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EPISODE
221

Gino Wickman

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John Bowen and Gino Wickman
Episode #221

Entrepreneurial LEAP
Do You Have What It Takes to Become an Entrepreneur?
GINO WICKMAN
Bestselling author of TRACTION

"A must read for anyone committed to making their own entrepreneurial leap."
—DAN SULLIVAN, Founder of Strategic Coach,
Coach to over 20,000 entrepreneurs

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Best of success,



John Bowen
Co-founder, AES Nation

John J. Bowen: I have a special treat for you today. I have a very good friend and a fellow entrepreneur who has made a huge difference out there in the world. Many of you know him already but let me just paint a picture first. What we're going to do is we're going to talk about entrepreneurship. It's a little different. You're going to see yourself in our discussion, but it's really about the people you care about. So many of us have friends, family. Just, it seems like almost everybody wants to be an entrepreneur, and the more successful we are, geez, it looks like it's easy. Well, we know it's not, but how can we help those people we really care about make a difference and an impact, and really explore whether they're right for entrepreneurship, and how can they get on that path?

Well, I have an expert, a good friend, as I said, Gino Wickman. He's been an entrepreneur for all his life. From 21, he's been really focused on this. So often, many of us kind of get rushed into this. At 25, he took over the family business, and of course, the only reason you would take over the family business at 25 is when there's challenges, and it was in debt, needed help, and he was able to turn it around and really make it successful, and it went full cycle. That's something so important early on.

Then Gino took that, and this is where you probably have run into him. The Entrepreneur Operating System, he's been out there. He was a founder of it, EOS, and really the systems to build it all out. So many of us are visionary, but you need all that stuff behind you to be hugely successful. Gino has worked with a few of us, 1,800 full day sessions. I was looking at it. I go, wow, 130 companies, about 60,000 companies doing this. Some of the books, particularly, probably the most famous is Traction: Get a Grip on Your Business, but Get a Grip, Rocket Fuel with Mark Winters, and then How to Be a Great Boss, and what the heck is EOS?

If there's ever a guy that understands entrepreneurship, Gino does. Gino and I have the pleasure of hanging out together at Strategic Coach with Dan Sullivan in his Game Changer program. Gino has been working on this project for a long time, and he's got a coming out party, and he was kind enough to let me share it with you. And so, with that, stay tuned. If you care about entrepreneurship, if you care about your family and friends who want to be entrepreneurs and be hugely successful, take care of the people they love, the causes they care about and make a difference, stay tuned. This is all about accelerating entrepreneurial success.

John J. Bowen: Gino, I am so excited to have you here. We're usually sitting together in Chicago or Toronto with Strategic Coach. To have you, the ability to share you with our audience and what the huge difference you make. First of all, thank you for joining us.

Gino Wickman: I'm glad we're finally doing this. We've been talking about it a long time.

John J. Bowen: We have. One of the things we're going to talk about is, you're putting this all together in a book, The Entrepreneurial Leap. I'll tell you; this is something you and I are so passionate about, is entrepreneurship. You and I have a lot to be... We've been blessed in gratitude and the whole thing. What I loved, when you and I were talking, was this whole concept of you are going to help people really identify whether they should even start this journey, because we've seen so many people fail. They have false ideas of what entrepreneurship looks like, and then what is the path? First of all, Gino, why did you do this? I mean, you're a very successful guy. You had a great business going with EOS, and then you go, "God, I got to do something else here."

Gino Wickman: Well, that's great because you talk about how we sit together in Strategic Coach. It goes back to when I was 40 years old, which was 12 years ago. I'm 52 now. We were doing the bigger future exercise and looking out 10 years. I just had this aha moment that when I turn 50, I am going to focus my energy on helping entrepreneurs in the making. And so, that was the light bulb moment, and I was very patient because I was building EOS worldwide and collected a lot of information, and data, and insights. Two years ago, at 50, got the hunker down and started to write this book.

John J. Bowen: Yeah. It's interesting, is as we all do these projects, and we all get every once in a while, "I should do this." The difference is, you actually go do it type thing. Go big picture, because as entrepreneurs, we get approached. I mean, I know I certainly do. I'm sure our fellow entrepreneurs do, as well, of this is really good. I mean, the pool guy was here. I had a transport guy to take one of our cars to service. They always ask kind of, "What do you do? How do you get started?" And all this. I've never had a way of, Gino, kind of helping them. Now I feel like I do, but tell me why you did this project, and then kind of big picture, what's in it for our viewers or listeners of this, our fellow entrepreneurs.

Gino Wickman: Well, there's an old saying that says, "We teach what we needed the most." Okay? There's also a belief that most inspiration, ideas, insights we have as entrepreneurs, they stem from a wound or an issue, but all that said, we teach what we

needed the most. I thought about myself as a 16, 17, 18, 20, 22-years-old entrepreneur in the making. I was so lost, and I was so confused, and so insecure, and so different than, and if I had this back then, my confidence would be higher. My clarity would be higher. I would feel less lost, and so that's the way behind it. As we start to get into the content, for your audience, as I understand, it's an audience of successful entrepreneurs. There are really two main audiences for this book and why I wrote this book.

Gino Wickman: The primary audience, or the first audience, is that end user entrepreneur in the making, any age, 16 to 60, but it's a person that possesses six essential traits. We can talk more about what those are in just a bit, but it's helping that person get a huge jumpstart on taking their entrepreneurial leap.

Then the second audience is for anyone that cares about them, and so you already mentioned that and touched on that. And so, it's parents, it's teachers, it's aunts, uncles, guardians, professors. It's anyone that wants to help entrepreneurs in the making get a huge jumpstart on becoming what they were put on this planet to be, and so what I created is a resource. For your audience that are entrepreneurs, if they have any of these people in their life or they have a passion for teaching and helping, many of us get called upon to come in and speak as a guest in universities and things like that. This is a tool to make their lives easier, and so I created something I called Mentor Track for just a really simple way of seeing the value of this.

And so, if you are an entrepreneur and an entrepreneur in the making has reached out to you and asked for your help or you want to mentor an entrepreneur in the making, it's a really simple track. You hand them the book. You say, "Read this. We're going to meet in seven days. Write down all of your questions. When we meet, I'm going to answer all of your questions." For that mentor, you get to sit back, answer all their questions, but then you get to share your story, your life lessons, and again, you're just answering their questions. And so, this book does a lot of the heavy lifting for you and makes you the hero. That's the long dissertation as to why and what it'll do for your audience.

John J. Bowen: Well, you know what I love about it, Gino, is this whole... So powerful in life to have what we call framing, the master framing. This is a big issue, entrepreneurship. Not everybody is wired to be an entrepreneur. I'll let you go through kind of that whole process. I mean, it's a big deal. Then when you get asked to mentor someone, and particularly if you're not used to doing that, having this framing is really powerful. Let me go to the

framing. You've organized the content into three areas. I still remember when you first shared with me. I'm kind of processing. I go, "That's really good. It's just so straightforward." Why don't you walk me through what the three are and then kind of big picture, and then we'll dive into them together.

Gino Wickman: Yeah, love it. As I talk about helping them get a huge jumpstart on taking their entrepreneurial leap, the other thing that I share... There's going to be two controversial points in what I'm about to share, is I do want to, with this book and with this content, single-handedly increase the success ratio for people that start businesses. You've heard all the statistics, and your audience knows the statistics, that more than half of businesses fail and are out of business within the first five years. And so, when I talk about that, as I get into these parts of the book, the third part really gets to helping improve that success rate if they took the leap, but I also want to help increase the success rate by talking people out of starting their own business.

Again, as I mentioned, I believe there are six essential traits, and not everyone possesses them and not everyone is an entrepreneur, and everybody wants to be an entrepreneur right now. So, I'm going to break some hearts with this message because I'm going to also do my best to talk people out of taking the entrepreneurial leap if it's not for them. The three parts are confirm, glimpse, and path. And so, the book is broke into those three parts.

Confirm is all about this thing we're talking about right now, which is getting them to confirm whether they even have the six essential traits or not because the second controversial point is, I believe you're born with them. You're born with them. They're inherent. They're in you. You have them or you don't. They cannot be taught. And so, this entire first part just goes deep into that. There's an assessment that they can take and ultimately decide. If they decide, yes, I'm this, part two is then showing them a glimpse of what their life could look like in vivid color, all of their options, what it looks like, and that really will motivate somebody that has those six essential traits. Then the third part is called path, and that's showing them a path for how to increase the odds of success, help them eliminate half the mistakes they're going to make. They still have to make the other half. It's all part of the process, but that's the content in a nutshell.

John J. Bowen: I love it, Gino, because really, what you have... I mean, one of the things... If we can help people avoid the mistake.... If you're not right for it... You and I, you've coached and worked with so many people, and I have the privilege of being a coach and

working with really hundreds and thousands of financial advisors and helping them build businesses. Oftentimes, it can kind of go, this isn't going to work type thing. If we could shortcut it a little bit, and it's not that you can't have a great life if you're not an entrepreneur. There's a lot of other things you can do, too, and the quicker we can do it.

John J. Bowen: Let's go into the confirmation. You brought up these six attributes, characteristics, or I guess you call them essential traits. What are they, and how can they help somebody right away get clear?

Gino Wickman: Yeah. As I'm sharing these and as I'm about to say the six, I would love for your audience to think about that person in your life right now, be that your son or daughter, niece, nephew, whatever it is, brother, sister, spouse. Think about that person right now and treat it as kind of a checklist so that you'll have fun and really engage with these six things, but the six essential traits are visionary, passionate, problem-solver, driven, risk-taker, and responsible. And so, that's the high level. I can go into a little more detail on each one if you'd like, but again, really treat it as a checklist. For those in the audience that are listening, I'm sure they checked all of the boxes if they're a successful entrepreneur.

Just a quick run through each one, visionary just means that they have lots of ideas. They're able to connect the dots, see around corners. They just have, what I call, a sixth sense. Passionate is an absolute undying passion for the product, the service, a strong belief they need to fill a void that reality distortion field, as Steve Jobs was described as having, of an incredible passion for fulfilling that need. Problem-solver means that they're great at solving problems. They love solving problems. They lean into problems. They are optimists by nature. They see solutions. When most of the world sees problems, they see solutions. Driven means they have an internal fire.

There's a difference between passionate and driven. Passion is about the product or service. Driven is about you just want to win. You want to succeed. You are competitive. You have a fire in you and a sense of urgency. Risk-taker means you take risks, certainly calculated risk, but it means that you don't freeze when it comes time to make a big decision. Risk-taking isn't just about taking the leap. It's about making a thousand really tough decisions over a 10-year period, ultimately growing and building a successful company. Responsible means that you take total responsibility for the outcome. You blame no one when things go wrong, and there are two types of people in the world, those that take responsibility and those that blame others. A person that blames everyone for

everything that happens is just going to really struggle to build a great company, and those are the six essential traits in a nutshell.

John J. Bowen: Well, and as I'm checking it off, I'm going, okay, do I? Yeah, I guess I am here. Matter of fact, Gino, what I want to do is I'm going to put up on the screen really quick, this is your website. Depending on when you're listening to it, it might be pre-publication or after. The date of the publication is... Let me blow it up here so everybody can see, October 15th. Gino, why don't we go just touch on taking the assessment here? Because this is a great tool that you have for everyone. It's free. It takes five minutes. It's easy to do. What are we talking about here?

Gino Wickman: Yeah. I like that you said the word, free. It's important that your audience knows that. In that first part, confirm, at the end of that part, there is then an assessment that they take. I describe this as taking them on kind of an emotional, psychological, soul-searching journey for themselves, but the assessment is the culmination where they, then, commit to answering questions honestly about themselves that will ultimately determine, do they really have what it takes? And so, they can go to the website, which is e-leap.com, and take the assessment for free, and get a result. It might be fun for your audience to go do it, just as a little check-up, and a refresher, and all those good things, but-

John J. Bowen: What do we do, though, Gino, if we find out we're not in the making? I mean, I get worried for a second here.

Gino Wickman: I think you might see the root of why.

John J. Bowen: Yeah.

Gino Wickman: But I find that hard to believe. Every time I talk about your audience, and I'm a successful entrepreneur, but any one of my visionary entrepreneur clients that are founders that take that test, they just redline it. I mean, they score 100. Worst case, it's a 98, but it's a lot of fun. It's really cool, and it's another tool, as is this entire book and content, for really helping this person make the right decision for themselves, because at the end of the day, they've got to answer those questions. They've got to be honest with themselves. I know I will have a percentage of people that aren't honest and still take the leap, and that will be unfortunate, but that's the whole idea behind the assessment.

John J. Bowen: Gino, just touch on one of the things. I didn't know this about you. I believe you didn't go to college. Is that correct, or did you?

Gino Wickman: That is correct.

John J. Bowen: Yeah, I thought I read that in the book. I mean, one of the things, we can go to Stanford, take entrepreneur studies. I'm in Silicon Valley. You can certainly open up a shop. There's a range of entrepreneurs, and also, you talk about kind of the range, not only the type, but also whether you're self-employed kind of in the gig economy versus an entrepreneur, why don't you just, as we're going through... because I want people to be able to visualize, what do these entrepreneurs look like? Because they come in a lot of different forms and a lot of different ranges.

Gino Wickman: Yeah. With that, yes, I did not go to college. I graduated high school with a solid 2.3 average, could not wait to-

John J. Bowen: Well, and I think there's a predictor that B students end up owning businesses type thing, or if you go to state school, very few classic TV show type entrepreneurs out there.

Gino Wickman: On that, I do an entire chapter in the path part of the book on college or not. I go into great detail and statistics on whether you should or shouldn't. This is in no way an anti-college book, because I think for most, they probably should, and there's a lot of value for an entrepreneur to go to college. It's just not the value that people think it is. Then statistically, it's something like 44% of all entrepreneurs have a degree, which means like 56 don't. It's a fascinating study and perspective.

Anyway, with that said, academia was not for me. I could not wait to get out of school. I just learned to educate myself my way. I spent a ridiculous amount of money educating myself, but I do it on my terms, my way. All that said, going back to your point, I'm really glad you brought it up because it's so important with this message. Very early on in the book, I teach something called the entrepreneurial range. It puts to rest a misconception about this topic because this topic could be really defeating for some people. I created this tool, called the entrepreneur range, in a coffee shop, having a fierce debate with a professor of entrepreneurship. And so, it was really cool because it just kind of came to light.

Gino Wickman: What the entrepreneur range is, is it's putting on a spectrum all self-employed people. If you picture the left side of the range, I call that self-employed, and on the right side of the range, I call true entrepreneur. Anyone that is self-employed falls on this range. Well, the far-left side of the range, that self-employed side of the range, these are the kind of one man shows, one woman shows, solopreneurs, people with a side hustle, a consultant, a freelancer. And so, these are very admirable careers. These are people that are taking risks, but they're self-employed, also somebody that buys one franchise location, things like that.

On the far-right end of the range are the greatest visionary entrepreneurs of all time. What this book is speaking to and teaching are the people on the right side of the range, just that right half of the range, people that have an idea, product, service, a need they want to fill. They take a risk to start a business to fill that need and then build an organization with people around that need, and so those are people on the right side of the range. And so, that's who we're talking to with this content. That tends to help clarify the context of what I'm teaching, while still making it abundantly clear that if someone goes out and starts a one person show, and they're making their couple hundred grand a year, that's extremely admirable, but you don't necessarily need all six essential traits to do that.

John J. Bowen: Yeah, no. This is where there's that continuum. One thing that I always want to do is, particularly for mentoring, is we want to help people be successful on purpose. Whatever it is that's right for them makes this huge difference. One of the things I get, and I started, when we were starting the podcast, I talked about people come, and I've got a nice house. I got fancy cars. I got a vineyard and all this, and I'm on top of a hill. Life looks easy. If I looked at me when I was 20, I'd go, why would I not want to be an entrepreneur? This looks like there's no effort, whatsoever. The guy hardly leaves his house, other than to go out to a restaurant, or something like that, or get together with friends. I mean, give us a little glimpse. I'm thinking that's probably not the way it's written in the book, Gino.

Gino Wickman: Yeah. I haven't counted the number of times I say how hard it is in the book, but it's a lot, because again, I'm trying to talk people out of it, and to the degree I can't talk them out of it.

John J. Bowen: Well, and the reality, it is hard, too.

Gino Wickman: Well, no, yeah. I'm not making that up.

John J. Bowen: Yeah.

Gino Wickman: It is hard. The other thing, too, is, it's not as glamorous as everyone thinks it is. Not only is it hard, but we're pretty screwed up people at the end of the day. I mean, we are misfits. If we had to go do a real job that required consistency and structure, we'd be, misfits.

John J. Bowen: Well, I think most of us are unemployable at this point, too, after you've started on this journey, as well.

Gino Wickman: For certain. Again, most of us have ADHD, and many have dyslexia, and many have OCD. I have all three, a touch of dyslexia, but I mean, listen, we're screwed up. It's not normal what we do and what we do to ourselves, but we do make quite an impact on the world.

John J. Bowen: Well, you know what, Gino, tell me... You kind of paint this. I mean, this is the reality. In the book, you have eight critical mistakes that entrepreneurs make. I think I probably hit all eight at different parts of my career, and I worked very hard not to do it. One of the things, and this is kind of the difference between being a self-employed consultant, having a team, it's not only you, but it's your whole team doing this, but you being the visionary, but kind of, why don't you walk us through these eight? Because these are really important.

Gino Wickman: What's equally important is where they came from because the other thing about this book is there is not one ounce of theory in this book. I have utter disdain for theory, and so I'm obsessive about making sure that I've seen something a hundred times before I feel confident it's real, testing something a hundred times, experiencing it, teaching it. And so, where these come from is, as you mentioned, I created EOS, the Entrepreneur Operating System. My partner and I built the EOS worldwide and took it to the world. Well, where this stems from is our clients that come to us in EOS. When they come to us, they tend to be suffering from a lot of frustrations. And so, what this stems from is, these are the mistakes that most entrepreneurs make building their business, and they are avoidable. You can head them off at the pass. That's the whole idea behind it, is I'm trying to say,

these are the mistakes that are made, and you don't have to make them. Again, as quick as I can share them with hopefully taking advantage of teaching something.

Gino Wickman: The first is not having a vision. It's so basic, and it's so simple, but it's incredible how many successful companies on the outside will come to us with no vision, or lack of vision, or too much vision, but it's incredible where you have these six incredibly talented leadership team members running this company, and they're just not on the same page. So, not having a vision is one of the most common mistakes. Then once everyone is on the same page with that vision, and you're all rowing in the same direction, look out.

John J. Bowen: Yeah. I call it the entrepreneurial fog that so many people have.

Gino Wickman: Well-said. Then I teach a tool, called my vision clarifier, in this book that teaches exactly how to have a vision at launch of your business to give one more nugget on that.

Number two is hiring the wrong people, and so what is so common is, a start-up just throws people at the problem, or you hire your brother, or your sister, or your aunt, or your parent, or somebody you know, and it's absolutely the wrong person, but you're just trying to throw bodies at stuff, and you're grabbing the nearest body you can find. Well, obviously, that's one of the mistakes, but the bigger mistake is, then three years later, when you realize this is the wrong person, or a month later or a year later, you're stuck with a lot of people around you that are just the wrong people, and you're having to clean house. And so, I can't tell you how many times my clients have to literally get rid of 20-40% of their people because of a bunch of bad hires, just trying to build a company, and so it's absolutely avoidable. You can head that off at the pass.

Number three is not spending time with your people, and so communication is the word to summarize that. I can't tell you how many times that just nobody is communicating. Everyone is just barreling forward. Orders are being shot. And so, it's so, so powerful when at launch, you just communicate with your people once you have a person, and then a 2nd person, and a 3rd, and 4th, and a 10th, and a 50th, and 100th. You just need to communicate with your people and meeting with them weekly, sitting down with them quarterly, and giving them feedback often are two remedies that solve that overnight.

Gino Wickman: Number four is not knowing who your customer is. This is so common where at start-up, and an entrepreneur is trying to be all things to all people, and they're just trying to sell their stuff to anyone that listens will do the degree on the front end. You can get laser clear on who your ideal customer is and speak their language, hear your message toward them, make sure you're targeting them, and say no to everyone else. You will grow your company substantially faster.

John J. Bowen: Gino, were you an outside-funded company, or were you bootstrapped?

Gino Wickman: Bootstrapped. That's another thing I go into detail on in this book because it's another fallacy. It's like 95% of all companies don't rely on outside funds to start, and so all these entrepreneurs are being taught about how to go raise funding when there's only a 5% chance they're going to need funding.

John J. Bowen: Well, and they probably shouldn't take... It shouldn't take funding because it exacerbates all the problems that you're talking about here.

Gino Wickman: Exactly. So, 100% bootstrap. Like I said, there's another avenue or a tentacle to that, which says these 10-page business plans are just such a gross waste of time. If you're not raising funding, you don't need a 10-page business plan. You need a vision. Anyway, I go into great detail on that, as well, in the book, in terms of it's really important when you're launching a business. If you're ready, I'll keep rolling here.

John J. Bowen: Yeah, keep it going here. They're all good.

Gino Wickman: Again, I go into detail in the book on this, but it's so fascinating to me how afraid people are to charge their true value. And so, not charging enough, there's two sides to it. Number one is, I love Dan Sullivan's formula, and I'm going to screw it up a little bit, but he talks about, pick the number that scares you, and then add 20%. I just love that thinking. Number two, it's all about value. And so, make sure you're providing incredible value, and you educated your customer or client on that value, and you will be able to raise your fees and charge more.

And so, my point in that is, if you launch your business and you're breaking even or losing money in the first year, raising your fees 10-20% is the difference between becoming profitable and losing money and sustaining your start-up. It's such a common mistake.

Again, with clients, I can't tell you how many times I've nudged or urged them to raise fees. You raise your fees 10%, assuming you can, and you're providing that value. That goes right to the bottom line. All of a sudden, you increase profits 10%, quick math.

Gino Wickman: Number six is not staying true to your core. One of the things that entrepreneurs suffer from, when you launch your business, you got to be clear on who that customer is, clear on what it is you're providing them, be it a product or a service. And so, what happens is, success begets success, and there's a great quote in Good to Great, Jim Collins' book that says... I can't remember the root of the quote right now or who the leader was that said it, but it's, "The more successful you become in business, the more likely you are to die of indigestion of too many opportunities and from starvation of not enough." And so, the point is, the more successful you are at launch, the more stuff is going to come at you. We call that shiny stuff. Your job is to continue to just push the shiny stuff away, say no to the shiny stuff, and stay true to your core because, again, a lot of times, you'll have this amalgamation of five different things you're doing that are out of your core. Hopefully that makes sense.

Number seven is not knowing your numbers. It's amazing how many entrepreneurs just go by their gut and fly by the seat of their pants, to the degree you just get really clear on what the 5 to 15 most important numbers you should be looking at every week are. Make sure you're looking at monthly PMLs. Make sure you're reviewing a budget. Yes, that's even in the first six months when you're trying to survive, and you've only generated 50 thousand. Those things are vital and the difference between making it and breaking it.

Then number eight is not crystallizing roles and responsibilities. Even if you have two people in your company, it is vital that you crystallize roles and responsibilities. You'll realize so much efficiency. You will not trip over each other. You'll get more done. And so, that goes for the first employee all the way to the hundredth employee. And so, those are the eight critical mistakes that most entrepreneurs make when launching their company.

John J. Bowen: Well, and I know I found a few more than that, too, Gino, along the way, but those are the big ones.

Gino Wickman: Yes, those are the big ones. Yeah. I could've listed 10 more, but those are the biggies. That's 90% of the battle right there.

John J. Bowen: Let me take a step back for our audience. Number one, confirm. Really, Gino has got the website. It's at www.e-leap.com. You can have whoever you're talking with take the assessment, and buy the book, have them read it, take the assessment. It's just such a great way. Then if they go through this, and the way I'm thinking about it, Gino, if they've read the book, they've confirmed, they've had the glimpse, they haven't gone ahead and said, "I'm going to go get a job somewhere else where I work 9:00 to 5:00. Why would I want to do this?"

But if they want to do this, and if we think about it, Gino, talk about the path, particularly fellow entrepreneurs, how we can support someone that we care about that has said, "I think I want to do this."

Gino Wickman: Yeah, that's great. Also, as you're flashing the website, I want your audience to know, they can also... There's a free downloadable chapter, which is basically the first 25 pages of the book, 100% free. If the book hasn't come out yet... Not sure when this podcast is coming out. You can access that, but also, even if it has, you can have access to the first 25 pages, which takes you deep into the book, and the content, and the context. It's either going to suck you in, or it's not. For what that's worth, that's also available.

John J. Bowen: My guess is it's going to suck them in. As fellow entrepreneurs, we want more people to be entrepreneurs if they're ready to be entrepreneurs and they're good candidates.

Gino Wickman: Yeah. To answer your question, it goes back to what I had suggested earlier because, again, I don't know about your audience, but for me, I love helping entrepreneurs, but I will admit, when an entrepreneur in the making or an entrepreneur that's starting their business asks me for help, I get nervous. That's a big responsibility, and I don't know if I can help them.

John J. Bowen: Well, and you and I know how easy it is to get sucked in, because we both care, in particular, if it's a family, friend type.

Gino Wickman: Imagine you give the wrong advice or something. My point in all of that is, what I believe, anyone that wants to help an entrepreneur, first and foremost can do, is share their story and share their life lessons. That, alone, is going to be incredibly value to

an entrepreneur in the making. From there, you see where the relationship goes, but what this book does is, again, as I mentioned earlier, is a lot of the heavy lifting. Hand them the book, tell them to read it, have them ask you all their questions from the book, then tell your stories, get your lessons, and see where the relationship goes.

Gino Wickman: Then as for the nitty-gritty of the business and the questions they're asking and tough decision they need to make, you, as the mentor, have to decide how deep you want to go into that business, and some should not go that deep in the business, but this book is going to do 90% of the teaching for you so that it frees you up to answer those questions, to tell your story, to teach your lessons, and again, like I said, it's going to make you a hero.

John J. Bowen: Well, Gino, as I look at it, I mean, I've got a bunch of nephews and nieces and friends that I'm going to be buying a bunch of books for. I've had the privilege of reading it on the galleys as you put it together. It's just so powerful. Again, I want to encourage everyone and my fellow entrepreneurs to go to e-leap.com. You can see on the screen. You'll get this page, depending on if it's before October 15th, before the launch of the book. You'll have access to the free chapter. Take the assessment. I think it will be entertaining for you, as well, but this is a great resource for people that you care about.

Really, are they entrepreneurs in the making? Because as Gino said, I mean, one of the things that I get very nervous... I was on with one of my family members and wants to start a business. I'm trying to explain to him, "No, I'm not going to see the capital. You got to bootstrap it," and walking him through the step processes and having a resource like this book to really get them thinking about it so we could have higher level conversations is just so invaluable.

Gino, I want to thank you for taking the time, energy, and the passion to bring all your entrepreneurial experience, really, to these entrepreneurs in the making.

Gino Wickman: It's been an absolute pleasure doing it.

John J. Bowen: Well, and Gino, why don't we wrap up here? Is there anything, if I were a little smarter, that I would've asked you so that we could help all these entrepreneurs in the making and all our fellow entrepreneurs who want to be mentors and really make that difference?

Gino Wickman: Yeah, no. I think we hit it all, but you prompted something with what you said a few sentences ago. We could go a whole 30 minutes on this, and obviously, we're not going to, but I do an entire chapter on second and third generation entrepreneurs. And so, if any of your audience is an entrepreneur, and you're looking at your son or daughter and thinking, hmm, do they have what it takes to take the reins of this business, I also go very deep into that to help you and that person make the right decision for yourselves, and so this book is as much written for that situation as it is an entrepreneur in the making.

John J. Bowen: It's been great. Again, just encourage everybody to go to... Let me just pull it up big so you can see it as best you can. We'll have it in the show links, as well, show notes. If you're driving, don't hold your phone up to see, if you're watching it on video. E-leap.com. It's all the entrepreneurial leap. Do you have what it takes to become an entrepreneur? Gino, again, thank you. This is a huge resource. I think it's going to make a big difference in the world, and we know so much of really what's good out there is created by entrepreneurs. We got a lot of entrepreneurs in the making, and we're going to help them identify themselves and really get very quickly on a path to making a huge difference. Well done.

Gino Wickman: Thank you. Always such a pleasure to talk to you, John.

John J. Bowen: All the best. Continue to success. Everyone out there, we're all about accelerating entrepreneurial success. Well, here we have a chance to make a difference for the people we care about. Let's go do it. Make it happen.

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