



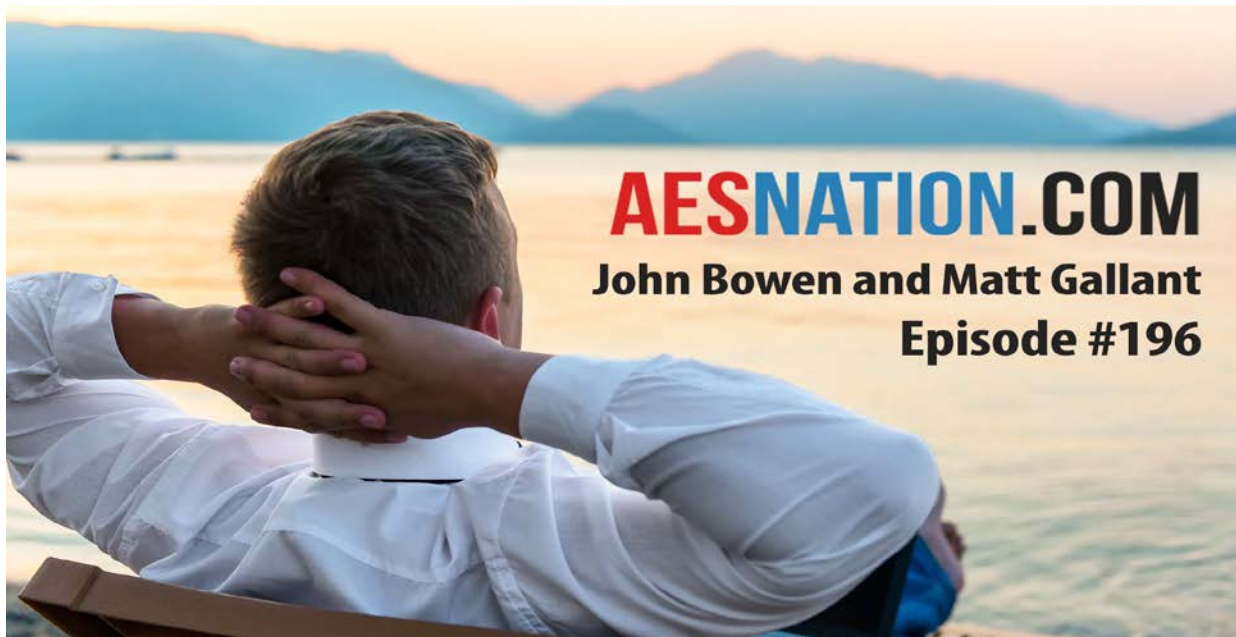
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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE  
**196**

**Matt Gallant**

Show Notes at: <http://www.aesnation.com/196>



Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

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Thanks for being part of the AES Nation community. We'll see you online.

Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** Well, I am so excited you're joining us because I've got a remarkable young entrepreneur today. Who is going to share some great life lessons he's learned along the way. And all along, how you can be hyper productive. How many of us as entrepreneurs run out of energy? It's so easy to do. How can you maintain your health? We're all managing our energy, we only have so much. We've got to make sure it's use effectively. But, at the same time, how can we have fun? How can we have great relationships, and really build the life of our dreams?

Well, this remarkable entrepreneur is not only building a great life, he's built many a great business. He is a marketer at heart, he's done over 12,000 ... Count that, 12,000 marketing experiments. And some of them have worked well, he's built five companies from zero, to over seven figures. Wow.

Some great life lessons, a phenomenal entrepreneur. I'm John Bowen, you are AES Nation. It's all about accelerating our entrepreneurial success. Stay tuned, you don't want to miss this.

I am so excited to have you here. You are traveling one of the longest distances, at least electronically, of the interviews. Panama City? You're in Panama now?

**Matt Gallant:** Yes. I'm in Panama City, Panama.

**John:** Well, Matt, first, thank you for joining us. I really appreciate it.

**Matt:** Thanks for having me man, it's great.

**John:** One of the things that was so great. We had the opportunity to meet through Jason as Mastermind Talks. Just phenomenal bringer together of extremely successful entrepreneurs. You have done some amazing things in your career. None of us got out of life unscarred, so you've had some bounces along the way. Some great lessons though. Then, when we've talked, I wanted to really share it with our audience. Before we go into those life lessons though, share with me a little bit of how you got to where you are.

**Matt:** Yeah. I'm going to give it to you really quick, real fast. But from a village of 350 people, literally, my parents are in a dead-end street. Where it's just like five cars a day that drive by.

**John:** I did look at the picture on the website. I grew up in upstate New York, in a small town of 4,000. I felt mind was a city, looking at where you grew up.

**Matt:** Yeah. Part of what happened was I hated the small mindedness. That really drove me to want a different life and become an entrepreneur. I went to university, studied science and physical activity, kinesiology. My game plan was always to be an entrepreneur to help

business. So, got out, did some personal training. I think it was the first personal trainer in that city, it was a city of 100,000 people called and became pretty successful.

I was also doing a lot of things simultaneously. I was studying copywriting, studying marketing. I was hosting and marketing some self-defense seminars. I did about 35 seminars in six years.

Then I moved to Vancouver, built a new personal training business from scratch. It was really hyper competitive, but with the marketing abilities and skills that I'd learned, I was able to become I think the second busiest trainer at World's Gym downtown Vancouver. It wasn't because I was the most fit guy, I had no championships or nothing. It was just marketing, right.

Then I had a personal training client, that had a private labeling skin care company. She said, I'll create a serum for you. And anti-again skin serum. That was my first big success. I had been studying copywriting for about three or four years at that time. And launched it, made five figures our first month. I'm like, "Wow, this is amazing."

From there I just parlayed those skills, built a help desk called boptimizers now. Where we help people optimize their health, and we fix digestion. So, that business started around 12 years ago.

Then partnered up with ... A student of mine who was hiring me to help him with marketing. And we built guitar control, which has been around also up and around 12 years. Along the way, just built a lot of different businesses. Also, around that time, I got divorced at 28. I was just ready for global adventure. I like pushing myself, I like being in foreign land. So, I just flew to Panama. Never even visited, just got in a plane, and moved.

I got to see all kinds of debauchery and trouble for a few years. Then clean up my act. Now I'm really focused on building some businesses that, first of all, I'm passionate about. Because I just can't energize myself to do things that I don't love, and second that will make the world a better place.

I have a few other companies right now, including energy psychology certification. Our partners with Dawson Church is one of the top experts in the world. I'm really passionate about that. I'm do a lot of paper performance optimization. Where I leverage those 12,000 marketing experiments. If I move the needle for companies, they reward me based on how much I generate for them.

That's the gist.

**John:** I can say, wow. This is ... I'm not thinking you're much of a slacker here at all, Matt. I didn't think that ever. I mean, I didn't know you were doing all those things though.

I want to dive in, before we get into life lessons. One of the things the entrepreneurs think of living in different areas, maybe just high level as you went. I think you said 28, is you went to Panama City. At 28, you were a little different, it was kind of a fun thing. It sounds like you partied a bit, and all that. Now you got all these businesses.

How is it living in Panama, Panama City and running these businesses that I'm assuming are done, also, outside of global player as well.

**Matt:** Yeah. All the companies are virtual. And yeah, it's fun, it's great. I think the biggest thing to realize is we're always in a box. Becoming born that small little village, there was a box there. Then I moved to a city of 100,000 people. It was different. Then I moved to Vancouver, so I got out of the New Brunswick box. Went to a real city.

Then, when I left Canada realized, well there's another box that I just jumped out of. If I could go to another planet, I would probably look at earth and say, wow. I just escaped another box. When I say box, I just mean cultural biases, perspective. One of the great things about moving to a different country and really assimilating yourself is you realize, there's a lot of different ways to live life. There's a lot of different ways to be.

That's one of my favorite things about it.

**John:** I think one of the things ... I haven't lived in another country. But I have worked in another country, in the sense I had to commute. A couple times when I was doing some global things and when you do that, when you stop being a tourist, and you become a traveler. And in your case, really a residence. It really opens up your mind.

Particularly in the virtual businesses. You can pretty much be anywhere, you've got to decide what really makes you productive. That goes to kind of my first really lesson that you shared with me, when we're getting ready to go on camera.

I was looking at all your websites and everything you're doing. I mean, you are hyper productive. This is something that, in today's world, there's so much noise out there. And being able to focus, and be extremely productive and not be distracted. Why don't you share how you're doing that?

**Matt:** Yeah. There's a lot to it and it's been a long road of evolution. So, I'll kind of start at the beginning because I don't know where the people listening are at. But, when I was in my 20's my goal was hyper-productivity. I need up, I think, at the peak I was working 90 hours a week.

I was in the gyms. Probably 100 hours if I'd count all the other things I was doing, like studying copying stuff.

Hit the wall with that, obviously, crashed and burned. Then I'm like, okay. I got to find a better way. The next evolution was really building teams. You start off, you're a one man show, maybe a two man show. The first thing you want to do is just offload everything that drains you. Everything you don't like to do, everything that you're not good at doing.

One of the ways to accelerate that learning curve, is to do every personality test out there. Disc, strain finder. You name it, I've done it. There's a lot of power in knowing, I'm a quick starter, or I've got zero follow through. Or whatever it is that you are, and start making adjustments in terms of I'd better pull in the right person to accentuate my weaknesses. The biggest jump, I'll just skip forward a few years. This was about five years ago.

The biggest jump was realizing that I needed integrators. One of my favorite books is Rocket Fuel, written by Mark Winters and Gino Wickman. They revealed and clarified that, there's visionaries and integrators. There's people that have big ideas. Strategy, that's my forte. Then there's people that are really good at making things happen, and following through. And organizing and structuring.

When I realized that. Then I immediately my mission now for increasing my capacity, is to bring in as many integrators as possible. And build great relationships, and great teams, and great structures. That's probably the biggest multiplier. Then we can get down to ... Let's say you've got that. And let's say you know what your super powers are, and you know what your strikes are.

Then it's about maximum productivity, hyper-productivity. I call it focus savagery. I want to explain that term.

**John:** I got a little scared with that one. So, we got to have some clarity here.

**Matt:** Yeah. Focused savagery. It's like people are to lackadaisical, I think, when they're working. Let's say I'm writing a blog post. There's an intensity that I'm focusing on generating. Just like in the gym, and a lot of different areas of life intensity is something that we build over time.

At this point, if you've seen on the computer, or you've seen me working it's like ... Just about every single task, I can do a third or the fourth of the time of a lot of my team members. For example, writing an email. I could write a marketing email in about 15 minutes. Most people, it's takes them 60 minutes.

That's where you start multiplying your time. Because if I can things three times faster, that's multiplying my output 3X. You have to organize and structure your life where you're just doing the things that you're great at, that you love to do. Then you sprint. One of my favorite books, is the powerful engagement.

When I read that, I went from time management, to energy management. When you master doing 60 to 90-minute sprints, some people do 25 - 33 minutes. Whatever it is for you, and you just go full tilt and then recover. Take a break, relax, get out of focus, have a drink. Then boom, turn it back on, turn it back off.

That process is really how you multiply your effectiveness. Of course, there is exceptions. When you're in team meetings and groups, and stuff like that. You don't want to be a savage. But when it's you are doing your deep work, doing what moves the needle for your business, that's the mindset.

**John:** Matt, you shot so much stuff out at once. Well, let me ask, the power of full engagement or is it the power. Jim, actually, I ran a series of coaching programs with Jim during the darkest hours of financial services. One of the biggest firms in the country, I think the biggest at the time hired us at 2008 to take care of their top 100 guys. The recognized the power of health.

But, also, in our case, we're showing them really how to design their business so serve their clients. I'd recommend that strong, that book. Powerful engagement. He also wrote a book called corporate athlete. As fellow entrepreneurs, one of the things I want to get to next because of your background in health. But, so many of us, we want to be hyper-productive. If we don't have health, that just kind of kills everything away.

**Matt:** It does. Yeah.

**John:** But what I love what you shared, the getting clear first on the self-assessment. I'm a big believer in the test as well. I've taken all the ones that you have, and a few more from ... There's a fellow, I did a podcast, I don't know if you ever had Jason last year Mastermind talks us. Steve Sizzler, and Steve I've hired. He does a whole bunch, even more assessment. It's really powerful, getting to know ourselves.

Then, what I really love is how you ... one of the things, as kids, at least in my class when I was growing up. We're taught to really work on our weaknesses. And their career with strong weaknesses. Let's build on those unique strengths, as you said, and build the high-performance team. That's how we can productive.

I mean, I have three businesses that are just all doing very well. It's the team. Just having the right people that I couldn't do most of what they do. Some of it, I don't really understand what



it is. Mark Winters and Gino Wickman are both in my strategic coach program. I sit with them every once in a while, and I love that book Rocket Fuel because I always thought of a CEO, COO, they take it a little clearer visionary and integrator. But most of us as entrepreneurs we all have a problem painting a picture of what we want. We have a problem with getting it done, and getting the right integrator, as you said.

Then that focus intensity. That's just a huge ... But I want to take it back because you're in a unique ... You've came up in the fitness health field, but you went out unlike very many people in that field. Went out to the best copy writers, and the marketing. You spent a lot of money. I saw through a lot of the guru's out there, and some worked, some didn't work. I want to hit you on what you grew up with first, and I know what you do still. Health is really important to you.

How do you see your fellow entrepreneurs really taking this health, as Jim Lore talks about in the Powerful Engagement. It's not time, it's energy and deploying it. We've got to be in good shape to do that.

**Matt:** Yeah. I think ultimately, our capacities as entrepreneurs, short-term and long term, will be limited by our health. There's nothing more powerful, than increasing our energy. I'm going to skip the fitness stuff, because most people are aware. You don't need to be going crazy in the gym, and looking like a body builder to get gains.

My biggest tip for health is just find something that you love to do, that you enjoy doing, and just do it on a regular basis. Let's talk more, maybe, about sleep and a couple of other things. Probably the biggest thing that's moved the needle for me the past couple years has been getting into some sleep optimization. I'll spend about \$25,000 on my sleep system up to this point. It's just transformed my energy, and a lot of other things. My fat loss and all kinds of things.

What I didn't realize ... I got into sleep in my 20's and read a really good book. I think it was called Power of Sleep. But I didn't know that my sleep was garbage, until I bought what's called a Oura ring, O-U-R-A. And started looking at the data.

One of the things about me, it's a great life lesson we'll get to later, maybe. Is that great data shapes destinies? This is one of my best examples of that. I start looking at the data, and I realize, zero, six minutes, ten minutes of deep sleep.

If you don't know this, your deep sleep is where all your hormones get produced. This is where your body recovers, this is where testosterone is made, growth hormone is made. If you're not achieving deep sleep, none of that is happening. For me, it wasn't.



I invested ... I'm just going to rapid fire but-

**John:** This is an area, Matt, that quite honestly I haven't done as much. I think we're at 200 interviews. So, I'd love to hear this. I know our listeners would too because if we're going to have ... I know I shouldn't eat. I got to have a good diet, I got to exercise, okay. And there's a couple other things along the way and sleep, recharging, is just so important.

**Matt:** It's everything. Because all your neurotransmitters get rebuilt, which is what you're using all day to get creative. To push your brain. It's brain and body. The REM is your brain, and the deep sleep is your body. I'm just going to rapid fire, all this stuff has been validated with the ring.

First thing is, get off a spring coiled mattress and get, ideally, an organic memory foam mattress. I really like Essentia, E-S-S-E-N-T-I-A. They make memory foam mattresses out of a tree sap, so there's no off gassing. You can even get a custom made one. Which is what I did. So my wife has her side customized, my side. That alone will transform your sleep because what happens is, when you're sleeping on your side for an example. As soon as the blood pressure, or the blood constriction starts happening in your shoulder, for example, your body is going to toss and turn.

What you want, you want to spread your weight as evenly as possible, the only way to do that, is really with a high-quality memory foam technology. So, that's number one. Two, cold. Cold is key. I've always slept in a pretty cold room, but recently, about a year and a half ago, I bought a chili pad that Tim Ferris recommended. That was transformative, because again.

**John:** I have been eyeing that. That looks really good, I want to hear this.

**Matt:** It's great. Because, again, as soon as your body gets hot, you're going to toss and turn. A good friend of mine, his sleep was also in the garbage, he just got one a week ago and his deep sleep doubled, like that. That's a big one.

**John:** How noisy is it, Matt?

**Matt:** It's kind of like an air conditioner. Which I like, I like having white noise in my room. I have an AC on in that, so you don't really hear it that much.

The next one is darkness, when I say darkness, you shouldn't be able to see your hands. So, I've got two layers of black out curtains, I mean you can't see a single thing. I mean, even all the LED lights in your bedroom, you should cover them with black tape or whatever because even if you wear an eye mask, which I did for a long time, your skin have photoreceptive cells.

And if the light hits that, it's going to disrupt your melatonin and mess up your deep sleep. That's another big one, is absolute darkness.

The next piece is your brain. I've done a lot of neuro feedback, which I'm a huge fan of. That's another rabbit hole we can get into. But bottom line is, a lot of entrepreneurs, their brains are in beta all the time. That's not a good thing. You want to be able to shift, and shift states, and slow your brain waves down.

Whatever you got to do, like two hours or three hours before bed. Just start shifting your brain. Whether that's meditating, getting in a bath. Getting off the electronics, whatever. That is going to make a big difference, and going back to light, another one that is transformative and everybody that I've recommended to, they're skeptical at first. Including myself. But, when you use it, it works. Get the blue light blocking glasses.

And wear them two, three hours before. Because, again, the data doesn't lie. It cranks your deep sleep up significantly. Then we can get into supplements and things like that. Going back to the brain waves, will produce more alpha brain waves. There's a great product Lavela, L-A-V-E-L-A, it's a lavender pill that has been proven to also improve alpha brain waves. Alpha is a lot slower than beta, it's a step, obviously, and a way to deep sleep.

Then I use all kinds of sleep technologies. Like which is magnets you put under your mattress, which put out a delta frequency. One of my favorites is called the delta sleeper. You put it right here on your brachial nerve and it sends delta pulses to your brain. It's about \$500. It's great for traveling to. When you travel, it gets a little harder to get some good sleep.

I think I'm going to stop there. I can go and keep going.

**John:** You're reminding me, I don't know if you know David... Well, that day probably at the event. They were friends, bullet proof coffee. I don't know. You two guys. I'm feeling like I'm going to get extremely healthy if I just hang out with you here because it is amazing. Dave and I have been in genius network, Joe Polish, for these several years. Every time I sit next to him, he's giving me all these new things that I got to try. And many of them have made a difference.

I encourage everyone, not everything is right for everyone, but to see what works for you. Because the ability to bio-hack this stuff is just really amazing.

**Matt:** Yeah.

**John:** Go ahead.

**Matt:** The thing is, you're going to sleep anyways. If you can double, or triple, or quadruple your deep sleep like I have. I mean, right now I'm sleeping about 45 minutes less than I used to. I used to wake up feeling kind of groggy, and not energetic. Now I wake up feeling great, and I've got 45 more minutes in my day. I've just got more brain capacity all day long. ROY wise, I don't care. If you're an entrepreneur and this is a key mindset, right. If you're an entrepreneur investing in your health is such a no brainer.

I did the math, I'm like, okay. If I spent \$25,000 building a great sleep system, that's going to end up making me millions. I mean, I did the math. It's millions of dollars over time, and plus better health. And just feeling better.

**John:** I'm a financier guy, I look at that return on investment in investing in ourselves.

**Matt:** Yeah.

**John:** Human capital is just the best thing we can do, almost always. As we talk about that, let's go to great relationships. We're hyper productive, we're making a real big dent in our business, we've got this high-performance team with us. We got tons of energy, but that's not enough.

**Matt:** No, it's not. Because, honestly, I was doing that stuff for a long time. It was only until I really built brother level relationships with fellow men. That it really gave me a different level of happiness. We can get caught up in being hyper productive, and focus savagery, and building million-dollar companies. There's a certain pleasure, and joy, and fun in that.

But at the end of the day, there's a few things that have given me more happiness than hanging out with great people. People that it doesn't matter where they are in the world, when you hang out, it's just nothing but love. That's definitely one of the best things for happiness.

If they did that, right, they did the research. I think it says, been running for seven decades. They found out the number one thing for long term happiness, is those kinds of relationships. It was good validation to see that. But that's been my personal experience as well.

**John:** Mine as well. It is so important. One of the things that I love about mastermind groups too, is it's so hard. I'm in Silicon Valley. There's not shortage of entrepreneurs. But, getting people that have the same mindset, and getting together and these events can be just really extremely powerful along the way.

You know, we have friends that are not entrepreneurs to. For a little balance in life. This is a great way of doing it to.

Let's get into the spiritual perspective to, because this is something. This means different things, to different people. If we're going to have a complete life. I always think of businesses ... The mistake I made when I was young, and it sounds like you did it as well. Is I'm in business for more business. I can still remember my wife calling me at two in the morning. Why are you still at the office doing this stuff? I'm writing some early financial planning software. And so on.

It's like, it's got to get done. Well no, it really doesn't. But, we just kind of miss part of life. We think that's how we're going to get higher performance, that's not it. Then we kind of miss out on really ... We're in business for a great quality of life. Not for more business. And a great quality of life, particularly on the spiritual side is just so important.

But, what does that mean to you, Matt?

**Matt:** Yeah. I mean ... It means a lot. It means everything. I really feel that, as human beings, we're here to evolve spiritually. That's why I'm here, I think that's why everybody is here. That's not how I used to think.

I was raised very religious, then I became pretty hardcore atheist / agnostic for about a decade. And thanks for some friends, and some other experiences, I got back on the spiritual path. It's become ... It's a foundation of my life. When I'm spiritually fit, and I look at it very much like health. If I don't work out for two months, I'm going to be out of shape.

When I'm spiritually fit, nothing can really affect me. I'm really bullet proof. It feels like I've just this shield that you can come at me with bad news, and I'll be at peace with it. We're talking about serenity, as a daily thing.

Serenity is something that, once I experienced ... I'll do everything that I need to do to maintain that. I think everybody should look at building a spiritual program that works for you. For some people, religion works. Some things that have worked well for me has been the course of miracles. 12 step programs are amazing as well, because it's all based on spiritual principles, meditation is great. But even business for me, I look at business as a spiritual path.

I'll give you an example. I've always been kind of the behind the scenes guy in all the businesses. A lot of it was because of some trauma that happened in my teenage years. I was a musician, we recorded some music when I was 13. And I got blasted pretty hard, because I sucked. I was a horrible singer, I can laugh at that now. I wasn't laughing them. It was traumatic, because here I am the front guy, and I got hurt. Then, only, with some spiritual work, doing some forgiveness work, was I able to undo that and now I'm comfortable being the front guy.

That's an example of spiritual work. I had this block, I had this thing limiting me as a human being. Limiting me as an entrepreneur. And I used spiritual tools to eliminate that, which has now allowed me to be on podcasts like this, to have a blog. To release my YouTube channel, which is coming out soon. That's just a very specific nugget, an example of doing spiritual work to undue the blocks.

We all have things that are challenges, and limitations, and traumas that stop us. That limit us. I think having a spiritual perspective, and spiritual tools to work through that, is one of the greatest things that anyone can do.

**John:** I'm going to second that. It's really powerful, because as we're talking about it ... I mean, nobody gets through life unscarred. Shit happens, things come at us. Unless we have a strong foundation, it's really to get off and wrong directions. It can be huge. It can destroy lives, and it does.

This is where that power within and connect with whatever your belief is, a greater being. Let's come back. One of the things I open with on your introduction, because it's kind of a wow. You have 12,000 marketing experiments. I'm looking through ... I joked when we were getting on that I have a personal story, I do a video and I'm a big believer in sharing stories. It kind of helps frame our relationships as we meet.

I can see the copywriting experience, because you got five parts on it. But their five unique parts along the way too. You've been a lifelong learner. Sometimes you've signed up for the program, other times life is just giving you the lesson. Not for free, they're never for free.

Tell me what it means, to you, to be an experimenter. You've done a lot more than myself. Quite honestly, I think of myself as a pretty big experimenter to.

**Matt:** Yeah. I think every entrepreneur ... I think one of the greatest tools, even as a human being, is to be an experimenter. Most people aren't. Most people ... The path of least resistance, just keep doing the same thing you've been doing over and over again. However, what's great about online businesses and websites, and things like that. There's tool, like split testing software that allows us to actually test two different ideas.

For example, testing different images of yourself will have shocking results. I've never seen it not move the needle massively one way or another. Sometimes it's like 50% on increase. Imagine if you're making \$100,000 a month, or a million dollars a month. And you change one picture, now you're making 50% more revenue.

I've seen that more times than I can count.

**John:** Let me stop you, Matt. I just want to echo that one. This is one of my vows to be growing up in the financial side. I started in Joe of Genius Network. I joined in 2009, that was my first exposure. I didn't know what SEL was, didn't know any of the internet stuff, other than what I knew from Silicon Valley. Just consumer and financial stuff going through the pipes. But, I started seeing this split test and it's like, wow. I mean, talk about ... I love statistics from math, and from financial markets and to be able to test things, now. You and I can test things for \$100, and tell whether there's a 20% gain.

This is crazy. Most people don't do it. Even entrepreneurs don't do it.

**Matt:** Actually, I'll just be completely frank. It's the most baffling thing to me the in the internet space, entrepreneurial space is that people don't test. Even a lot of my friends that are copywriters, and marketers. They're like, "No, I'm done. I wrote the letters working." Well, guess what, you're leaving a fortune on the table. If you start testing and 60 days from now, 90 days from now, you probably increase your revenue 50%, 100%. All costs stay the same, relatively.

It's the biggest thing that, probably, people should be doing. It's the biggest leverage point. Here's the thing, people think it's going to take a lot of time. It takes me probably 30 - 60 minutes max, for each one of my companies a week to create the next wave of tests.

Of course, your web master goes and sets it up. Then it takes sometimes a week or two weeks, or longer, to hit statistical validity. It's not like it's that much work. If you got one company, and you're not getting that much traffic, it might be, literally, 15 minutes a week of coming up with one new idea.

But that 15 minutes could double your revenue in the next 12 months. So ... I think it's just a great mindset to have. Again, with everything, great data shapes destinies. Whether it's with sleep, with body fat. I had a body fat test, done by DEXA, about two and a half years ago. And it changed my life because I thought I was using some other techniques, some other methods.

And there was telling me one thing and I got on the DEXA, which is 100% accurate. And it told me another one, I'm like, whoa. Because it measures all your vibrissal fat, all the fat inside your body. I'm like, well, I better start doing some changes and I have. That's the power of great data, that's the power of experimentation's.

I think for everybody is listening, just use whatever split testing software that's out there, VWO, or whatever. Just tell your webmaster, let's test this, let's test that. We can get more tactical here, but the top of the fold of your website is almost the biggest thing to move.



So, headline, imagines are huge. Design is always big. Then your offer, whatever it is that you're offering, is also significant. But at any one time I'm probably testing a hundred, to two hundred different things with all my clients and all my websites. It just allows me to figure out a lot of things that are counter intuitive to.

Here's the thing, I learn from "a lot of the best copywriting mentors and teachers". But the truth is, 50% of what they told me was truth was wrong. You only know that when you start, right? At some point, some guy told them one thing. Then it gets passed on as gospel. But, unless you test things. You don't know.

**John:** I remember one of the first time I hired one of the famous copywriters to do a big project with me. I wrote and ran against it, just more as a fun control process. I beat him by about 20%. There was a little bit of industry now, versus the marketing. At that time it won.

This is one, Matt, you're making me feel giddy. I do it pretty regularly, but next conversation with my team, we're going to be doing it more because it's really ... It's free money is you're doing it in late, in self-interest. But it's also ... Each of us has something we're bringing to the world to make better.

If you can't get it out ... You just miss it. Let me go to just a segment on resources. What I'd like to do, Matt, is I'm going to pull up your website. MattGallant.TV, tell us a little bit about what you're blogging. Then the book that you have. Really any of the services ... How are listeners, our fellow entrepreneurs. Where they might want to connect with you, and use you.

**Matt:** Cool. The blog is really just a patching project. There's no big business intent or whatever, it's just me sharing a lot of the stuff on ... Deeper articles on marketing and health, and optimization and things. I think around 80 articles on there.

There's also two books. The one I would recommend everybody check out is three extra productivity, triple your productivity. Where I go really deep, it's 80 pages. It's not a flimsy little PDF. It's 80 pages of really step by step how to structure your time to triple your productivity.

I only work about 25 to 35, 40 hours a week. I run six companies. That's the process that I do it with. It's a great resource. If anybody has some websites that they are making at least \$100,000 a month and they want someone like me to take care of their optimization, that's what a lot of people chose to do. Going back to a lot of people don't want to do it, for whatever reason, I love to do it. I'm really good at it.

A lot of companies are bringing me on to do it for them. And it's a paper performance model. If you have any questions around that, there's a form on the site, people can fill it out and we can have a conversation.



**John:** Matt, I really want to thank you. First of all, super enjoyable. I feel healthier already, and more successful. Let me do the key take aways that I'm walking away with. There's just so many, there's no way ... You got to read the transcript, the show notes, AESnation.com.

The opportunity to be hyper productive, Matt gave us so many ideas. Then the energy to fulfill that, not only ... It's not all about us, it's our team, and really having the right group and making sure whatever role we have ... Whether we're the visionary or the integrator, that we got all of the roles covered. And focus, focus, focus.

Great relationships are just so important. Just bonding, beyond ourselves. It's so easy to get caught up in ourselves. Particularly in the virtual businesses. Spiritual, the ability to really be complete. Then the experimental. I mean, we're all experimenting in life. Let's me thoughtful about how we do it, and make a difference.

Matt, some great ideas. Again, about me AESnation.com. All the show notes are there, everything is there. Make sure to go back to your clients, your customers, your future clients and customers, they're counting on you. Don't let them down.

Wishing you the best of success.

## A Second Opinion on Your Finances

*A Complimentary Service from Financial Advisor Select for the Members of AES Nation*

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

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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.

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John Bowen  
Founder and CEO  
Financial Advisor Select