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EPISODE
171

Tim Templeton

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John Bowen and Tim Templeton
Episode #171

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: Today we're going to cover an area that everybody wants to cover, more clients. One of the most powerful ways of getting clients is through the referral or introduction. All of us do it. Some do it better than others. I have a remarkable fellow entrepreneur with us today who has been a serial entrepreneur. The foundation of all that is getting a lifetime of referrals. If you wanted to make sure you get more than your fair share, that steady stream, that consistent stream so that you could really deliver to clients and do well by doing it, you're at the right spot. I'm John Bowen, this is AES Nation. It's all about accelerating your success. Stay tuned. You do not want to miss this.

I am so excited to have you here.

Tim Templeton: John, it is absolutely my pleasure.

John: We've got a whole bunch of mutual friends. I've been hearing great things about you. Familiar with your work on referrals. I wanted to bring you and share you. One of the things I love about podcasts is I get the opportunity to bring my guru friends as well as my new friends. I put you in that new friend category of really sharing with our 10,000 fellow entrepreneurs who are really, we're all excited about accelerating our success. You're one of the kings on the referral side. One of the traditions here at AES Nation is we want to get the back story of how you got to where you are, because none of us have quite that linear straight line that we all want to have.

Tim: Right, right. I got to tell you John, like all of those listening right now, the truth is that fact is stranger than fiction. I have been an entrepreneur since my early 20s. Multiple businesses, multiple industries. One of the afflictions I've suffered from for a lot of years is I can do that. I look at something and see, whether it's a big seminar company, whether it's a video shoot, whether it's a manufacturing plant, I look it and say, "I can do that." Ultimately that attitude has brought me into multiple industries.

I've had an opportunity, I lived up in your area, in the bay area for a number of years. Got into manufacturing. I raised money. Had a team, had a great mentor for a number of years. Got out of that business, got into the retail marketing business. If you wanted your product on Kmart or Walmart shelves in 30 days, I had the ability to get you there if you qualified for that. I had lots of companies like NFL properties and Major League Baseball and Sega of America and Nintendo that were engaged with me. Got out of that industry and I started looking, because I'm always on a lifelong learner. I quit college my first year. One of the things I've done is I have been self taught through reading. Books are marvelous. I am an avid reader. For \$20, what you can learn from the top people in the world just blows me away.

John: I want to just stop for a second and echo that. Really, for 20 bucks, anybody who's not reading a book a week or certainly a month, I'm in the process, Tim, I want to talk about your

book a little later. I'm in the process of writing 2 new books. I've done 17. The amount of research is hundreds of thousands of dollars for putting out there for 20 bucks. This is pretty powerful stuff. Everybody here, Tim, is a lifelong learner. I'm hoping they're leveraging books, but continue if you would.

Tim: I got to tell you, just on a side story, I was just in an event with my publisher, Berrett-Koehler. There was a fellow by the name of Mark Levee there, I don't know if you know Mark. Super smart, ultra-smart guy. He was the guy that Simon Cynic would stand on stage and point and say, "You know, when I had no money, the last dollars in my bank account, I hired that man. I'm so glad I did because my business went this way." This fellow frames people as a great writer. He and I are talking about a project right now. We're talking about books. I said, "I love books. Experts pour their life and their process and everything they know for 20 bucks." He's all over it.

We're talking, we're on zoom video talking back and forth. He said, "You're just like me. I've got a buddy of mine that every night he goes down into his basement, he has this party with 600 people, 600 of his closest friends." Some of them aren't even living. They're all the authors in the books that are there for the knowledge for us. That's when I look at books, that's where I've learned. That's the process of going through it. Going through this whole process of learning and experiencing and having this affliction I can do that, like most entrepreneurs listening right now, it brought me into this retail business. I launched dozens of products. I worked around the world launching companies in the US market.

Then I started looking at the thought leaders and the authors. In 92, I had my first book published by Irwin professional publishing. I got bit. It was the bug. Ultimately a 95 I moved to San Diego, started a seminar company. We started coaching people going through the process, sold that interest, continued to speak around the world. Got burned out, I don't know about you. Then this video thing came along. In 2008 when YouTube was purchased for 1.6 billion dollars for Google purchased, it opened the world up to people like you and me and others listening. We can get out to the world our message now of sharing and bringing this knowledge. You're in your carriage house, I'm in my home office, and we're talking to tens of thousands of people. How cool is that?

Ultimately, this path has brought me through ups and downs. Now where I'm at today, as I go forward I'm consulting with companies. I've got some systems in place. At my stage of the game, John, where I'm at at 61 years old, this isn't my first rodeo obviously. I'm just in it to share and do well and feel good about what I'm doing. Really what Dan Sullivan talks about working within my unique abilities so that I can experience that joy in everything I do.

John: Tim, you're much more experienced than I am. I'm only 60. I'm going to catch up with you here yet. It really is so amazing. We live in just such a fantastic time. For all of our

entrepreneurs, as entrepreneurs, the ability to get our message out, so often we're doing one on one. It's relationship, no matter whether we're selling widgets or selling professional services or anything in between. Now with technology, we have that ability to do one to many. It's really amazing. I've had video type live presentations to thousands. I think our top was 3000. It didn't cost anything. The technology, the biggest TV station in the world is now YouTube. That's free and accessible to everybody.

I want to go back to, what I like what you're doing, Tim, a lot, I love it is that we're taking the relationship, what we've done all throughout has made businesses successful not only over the decades or generations but really over the hundreds of years, business has been a relationship. It's blending what's working today or what's available today with what has worked always. I want to start because you're the guy that wrote the book on referrals. One other thing, I love the word systemic. Creating systems, that if we can create systems where we're able to attract pre-endorsed, prequalified referrals, this is a big thing. This is what you specialize in. Help our fellow entrepreneurs. Think about how they could do that.

Tim: First of all, you said the word on purpose. Systemic comes from basically the idea that I want to be on purpose. The ethos of my book and what I've been writing about is putting the relationship first. The truth about me and really the truth about you and everyone else, left to our own devices, we got a dollar sign up on our forehead and we're out in the marketplace trying to get hours, and there's nothing wrong with that. As Jerry Seinfeld said, "And there's nothing wrong with that."

The idea is this. If we're on purpose about really putting relationships first, what does that mean? In terms of those people that are closest to us, those business and personal relationships of understanding as we develop those on purpose, good things start to happen for us. At the end of the day your body of work now comes to the top and huge opportunities come available to you. The first thing is being on purpose about putting the relationship first. It's the number one step in this system.

John: Let me stop there for a second, Tim. I think this is one that so many people forget. I call it you have to be referable. You have to deliver on what your promises are. You got to have a great relationship. You got to provide that great client experience. So often, we coach top financial advisors as well as match successful entrepreneurs with top financial advisors to get second opinion. We'll get somebody who hasn't worked with us before. They go, geez, I want to set marketing, we're doing great stuff. I go, "Let's look at your experience." The experience really isn't that good. They wonder why they're not getting referrals. You got to have that first part before, you have to be referable.

Tim: This principle of referability is really number one. You start looking it, here's the thing. Ultimately at the end of the day it's the power of referrals and understanding when you refer

someone. A quick story and that, one of my first job ever was as a shoe salesman at Thom McAn shoes at the Boulevard Mall in Buffalo, New York. My manager was Phil Mariana. Phil was my first mentor. Phil never walked a man, he came and said, "Timmy, men come in to buy shoes, they don't come into shop." For the two years I worked there I never watched Phil walk a man out without a pair of shoes in his arm.

He'd always sit down and coach me and go through the process. I started out as a stock boy. Jobs were hard to come by at that time. He said, "Timmy, you got a referral for your job? Because we're going to make you a shoe salesman." Timmy Dunley lived next door to me. He was looking for a job. I referred Timmy. I said, "My neighbor, he's looking for a job, he's a great guy." Anyhow, he hires him, takes him up on the referral. First day we get 250 cases of shoes get delivered in. Timmy is, this is hard work. He's sweating trying to shift the shoes around bringing all the cases in.

Timmy, by the end of the day, I'm looking at him. He's already got the stink eye looking at me as he's walking through this job like what have you got me into. Ultimately the next day he's a no show. He is a no-show. Here's the process. Phil comes up to me and he says to me, "You got any other stiffs you want to refer?" I'm telling you, John, my heart sank because here was a guy that I truly looked up to, the guy had mentored me. I had referred someone that wasn't referable. What I'm sharing with our listeners right now, ultimately when you refer someone they have to be referable. Conversely, you have to be referable because they're all looking at you at that process. You're exactly right. This principle of referability is ultimate and extremely important.

John: Yeah, Tim, that's a great story. The reality, it's so funny. I've had the privilege of working for a few billionaires, but they weren't billionaires when they started. They've just done fantastic. Some that the privilege of serving them when I was a financial advisor, wealth manager. I was raising capital for one of my businesses. I had a whole bunch, a couple billionaires and a whole bunch of super rich people there. We put the deal together over a dinner and a bunch of wine. I asked everybody around the table their starting jobs. I wish I had filmed it, because just some great stories. People forget how humble we all started. Mine was a dishwasher. It wasn't that great a place, dishwashing. The wealthiest individual that's a multibillionaire, he started just like you. He had a little different, it was women's shoes. It's amazing the journeys we all have and the lessons learned.

Tim: The lessons learned, yes, absolutely. It's those lessons that are leveraged up and we remember them for the rest of our life if we take heed. Phil Mariana was one of those. He really taught me a lot, certainly learned it experientially in the referral process.

John: Let's go to, one of the most powerful things, and you and I have talked about this and we have a mutual friend who's an expert, has helped both of us, Jeannie Hobart. Jeannie

talks about social proof a lot. One of the things, you and I have learned it. We're talking about the book; we're talking about just the overall client satisfaction. Tell me why you feel social proof is so important to you. How do you get it? It's one thing to, okay, it's important but so what type thing.

Tim: Let me give you some parameters first of all on what social proof is. According to Dr. Jeannie who is now a character in the seventh chapter of my book on social proof is a 24/7 workforce, Dr. Jeannie states this is that social proof is comprised of 5 things. Number one, it is general client satisfaction or dissatisfaction. Specific client satisfaction. Then number 3, it's case studies and really understanding about how those people will speak and what we learn and how we share from case studies. Number four are testimonials. Those take multiple forms. The number five, the fifth component of social proof according to Dr. Jeannie, she's been on this as we both know for over 20 years, was a professor at LSU until a companies like you, John, and others tapped into her or paying her a lot more money than she could take at the university.

Ultimately the fifth and final is the all-important online reviews. Here's what we know. When you obtain a minimum of 25 reviews, positive reviews, that's the delta where the crowd starts speaking stronger than the individuals to people. You and I will go online as we all will and we'll look at reviews. At 25 and above, we'll start taking the opinion, the referral of the crowd. That's how social proof works. We've been all operating with social proof in all of our businesses from the start. Let's just think in terms of McDonald's, multiple billions sold. That is what? Hey, a billion people have eaten a McDonald's hamburger, you should too. You and I remember when they first started out they hit the first million mark. Of course, I'm older than you. I forgot about that.

Anyhow, the idea is there's other forms of social proof. There's celebrity social proof. One of the referrals of a lifetime I have is with Ken Blanchard, the offer of the one-minute manager and probably in the last 20, 30 years, one of the top 5 leadership gurus in the world. Ken read a first edition of my book, called me, and was referred to me, and ultimately endorsed my book. The Blanchard families own half the copyright. He has opened doors for me around the world with this work and that social proof, that celebrity social proof. Forms of social proof and when I'm on the book and what I'm here to share with our listeners is you can engage it today. It's all about framing it. I talked about Mark Levee a little bit earlier, his expertise is really framing someone so that they can really be heard and positioned properly in the marketplace.

John: Tim, this is so important. I love social proof. Quite honestly, it's changed my life. I always look at it that we're all lucky as entrepreneurs. No matter if you're in a Western world, you're doing well. In America, you're doing fantastic. Could have been born in Bangladesh. You and I would have had different lives. You're lucky when you go and you make these

introductions where you meet the right people. We can all say that's luck. You put yourself in the line of being lucky. This is part of being successful on purpose.

One of the things I want to talk about is positioning yourself as really this recognized authority because that's so important in today's world, so much noise out there. How can we put ourselves in that line of fire so that when somebody's looking, like I'm looking for somebody to help us on referrals, you're there, where so often that's not the case? If I do a Google search on referrals, I bet you there will be over a million experts I could come up with.

Tim: Right, right. First off, it's interesting you say that. One of my coaching clients, he has a Kellogg MBA, he's a high end consultant. We've got a call coming up to talk about differentiating himself after this interview. It's all about taking the things that you do well and being able to communicate it in and frame it in such a way that works. Where it starts, I gave a story about Ken Blanchard. Ken Blanchard liked my book enough that he got involved and wanted to put it out in the Ken Blanchard series. That idea, how I positioned was just the same thing. Guess what, everyone listening has your form of Ken Blanchard. You all have your referral to that individual. You all have your successes in the past.

I mentioned a fellow John, his names John that I'm working with, this MBA that he has from Kellogg. There are different ways in your history, your body of work and how we can pull that together, how you should pull that together so when people are introducing you, they are really serving you up like the goal that you are. The first thing, and most of us, we look at our past and our accomplishments. We go, "Oh, I did that, yeah, I did this. Yeah, but I need to go out and do that, how does that apply to it?" Your body of work wins the day.

What I would encourage, if you're listening as a step, take out your top 5 wins. Specifically go down to the specific wins and what those individuals they about you, say about your service that's extraordinary and start thinking in terms of boiling those down into 2, 3, 4 statements where ultimately when others, and you're talking about your services, you can talk about the benefits that you've worked and given others because of your service or your product. There's a little tip to start out. Everyone has it in their background. Even people starting out, John, you're working with financial planners and whatnot. If it's not, you it's the organization you work for. If it's not, you it's the mentors and the team that you have behind you. There are multiple ways on how to position yourself, your service, your product so you differentiate yourself from everybody else. Does that make sense?

John: No, it does indeed. It's so powerful. I look at probably the one you and I have had the most success with his books. I had my financial advisor business with 2 partners and we built it up in the late 90s to a couple billion dollars. We were one of the largest in Silicon Valley, largest client of Schwab. We sold it for 25 million dollars. I would have kept doing it, my partners who are little older than I, I have larger equity stake but they wanted, we got offered

a fair amount of money and wanted to hit on it. So we did. It came about because I wrote a book.

The person read the book, called me up, and we started a conversation. He was a consolidator in the Canadian marketplace and wanted to come to the US where his first US acquisition. It's again being in the line of fire. You don't have to go ahead and do that. We can put website, we can have testimonials, we can do articles, we can share the stories. People want to connect with authentic, real people. That's where that social proof where other people are talking about you sharing, it just takes off like crazy.

Tim: Yeah, you can be on purpose and systematic back to your process. Inside the book, I'm very systematic in the book. That's one of the things I mentioned Berrett-Koehler, my publisher, they actually give my book out to all new authors that are interested in writing how-to's because of the step-by-step processes that are in it. Part of this when we start talking about positioning our self and being authentic, it's all about, the fact is I clean up pretty well. I'm an author and I've got this and you've said some nice things about me. The truth about me and the truth about everyone else is we've all got our kettle of fish. It's how do we present ourselves and at the same time be authentic? We're not something that we're not. We're being real. When we're real, people see that and they connect with us going through that process.

I actually on a side note, I listened to one of your early interviews. Where I connected with you, you tell them your story about your dad and what happened with your dad and you coming home from college and trying to figure out how to go through that process and you trying to actually work through it. Then I was thinking about your dad about what he must have felt in terms of him with a successful business and then hitting the wall and going through that.

I connected with you through that story and you didn't even know that. That was just through you sharing that real story of you being real. Of course all these other successes affirms who you are and what you do. It's that authenticity that we have. I call it in the book, it's based on a lesson, it's called the three levels of communication. Really, the third level is that authentic level of us being real. It's important stuff at the appropriate time to go there.

John: Yeah, no. In the new book that I'm writing, I had so much encouragement to tell. We all have serial stores. If you've been serial entrepreneurs, you got a lot of stories. The one on my dad, I remember calling him up and I say, "Dad, I'm going to start sharing your story with your permission." He goes, "What is my story?" I was a junior in college and get this call May 5th, 1975. Prior to that I was a rich kid in a small hometown. My dad had a founder with my uncle that had 400 employees and never wanted for everything. Everything was taken care

of, life is good. He gave me the crummiest jobs because he was grooming me to one day when the place.

He calls me and I'm excited I might get an air-conditioned job over the summer, that progression that he went ahead and shared one of the toughest calls I've ever had, and I shared for him that the business is failing. He's going to go get a job. My uncle is going to put it through bankruptcy. He needs the money. Yes, your mom and I are going to get a divorce and you don't have a summer job. The scariest part was when I then asked, "Are you going to be okay?" He said, "I don't know."

This is where I became a financial advisor at that moment. I just didn't want any other family go through it. This is why I'm so passionate and my purpose in life is helping other entrepreneurs make smart decisions about their money. When you tell that story, we share our personal stories, people aren't thinking about my dad. They're thinking about their dad. We all have dads. We all have similarity. It's talking about I had this hundreds of millions of dollars company and I did this. Am I not great? It's really those authentic moments that can make such a big difference.

Tim: Yeah, absolutely, absolutely. As we go through time and space and our businesses, whether we're connecting with our team know whether were connecting with other individuals and joint ventures, it's important to be real at that time. I'm not talking about doing a psychological strip tease just at a moment's notice. Just for those people and who we are, what I learned, I did a joint venture with the Franklin people years ago. A good friend of mine Craig Case who was the number 12 employee of Franklin when they were on their way to a \$500 million planner company before getting bought by Covey, he spoke all over the world and trained all over the world. I don't know if you ever gone through a Franklin training.

John: I have, actually.

Tim: Yeah, they're tremendous. What he always stated, he said, "You never want to be on stage and not speak from the center of your experience. You always want to speak from the center of your experience." That was a great statement. That's always stayed with me because people understand that. When you are, you can be authentic, you can be true, and people are drawn to that. As we go through, that's what authenticity is about is really speaking from the center of who you are.

John: It is critical, Tim. It's so important. I want to go and talk about technology now for a second because people are going to wonder, geez, 60-year-old guys talking about technology here. You were in the Bay Area for a long time, my old professional career here. I am a heavy technology user, not necessarily, I did write a little code in the early days but it's been a long time since then. One of the things you talk about that I was impressed with, and I'm not sure

exactly what it is so I want you to share it with me as well as our fellow entrepreneurs is this cloud-based referral team. What we have now is we know the relation skills, we've got to be Berrett-Koehler, we've got to go ahead and build those relationships, but boy, we have some amazing technology. How can we leverage this?

Tim: Yeah. Let me tell you, I had in this whole chapter on this cloud-based referral team, I have a good friend of mine. His name is Tom Gay. I've known Tom for over 25 years. Tom has developed several technology companies; big hundred million dollars plus exits with them. Have built huge teams. In the last 10 years, 15 years, he's been working on software in different initiatives of really all the things about the referral of a lifetime. We have a prior relationship early on when I was running my coaching business and really vetting all these processes.

Tom has developed a company, and it's called refer.com. I am now one of their faculty members and advisors and certainly one of their biggest supporters. This is basically taking a referral group that you would go down at on a Wednesday afternoon or Wednesday morning to a local hojo and deal with 30 others and whether you want to or not and get beat up on referrals, again, as Seinfeld says, "And there's nothing wrong with that." This is the ability to take a referral team of people that make money when you make money, those people that are likewise the same in terms of abilities. They're not Timmy Dunleys like I shared earlier. They're individuals that you surely would refer to your friends and build a cloud-based referral team that you could either build locally, regionally, nationally or even internationally.

This refer.com tracks everything in terms of, each has a referral card. You can push referral cards to one another. You get a whole background that's set up. You get ratings in terms of who that individual is. Then it's trackable. My process of going through, and I've worked with refer.com, is really training individuals of not only taking that subscription, we got a little offer on it, but taking that subscription of using that and then knowing what to do with it to build a small referral team where they're supposed to be referrals.

There is reciprocity, certainly working with financial planners that you know the deal. There's a lot of CPAs and accountants and other people that many of your clients are given many referrals to. The first thing they need to do is go back and look and see how many referrals they've received on the backend. This little platform gives you the ability to focus in and actually get accounts so that there is some accountability on that. I'll give you the link in terms of that, or you can go directly.

John: Yeah, let me just pull it up and I'll pull it up on the screen here is referral.com.

Tim: It's refer, yeah.

John: Refer, excuse me. Refer.com. I have it on the screen. All the links as always will be at AESnation.com, right above me. It's so important to leverage this technology as well, Tim. There's so many different ways of doing it.

Tim: Here's the thing, John. Everyone was busy before they listened to this interview, right? We're all overwhelmed by things. It gets down to you take McCain's book on essentialism, what's the most important thing, what are you really going to focus on? If you started out saying, "Look, we all want pre-endorsed qualified referral starting out." You got to be on purpose on it and you want to be systematic about it. If you put the relationship first, if you deal with your primary people that matter most who I term A's in the book, people that have referred you or you're darned sure would if you asked them, the people that make money when you make money.

You get on purpose about building a relationship with those individuals for mutual benefit, add some simple technology on top of it, now you've got what's called is high touch on the relationship side. It's high tech. Stuff will work for you even when you don't want to. That's why I love this little application so well and I'm such a big cheerleader for it and what Tom in his organization has put together.

John: Let's continue, I want to go to the next segment which is book of the day. I'm going to pull up on the screen the referralbook.com. This is your new book. I didn't know it was out. I know how great the old book is. Tell us what's in the new book.

Tim: Here's the thing, this was after a number of years I contacted my publisher because there were so many things that I've learned and nuances over training this material around the world large and small organizations. I've actually updated the system and added a fifth principle, but more importantly got really specific. I've added 25% new content to the book so that the system of really following an understanding of how putting relationships first, how basically to focus on the people that matter most and all the steps behind it and the technology is all inside this book.

Again, I've never work as hard as anything really on this new revised edition, and I do a fair amount of writing. I'm really proud of it because for less than \$20, anybody that invests and it is going to get one of the best and you look at the endorsers, certainly those individuals like Ken Blanchard, we have a mutual friend I know in Richard Rossi who's a big fan of it is on the back cover, and Mark Victor Hansen and others. The idea behind it, it's for everyone. Whether you have a robust business and you want to replace the bottom 10% of your clients that look like the top 10%, or you're just starting out in business and you really want to get on purpose about having a system that will put the relationship first and stay focused on what matters most.

John: The next segment is all about resources. I want to come back to the website and just pull up really quick on the book again, the referralbook.com. Let me just quickly, I'm going to go down. It's all kinds of content and so on. What I really like is that you are extremely good about getting free bonuses.

Tim: Yeah. I'm at this point, I want to get this information out. One of the things, my publisher has been so good. I have developed a number of complimentary videos for people to actually take the book and implement it. I get permission from my publisher to go in and put together a guidebook that takes the very best steps out of it, even if you don't like to read. You can follow this system and you can access that guidebook and actually work by yourself, work with your team on all these processes that are outlined inside the book. That's a complementary service as well.

Once you get involved on our list and you follow some of the things I'm doing, I'll continue to share those best practices with everyone else. I'm most interested in making a difference. I'll end this, Dan Sullivan made a statement in an interview. He said the difference between game changers and gurus. He said, "Gurus always have to be the smartest one in the room. A game changer is someone that can stand on the side-lines and really lift others up and see them succeed." I aspire to be a game changer. I've certainly done a fair amount of stage work. I am more fulfilled when an individual comes up to me and say, "Tim, I read your book, I applied it. It changed my life." That chill running down my back. You know what I'm talking about.

John: I love that, Tim. I have that in my businesses as well. That's the main thing. I've talked with Dan Sullivan of Strategic Coach many times about this difference. It's a big one. Let me go, if somebody wants to contact you, I've pulled up the consulting gold and I have Tim Templeton here page. How would they reach out?

Tim: It's just really simple. If you want to shoot me an email, it's Tim@consultinggold.com is the easiest way to reach me. I'll certainly respond and answer any of your questions, but simple email. If you download any of the resources, whatever, you'll be on the list as well and I'll be communicating with you that way. If you want to speak to me directly, just shoot me an email and we'll schedule a time and we'll speak.

John: Tim, I really appreciate our time together today. Let me just wrap up with the key takeaways. These are to me, it's all about accelerating entrepreneurial success, helping each other be successful. This is a virtual mastermind we have. Starting number one, this whole concept of not leaving anything to chance, being systemic in all our business. This is a never-ending process. One of the most important things is referable. You have to be referable and then you have to have the process to get the referrals or introductions.

I'm going to encourage everybody to buy Tim's book, because the reality, you can go on Amazon. It's there. It's got all kinds of great stuff going on, or more effective way because you get all the bonuses is the referralbook.com. Get those. The key here is we want referrals. That's the one way we can grow our business just exponentially. Also, people want social proof. In today's world, we're all so busy. We need to see that that person is credible. Okay, that's great insights you're sharing. Why should I listen to you or why should I engage you or why should I buy this from you? We need to know that.

One of the best ways is position yourself as an authority. In today's world, whether you like, I'm going to use a word, I don't think it's a word, 'celebrityism.' With all the reality TV, everything going on, people want to work with somebody in authority. We do all kinds of research. One of the shocking things that we give people a choice of different levels. 91% want to work with an expert in whatever it is they're doing. You have to be that expert, and then use technology. Stop trying to do it one to one. Yeah, that's where the deepest relationships are going to be. Go ahead and really put your message out, leverage this technology. Then attract the right people to you that you can serve extremely well. Tim, this has been phenomenal. I thank you again and then wish you the best and continued success.

Tim: Good stuff John, it has been my pleasure. Thank you so much.

John: Go ahead, there's no value unless you go to AESnation. We'll have the transcript, the show notes, all the links. Go make it happen. Your clients, your future clients, they're counting on you.

A Second Opinion on Your Finances

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