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EPIISODE  
**192**

**Jim Palmer**

Show Notes at: <http://www.aesnation.com/192>



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**John Bowen and Jim Palmer**

**Episode #192**

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As an entrepreneur, you want to make a huge difference out there. While you're creating all that value you want to build the business on purpose. Not just for more business but to support the quality of life that you want. Well, today I've got a remarkable entrepreneur. Jim Palmer, who will be joining us and he is going to show you how to take your business and really form it into that dream business that allows you to live the life of your dream. I don't know about you, but that to me is one of the most important things. He is a business coach, a marketing coach, a great author. I just finished reading his latest book. Speaker, entrepreneur and he's got some tremendous insights to help you really accelerate your success and to build the business of your dream. I'm John Bowen, Co-Founder of AES Nation and we are here to help you accelerate your success. Stay tuned. You don't want to miss this.

Jim, I am so excited to have you join us. I mean it's amazing. You've done so many things in your life. I'm looking at the list on the No Hassle Newsletters and No Hassle Social Media success, Advanced Publishing Concierge, Print and Mail, Mastermind Groups, coaching groups. Then you're hanging out on a boat here and you're making time to come join us. First of all, thank you.

**Jim Palmer:** Well, it's my pleasure John, thanks a lot. Congratulations on your show man, you're really killing it and providing a lot of value. I think it's awesome. Podcasting is pretty cool. It's such a great way to share information with folks.

**John:** Well it really is and I've got to tell you. One of the reasons why Jim I wanted to have you on I was so impressed with your daughter, Jessica Rhodes who has the Interview Connections and she's worked helping me really get on shows as well as, I think we're over 200 shows now providing guests and so on. I'm going geez if this guy's done all this stuff and he's got a great daughter. He's got to be a remarkable entrepreneur. Give me a little bit of a back story though on your journey to get where you are. When I say journey, I say journey, you're on a boat too.

**Jim:** Yeah.

**John:** It's a real journey.

**Jim:** John, I'll give you the short version, then I'll lead you what brought me up to living on a boat. My wife and I we were married at 21. Had our first kid at 23. By the time we were 27, we had four kids. Twin girls, Jessica being one of them. We made a decision that Stephanie was going to be a stay at home mom, which meant I would be the chief bread winner and I really focused on my career. I became VP of Marketing at a training company by the time I was 40. Six months later, my boss, the owner of that company walked into my office and said Jim, you're very talented so I know you're going to be okay. I was like, oh goodness. We're eliminating your position with the company. I think we're okay without marketing.

That day was my last day. John, I really had a healthy ego. I'd done very well for myself and I thought well I'll just go find another good paying job and fast forward, that turned into 15 months of devastating unemployment. Crushed my confidence and self-esteem. We quickly blew through the meager savings we had. Started racking up a lot of debt. Twelve months into that I was diagnosed with Stage II cancer, just for a little extra stress on the scene.

**John:** Really.

**Jim:** And, and then I had. . .

**John:** I don't think there's anything more you can fit in at that point, you know.

**Jim:** It was so interesting. It was a Tuesday morning at 8:58, because I looked up when the phone rang John and I saw the funny numbers in green on the microwave, 15 years ago said 8:58, it's burned in my brain. That's when the doctor said very quickly and distinctly, Jim, I'm sorry it's malignant. You need to get a surgeon right away. From that moment on I stopped thinking about getting a job, which had been my preoccupation for 365 days. Anyway, I did have a job prospect that looked really, really good, but then September 11th happened and the company that was going to hire me to start a franchise program for their business, said we've got to put our plans on hold.

I'm sure you remember what that was like. Nobody was doing anything. Planes weren't even flying for a while. You know John, you get to a certain place, that's very very low and sometimes the only place to go is up. That's when I said, well I'm going to take control of my life here. I started my first business in October of 2001. I knew with my diverse background I would probably be a consultant, but I knew I needed to generate cash. I'd always done really well creating newsletters for companies. I created my first one when I was 21 on a typewriter with pressing it down on the glass to make the images with white out and worked really well.

I then learned some desktop publishing along the way. I started offering newsletters and that took off. About five years later I had a multiple six figure business, but then my wife Stephanie one evening said, I call this the question that rocked my world. When are we going on vacation? It's been over five years since we had our last vacation. It was six at that point. Now John at that point I knew we could afford a vacation, but I realized, that was my turning point when I realized the business I created was a small business. I was the sole employee and if I wasn't doing it, nothing happened. I couldn't imagine being away for a week.

This was before Ring Central. Nobody is going to answer the phone. I'm writing designing newsletters, overseeing printing and mailing, doing everything. That's when I decided wow, I better change this, because I'm hitting a ceiling. While I'm making money, you know there's

a point where most people, you get to make a certain amount of money and then you start looking for something else, more lifestyle, time freedom. I spent about a year, what I call University. I went to seminars. I got a program from Cory Rudl one of the early guys in the Internet game. I just learned Internet marketing, direct response marketing. Got involved with Dan Kennedy and Joe Polish I started learning from him.

I launched my first Internet business in 2007 called No Hassle Newsletters. Built out this whole membership site. Launched it and quickly grew to two members, right? I grew it to literally hundreds of members John in nine different countries. Then I started launching other countries. No Hassle Social Media Concierges, Print Mail on Demand, Custom Article Generator, Successive Advanced Publishing and in 2009 I had been attending a lot of events. People asked, how are you doing all this? That's when I launched my coaching program. I'm really accelerating the pace here. Four years ago, John I started looking at my life and figured in the 12 or 13 years that I'd been running my business I probably worked more hours than my entire previous career and I don't want to do that anymore.

I got very clear on what, now that the financial side of things was comfortable for us, I said, what do I want to do? I thought I want to work three days a week and I want to work Tuesday, Wednesday and Thursday, so I always have a very nice booked weekend, because we got into boating four years ago. That's what I did. I've got a team of 12 virtual assistants. Put a project manager in charge. All the businesses I just talked about except coaching are handled by other people. Tuesday, Wednesday and Thursday, a lot like you, because we talked about this before from 8:30 to about 6:00 I'm on the phone or doing video, going from client to interview, to client, client, client, whatever my schedule fills up.

Then Thursday is a fun day for me, because after lunch I go oh four more, and then by the last one I know yeah, I've got four days off. Now kind of what brought us to this boat here was when my wife retired June of last year from a 15-year career in early childhood development, that was our last geographic anchor so to speak, because I can work anywhere. She said to me one night, she goes, I think it's time we go on a big adventure and we didn't know what that meant. After several conversations, we said, why don't we live on a boat. We sold our house. Used all my own marketing skills. We sold it ourselves. We lived there 30 years. I probably saved 15 grand in commissions and put a lot of stuff in storage.

Gave some stuff away. The Good Will got to know us on a first name basis and we have one boat and we have one car. It's a 50-foot boat, 14 feet wide. Almost 1000 horsepower. Unlike your parent's sailboat there. Life is really, really good right now. We feel very blessed to be where we are.

**John:** That's a great story. Jim, one of the reasons why I wanted to have you on is that so often as business owners, we're running so hard and we keep on building businesses and we

start having success. Then we kind of forget why we were building the business. That freedom you talked about. That quality of life. This is one for, we have the privilege of having a lot of AES members who are really having a lot of success and where you are in your career. One of the things we should be constantly doing, at least once a year, taking a look at where we are and where we want to go, so that we don't do this.

This is one I can still, I go back Jim. I reached this point. I had sold a business at 45. I was flying around the country in private jets doing deals. I was part of an executive team. Small equity owner of a public firm. I hated my life. The first year it was great, but the rest, this VP stuff. I was an EVP and I was CEO of a division, but I hated my life. I can remember being so upset and the guy that was the CEO was a little younger than me and we would be swearing at each other on the phone and so on. My wife one day came up to me, this is why we're married, because we need this guidance along the way.

**Jim:** Yeah.

**John:** She taps and says, why are you doing this? We don't need the money. You don't enjoy it. A lot of you out there are enjoying what you're doing. You've built great lives and so on, but this is a time for, this podcast, I want you all to reflect on let's be successful on purpose and that's the quality of life. Jim, I want to go through some of the lessons you've learned along the way. I'm going to take it first as we're building up type thing and what's allowing you to do it, and one of the lessons when we started. Give me five key take-aways and these are five great ones that you did, because they're all ones that I'm living too. Some better than others. Number one, delegate or stay small forever. Tell me what you mean by this.

**Jim:** Most entrepreneurs, because we're such geniuses nobody can do it as good or as fast or as economical as we can, so why would I hire somebody to do something I can do myself. That's a common trap and that's when the entrepreneur becomes the bottle neck to their growth. My business plan when I started my business, I like to joke, I had one page. No employees. When I started growing the entrepreneurial businesses John, I quickly came to a point whereas I can't do it all myself anymore and nor do I want to. Somebody mentioned in a mastermind group that I was in, oh you ought to get a VA. I didn't know, what's a VA? I had no idea what a virtual assistant was, so long ago. Now I've got 13.

The thing is if you, there's a saying, I'm sure you've heard it, if you want to earn a million dollars, let's say you're going to work 50 hours a week and work 50 weeks a year, you've got to bring in \$400.00 an hour. Well if you're going task oriented things that you can have somebody else do for you for \$20.00, \$30.00, \$40.00, \$50.00 an hour, that's what you're worth and that way you'll never get up there. When I started hiring virtual assistants it always seems like you're putting the cart before the horse, I suddenly found myself with a little extra time. That's when I started writing my first book and it just became easier.



You should be delegating everything except what I call high revenue generating activities. The more I looked at my business, it's not writing newsletters. It's not updating the membership site. Coaching my clients, talking with prospective coaching clients and doing interviews. Those are the high revenue generating activities that I cannot delegate nor do I want to, but everything else is delegated and that has allowed me to grow very nicely.

**John:** This is something that is so important. I had in my last business 400 employees and some of you out there have more than me. Some have less. I'll tell you I didn't really enjoy it Jim. It's a lot of work and it's a lot of responsibility. Today, I've got multiple businesses as you do and have a team of independent contractors, some virtual assistants. All different types of people who are helping me. This is one of the great things with technology today that geez, the ability to work with a super team and be anywhere, anytime is amazing. Really and this is so important as you build the life. Jim, you wouldn't have been able to do what you're doing if you didn't have that delegation. It's not only delegation, how many of those VA's are in your boat right now?

**Jim:** None of them.

**John:** Yeah. I'm looking around my global headquarters pool house, nobody is here too, other than me. This is where I think there's such an opportunity. Let's talk about, okay so we're simplifying life. We've got some great people making a big difference. Let's talk about how do we, one of the things that you talk about both in your book and we'll come to that a little bit later, but throughout your life, you're leading this is this whole concept of earning more money because of you versus the business and so on. Give us a little framing on that.

**Jim:** The expression I used is you'll earn significantly more money for who you are, than what you do. It's really not about the deliverable. If you're a dentist and you spend all your time trying to become a better dentist, I'm going to get teeth whiter, faster, move patients in and out of the chair, that might help a little bit, but that's not what's going to fill your waiting room with patients. If you're an accountant, I know you work with financial advisors, but in the world of accountants, I coach a lot of accountants and they're like, well what's your message going to be when there's like 60 or 100 other accountants in your neighborhood. Well we add numbers really, really, well. That's not an attractive message.

It really has to do with creating an attractive brand which will move you from always pursuing new customers or clients or patients to being the pursued. I started studying this and interestingly enough, when I had cancer, I had melanoma John. We didn't just go, oh let's go down, because there were four hospitals. We'll just go check in. No, I quickly found out who was the number guy, number one doctor who knows melanoma inside and out. We found that guy. He was booked up for months. Somehow, I used my persuasion and I was in there in

three days. Just I'm coming down, do you want me in the morning or the afternoon, because I am coming. I was just really persistent. It's funny what happens when your life is on the line, you really know how to sell, right? My wife Stephanie got a spiral fracture on the ice when we used to live in Pennsylvania. We didn't just go to an orthopedic surgeon. Who's the best guy that knows how to unspiral your bone.

When you're a business owner or if you're a customer or whatever and you have a problem that you need a solution to, you're not going to go, just go find the cheapest guy. When I discovered this, and I've got to give Dan Kennedy a lot of credit, because I was reading his book, No BS, Wealth Attraction, Learning About the Power of Anointing Yourself as the go to resource. That's when I was just starting No Hassle Newsletters and I figured well, I've got to be somebody other than the president of my own company, right? One of my clients, this all happened within 24 hours, John. One of my clients called me up, I had done his newsletter.

He goes Jim, this thing, I've got three new customers from the first newsletter. He goes you're a doggone newsletter guru, that's what you are. I branded myself, I said okay I'm a newsletter guru and that's how that happened. I rode that for seven or eight years, before I re-branded myself, The Dream Business Coach. Literally I never went to college for desktop publishing. Lord knows I'm not a gifted writer. I have a good editor that makes me sound smarter than I am, but somehow for many, many years, people, if you wanted a customer newsletter, you go to Jimmy's the newsletter guru. I anointed myself that.

You have to figure out what's important to you and who is your target customer and what are they looking for? That way, I'll give you one more quick example if people struggle a little bit. In the world of copywriting, if you wanted to hire somebody to write a sales letter or a copy for a website, you could find somebody for \$3000.00 that would do a pretty decent job. You could find somebody in a whole, a smaller group, but a lot of people who are seasoned veterans for say \$10,000.00. Is that copy three plus times better? It might be better, but I doubt.

Then there's a handful of people, well actually two or three that I can think of, Kennedy, John Carlton, those types, who can charge \$100,000.00 to write a sales letter and they will all tell you it is not ten times better than that guy at \$10,000.00, but doggone it he's John Carlton and he's going to write my sales letter. That's the power of the brand versus the deliverable.

**John:** Not only that, those guys will take a royalty too.

**Jim:** That's right.

**John:** This is so important. We teach this in Advisors. As a matter of fact we just wrote a book that we haven't published yet. Excelling in Turbulence, where it was a big study of estate



planning, tax and estate attorneys. The first draft of the manuscript done studying accountants. If there's one commonality of who's at the top of the game, it's exactly what you just talked about. We call it thought leadership. It's the ability to position yourself as an authority. There's nobody that goes out and puts, if you don't put the flag in the ground, they don't usually. You did Jim. You're the newsletter guru.

**Jim:** Yeah.

**John:** Something you appointed, but it doesn't do any good just one guy saying it. You've got to okay, well put it on the website. Go out and then deliver on that experience. Then you covered it to Jim where you're not the best writer. I've written 20 books. I have a partner that's written 50 books. He actually writes. I don't. I author. I have a team of virtual assistants, writers, editors and publishers and all that that work with me. They're my ideas, but that positioning for thought leadership is just huge. I've got to tell you, well let me give you an example. I was a financial advisor, two partners. We had created a very good business in Silicon Valley. We were managing two billion dollars of entrepreneurial high-tech people.

I wrote a book on Creating Equity. How to build an advisory business and somebody read the book very early on and called me and bought the business for \$45,000,000.00. I really like books. I like this thought leadership. This is something that everyone at every stage can do, but let's go to, one of the things that you and I are also both passionate about is this multiple stream of revenue.

**Jim:** Yes.

**John:** Tell me why that's so important to you.

**Jim:** I believe there's a difference between a small business owner and an entrepreneur and sometimes they're just thrown together. A small business owner has typically, and by the way you can be a small business owner with an entrepreneurial mindset. A small business owner typically thinks the only way to grow their business is to get more customers and sell more of what they sell. If you're a jewelry store, if you own a jewelry store, say you have 1200 square foot store in a strip mall. You're going to sell more jewelry, I'll pack in more cases. I'll put more stuff in the cases, open a few more hours. You're going to get to a point where you're maxed out. Whether it's a million dollars a year or two.

The only way you're going to grow your business if you're a small business owner who owns a jewelry store is, what? You're going to open another location, because I've got to keep selling more jewelry. An entrepreneur is not just sales motivated, he is wealth creation motivated. How many ways can I create wealth for myself. It's a very big thing. When I created No Hassle Newsletters, I thought well this is just a different business model. The question I

asked myself after reading Think and Grow Rich, and learning about the power of the subconscious mind. I said, how can I use my skill and talent for writing and designing newsletters instead of being paid one client at a time, and then hoping, wishing and praying they come back next month, next quarter, any time in the next year, I can be paid by multiple people.

That led to the whole Internet. I can sell templates and content over the Internet. That's what led to that John, so multiple streams of revenue started coming when people started asking me for different things. Hey, can you help us with articles? Can you help us with content for Facebook and blog posts? My brain started getting wired, because I came out of, I guess you would call it Corporate America. My first business was a typical small business. After I started hanging around people like Joe and Dan, I started learning about the entrepreneurial mindset. When somebody would ask me almost for a referral, I would think hmm, I could either make a referral or I could create a revenue stream.

That's how I launched every one of those businesses you named was because people were asking me, can you recommend a writer? Who does your printing? Can I hook up with that? I said well I could introduce you to them, but I think I'll just make a partnership with him and I'll create a website where you'll place your order. He'll do all the back end. I don't touch or see anything and I get a little taste on the top there. One of the things I like to say is, if you have a really, really solid business and you have a great revenue, you'll sleep at night. I sleep like a baby knowing there's multiple streams, so if one goes down, another one will take up the slack. That's multiple streams of revenue.

**John:** Well, it is. It's so critical. The thing that I find is people are building great businesses. They do have multiple revenue. That initial focus. You can't try to do everything at once, but letting the market tell you what they value and particularly people who are willing to write the large checks to you. That's the opinions that you want. Then you go ahead and you make a business decision, which are the ones that are aligned that you can do, that you can create value. As entrepreneurs, the only way we get paid is creating value for others. The more value we can do, boy the Internet today, the ability to scale up and do that, and do it in a way to create these multiple revenue streams is just huge.

**Jim:** Can I just add one more thing to that?

**John:** Sure.

**Jim:** You said the value and I totally get that. That absolutely is a mindset shift. I've been working for about five years with a mindset coach myself to help me over some of these hurdles. When I thought of, can I work just three days a week? What if the business sales? Do I have to come back and network four or five? All you have to do is provide enough value

to enough people that's going to fit the lifestyle that you want to create for yourself. I'm charging considerably more for my services than I was three years ago, but I worked that plan, but it is always tied to value. You know people are going to ask, what are you going to be doing in five years? I'm 59 right now and I said, well in five years, I'll probably be semi-retired. You can probably say I'm that now, but I think I work pretty hard.

I'll be semi-retired and maybe instead of 50 coaching clients like I have now, I might have five or ten. Maybe I'll just handle them all one day a week, because personally I can't sit still for too long. I've never even held a fishing pole. I'm always doing, doing, doing. It is all about value and when you do provide more value than you're receiving in compensation, you will have more business than you know what to do with.

**John:** Yeah, it's going to be interesting Jim and this will be interesting for all of us is how it evolves, because I had that liquidity event and I was 45 at the end of the year and I was going to take a year off and decide whether I just wanted to play for the rest of my life. I found out I wasn't good at that. I don't want to go golfing five days a week. I don't want to go sailing five days a week. I don't want to go scuba diving five days a week, or as a pilot in the Navy just flying. I've got to do something where I was creating value and really, I love it as a entrepreneur. You have the ability to customize which can really make a difference.

That's where one of the things, Jim and I are both saying is you know let's just be successful on purpose, whatever it is. Go ahead and for you, because it's your definition. One of the things that we both have done Jim along our way is thinking big as really small businesses. Why is that so important for your fellow entrepreneurs?

**Jim:** You know when I started my first business. This was after the unemployment and the cancer and everything. I was very fortunate to get a mentor and he goes so Palmer, my first company was called Dynamic Communications. He said what are you going to do with this Dynamic thing? I said, John if I can just generate \$50,000.00 to \$100,000.00. For me I wasn't sure if I was going to be alive in five years. I know everybody is going what? That's no goal, but that was in mindset, because I'd come from a very beaten down place. He, John, John, he looked across, because his name was John, that's why I had to correct, I thought I was calling you the wrong name. He goes, John looked across the table and I thought he was going to hit me. He goes, what the hell is wrong with you? Fifty, a hundred grand, that's nothing. He said, let me ask you something, could you live on half a million or a million dollars a year?

I said, yes I can. He said, you need to think bigger. He goes, here's the problem. You know if you want to add say three new clients or five new clients this month you know what to do. You're going to go to networking events. You might do some mailers. You're going to knock on doors, but if you want to add 50 new clients instead of five, you have to ask your brain,

what do I have to do to add 50 new clients, because that's outside the box thinking. Anybody who's watching this, financial planner or anything, instead of adding ten, I call it the power of zero. Add a zero instead of going for ten new clients, you're going to go for a hundred, and I say even if you fall woefully short like by half and only get 50, you're so much farther ahead of the game.

The power is in your subconscious mind and that's where everything you've seen or read or heard or have been schooled or mentored is in there. Every day we live in our own little world John, of what's possible with everyday thinking and so the oh think big, it's a nice expression, but it's really true. You've got to push away the walls and kick down the doors. That's how I went from two clients to several hundred clients in nine countries with just one program, because I started thinking about, well wait a minute, they have Internet in Australia and Canada and England and Newfoundland. I started looking for all these English-speaking countries. The next thing you know we're doing very well. We sometimes think neighborhood, when we should be thinking either nationally or internationally.

**John:** I think it's so important, as entrepreneurs we have to protect our mindset. One of the best ways to do it is, you're calling it the power of zero. It's adding that zero. Because if we think incrementally it's just adding one or two, that's not that hard for us. We don't change. We're just constantly in our little game and proving it, but when you add that zero, all of a sudden, we've got to take a step back and be strategic and that's where big things happen. What about, none of us get out of life unscarred?

**Jim:** Yeah.

**John:** Shit happens and all that stuff. When we were talking about the big five, you said number five persistence. Why's that so important?

**Jim:** It's patience and persistence. I'm going to tack on one thing to the previous answer, before I answer this one. Not to sound like a politician, but leap frog. You know we learn. We go from grade one, two, three, four. Nobody says when you launch your business you have to generate 50 grand before you generate a 100,000 or multiple six figures. You can leap frog, so that's another thing as far as thinking big. Here's the thing. Every successful business is built, whether it's a product or service related business, it's built on powerful relationships. The relationships you have. You cannot, I call it, you can't microwave trust. You can cook a Thanksgiving meal, not that it's going to taste great in a microwave oven in three and a half minutes, but you cannot microwave a business.

You know what I find working with a lot of entrepreneurs John is that we'll create a brand. We'll start marketing and 30 days from now, if they don't have a multiple six figure business, they're like what's wrong? How many different? We've got to change. I heard this expression

said, just about the time you want to change your marketing, your brand, your product, your pricing, your offerings, that's just when your prospects are starting to finally understand who you are and what you offer. Every time you change you're going back to zero. It's like going back to the Go on the Monopoly Board. You've got to be persistent. You've got to keep marketing, marketing, marketing across many different platforms, but you also have to be patient.

When people don't understand, but I can do videos. Yes, you can and that's going to bring people to at least find out who you are. It's like how do you do via video book, whatever. If you think of the first date you had with your wife. I've been married 37 years. How long have you been married?

**John:** 37 years.

**Jim:** Oh congratulations. There we go. Now I guarantee that when I went on a first date with my wife even despite my heart going pitter patter, if I said man I wanted to be married. I want to have kids. We're going to have a great life together. Boom, she probably would have taken off running, because it's icky. It's the same thing. If I was to meet somebody, hi, I'm Jim. How about joining my VIP coaching program? People want to go right from hi, how are you to do you want to work with me? You have to build trust and build the relationship. That has to take time.

**John:** Well, it does. As entrepreneurs, particularly in today's Internet marketplace everything is instantaneous. That microwave and our attention span. Ours, as well as our prospective clients or customers is that too. Let's bring this all together. I want to go to a new segment. The book of the day. I'm going to pull up, Jim you've written a great book. I had the opportunity to read it over the weekend. I even went to this page and bought it, because I wanted to see what you were up too. I saw it on one of the promotions along the way. It's a great book, if it's important you have the dream business and dream lifestyle. I've got your [justsayyesbook.com](http://justsayyesbook.com).

**Jim:** Right.

**John:** Tell us what's there.

**Jim:** First of all, it's a good way to share, but absolutely full transparency. The more people that read my book obviously they might want to connect with me and we'll see where that goes. [Justsayyesbook.com](http://Justsayyesbook.com). I have the book available on Amazon for \$20.00 plus shipping, but if you go to [justsayyesbook.com](http://justsayyesbook.com) I will mail you a free paper. One of my thirteen team members will mail you a free paper book. We will collect \$6.95 for shipping and handling, but even if you're internationally we just sent a book somewhere for 28 bucks, it's \$6.95 shipping

and handling. John, I've written seven books now, eight counting my audio book. This is my most inspirational and motivational kind of a kick in the butt with a little bit of velvet on the shoe there.

This will bring you up-to-date if you're new to my world and then you can go back and perhaps you might want to read *Decide* which is a very, very mindset oriented book, but anyway I would love for people to read the book. The other thing that I shared in the book as you know. This is not just a business book, it's a lifestyle book. When Stephanie and I thought about living on a boat, one of the things that kicks in whether you're an entrepreneur or thinking about doing something big in your personal life is you initially John, romanticize the idea. I'm going to start a business, or I'm going to live on a boat, or I'm going to buy a cabin, or whatever it is. It's very romantic and it's exciting. Then the other side of your brain kicks in and you start playing the what ifs?

I come very clean about all the what ifs? What if I don't know how to drive a 50-foot boat in a very tight marina and everybody's watching me bump off of different boats? What if I run aground or we get lost, we get heavy fog. There's a lot of scary things.

**John:** And you will probably do all those things too Jim.

**Jim:** I have not hit another boat.

**John:** I have spent the night one night.

**Jim:** Damage my own boat. The thing is as was taught to me by another entrepreneur who moved on aboard. I found him very inspirational. He goes, every day you're going to wake up and you're going to learn how to fix something you didn't know how to fix before. You're going to overcome a challenge or a problem. He says, you're probably going to become a bad ass boat driver and you're going to have the adventure of a lifetime that you will never have unless and until you say, yes. The whole just say yes is you don't say yes to everything. In fact, there's got to be a balance, but when you have a big opportunity, or a chance. Now, I think over my left shoulder, yeah, I don't know if you can see it, there's an hourglass there. That was a gift to me after I had the cancer. Suddenly at 41 and I don't know if I was thinking about my life, but I would have imagined if I did, I would think in 40 years, 50 years, more.

For a while I didn't know if I'd be around in five years John, so to me when we had this opportunity to do this, the smart thing would have been maybe take another year, take some more boating courses, get a captain to teach me different things. You know what, I don't know what we're going to be doing in a year, so we're just saying yes. We're going to figure it out as we go. We run the boat like a team. I can't run it by myself. Stephanie's had navigation courses. It's a heck of an adventure, John. I think too many people, as you said earlier are so



married to their business and their goals and more and more and more and more. The next thing you know that sand's going to run out of that hourglass.

**John:** Now this is great Jim. I'm going to hold up your book here. I found it very inspirational, motivational book. My parents lived on a sailboat for seven years.

**Jim:** That's my boat by the way. That's my boat. That's me driving.

**John:** The key for me and I think this is a great book for any business owner or entrepreneur to just use as a reflection of am I really playing the game that I want? Am I building the life that I want and your journey of doing that as well as not only the inspiration, but the life lessons you share are so valuable.

**Jim:** John, can I share one more thing for your listeners and this is non-business related, but Stephanie and I, we were in the same house, in the same area most of our lives. Friends, neighbors, family members were wondering what we're doing. We started a blog. It's not a business blog, but it's called ourfloatinghome.com. Our Float Home, we named our boat Floating Home, ourfloatinghome.com. If somebody is thinking, what do we do? We go in the first few blogs, we actually explain our thought process and then we go on and we do a video tour of the boat. Anyway, somebody might find it a little fun if they want to check that out, when they're not working so much.

**John:** I will pull that up I think right now. Let's see if it's coming up for some reason, yeah there it is. You have the boat and everything there. I want to point out one other resource. If you're not floating around, Jim tell us about your Dream Business Coaching too, because I just put that up on the screen as well.

**Jim:** Yeah, Dream Biz Coaching, dream, b-i-z coaching.com. You learn a little bit more about me, what I do. The strengths, the things that I bring to the table. There's over 50 testimonials of people I've worked with, but there's three different coaching levels. It is by application only. You can't click a button and join. You have to apply. Then if I think there's something we can do together, then you and I will schedule a call and we'll meet. I think everybody is born with a God given skill and talent. I've finally figured out at a very late age, that my gift is marketing and business building and actually being a teacher and a mentor and a pusher. Anyway, thanks for mentioning that. Thank you.

**John:** Well, that's great. That's so valuable. Let me go to key takeaways here. This to me is really Jim a great interview, because I just love the whole concept, we're in business to create a great life. Not only for ourselves and our enlightened self-interest but for all stakeholders, our clients, our customers, our teammates, our partners, shareholders if we have it and our family members. We've got to be successful on purpose and design a way to do it. Jim gave

us five big ones. I'm going to just restate them. Delegate or stay small forever. There's such a new way of delegating available to all of us, and to really get out of that box that we have to have all the employees in a fixed location anymore.

Really think about the thought leadership. Creating, how do you differentiate yourself? It's not as Jim was saying by doing it even better. That's important to deliver a great experience and so on, but how can you rise above the crowd. I use the term thought leader, but to attract the right clients and customers to you. Multiple streams of revenue. Enough said. You want to have as many coming in that makes sense. Think big. Don't get caught up in incremental planning. Do it bigger and more focused on achieving that. Then persistence, because there are so many overnight entrepreneurs that we read about. None of them are true.

**Jim:** That's right.

**John:** It's only through sticking through it long before a reasonable person would have given up. Jim, thank you again for spending the time. I really appreciate it and for all of you out there, above the aesnation.com we have the show notes, the transcript, as well as all the links to everything that Jim and I talked about. Go out and implement this, your clients, your customers. They're counting on you. Don't let them down. Wish you the best of success.

## A Second Opinion on Your Finances

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