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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**172**

**David Frees**

Show Notes at: <http://www.aesnation.com/172>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As top entrepreneurs who really want to make a difference, there are 2 things we have to do extremely well. We have to communicate effectively and we have to do it in a way of persuading. To really influence, to make a difference, we have to inspire our clients and our future clients to take action to solve their challenges, their concerns. You know what? Some of us could do it better. I know I can.

Today, I've got a remarkable entrepreneur, a fellow entrepreneur, who is an expert at doing this. Steve Forbes, I've had Steve on a number of webinars, and some of the books we've written about my partner, he's done the foreword for, and I got to tell you, this is quite an honor. Our next guest he talks about as the grand master of persuasion and communication. That is a high level. He's been on 120 radio shows, podcasts, and what I really like, no matter what political persuasion you have, whether it's NPR or Fox or anything in between, he's covered them all. He is that expert that you've looked for to help persuade, inspire your clients to take action. You do not want to miss this.

I am John Bowen, founder of AES Nation. We're all about accelerating your entrepreneurial success. Stay tuned. You don't want to miss this.

Dave, I am so excited to have you here with us today. I haven't really gotten to know you other than in your writings, your videos. I think we're kindred spirits because of all the things that you're doing, having the strong, legal tax and estate planning, building a very successful practice, but also really going out and making a difference well beyond that with a passion, a purpose in life that you have of this communication, persuasion and then being willing to share it with our fellow entrepreneurs. Thank you very much.

**David Frees:** Oh, my pleasure. Thank you so much for having me. They're both passions. I'm very interested in and work with a lot of smart, intelligent entrepreneurial people who built wealth. I learned a long time ago, just in the early training as an interrogator and then later as an attorney, there are certain ways that people make decisions about who they're going to listen to and who they're going to trust, and I love sharing both of those sets of skills with people, so my pleasure to be here.

**John:** Excellent. Now, Dave, what I'd love to do, because everybody wants to know the back story of how ... It's not that often that I interview tax and estate, what we call private-client lawyers and have them really be so entrepreneurial. Actually, we've done studies on attorneys. It's a very small percentage that are that. So many are technicians. It's one thing to be entrepreneurial, but you've taken one of the most important parts, the communication, persuasion, for your fellow entrepreneurs and really made that a passion and a purpose. Give us a little back story before we go into some of the lessons that we can take and actually apply.

**David:** This sort of started in earnest when I turned 16. I moved away from home. I went as an exchange student to New Zealand and Australia. I went about as far away on the globe as I possibly could without starting to come back. As a kid, it was very interesting because you had this new start. There weren't the same preconceived notions. By then, I had really started to pay attention to the sort of things that people said and how they interacted with me and how I could be influential, and I got better and better at that, but largely just through trial and error. Then when I came back to the United States and went to school, I spent a lot of time studying with people who made this their business to really understand how people communicated, why they made decisions, so I got better.

As is so often the case ... You were just telling me a story about shooting and having a Navy SEAL instructor. A lot of times just getting that expert who really knows how to teach the few things that make a big difference catapulted me. I had some great teachers in the area of persuasion and influence. Then when I went to law school, that was reinforced. I saw the same issues playing out in a different way. You're right, most people that do what I do, they have a high level of technical expertise, but it's really hard for them to get from the client what's important. They think that just the taxes matter, and the client a lot of times thinks all sorts of other things, like protecting their kids from divorce, matter more.

There's not only the piece of getting information from the client, but then teaching the client, sharing with the client what their options are under this very technical tax system and then putting that all together. Years of doing that made me good, and it shows, because I've developed a very large client base within this firm of very affluent, wonderful people that I get to work with. That's a tribute, I think, to the fact that I pay a lot of attention to them, and I use the skills that you and I are going to teach today and talk about today in the marketing of that practice.

**John:** This is so powerful, Dave, because one of the things ... I don't have the statistics in hand, but we do all kinds of research on the affluent and the actions they're taking, and one of the biggest concerns they have, it's actually number 3 in our research, is taking care of their heirs. A lot of the stuff that we're talking about here is your background. It's so easy to think how important technical skills are and that's all that counts.

I got to tell you, we just completed a survey of successful business owners, and a very large percentage, I think it was a majority, actually put a plan together and didn't execute it. There were a lot of different reasons, but they just felt uncomfortable, the main thing. For all our fellow entrepreneurs, this is where communication, persuasion ... You've got to listen and capture to do a great job technically, and everybody that's watching or listening to this podcast does do a great job. I'm going to just assume that, but if you don't really hear what the needs of the clients, the concerns, and then come up with a solution, we've got to keep avoiding that

hammer, whatever hammer we have trying to solve it. I can see why you've really gone to this persuasion.

**David:** What happened was I was asked by a company to come in and speak to a number of their retiring executives about the technical piece. I arrived that day. I was substituting for a lawyer from a great big firm who was away on vacation, and the HR VP came up to me and he said, "What's all this sound equipment?" I said, "We're going to have dancing." He became very alarmed. He thought, "Oh, no, I'm going to lose my job."

**John:** No, I can just see like, "I made a terrible mistake."

**David:** It's just ...

**John:** You don't bring an attorney in for dance lessons. You don't do dance lessons, period, with the executive row.

**David:** Exactly. Anyway, they had a wild time, nothing like what they expected, and he got rave reviews back. He came up to me afterwards, and he said, "Listen, I want you to work with a different team who goes out and does these roadshows for the company, and I want you to help show them the techniques you were using here to teach and to be persuasive." He said, "You know, how much would this be?" I thought about it and I thought how long I'd be out of the office, and I came up with a number. I forget what it was, \$2500.00 or something, and he laughed at me and said, "No, really, how much?"

I knew that I was onto something, that I had a skill set and I'd been thinking a lot about it, and I was capable of teaching it, and so I developed this series of programs. One of the most interesting things is that people are ... They say they want to be more persuasive and more influential, but they associate those things so much with manipulation. One of the things that we have to confront both in the course of the programs and when we're selling them is this idea that somehow manipulation is a bad thing.

When I'm selling this program to conferences or conventions or to a company, I always say, "Look, everything you ever do or say, any way you act, non-verbally, verbally, it's all manipulation. All human communication is manipulation. You might be trying to entertain somebody. You might be trying to get them to do something, to learn something. You might be trying to get them to do something that they've got to do to keep their job. You might be trying to get kids to develop self-discipline, whatever it might be. You're just plain old manipulating them, so you have to get this idea out of your head that that's a bad thing. What really matters is what's the intention that people bring to it, and once-

**John:** That's what I was going to say. Yeah, you can do it for good and you can do it for evil.

**David:** Sure.

**John:** It's so important. Nothing gets done unless somebody persuades someone to take action. People want you to help guide them along the way, no matter whether you're selling widgets or professional services. This is a mistake. I think we're all trying to build that better mousetrap and solution, but we don't have that client pathing or success pathing where we can actually ... I like inspire. We're saying the same thing, it's persuade, but inspire to take action, it just makes such a difference. That's really what we're going to be doing today.

**David:** People are really set in their ways. They love homeostasis, and there are good bio evolutionary reasons why they do. Once you found a cave that was safe and there was a vent at the top where the smoke could go out, there was a little bit of water, you did not want to leave that cave because there were dangerous creatures out there. Bob, Caveman Bob, when he'd leave, sometimes you'd hear screaming in the night and he'd never come back.

There are all kinds of good reasons that once we find a place where we're safe, that we don't want to change. It's way harder to get people to change or inspire them to take action than we think. If we realized, if we'd look at ourselves and realize how hard it is to get ourselves to do it, we'd also realize that we are just taking that for granted. We're not giving that piece enough time with people. By focusing on that and creating systems that, as you say, create a sort of lubricated path to success, boy, you get much better results.

It's very interesting. We found the same thing. One of our central selling features is that people originally, when they came to us for not persuasion training, but for legal matters, for estate planning, they would say, "Saving on probate and taxes is our number-one goal." When they left, they said the number-one, most important thing they got from us was that they did not know that they could protect their surviving spouse or kids from lawsuits and divorces, so that shifted.

We also found out that many, many people did planning, never signed it, so in most of our marketing, it says that, "We're going to be able to do this for you even if you've had a bad experience before that was inefficient and you just didn't feel like you could get it done," because we get it that there is that barrier there and we give them all the reasons they got to break through and all the things that'll happen if they don't, all the rewards they'll get and all the punishments they'll receive if they don't do it.

**John:** What we've got to recognize, as you're saying, Dave, is that nothing good happens without leaving your comfort zone, that cave, if you would. None of us really want to do it. Many of us have pretty comfortable caves. We've got comfortable lives, particularly in your field, on the law side is the estate planning. They usually have a fair amount of money. They're kind of comfortable at that point, but they have something that we have to help them through



it. When we survey successful business owners, you hit on it that it's about 3 out of 4 actually believe that the professional they worked with they didn't have confidence in. I'm going to guess all but maybe 5% were technically competent. They weren't superstars, but some of these issues we talk about in estate planning aren't overly complicated.

I really like what you're doing and is helping entrepreneurs make a difference. I want to move away from the estate planning side and go over and ... We were talking about Navy SEALs, and for most of us, Navy SEALs make us uncomfortable. I've been waiting to take ... We were talking about it before we turned on the camera. I want to learn how to meditate. I'm just one of those kind of guys ... I'm in California, Silicon Valley. I grew up in Upstate New York, small town. Just can't do it. I tried it, can't do it. A psychiatrist and a Navy SEAL had partnered and they were going to teach how to meditate while sniping, so sniper school.

**David:** It's a beautiful thing.

**John:** Yeah. I'll tell you, it was a great experience. Really, it's something. Now, I am meditating, going outside that comfort zone, and that definitely was something that was outside my comfort zone. You talk about a concept called force multiplier, this commonality, we're talking about Navy SEALs. What is that, when you're talking with an entrepreneur, that force multiplier you're looking to help them achieve?

**David:** Let's talk about it in the military context first, and then we'll talk about how we translate this concept over into the civilian world. I should emphasize that I've always been a civilian. I love and respect ... I know you're a Navy man. I've had the opportunity to work with a lot of Marines and SEALs through the years, have the deepest respect for people that will risk their lives to maintain this country and the lifestyle we have. I've always just been in a sort of training or support services aspect there.

A good example of a force multiplier in the military is General Colin Powell once said that optimism is the ultimate force multiplier, so there, an attitude. He said he would select officers under his command for optimism because it made them so much more effective at problem-solving and getting out of a tight spot. Whether they were on the logistic side or on the combat side, optimism served them well.

A software example of a military force multiplier might be night vision. Night vision is a technology that allows our operators to see at night, and if you give it to a small force of maybe 5 operators, that should make them capable of defeating a force of 25 of the enemy that do not have the advantage of night vision if you could choose to engage at night. Having a drone that could give you data and infrared signal information from the ground to supplement your knowledge of what's going on, a massive force multiplier.

If, by the way, you give a small team of Navy SEAL operators or other SF operators who have been carefully selected and carefully trained, if you give them night vision and a drone, you're going to have a massive force multiplier. Force multipliers are just something, whether it's a technology, an attitude, a system, a standard operating procedure, some aspect of planning, some kind of a tool that multiplies the effectiveness of what you already have, men, resources, dollars, marketing tools, whatever.

You can see on the civilian side, what we do is we bring in to some events I run, and I'm constantly writing on these topics, is what do people learn in clandestine service when they're running a counterinsurgency operation in Iraq as a Special Forces operator? What did they learn that later when they came out and went into the civilian world or went into business ... or in some cases they're advising businesses ... that they could use to give those businesses more leverage? That's what we talk about as a force multiplier. To me, of course, the king of force multipliers is enhanced communication skills.

**John:** Yeah. What I'd like everybody ... Take a step back here. If you want an unfair competitive advantage ... It's not really unfair-

**David:** That's what we're talking about.

**John:** Yeah.

**David:** It's unfair.

**John:** It's earned unfair competitive advantage. Let's dive into it, because to me, this is something that so many of us don't invest the time, energy, and money into, a skill that we need that will propel us like crazy, and this is so important. If you're in a battlefield, you want an unfair competitive advantage. I don't really want the other ... I was a Navy flyer. I don't want the other side to have the same equipment. I don't care. The Navy SEALs have had many conversations on what they want and not always getting that right now, and that's something, a shame on us, but we won't go into the political part here. Let's go to communication skill. What is communication skill? How do you get it?

**David:** Enhanced communication skills, for me, are those that are based on sort of the biology of how we communicate. I'll give you a simple example. If I say to you, "Don't think of the color blue," what do you immediately think of?

**John:** Can't help myself. I've got that blue sky right there.

**David:** It's inevitable, just to understand the sentence. When we recognize that there are certain ways and tools that we can develop based on the knowledge of how we process



information, then we can just begin to use those a little bit more often, across more context, and we get better and better and better at it. We're all good at this. We can all think of a time where we met someone and we immediately formed a bond or a relationship with them, where we trusted them, we were willing to share with them. That's what you're describing as lacking in a lot of relationships when people go to financial advisors or wealth advisors or attorneys. They don't form that initial bond and rapport. There are things that we could do ethically and appropriately to enhance the bond and the level of trust as well as how quickly it's formed.

For example, if somebody came to meet with me and I was talking to them about persuasion and I said, "Listen, there are plenty of times that I still fight with my wife, even knowing everything that I'm about to teach you, but do I fight with her way less frequently than I did before I knew and understood these techniques? Yes. Is our relationship radically better as a result of that? Yes, it is. Do I still have disputes with partners over investment we're making in the business? Of course I do. Are they less dramatic? Do they crop up less frequently? Are they resolved more quickly? Yes, they are, because of the skill set."

We all know how to do it. Getting us to recognize how we're doing it and when we're doing it and to do it a little bit more often is the goal that I have. Take something that works pretty much automatically, get people to realize how they could use it elegantly and get them to do it a little bit more often, and once they get used to it in one context, to start to spread it. Some people are really comfortable trying this with their kids at home, and some people are comfortable trying it with a spouse or partner. Other people have to try it at work first before they deploy it somewhere else, but once we get it down ... I am teaching in a way that calls people's attention to it. They recognize, "I just did that thing that I learned. It really did work. Now I'll try it more often in more situations."

**John:** Help me understand and everyone watching and listening to this. We talk about persuasion and influence, and so many times we kind of mix the two. What are the differences?

**David:** Yeah. This is a powerful distinction. I've spoken on this a number of times, and it is one of the things that provokes the most comments and questions from other people. They'll say, "I did not understand that, and just knowing that has made my life better," so let me explore it. Persuasion is something we can do, and we can be taught to do it better and more effectively. It is, generally speaking, getting people to think about something and look about at something, maybe it's a decision they have to make or something that's going on in their lives in a new or different way, and then ultimately getting them to act on it. You and I have talked about that.

If you have the best solution for them, you have the best technology for them, and you've asked them a bunch of questions and you've ruled out other possibilities and you know you

can serve them, then you sort of owe them the willingness to help them make that decision, because it's hard to get people to act. Developing persuasion skills is important and useful, but being persuasive is hard work. You're constantly having to do these things and use these techniques and be strategic. It's hard work, but it's work worth doing.

Your real goal, though, ultimately should be to be influential, and this is the long-term view of things. Once you pretty consistently, once or twice or 3 times, depending on how they make decisions about trust, once you've really listened to a client or a customer or a friend or a spouse or a family member or somebody on your management team, you've listened to them, you've clearly reflected that you got it, you gave them a great solution and they accepted it and acted on it, now they trust you and they start to turn to you. That's influence. It's not outbound. It's magnetic. It's inbound.

It's when people are coming to you because they say, "John listened to me those last 3 times. He hasn't led me astray, or even if he led me astray, it's because I didn't share all that information with him that I should have. He asked me about it and I didn't tell him, and that's probably why it didn't work, but I trust him and I know he gives me good advice, so I'm going to go ask him this question." Just think about that from a standpoint of influence and persuasion. Who do you listen to more? Somebody that's trying to sell you or persuade, or when you've asked an important question of somebody who you trust? You're going to pay way more attention to them, and that's linked to the Zeigarnik effect that we can talk about later.

**John:** Okay. Let's save that. I want to just comment, Dave, for our fellow entrepreneurs. This is where there's such a fundamental difference between persuading somebody and pitching them and kind of the classic marketing sales where we're really pushing them in whatever action. With influence, we're attracting them or getting them excited about that action. When you combine the communication skills that you're really talking about and also with some of the marketing, a positioning thought leader, this is where as entrepreneurs, some of the most successful entrepreneurs in every one of our studies has that ability. They've got that position that they've created through a marketing persona. Oftentimes, they're thought of as a thought leader in their industry, but that's not enough. That's at least what we're seeing.

**David:** I think you're talking to a sort of systematic way. If your listeners have never ... Think what you will of Scott Adams, the cartoonist, but if you've never read-

**John:** What cartoon is he?

**David:** Dilbert.

**John:** Not everybody knows that, so we want to just make them aware.

**David:** Scott talks a lot about the difference between systems and goals, and that's a useful ... If you study that and you combine that with what we're talking about here and you start to create systems where you're going to be more influential ... You might be creating a marketing system or you reveal information not just about yourself, but useful information to people so that by the time they get in touch with you, they know how your process works, they know who it's for and who it's not, they know that it's expensive or where it falls in the price range, and you are already positioned to be influential with them.

You may have already even done some survey work or something with them, depending on how they're coming into your funnel, and asked them to analyze information or give you answers to important questions. They know you're asking the right things. They know you have the right credentials. That's a very small piece. They know that you're seeking the answers to the right questions and you've already built trust. I think a lot of what you are saying your best entrepreneurs do, they're building this strategic idea of being good at persuasion, but even better at positioning themselves to be influential.

**John:** Let's go to what you talked about, the Zeigarnik effect. I had to look it up when you said it. I'm not familiar with it. I'd like you to share with everybody. What are we talking about here and why is it something they should know?

**David:** Yeah. You don't have to immerse yourself in the whole psychology of the Zeigarnik effect to get some use out of it. For example, you don't have to know how to run a nuclear power plant to turn on the light switch and get the benefit of light, so let me cut to the quick, tactical chase with this. If you create curiosity, then you'll change the other person who you're interacting with. You'll change their neurochemistry. For example, if I'm talking to my kids and I look around very suspiciously and lean in and say, "Where's your mother?" and I stop, that is going to create the Zeigarnik effect because whenever a dad says to a kid, "Where's your mother?" what comes after that is bound to be good. It's going to create the neurochemistry of maybe a little anxiety, definitely a lot of curiosity, and they're going to be paying much more attention to what you're about to say.

Now, obviously, at work that would be weird. You can't say if you're trying to get Joan's attention, "Joan, where's your mother?" That would just be too odd, but you can say, "Joan, I'm just curious," and pause for a second. Then Joan is going to be wondering what you're curious about. That changes her neurochemistry where she pays much more attention. There's a lot of studies being done with functional MRI, fMRIs, and with blood studies where they're looking at the neurochemistry of the blood, and what they're finding is that when we employ curiosity and the Zeigarnik effect selectively and carefully and intelligently and strategically, that we get very good results. People pay much more attention and they're much more likely to act on what it is that you're telling them.

**John:** That's what we want them to do, is to act on what we're telling them, so that's very powerful. You also have 6 words that you play around with to actually accelerate success even more. Tell me about those, Dave.

**David:** Yeah. If anybody wants to see that, I think if you just Google ... You may have it in the show notes, but they just Google "Dave Frees and the 6-word question," you'll get video of this so you can sort of follow it in a little bit more methodical way. Basically, let's go back to dealing with kids. It's easier to think about this with a family member where you're not going to be rejected than maybe trying it out for the first time at work, but I'll show you how to use it both ways.

If you're a parent and you're trying to get your child to do something and they don't want to, typically it's because they're afraid of it or afraid of failure or they don't have mastery over it. I found when I was a young parent that if I asked my kids to do something and they said, "No, I can't. I can't do that, Dad," that my initial gut-level response as a supportive parent would be to say, "Yes, you can," which seems supportive, but it's not. We're going right to argumentation. We said do it. They said they can't. We're now telling them they can, so they go inside and they say, "I'm going to come up with a whole list of why I'm right and Dad's wrong." That does nothing to advance the ball.

I use this technique called the 6-word question. If they said, "No, I can't," I say, "Oh, I know you feel like you can't yet." Now that's an interesting language pattern. They said, "I can't." I said, "Oh, I know you feel like you can't," so I'm in apparent agreement with them, but then I added the presupposition "yet." This is one of those biological things. In order to understand my sentence when I used the presupposition "yet," which implies that they will or presupposes they will be able to do it, they must imagine themselves being able to do it. I say, "I know you feel like you can't yet, but I'm just curious," or, "I'm just wondering," so that's non-judgmental. Then I look around, trigger the Zeigarnik effect, and I say, "What would happen if you did?" or, "What would happen if you could?"

Now if they cannot hear that question without going through another exercise of imagining themselves doing it, I might even add, "What would happen if you did it really well?" or, "If you could do it really well already?" These language patterns have them mentally rehearse and imagine what it's like being able to do it. It overcomes one of those central objections. It's very, very powerful stuff. The 6-word question combines a number of things, use of a presupposition, the Zeigarnik effect. There's a lot going on in that little language pattern.

**John:** I'm just putting the video up on YouTube and you can go ahead, the 6-word question can enhance your persuasion abilities, and get it. We'll have this in the show notes as well, because this is really so powerful, Dave. One of the things I was just thinking, this is your

legal background. So many attorneys understand the power of words. They do it in the written language, but so few use it for communication. You've really been a master.

I want to go to the next segment real quick, which is the Book of the Day. What I find so interesting is you took the hardest subject on communication and you made it happen, and that's in your book. Tell us a little bit. I'm going to put it up on the screen, *The Language of Parenting: Building Great Family Relationships at All Ages*. Again, I don't have kids, but I have enough friends that have offered me lease-to-own programs to know this is challenging.

**David:** You've seen them before.

**John:** Yeah. I think they're perfect, because I only see them for the day type thing. Tell us a little bit about what's in the book and why you took on this so difficult communication challenge.

**David:** I would go and speak to lots of conferences and conventions, and one of the things I noticed as a pattern ... and there's a clue there, watch for these ... is people would come up to me after the event or e-mail me, lots of people, which is very rare when you're a speaker, and they would say, "Dave, I'm using this technique or that technique you taught me. It's transformational at the office, but what would you do if your 14-year-old daughter said this?" or, "What would you do if your 23-year-old son said this?" I recognized since I got these questions that this was a problem. People were having trouble translating what they were good at and practiced in the work situation into life at home with their spouse and their kids.

I wrote this book, which is more or less how spies and interrogators, knowing what they know, would raise their children in the language patterns they use. It is a mini bible of some of the most powerful tools, both strategic and tactical tools, of great communicators. It's a lot of fun, and this is the book that Steve Forbes wrote that I was a grand master of persuasion skills. I'll tell you, Steve Forbes has 5 daughters, so any time a billionaire with 5 daughters tells you your parenting book is good, you should pay attention to that.

**John:** He has a big extended family as well, so he knows the power of that. Let me go to the next section, which is resources. Everybody, Dave, who is going to be interested in learning more about what you do and how you help people really use communication and influence so powerfully, let me pull up your website. What are they going to find at [successtechnologies.com](http://successtechnologies.com)?

**David:** You'll want to go /blog, if you could bring that up for them. That is packed with a sort of translation of here's science, here's what we know about how the brain works, here's how people are using it in marketing or management or communications or in blogging, whatever

channel they may be delivering through. That [successtechnologies.com/blog](http://successtechnologies.com/blog), it's full of free resources that you could use thinking about this and book recommendations and things.

If you want to come to live events that we run where we bring in Navy SEALs, counterinsurgency operators, interrogators, negotiators, people who have served in all different branches of the Armed Services to teach force multipliers, then you can follow me on social media and you'll see announcements there periodically as we're running them. I am [facebook.com/david](https://www.facebook.com/david), D-A-V-I-D, frees, F-R-E-E-S, and on Twitter, I'm /dave, D-A-V-E, frees. You want to make sure you get those the right way or you'll get all kinds of wrong people.

**John:** No, this is great. I know people are going to want to reach out. Again, we'll have all the show notes above me here, [aesnation.com](http://aesnation.com). One of the things we want to do is we want to execute. None of this is any good if just Dave knows how to do it and now I do it. It's when we each as fellow entrepreneurs do it. Let me just go over the key takeaways that I'm walking away with. Number one, the force multiplier. I love that concept. I love having an unfair competitive advantage. In every one of our businesses, we have the ability to do this.

Really, the second point is one that's universal that we all have is this ability to have enhanced communication skills. We have invested the time, energy, and money. So often as entrepreneurs we're the spokesmen for our firms. We're the subject matter experts. Our communication with everybody out there is just so important. We're no longer just marketing in today's world one-to-one. It's one-to-many, and this is where it really multiplies.

Also understand the difference between persuasion and influence. All of us are in it for the long term, that ability to influence people in marketing, to pull them toward you, to attract. Then when you're really working with them one-on-one, helping them by understanding. They want you to get them first, so we want to understand them and then make sure that we can solve their most pressing challenges.

Then really using some ... Understanding we don't want to be manipulative in the sense for evil, but we can be for good, and regarding the fact that it is a great way of just a tool as well as the 6 words, what would happen if you could? That presupposition that you are going to be able to do it, you're working with your team, your family, your clients, your prospective clients. This is so powerful.

Dave, I want to thank you again for joining us here today. I want to encourage everybody to go the show notes and transcription. Read through it. There is a lot subtle information that Dave gave us that is very, very powerful. Above all, execute, execute, execute. Your clients, your future clients are counting on you. Don't let them down. We wish you the best of success.

**David:** John, thank you.



## A Second Opinion on Your Finances

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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.

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Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select