



# AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**209**

**James Guldan**

Show Notes at: <http://www.aesnation.com/209>



# AESNATION.COM

Episode #209

**John Bowen and James Guldan**

Dear Fellow Entrepreneur,

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

We hope you find this transcript to be a valuable supplement to the podcast and encourage you to share it with like-minded entrepreneurs in your network.

In addition to our five-times-a-week interviews with leading entrepreneurs, keep in mind that we have plenty of other resources to help put your success on the fast track:

- Our **monthly live, interactive webinars** co-hosted with Dan Sullivan of Strategic Coach feature today's top entrepreneurs. These are world-changing entrepreneurs who have the insight to help transform your business.
- Our **virtual conferences** showcase business leaders and experts in elevating your success and your life. These one-day online events give you access to the in-depth presentations and interaction that you'd get at a live conference from the comfort of your office or home.
- The **AESNation.com weekly newsletter** will always keep you on top of the latest interviews and events. [Sign up here.](#)

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

Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we want to make a huge difference, make that little dent in the universe. One of the best ways we can do it is to influence our audience, inspire them to action. Well, how do you do it, and how do you do it systemically, so you can create tremendous value? Well, that's what this podcast's all about today, and that's why we're here. I'm John Bowen and this is AES Nation. It's all about accelerating your success. I have a guest who's going to show you exactly how to do it to make that difference, and he's working with some of the biggest personal brands and showing them how to leverage technology to influence. You don't want to miss this. Stay tuned.

I am so excited to have you here. I've heard about your work over the years, but we had the chance to sit together at Joe Polish's genius network, and I was even more impressed meeting you live and in person and wanted to share you with our audience. So, again, thank you for joining us.

**James Guldán:** Well, thank you so much, John.

**John Bowen:** Well, tell me one of the things ... I did a little build-up and you've been doing this for a long time. As a young guy, you've been doing for a long time, and you're really making a difference with a lot of personal brands. But, before we go in, because one of the things I love to do is get some of the life lessons learned that you've had in helping fellow entrepreneurs really make this huge impact. But, how did you ... did you wake up at age five and say, "I'm going to help personal brands really influence and inspire action."

**James Guldán:** No. We systematically picked that division just because we feel like that's the highest impact potential. So, I originally started out in college. So, I went through, I triple majored in computer science information systems in business, and I figured having a programming company would be cool. So, I got a couple of clients and started out by building websites just like that and turned out we had a terrible business model. It was called 24 Hour Tech Stud, and we were 24-hour tech support for marketers, and AB influencer. It was a really needed field, but ultimately was 100-hour a week job, and it was not very fun. And, so we transitioned into a ... when I met Dmitriy Kozlov, my business partner, he had a design agency, I had programming agency. So, we started a design development agency called Vision Tech Team.

From Vision Tech Team, we realized a lot of the influencers that we were working with, they were missing one of the key elements which was an influencer site, which is a personal brand site. And, that's how a majority of them were able to grow the quickest. And, the more time and effort that we put into that, the more successful their business was. So, we decided to dedicate the majority of our time, and really transition into just doing influencer sites so that we could build a lot more momentum, and create a lot more value, and ultimately create our

impact model. Our impact model is that we help other people who are impacting other things. So, obviously it's a strategic impact model.

**John Bowen:** Well, it's a huge impact. One of the biggest challenges we all have is I always think of it as inspiring action to the right audience. Whatever, whether we're selling services or goods. One of the things that I want to do is get a little definitional first. James, you and I love the term influencers because it is that action, but what is an influencer, and why is this important that our fellow entrepreneurs think of themselves as influencers?

**James Guldán:** Yeah. So, an influencer, it's very much related to a thought leader or what I like to consider a results' leader, meaning that they are creating results and that they are at the top of their game. And, the difference between an influencer, and a thought leader is an influencer is more ... their brand and their image is more catered towards really pushing out influence to others in a way that has an impact model.

For us specifically, it's mainly catered around polarization. So, that's the marketing plan is making sure that you're magnetically attracting the people that you can help the most and repelling people that you really can't help or not involved in. So, it's also a great marketing plan in general, but for us specifically around the influencer market, it's one of the more necessary pieces.

**John Bowen:** Yeah. No, it's so important that we not try to serve everyone. I mean, this is one of the biggest issues. We do a lot in thought leadership, particularly among the super-rich, all the way with advisors, and attorneys, and accountants, and we did a study not that long ago of about 1500 professionals across different segments related to the financial services because of where we are. We asked them, do they consider themselves a thought leader? We define thought leader as someone that is really an expert in their area, they're communicating that effectively, but also monetizing it.

**James Guldán:** That's the key word there. Yeah.

**John Bowen:** Well, and it's a real big thing because it's one thing to publish books, it's another to put a website up and all that, but if it's not monetized, it's not sustainable. That's something that you and I care about. What happened, and it was really interesting, about four out of five said, "Hey, I'd love to be a thought leader. Even really a little more than that."

When we then went and said, "Okay, how many of you consider you are not?" In every single profession, it was single digit. So, there's a lot of desire to be this. This really leads me to, as we're thinking about this, we're seeing a collision, if you will, with the future of business, how we're all doing business in this influencer model. I mean, you've been one of the leaders in it,

James. Help me out with what that is, how you see the future of business for our fellow entrepreneurs.

**James Guldán:** Yeah. So, I mean, one of the big reasons that we went into this market, the tactical reasons that we went into this market was, in the next 10 years ... So, there's a lot of articles from like Peter Diamandis and a lot of futurists sitting at the top Forbes 100 will be completely different in 10 years due to technology increase. So, exponential technology increase changing the atmosphere of business, and ultimately most bigger companies aren't acclimated to change velocity, meaning that they cannot change systems or technology as quickly as it's going to be created in the future.

So, the big piece here that we extrapolated from that was making sure that you have a good base that's representative from you specifically. So, Dave Asprey or Richard Branson, they do a great job of separating themselves with the companies. So, Dave Asprey has a great, Dave Asprey the bio-hacker, has a great brand.

**John Bowen:** Yeah. Well, I was going to say, so everybody knows Bulletproof coffee, Bulletproof diet or just plain Bulletproof.

**James Guldán:** Right. But, if he were to sell Bulletproof, he could do that, and separate, and it would still pull in the tangible item from Dave Asprey, right? So, if he were to start another company, it would be exponentially easier for him to do that because he's built that rapport, and the reputation through all of his other companies that then pulled to his personal brand.

Now, the personal brand is if they're to sell, it's really hard to sell a personal brand, but what a personal brand can do is help you get media, help you get PR, help you get speaking gigs, help you ... It turns the conversation rather than, "Hey, maybe this person will sponsor my event." To, "Hey, let's pay him to speak at my event." and really positioning yourself a lot better for media attention, PR, and really the foundation building blocks for your company so that you're seen as an expert, and you're seeing as a thought leader for your specific income.

It also helps with getting loans and other items to have somebody see you as being an expert in your field rather than having this terrible looking website. I can't tell you how many real speakers, even Tony Robbins would be like, "Hey, where can we find your stuff?" Like, "Oh, don't go to my site." It's like, "Oh man, that's ... "

**John Bowen:** It's almost universal actually.

**James Guldán:** Yeah. Well, and you really want to control the conversation from a reputation standpoint. When somebody searches your name or your business, your personal brand site should come up first.

**John Bowen:** Yeah. Let me jump in because I want to go back to one thing. I want people to be, our fellow entrepreneurs, to really be thinking about what you said because no matter what business you're in, there's a good chance you probably go to meetings, and you might be a sponsor, and you might exhibit, and you might write big checks.

At one time I did that, I always thought of it as extortion money, and then I run some large events. So, it's now resource partnering. But, in any event, there's an ability if you're an influencer, making that change. And, I've always been a big believer in this in the thought leadership side, James. I did that and built up a number of businesses along the way throughout my career where I got paid for speaking to bring in clients. The ultimate was the second book I wrote on a business. It was a wealth management business, that we built. One of the people reading it, read the book called me up and said, "Hey, I'd like to buy your business for \$25 million dollars."

So, I'm a big believer in the power of getting this out. It's made, I mean many, many, many millions of dollars for myself and my partners, and for the people I have the privilege of working with. So, this is real. I mean, sometimes people get caught up that it's esoteric, but let's talk about it a little bit. When you take this, and you're going to have a growing business if you're using it effectively. How do you make that work with all the other challenges?

**James Guldán:** Yeah. So, I mean, the big picture here is that making sure that you have, like everybody puts their personal brand or their piece as a, like one of the last priorities rather than their first priority over creating a strategy, like a long-term strategy. Building a brand around your business is much more difficult than building a brand around yourself. And, that really sparks the conversation for creating a brand around your business if you're doing it right from an influencer standpoint.

**John Bowen:** When you think about it, what's interesting to me is I always struggle because sometimes when I've done it, I've thought of myself as egotistical, you know?

**James Guldán:** Right. Status. It's you're doing it for only status. I mean, and that's a big problem. Most people don't like to talk about themselves, right? That's been a big hindrance for a lot of people is like, "I don't want to be a celebrity and stuff." It's not that piece of it, it's positioning yourself and owning the conversation rather than having somebody else look up your glass door rating, or all these other items that they can look up from a reputation standpoint. They're looking at you first, and you can control what Forbes articles you want to send them to, you can control how they contact you instead of them trying to reach out in ways that you can't really get them. You really get to control the conversation. That's a massive impact model for just controlling the conversation.

**John Bowen:** It really is. I mean, the part that I love about this James, is that as I'm growing the business, I do want to frame the conversation. I don't want to, and you said this right in the beginning, I don't want to work with everybody. I've a very defined niche avatar that we're designed to serve. But, they have a lot of choices. I mean, one of the great things about the internet is that it's the best facilitator ever out there to make all these options available.

So, how do you stand out? Like I help a lot of financial advisors. In the US, we have 480000 financial advisors. How, as an entrepreneur, how do we identify the right person? Because for most of us we can't tell the difference, but what we do is we want to work with the best of the best, and based on our resources, we're going to do that.

But, how do we get to the best of the best? A lot of it is reputation. This is why, James, I'm such a big believer in what you're doing in this influencer side, because that's really how it comes together. Help me, because it's one thing to say to do this, how do you go about doing it type thing?

**James Guldán:** Yeah. So, what most people have is, where they get stuck up is, I mean, you'd mentioned one of the objections to having a influencer site, or a personal brand site is that most people don't want to seem egotistical, right? It's not egotistical. It's creating a clarity message around what you can provide to the right people, magnetizing the right people so that you control the conversation.

So, that's definitely number one, is getting over the mindset that it's a status thing instead of a foundational business plan. Two, is that really creating a clear message is one of the biggest things that differentiates real thought leaders from people who are trying to be thought leaders. Really getting clear on your message, and we call it user experience. So, the user experience has to be catered towards one specific purpose on a site. If they're catered towards that specific purpose in a very clearly defined way, then you're going to find so many opportunities there that most companies don't do.

So, that's like one of the biggest hints there is making sure that we really get clear. We have an awesome process called Story Brand that you go online. It's a book too, but if you go online, [mystorybrand.com](http://mystorybrand.com). It really gets you clear on what your personal message is. It's also good for, like we do it for our Vision Tech Team clients, but we do marketing plans for everybody. But they go through that, and we go through the purpose questions. So, understanding why you have your own personal brand is bigger than the how and the what that you're doing. If you really get clear on the why, and the purpose, then other people are going to be polarized in the right way to join your cause.

**John Bowen:** Yeah. It's interesting what most of us as entrepreneurs want to talk is the how.

The process of what we do, and it's really magical. Among fellow entrepreneurs, that's great. But, when we're looking at services, I want to work with the best of the best. I want them to be authentic. I want them to be passionate about what they're doing and be really good. This is where the power of, yeah, we all do this. If I'm thinking about working with someone, what do you do? You're going to Google them, and two things are going to usually show up. Their LinkedIn profile, so you make sure you take care of that. But, the second is their website. We're going to look at their website, and is it aligned with what we think they're doing, and more importantly, what we want them to do for us.

And, are they different, because there's no shortage of no matter what you want done, there is somebody out there that will do it. James, how do you help people think that through? Because, a lot of times when we get going, I love story for instance. They don't, they think their life has been boring, they're usually the most successful guys or girls, they're just kind of they don't think they have a story, they don't think they're compelling. Then once you get going with them, it's like, "Wow, this is fantastic."

**James Guldán:** Right. Everybody has an amazing story. I mean, story is one of the biggest selling pieces that we use. We have something called an influencer intensive. Our first step is called essence extraction. What essence extraction is it's basically they go through copy brand, which gets them clear on that. Then they go through a, it's a questionnaire that basically asks like, what's the purpose of what we're doing here? What are your big picture goals here? Really getting clear on the why, and then we get on a clarity call with them to really get clear on the why. And, really understanding the why behind everything is paramount, right? So, once you understand the why, we create wire frames that basically then can guide people through how to best utilize their purpose, and best transition them.

So, we do it from a marketing standpoint first. Then we put these beautiful, beautiful designs on top of them that cater towards the purpose. But, so we have that step. Then we go through story, right? So, at telling your story is one of the most impactful things. Really, it's guided towards whatever purpose that you're trying to create out of that. So, your story isn't, I mean, everybody has like a million different stories, but it's really telling a story from an emotional standpoint that you're going to get an emotional connection with a potential customer, or potential whoever you're trying to target or position to you, that you're really trying to emotionally attach yourself to them. That way, they see you as way different. And, that story usually is a humbling story, right? It's not your bio, your bio is like all your accolades.

The story is how you got there and the mistakes that you made through your way so that people can empathize with you, and really connect with you at an emotional level because they're going to buy in a lot more. Most of our clients have very, very high-ticket items that they're selling. So, for them to be able to sell these items, pre-suasion or pre-framing is massive, and their story really helps for a potential customer to connect with them.



So, then we go through the story component. That builds a lot of the polarization. So, we call it authenticity. So, and a lot of people overuse the word authenticity, but ultimately through that story we really get who that person is, and make sure that everything is aligned with that. So, for example, Richard Branson, you wouldn't have any of his sites have him in a suit, or anything outside of him living a lifestyle but he lives, right? And, Dave Asprey, you wouldn't have any imagery of him eating a cupcake, or even JJ Virgin, same thing. Like you wouldn't have imagery of them eating something that wouldn't align with their ...

**John Bowen:** I've hung out with both of them a fair amount, James. I've never seen him eat a cupcake.

**James Guldán:** No. Yes, and-

**John Bowen:** No. But, I mean that's, I think that's so important is that there's an alignment in the value in that messaging going across. All three of the entrepreneurs you talked about are extremely passionate about making a difference. James, one of the things that comes up, and I want to ask you about this because you can do these beautiful websites, and they can almost be brochure-ware. How do they help support the growth more?

One of the things as we rationalize, it's time, energy, and money. You said it's like so many entrepreneurs, and I've even said it myself along the way that don't check out, let me send you a book, let me send you this, or send you that type thing because we're in the process of updating our website. But, the time, energy and expense, and we're then nervous, does it really represent us? How can we really monetize that to make sure, so we can prioritize when's the right time to take advantage of these kinds of services, and create this influencer website?

**James Guldán:** Yeah. And, it's buying money for a discount, right? I mean, that's any service that you're going to provide ideally. My answer to that is it's the same thing as when's the best time to grow a tree, right? Two years ago.

But, what it does provide is a fundamental building block. It really provides a lot more of their reputation management at first, and really provides a lot more positioning second. Where the positioning comes in is it really helps you out with media, PR, really getting ahold of people, right? It's a lot easier to do that rather than a one-to-one conversation. You can have a one-to-many conversation, because like you had said, having a one-to-one conversation is fine, "Hey, let me send you my book, let me send you this." Those are positioning pieces in your overall influencer strategy, but the main strategy starts with your online influence.

I mean, everything is moving to digital. When somebody is talking about, "Hey, you should have this person on your podcast. Hey, you should have this person speak at your event." They're going to Google you, right? Ultimately, you need to control what that piece is. It

becomes like what is several speaking gigs worth? It's a fundamental piece that really helps the rest of the businesses that you have grown.

A big problem there is that most business owners, the most entrepreneurs have multiple businesses, right? They have a common purpose, but they have multiple businesses, and it's hard to really describe their story if they want to get in a podcast, or if they want to get in speaking, or if they want to get at Forbes or Inc, or whatever. It's a lot easier for that person to look into them on a website that's been positioned well, and they can go through it.

We've got this down to our specific process, there's a personal time investment of a little less than six hours. So, it's we've gotten this down to like a massive scale of really trying to protect people's time. But yeah, it's a process. There's a lot of things that go into it.

**John Bowen:** James, are you seeing our fellow entrepreneurs, are they going ahead in ... The guys, particularly those that have sizeable businesses, or complex businesses, but they're ... I think of like Bill Gates at Microsoft for instance, when he was there. You think of Microsoft, I've read how many hundred thousand of employees they have, but you thought of Bill at that point. We so often really reduce it to an individual which becomes associated with the brand.

**James Guldán:** Right. If you're pulling the reputation from the brand into that individual, and now Bill can do so much more with that reputation by himself and expand into his impact potential was all leveraged on his personal brand. The same thing with Richard, right? I mean a majority of what he can do, and the impact that he can make isn't because he has money, it's because he has influence. That's where real power comes into play. That's where real scalability comes into play is having influence rather than just building a business around making money.

**John Bowen:** Now, do you see individuals that you're working with, do they go ahead, and are they ... they would have their traditional corporate website, and they're creating an influencer, or are they blending the two together?

**James Guldán:** No, they're always separate. So, the ultimate goal for almost any entrepreneur is to sell their business, right? So, we don't want them to mix the two because if you have your personal brand directly associated with your business, it's really difficult to sell. It's even more difficult to sell without you in it, because it's just really, really difficult to position that sale in way that you're not there.

So, you have two different sites. One is definitely for the company, which is branded at whatever level it's supposed to be read it at. Then you have your personal site, which is your influencer site that helps these other businesses grow, and positions you a lot better in a, like

I said, like a media environment, or anywhere where you're really trying to position yourself well.

**John Bowen:** Yeah. One other thing is, having sold a number of businesses along the way and reinvented myself, the very first time I didn't understand it as much. As I've gone forward, I have. This is really important. This is something for all of us as entrepreneurs. Even if you don't want to sell your business now, and the largest business I sold, I didn't want to sell, but somebody came and offered an unbelievable amount of money and I had two partners who, while I had the largest equity position, I didn't have the majority. I learned there.

**James Guldán:** Yeah. You didn't know that. Yeah.

**John Bowen:** Yeah. Who would have thought that? But anyways, yeah, it was a great opportunity. I have no regrets whatsoever. But, what happened was all of a sudden, I was really had a good brand and an influencer in that space, but it was very easy to take it over to another space. And, I've done that repeatedly now.

James, that's one of the reasons why I'm so ... I love this because you're really creating value, multiple values so that very, almost never anymore do we keep a business for one business for the rest of our life. I mean, things have changed. They're so dynamic anymore, and there's multiple opportunities. Quite honestly, entrepreneurs typically we're ADD, we get distracted, but you want to go full cycle in your business, but you want to maintain those connections, the relationship, and that ability to influence. And, this is one of the best ways of doing it.

**James Guldán:** Right. I mean, you're building up all that potential relationship capital. You might as well keep it and keep it internally with you. I mean, that's why we actually are doing some of the C-level staff members too. So, personal branding C-level staff members of a bigger company really, really helps out the brand because now they have a well-positioned CEO, or a COO, or a CMO.

Positioning those C-level staff members helps the overall business because now they can, they get positioned better for media. So, they can do media on their own instead of having to leverage the visionary who's ever the most famous person in that company to do the conversations.

So, it really helps not only with the visionary but with other staff members on the team. Like, yeah, obviously we do, all of our team members have the ability to do their own personal brand site, but that's going to be, "I want to have a personal brand site company." but we do recommend it for a lot of people that aren't me, even in the professional space. It really helps you build that equity because otherwise what you're doing is your company's taking your

equity from you. All the success that they've had, you're not anywhere near that, and you're not associated with it.

So, it really helps to be able to pull that out and really have a personal brand of your own no matter where you are. Now obviously it makes more sense if you're ... there's more value the bigger the influencer that you are because it's needed at some point. Otherwise, you're just going to cap yourself out with whatever reputation you do have outside of the web, or outside of your influencer marketing strategy. But, it really, it's built for everybody.

John Bowen: Well, and one of the things too is, I have built up my partners, some of my senior people, and we're big on your thought leadership, influencers on each of them. The reason they love doing it because if we separate at any time, they're well positioned, and their value's gone up. And, on my side I actually like it a lot too because they can go out and give speeches, presentations, they can cut deals. They are much more representing the firm in a very positive position and creating value collectively. That's really a lot of value there.

James, why don't we do this, we've been talking about how to do this, you do this. So, I want to pull up your website.

**James Guldán:** Yeah.

**John Bowen:** Tell me a little bit about what this is and what you're doing. I got a little confused when I saw all this beauty stuff.

**James Guldán:** Yeah. Actually, that's our brand promise, right? So, we build beautiful influencer sites. So, beautiful meaning that they look good, and that they're influencers sites that express your essence, meaning that they're polarizing and authentic in the right way. And, then they influence your business results because ultimately, you're really looking to improve business results. Art is just art if it doesn't have any results oriented to it, otherwise it's just there. So, yeah, this is our site, so if you want ...

**John Bowen:** I'm going to hit on portfolio and just pull up a little bit. But, yeah. If you're in a car, obviously don't look at your iPhone right now.

**James Guldán:** Yeah, totally. So, just hang on, on this one.

**John Bowen:** We'll have the, all the links will be there, but you're going to recognize as you go through an awful lot of the online, really top talent, and some beautiful sites, and even making Frank Kern, and the rest of the group look awful good here, and we're going through really quickly.

**James Guldan:** It's authentically good, which is you'll see none of the sites really look the same because we have a ... we do such a long process around the authentic piece of it, making sure that we're polarizing in the right direction. Like Mike Koenigs for example, he had a lack of quirks. He's a very cool dude, but ultimately ...

**John Bowen:** I like Mike a lot. He, actually, he was the one that taught me some of this early technology that we're using with wire cast. So, Mike is a great guy, but he, I think he would be disappointed if we didn't say he was a little quirky along the way.

**James Guldan:** No, for sure. And, he's quirky in the right way, but ultimately his old site didn't serve him best because it was a, "Hey, I'm, I'm everything to everybody." If you're looking to be an ... and he's in the same industry we are. He's looking to grow influences, right? And, he has a sizzle reel and all the other cool items that they have. But, ultimately, he's not, he can't help everybody do everything, right? So, he's trying to polarize in the right way. And, we had Frank Kern who is evolved from the surfer dude to a marketing badass. That was a big change where in the process of doing My Dealer right now-

**John Bowen:** Let me put up Frank. I know Frank. I mean, actually I know all these guys pretty well. Frank has been also a little instrumental to me in putting together, but I do remember the first video I saw of him when I was searching to learn how to do this type of marketing, online marketing. It was him with a surf board and a, I think it was a Porsche convertible Carrera, and I go, "I don't think he's the right guy, but I have been in his mastermind group as well." And yeah, he's been following his vice millions of dollars. But, the difference now how professionally he looks compared to what he did, and he's opened up some ... he's having his best years ever and opening up corporate relationships as well as the online.

**James Guldan:** And, it's definitely a rebrand. For him, his specific item was to try to get out of the industry, the internet marketing industry, right? Not out of, but to expand outside of the internet marketing industry. In order to do that to be, I mean, a lot of people are celebrities in their industry, but ultimately there are very few people who can grab celebrity outside of that. It's really difficult to do that without positioning yourself incredibly well, and this is one of the great techniques to do that.

Also, one of the other things that you had mentioned is, a lot of people ask how often do you redo your ... how often do you update your personal brand site? We've built into our process a, we have something called data driven design. So, we do marketing principles for the beginning of the design phase. But, once we launch the site, we have data driven design, which means we put metrics on it and we try to, every month, we take a look at the site and we change it based on how the users are reacting to the site in order to cater towards the best changes there.

Then we utilize those marketing principles in the influencer space towards creating better designs in the future. So, that was like a big one because a lot of our customers are doing like one to two years. Everyone to two years they're redoing their personal brand. So, they're completely redoing it because a lot of people change, right? Like, your way different, or at least I'm way different than I was two years ago.

I'm specifically in, I love that I get on these podcasts and jamesgulben.com isn't done yet. We were redoing it. So, I put up a "Please Hold" page. But yeah, we're almost done with my piece of it. But yeah, it's redo those sites every one or two years.

**John Bowen:** Yeah, and one of my largest revenue stream I hadn't even thought of two years ago. This is where it becomes really powerful. Let me bring it all together here, James, for by fellow entrepreneurs and do key takeaways.

To me, you should be hearing loud and clear. You are an influencer in your heart. If you're an entrepreneur, you're inspiring people to action. You've got to use all the tools with today's competition to really let your audience know that you are the right one to help them achieve whatever is important. The reality is by the time most often we talk with someone, it's too late. They're going to be doing the research, they're going to hear from other people, they're going to Google your website, and you've got to have that.

Recognize how business is changing. It used to be we could have large sales forces and communication, and whoever had the most money won. That's not the case anymore. The biggest challenge of growing now is how do you scale up effectively? Really one of the best ways is leveraging this thought leadership, this influencing position, and creating that marketing path so that how do they become aware of you, and you're really persuading them, giving them the framing so that you're going to have a great, great experience. If they're the right ones for you to serve, once they become a client, they just love you because they already know what the experience is because it's you, and it's your firm, and what you do.

James, I want to thank you profusely. This has just been really helpful and continue to make a huge difference.

**James Guldan:** I will. Thank you so much.

**John Bowen:** Okay. For everyone, remember you can go to the show notes at [aesnation.com](http://aesnation.com), and we'll have all the information, all the links, how you can contact James. With that, remember all those people out there that you're looking to influence, they're looking for your help. Don't disappoint them. Your clients, your future clients, and all those strategic partners want to be influenced. We wish 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.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe can address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

We look forward to assisting you.

Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select