'm John Bowen. You're at Accelerating Entrepreneurial Success. Stay tuned. You don't want to miss this.

Lisa, I am so excited to be with you here. This is the first time I think I've been with you virtually. We've always been together. You are such a global player. I know you just got back from Croatia and you were able to make time to share some of your really valuable insights. Again, thank you.

**Lisa Cini:** Thank you. Thank you so much for having me John. I'm excited.

**John:** You know Lisa, we talk all the time about how can we really create more value for our clients. One of the things you and I are big believers in the free market systems, is we create more value. We do well by doing good by others. You have lead a life of that.

Before we dive into some of the life lessons that I want you to share with your fellow entrepreneurs, what I'd love to do is just get the back story of how you got to where you are today.

**Lisa:** Well, I started out, I went to school for design and was following my passion. Then, through various different jobs, ended up as Director Design. Then, the company was sold and went public. I had two wonderful mentors that were males that told me I should start my own company. That was about eighteen years ago.

In that, I have done everything from military bases to high level acute care nuc-med units, and then settled in on senior living, which has just ... You know how you don't think you're going to end up someplace, but it ended up being my passion. That's where I'm at right now. We work all over the world and get to bring better solutions to seniors. Now, it's kind of a hot topic on everybody's mind.

**John:** I know one of the things you and I talk a lot about is this whole concept of human longevity. In all the Mastermind groups, one of the goals ... I don't know about you, Lisa, but for me, is I do want ... We've got a mutual friend Peter Diamandis, and he has his Mastermind Group Abundance 360 that we're in. One of the things, his big belief in human longevity with his partners, he's got a company Human Longevity, is that we can live to one hundred in a high quality of life.

As we're doing this and we're pushing the envelope, one of the things is how we're going to live is changing. You've really taken this as a passion, a call to action to address this.

**Lisa:** I have. I think part of it is my family has longevity. My one set of grandparents lived to ninety-nine and one hundred. I have my grandmother right now, and my parents living with me, and she's ninety-four. I don't see losing them anytime soon. I have a high initiative or invested interest in trying to figure out how to make them have the best quality of life and get them taken care of. If they're living better, I'm living better.

**John:** This is, if we think of aging as a disease, this is one thing that everybody watching and listening to this podcast, we're all getting. We would like to, to the extent possible, really improve it. As you've, really designing and helping to facilitate higher quality living facilities, all of us have visions.

I can still remember as a young child, I did a magic show. I went to the local nursing homes. I would do that show. Really, the way they were set up, it was very depressing. I do my little piece to try to put a little entertainment, as entertaining as I could be at that time. I see there's improvements coming. I'm sure you're one of the people driving it. How is it being respond to the industry?

I just want to get that background. This is something all of us care about. Either we have elderly parents, we have friends who have elderly parents, or some of the young entrepreneurs have elderly grandparents that were concerned with.

**Lisa:** Sure. I was shocked in being at some of the same Mastermind groups as you and Abundance 360, and learning about all the technology that was out there and how my industry and America really leads this, was acting like none of it existed. They're still building homes that they're calling state of the art, that would be like the 1920's when a lot of the houses didn't have indoor plumbing or electricity. Yet, we could be going so much further. The Japanese and the Danish are doing incredible things. Germany's doing incredible things. Spain is doing incredible things. They're using technology.

I took on the initiative to say, "What can we do from induction looping technology to exoskeletons, to data mining and artificial intelligence," and wrote a book on it. It was really

industry specific, but I'm finding that people are buying it that are just baby boomers. They're saying, "I've got to figure this out. My dad is in this. I don't want him to live with me, but I want him to be happy." Those kinds of things.

They don't want to end up being in the situation of the status quo. It's a shot across the bow. Now, I'm living in a social experiment with my parents and my grandmother. We're going to be doing a documentary on that. I'm experimenting on them all the time.

**John:** How do they feel about this, Lisa?

**Lisa:** It's interesting. At first, it's always kind of a, "What are you having us doing?" I have an Italian family, so they, my dad will use some choice words and tell me he's not going to do it. We work through it. Afterwards, he's like, "You better not take that away from me."

It might be anything from a bidet toilet, to a camera we put on grandma, to lighting that might be automatic, or some smart technology like the Alexa or on the refrigerator. We're trialing out everything. Now, they're kind of getting into it. They're excited as to what's going to come down the road. My mother, who's seventy-six, recently got on Snapchat. It's amazing.

**John:** It really is. I just got my dad on Alexa. He's a little upset with me, though. You know, he likes the news flash and a few other features it's doing. My step mother loves Opera. She's found out with prime music, she can play almost any opera and he's tired of hearing all these operas all the time. Technology can be dangerous. You've got to be careful here.

**Lisa:** You do. You have to be careful and you have to figure out. If mamma's happy, everybody's happy.

**John:** The thing that I love, Lisa, what you're doing, I'm going to go really kind of license area, lessons learned, key takeaways from your career. I want to name the first one because I know this is an important one to you and I, but it's the lifelong learning. So many people read a book every once in a while, and all of that. You and I are showing up. We've got really busy schedules. We've got successful businesses. We've got families and everything else. We're showing up these events.

I'd love you to share why you do it. The book's an example. I'm going to talk about that a little bit later, but you actually go and execute off this stuff, too. So many people kind of go, "Well, I'll just go," and nothing really happens. That's not the case for you.

**Lisa:** No. You know, when I first started the business, I wasn't in any kind of coaching group or accountability group. Then, I got invited into one and it happened to be WPO, which is

Women's President. Then, I got into EO. Then, I heard about Strategic Coach, 25K, and then it went onward. It seemed like each group was getting to be a higher and higher level.

I found a couple things. One, I was a better manager. I was a better wife. I was a better mother. I was a better designer from having experienced all these other folks. My world was opened up, just like when you travel. All the different industries cross pollinate. I was able to learn things I was able to bring back. I was able to talk on a more intelligent level, relate more to other folks, and then really held myself accountable.

I'm just one of those people that I want to get an A. Every time I come back every quarter, I want to have done what I checked off the list before. I think that's a little bit of the driver. Also, being around people that are growth oriented, it's iron sharpens iron. You have to be willing to coach and be coached.

I think I love that professional athletes, they still get coached. You would think that the top athletes in the world wouldn't need a coach on the side-line. I've been watching soccer lately and they all have coaches on the side-line. Yet, as entrepreneurs, I think we forget that.

**John:** The other thing that I find that I know you and I have had many side conversations, and you kind of mentioned it, it's that we're both pretty successful and all of that stuff. All of a sudden, somebody will share a story and it's like, wow. We've gone out drinking with them, having dinner, and that type of thing. He's not that smart or she's not that smart. If they can do that ...

What it does, is you're hanging out in a crowd of very like-minded people that really want to make a difference. We're doing that on our podcasts and other things with ASA Nation. There's just that dynamic of getting together that's pretty amazing.

**Lisa:** I think you put it perfectly. I don't think I wanted to say that, but since you put it out there, I think I gained so much confidence by knowing and going to dinner with people I considered my friends. I considered them my equal or maybe, "Hey, I can hang in that conversation." When they would do things that was greater, I'm like, "Well, I could do that. If they could do that, I surely could do that."

It helped me to get over the hump of maybe some insecurity. I didn't have enough time. I had one person say to me one time, "Well, how much T. V. do you watch," when I said I didn't have enough time.

**John:** Yeah.

**Lisa:** I did the calculation. I'm like, "Oh. Well if I cut out an hour of T. V a night and put it towards writing a book, where would I be a year from now?"

**John:** Yeah. You'd be where you are now.

**Lisa:** Yeah, exactly. It was a wonderful lesson.

**John:** One of the things is entrepreneurs, so often we have friends and family that aren't entrepreneurs. I don't know how your situation is, but mine, I have a lot of friends that are not entrepreneurs here locally and family members that aren't. They think I'm a little weird, I'm wired wrong. I hang out in a mastermind and this learning environment, it's just amazing.

One of the things that's always impressed me, because in your area ... It's kind of like for all of us as entrepreneurs, is you have more success. There's just so many opportunities in so many different areas.

Lisa, I always think of you as very pragmatic, very focused. You're clear on your mission. How has that been important? What would you recommend to your fellow entrepreneurs?

**Lisa:** I think when you're clear on your mission and you stay in your lane or your unique ability, I think entrepreneurs have a tendency to be a little ADD and jumping all over the place. If you really stay in your lane and your unique ability and follow that, I look at it as mining the mine. I might have gone in for gold and I've got the gold, but I've already got the structure.

Now, why don't I look for emeralds or something else that's in the mine because I've already built the structure before I pull out and I get, you know, some sparkly thing over on another mine that I've got to start all over with.

At the beginning, I kind of was doing that. I'm like, "You know what? I can get a lot more out of this, a lot more value, if I stay in my lane." I found that my creativity and my unique ability had little to do with the actual work that I was doing. It was providing clarity to the team. It was helping others and meeting their mission versus maybe, one particular sector.

**John:** I think you're saying, I want to be clear about this, is that what happens, at least what I've found, you call it staying in your lane. It's that, be clear on your mission. You really dive deep in a niche, all these other opportunities ... Dan's helping our mutual friend from Strategic Coach, I think he calls it strategic by products.

You're just so deep in it and you're doing all this stuff. You can go chase this next opportunity that sounds really good, or you can kind of wait to see what the market place, what your

community, your tribe, the group that you're hanging out with, really what they're going to need. So often, you're so uniquely positioned to serve them in that.

**Lisa:** Exactly. One thing is, we started out as designers. Then, we found that when all the departments were cut all over the country, that they really needed project managers. We became certified in project management and started doing that and working with the military.

Then, we found that all the financial analysis has gone to the buy side. We started doing performance development. Is it design? No. It's all related to design and it's all supportive, but it's still staying in our lane. We're experts in it.

I have to say that the revenue and profit margins we get from the strategic by products are much higher than what we initially started with from the design side.

**John:** I'll tell you, I see this all the time in my business too. There's just so many opportunities. As long as I stay within, really, the marketplace that we're serving, it just makes a big difference. The part what I love, it's kind of crazy, is oftentimes those strategic by products have higher margins which is really good, as you said.

The other thing that it does, and I know that it's done this for you, is everybody's talking about is differentiate yourself. I don't know how many interior design firms there are, but my guess is there's a lot. What happens is you try to make yourself distinctive. One of the ways of doing this is you're providing more and more turnkey service that are really going to take care of the client in all the areas they need.

Yeah, they could go get a project manager. They can hire. They can go do the interior design. They can do this. Or, they can come to Lisa and your group and it's done.

**Lisa:** Correct. I think understanding, especially with all of the think tanks and Mastermind groups that we're in, is that one of the largest values we can provide our customers in any field is reducing the amount of noise and providing them with trusted solutions.

I don't like to go to the grocery store. There's too many choices. It wastes too much of my time. I just want a good meal. I prefer to go to a restaurant now. My clients kind of feel the same way. They want a good meal.

They really don't care how it was prepared, where the vegetables came from, who hired the cooks, how much the oven costs, they just want the end result. If I can take all the rest of that away from them, then they're happy. Then, it allows them to focus on their core mission.



**John:** Right. It's so often, I'm thinking of another friend of ours, Lisa [inaudible 00:18:11]. She talks about, and she has some research she's done, pulled together, aggregated. I think it's so important for us as entrepreneurs. We get so much in our processes and so on, we all want to talk about our processes.

Both Lisa's here are really talking about, all the clients or our customers care about are results. They want to get there, whether it's dinner, whether it's senior living, the complete design. Whatever it is, whatever it is you do, they want the results.

It's about ninety percent of what you're messaging should be is on the results and about ten percent on the process. By having this rich result, you create so much value, Lisa. That's what's so impressive.

**Lisa:** Well, thanks. You have to figure out that if you were in that position, how would you want it to be handled? We always talk about that. It is totally about the result. If it comes out at the wrong time, too late or whatever the case is. If the wedding dress doesn't show up when you're ready to get married, it doesn't matter how beautiful it was.

If we can put it into those type of analogies, and then you can ... I think, part of the process in your products is to coach your clients on trusting you. That helps. Still, when it comes down to it, it's about the results and giving them more value than they think they paid for.

**John:** To do that, one of the things that I like, Lisa, that you've done, we hang out with all these individuals. They're fellow entrepreneurs. They're very successful in the different Mastermind groups we're in. I know a number of them, particularly Peter Diamandis' Abundance 360, they talk about technology as about eighty percent of it.

Joe Genius Network, they're talking about all the different tools for the internet, this software, and that. Even in Strategic Coach, Dan Sullivan, there's a lot of talk. Technology's a great facilitator, but one of the things that you really focus on is simple technology. Maybe you could share with your peers what that means.

**Lisa:** Sure. I look at technology, I always look at what the kids are using because the kids are a deciding factor. They really don't care that IBM developed it, Apple developed it, or who developed it. It's whether it works or it doesn't work. I will find out that there is a way to Skype that's different.

For instance, my son is in Canada playing semi pro soccer. My daughter is in Rome studying archaeology. I travel. My husband who is at a different location. How do we have our family meeting every week? Well, my son's like, "Oh, there's a new software called Oovoo. It's free."

We can all four see each other. I guarantee in six months, everybody's going to know about that. We're already using it. I remember years and years ago, when I started the business, I couldn't figure out how to find something. This nine-year-old kid on the street said, "You ought to Google it." I said, "Google. That sounds like the stupidest thing I've ever heard." He goes, "No, just trust me." I said, "Well, how do you spell it?" I went and I Googled it.

I find that kids really adapt. They're able to maneuver through and find the technology, take hold of it, and make it incredibly valuable quickly. My mother is now Snapchatting. All of those kind of messaging, and then how people react to it, I think we really have to watch.

We try not to pay big software fees and get too locked into things, because technology is changing too fast, I think, to get so stuck in one way of doing something.

**John:** I'm always amazed the companies that approach me for ten percent discount for a three-year contract.

**Lisa:** Right.

**John:** It's like, "Okay, I don't even know if you're going to be here next week, let alone technology."

**Lisa:** That's exactly right.

**John:** I think there's a lot, too. We don't want to be on the bleeding edge here, and certainly spending time for you or I, or our peers to learn every piece of new technology. With the kids, younger generation, whoever's the early adapters, let them prove it out and then bring it to you. Wow. It's like today. Lisa, where are you today?

**Lisa:** I'm in Columbus, Ohio today.

**John:** Okay.

**Lisa:** I was in Chicago yesterday.

**John:** I'm in Silicon Valley. You and I are talking. Were over Skype reusing some technology, extremely cost effective for really hundreds of dollars, create this video. Before, probably six or seven years ago, we would have had a backup satellite trucks at each of our locations to do the quality we're doing now, and spend tens of thousands renting satellite time. You don't have to stay way up, but using these tools has been phenomenal. How about in serving your clients?

**Lisa:** Yeah. We have found that some of the best tools that we can use are crowd sourcing tools. I have now access, especially in the U. S and Columbus, we have way more jobs than we have people. Then, the folks that are working aren't necessarily as skilled as I can get worldwide. Things like data mining, 3D rendering, virtual assistant, all of those types of things we use, Upwork, Crowdspring, 99designs, creating logos, we now can do rendering for our clients that were about twenty four hundred dollars of rendering for now one hundred and eighty dollars out of China.

It's just crazy. Now, instead of using it just for the client for marketing, we're using it to actually better what we're doing.

**John:** Why not spend that little extra. A little extra isn't that much. I'm using predictive analytics. We're using these big data sources. Design, marketing, data ... I'm in Silicon Valley and the people are in Baton Rouge that I'm using.

**Lisa:** Right.

**John:** It's more cost effective and they're really top people.

**Lisa:** Yeah. That's excellent. We're doing that with our clients. We're also doing a lot of virtual reality, starting to do that, which is interesting. You can design and they can immerse themselves actually in the space.

Then, we're going to be translating that into helping seniors to maybe be on a dig with my daughter. She's got a little 3D camera. My grandmother might be able to watch her other people and upload it on Parascope, which is another software that the kids are using.

**John:** There's so many different tools. You don't need to have everything. To pick a few that you can really use to differentiate yourself and add value, particularly whatever your clients are using or could use that's easy, bring that.

I was talking about clients. One of the things that ... This has been over a glass of wine, you and I have talked about this in the past, is choosing our clients wisely. This comes with a little bit of experience. What does that mean to you Lisa?

**Lisa:** Yeah. When I first started the business, I pretty much would take any client that I could get. I was so scared I wouldn't be able to make payroll. As you get into it and you're five years in, ten years in, before you know it you're eighteen years in.

You get blessed enough to have the luxury to go, "You know what? I don't want to work with a client that my test is ... I don't care how rich you are. I don't care how famous you are. I don't

care where you travel. If I was in a crisis situation and I needed something done for my kids or my family, could I call you and you would be able to help me out?"

Now, they'd have to be in the area or whatever the case may be, but if I feel that they could do that, and I would do that for them, that's a good fit. We try to have right fit clients because we want to be in a marriage. We want to be a partnership. We don't want to be a commodity or a vendor. There's too much work out there to have that kind of relationship, if you really know what your mission is.

**John:** I totally agree. This is one where it's easier said as you've had success to do this. One of the reasons why we're having success is we do it. When you choose the wrong clients, the amount of effort that you put in to try to keep them satisfied and really understand what they don't understand, and everything else, versus where you really have a true partnership, your kind of building off each other for that great good, it's really fun. It's what business should be.

**Lisa:** It is. It is. We work a lot now. If you love what you do, you end up spending a little bit more time than forty hours a week, I think. You ought to spend it with people you enjoy.

**John:** Yeah. It's something to deliver real value to people you enjoy, it doesn't get better. Let me change and go into a different segment because I want to go to it. We mentioned it before. It's the book of the day. Lisa, what I do is I ask entrepreneurs of their favorite book. If somebody started writing a book, I don't give a choice. Their favorite book has to be theirs. I will put it up on the screen on Amazon.

I honestly, I apologize. I didn't know you wrote this. I will be downloading it and taking a look at it. It looks really impressive. I love the cover. When you think of senior living, that's not the future. The future is here. Senior living re-imagined. Wow.

**Lisa:** Yeah. My parents were very disturbed by the cover, by the way. It really symbolizes where we're going, just as LED's have very much changed where our lighting has gone. Lighting was the technology besides the microchip. It made it so that we could work in factories and that people could read books at night and be schooled. Lighting changed a lot of things.

I basically go through a little history lesson of where technology has been. Also, acknowledge the fact that I think we think seniors can't adapt, yet they have adapted to more technology. My grandmother has seen the model T, airplane, radio, T. V, the internet, cellphones, she's seen everything. She just rolls with it. I think seniors are way more apt to adapt. I go into details on ...

I was blessed enough to interview the top industrial designers for GE and where they're going with appliances, and how they're going to help folks out. It's really interesting what they have to say. Then, Corning Glass, Philips Lighting, Peter Diamandis, 3D printing food, dentures, hearing aids, prosthetics, data mining, artificial intelligence. Very, very shortly here, which I would say already, you have the bionic person.

It's a merge between electronics and technology. We don't really want to admit it, but it's coming whether you're old or young. The implants are there in how we work and assisting our muscles just to be able to be stronger with a little bit of stimulation. That takes away wheelchairs. Then, you're able to able body walk anywhere you want.

**John:** Can your grandmother drive now?

**Lisa:** No, she's ninety-four. Actually, she was a Lady of Southern Belle.

**John:** Oh, she never drove.

**Lisa:** She never drove. She's got a little bit of Alzheimer dementia. We're studying what we can do with her, but anything from bidet toilets to cameras. We do the Piper camera. Lowe's has one called Iris. Other folks have one, where we can turn it on, check on her, and safety mechanisms.

We're trialing all these things out, seeing what we can do. It's really, really interesting when we start to study patterns and data mining. Then, you do healthcare that's particular to you, John, versus every other man your age, how much better you could be.

**John:** It is. There's so much going on. I did go down to Peter's Human Longevity clinic. My wife and I went down and we did the full genetic test and all that stuff. It's a small percent now that they can actually make the cocktails and the drugs from.

This is racing again so quickly, I'm imagining for my dad who's eighty-six, who's in pretty good health but not quite as mobile. He's fortunate his mind's one hundred percent there. I worry. He lives out in the country. It's a tougher setting. We've got a great person that's making sure the stuff that he can't do anymore is being done, but he loves being mobile.

My step mom's eighty-nine. Boy, I'm hoping Elon Musk and the rest of the guys, whoever gets the cars to get to that level. Maybe it's Uber still, and the combination but more in the country setting. This is really a great time to be alive.

**Lisa:** It is a fantastic time. I find that this might be simple, but just the connection, being able to have, just like we're Skyping right now, my kids connect with my grandmother. If I could

teach her how to work that, I turn it on for her, and I put the ear buds in, even though she doesn't have a hearing aid, she's completely zoned in and connected.

**John:** Oh yeah.

**Lisa:** That kind of joy changes how long somebody can live. It changes what they want to do and how engaged they are. It really is anything from an exoskeleton to the refrigerator notifying you that your mom hasn't eaten in the last twelve hours because she hasn't opened it up.

**John:** It's hard to imagine. That's why we have people like you imagining each of these areas. You've got to bring it together. The quality of life, if nothing else, you should take care of yourself, everybody watching this or listening. You're going to live longer very likely and be able to take advantage of all this. We want to bring the body along in pretty good shape to be able to enjoy this stuff.

Lisa, I'm going to put up your website and show your business. Tell us a little bit about the business and what's here. I'm not sure we'll have anybody that's working in this exact space, but if they were, how they might reach out to you.

**Lisa:** Right. Well you're more than happy to reach out to me at our website and my email which is Lcini, C-I-N-I, at mosaicdesignstudio.com. You'll also be able to, very shortly, I'll have my own website that ties to the book. That's supposed to come online in about a week or so.

We work all over the world. I guess we're charting the way on how this is going to be. We do everything from advising our clients on performance development and what the numbers they need to have to be able to make something successful. We work with a lot of and that type of thing. To somebody that just wants to invest, it's an incredibly great investment.

Then, coming forward, we're going to be moving forward with how then, could you handle something in your home, and really connecting the technology that allows you, John, to stay in your home longer. Let's say it's not an age thing, but you have to have a knee replacement. What can I do to make my life better? Those type of products and bringing that to you.

**John:** I know. It's so great. This is that great time to be alive. Let me wrap up in the key takeaways here and sum up the lessons learned. Number one, Lisa and I are totally committed to lifelong learning. This is how we grow. It's an exponential. You can hear Lisa's progress. I've shared mine along the way. We've had so many other fellow entrepreneurs. If you're not doing this, you're missing out.

Second, is being clear on your mission. You heard how Lisa's used her unique ability to really get very focused and make a difference, not only in her clients life, but her team mates, her

family, and her community. That's so important. Then, simple technology. We don't need to spend a fortune. I have a virtual business. I'm in Silicon Valley global headquarters. There's a pool house. I have enterprise level software in everything we do. We've got about forty-five people working in our businesses. It's just amazing how cost effective, what we can do today and what's being built for it.

My favorite, Lisa, is choose your clients well. We're looking for partnerships. One of the things, you go, "Well, I'll do that when I really hit that number of success." No. Do it before. That's how you're going to hit that number of success.

Lisa, I want to thank you profusely for joining me. I know you're out there making a difference. I wish you the best of continued success, for all our listeners and viewers, go to AESNation. I've got the website right above me. Make sure to go there. We'll have the transcription, all the lengths that Lisa and I talked about. Your clients, your team mates, everybody's counting ... particularly your family, too, and you. There's so much of a great life ahead if you take action on this. Lisa, thank you again.

**Lisa:** Thank you very much.

## 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