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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
219

Dan Martell

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John Bowen and Dan Martell
Episode #219

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Best of success,



John Bowen
Co-founder, AES Nation

John J. Bowen: Well, I am excited with our next guest and my first podcast in a while. I wanted to say the best to restart, and it's a really good friend of mine, Dan Martell. Dan is somebody you want to listen to because this is an individual who has built five companies, and he's exited the last three. He's one of those guys that just is full of energy. He's invested in over 40 tech companies and some of the major partners. I'm going to let him tell you about that, but one of the things that I really enjoyed... Dan and I are fellow exotic car owners, McLarens, we both love, but we've done a lot of events together, and he's one of the most giving guys, and he's done it from a perspective of a coach. He's coaching some of the top founders in the software as a solution spot, and I wanted to bring him here because this program, this podcast, is all about accelerating your entrepreneurial success, and Dan is the one, no matter what industry you're in, he's going to make a difference.

I'm John Bowen. I am the founder and CEO of AES Nation, and stay tuned because this is going to be amazing.

Dan, I'm really excited to bring you on. I get a chance to share with some of the great entrepreneurs and friends that I get to hang out with. First of all, thank you.

Dan Martell: Absolutely. My pleasure, John. Really appreciate the opportunity.

John J. Bowen: Well, you know what? What I'd like to do... One of the things we all... I only invite guys and gals who have had a lot of success, but you know what? I do know you well enough that I know it wasn't a straight line. So, give me a little bit of the backstory of how you got to where you are, so we have framing so that the entrepreneurs know where you're coming from and how they can use your advice.

Dan Martell: Yeah. I mean, John, for me, it starts as a 17-year-old. I grew up in a really challenging environment. At, well, 16, actually, I found myself driving a stolen vehicle, high on drugs, with a handgun in a duffle bag sitting next to the seat. I did a routine. I pulled off the highway for some gas, and there was a routine roadblock, and the police asked me to pull over. I decided to take off and got into a high-speed chase. As I came around this neighborhood, thinking I could get away from them, maybe I watched too many car movies in my youth, but I ended up smashing into the side of the house, and I went to pull the gun to aim it at the police to let them do their job. I kept pulling on it, and it got stuck, and I kept pulling on it and pulling on it.

Before I knew it, the police opened the door and kind of grabbed me and dragged me across the front lawn. Pretty much, my feet didn't touch the ground and threw me in the back of the cop car. I woke up sober the next morning in a jail cell, wondering what my life was going to look like. All I knew at that point was, somebody was clearly looking out for me because I didn't expect to make it out alive from that moment, and I ended up doing five months at an

adult facility for the severity of my crimes and got released to... After that five months, I got 11 months sentence, got released to a rehab center in a therapeutic community for drug addicts.

Over pretty much a 10-month period, I worked on myself. I learned what drove my, my values, my belief systems, my anger issues. I rebuilt a relationship with my family and everybody that I hurt and lost trust with over the years. It was at the end of that program that I was helping out the maintenance guy, Rick. It was an old church camp. They had this cabin that nobody had ever been in in a while, and he asked me to help clear it out, and as I opened a door to one of the rooms, I found this old 486 computer with this yellow book on Java programming sitting next to it, and I had never been a computer kid or... I opened it up and started reading it, and it read like English.

If you've ever seen JavaScript or Java, it's not Hex decimal numbers or zeroes and ones. I just followed chapter one in this book. Within 30 minutes, I had the computer saying, "Hello, world," which at the moment, I thought, oh my gosh, I must be a computer genius because I just made this computer print this out. Unfortunately, that was farther from the truth than I realized at the time, but what happened for me, John, was I, essentially, computer and programming and shortly after the internet, they really became my new addiction. It's funny because my dad always joked, if I could just find something that wasn't illegal that I was passionate about. He thought I would do pretty well in the world. Then, entrepreneurship, because I had always had an entrepreneurial tendency. Just, again, it wasn't legal. Since then, I've had the privilege of starting a bunch of companies and exiting. I raised venture capital through the last two...

John J. Bowen: Well, let me stop you here because I want to go back to the car. You're always one of the fastest guys on the track when I'm with you, so now I know the whole backstory.

Dan Martell: Now you know why. I've been practicing for years.

John J. Bowen: But one of the things, just for our fellow entrepreneurs, I mean, this is where when you're... No one gets out alive unscarred. Some of the scars, life brings us, and others, we go out and find. You went out and found one for yourself, but these turning points are just so amazing, and it's so powerful. One of the things that... That turning point in Java, I'm a little older than you, so in college, it was punch cars that I was doing in Cobalt, Fortred, and API. It was a little, and then you had to wait for the magic to happen, but this is really that background and so on, but let's continue the journey, because you've done a lot in a short period of time. As you went, and you find out that you're brilliant in computers. I mean, usually, then...

Dan Martell: Well, I mean, yeah.

John J. Bowen: Computers slap us afterwards, but...

Dan Martell: Yeah. I mean, I just found it fascinating, and I think that's why I feel really blessed and lucky to have figured out, is it's just something that I was willing to dedicate my time to in mastery and building tools that I could have other people pay me for. I mean, I was doing software as a service, SaaS, way before it was even called that. I mean, I was just building... The first thing I ever built wasn't even legal. It was a CD burner that my friends could kind of build their playlist and request their burnt CDs to be burned overnight from their computer to mine, using the internet. So, like, I've always been that kind of-

John J. Bowen: Dan, I did... I burned 8-tracks, so that's, again, that age difference here.

Dan Martell: They differ in generations, I guess.

John J. Bowen: Yeah.

Dan Martell: But, that, to me, has always been how I've built every one of the companies. Even though I say five, I've really probably bought or built 30 other tools, and apps, and stuff, and it just became my love, and still is to today. I mean, it's the work I get to do through the portfolio I've built, companies like Intercom, and Hootsuite, and Udemy are some of my investment companies and founders I've had the privilege to be involved with to... Having Mark Cuban invest in my last company, Clarity, or the founder of Uber, Travis, invest in my previous company, Flow Town. I grew up in a small town in Eastern Canada, right? That was just... All these things that have happened to me today, I don't take for granted one bit, and I just feel super lucky that I discovered that thing at such a young age and had a lot of time to get the failures out of the way because my first two companies were complete failures.

John J. Bowen: Well, it's interesting, Dan. One of the things we were talking about, how I met you or became knew of you was Clarity. I thought it was just a great solution and met, now, a mutual friend, Ari Meisel, through that. It was a system where I paid, I don't know how much for the hour. I bought an hour of his time because he had just written a really good book on productivity that I loved and I go, "Oh, yeah, I want to talk with the guy," so I searched on the internet. You came up. I mean, this is always a little... It's kind of how all these things go-

Dan Martell: Look at that. It's sitting right next to me.

John J. Bowen: Yeah, I know.

Dan Martell: Ari's book is world-class, so yeah. Sorry about that.

John J. Bowen: Well, hold it up again. It didn't cut to the shot quick enough. Yeah. I mean-

Dan Martell: Right here. It is literally sitting next to my desk, and this wasn't planned. That's how much I love Ari.

John J. Bowen: Yeah. And so, I know a little bit of that story. You and I have talked about it, but what was a big breakthrough? I mean, you've done a number of businesses along the way. How did it... because you've really accelerated. You're a huge demand right now not only as an investor, but also as a coach for these start-ups. I mean, I live in Silicon Valley. That's a high-energy, driving business. It makes a huge difference. So, what was that big breakthrough, do you think?

Dan Martell: Yeah. I mean, for me, it's probably the realization that I needed to invest in myself. For a long time, I read computer books for seven or eight years. I read over a hundred different books on programming, and database design, and architecture, and front-end, back-end, every aspect of it, but I never read a business book, and here I was with two failed companies. It really wasn't until I found this book by a guy, named Tim Sanders, the ex-CSO, the Chief Solution Officer, at Yahoo, that I was so not a reader, being diagnosed with ADHD, et cetera, that it was his book... because he was the CSO and loved his killer app, which was a technical thing. Of Yahoo, I bought the audio book, so I didn't even read it. I listened to it. That book really transformed my life and put me on a path of...

Three arguments in the book was, one, collect knowledge for you and your customers, which I thought was a really fascinating idea, invest in your network. Your network is your net worth, and then third was just be a good person in business. I think I might've had a negative belief back then that most successful business people were always looking to take advantage of others, and here, I had a great model or reference of somebody that had a lot of success that believed in the polar opposite, and to be able to model that, because it's definitely the way I approach life, it really unlocked this kind of life-long learning. I've read over a thousand business marketing biography books. I've got a library. I've got a stack next to me. I mean, it's just now part of the way I live, and for me, that was a big unlock to the next level to, finally, my third company. I succeeded because I started reading.

John J. Bowen: It's amazing. I always look at it... I've written over 20 books, and you sell them certainly on Amazon. We sell them a little higher in our industry trade press, but in our... You can buy people's best ideas for \$10 on Kindle, maybe \$20 a hardcover. To me, one of the secrets is reading in life-long learning the journey. That's why you and I spent a fair amount of money at Mastermind groups, too. Not only do we both coach, but we really see the value of hanging out with other successful entrepreneurs who are on this journey together. That's made a big difference for me, and I've been with you enough. I know it has, on both sides. You have been a big contributor, as well as learning and taking those lessons back.

Dan Martell: Yeah, 100%. I'm a student first. As much as people come to my events or reach out to me for coaching, and I have the privilege of coaching the founders of Click Funnels, and Proposify, and carrot.com, and some of the world's fastest growing technology companies. At the end of the day, I'm always the front of the audience, notebook open, ready to take... Even if I'm speaking at the event, I show up in the morning. I want to be an active participant because, to me, the ROI on learning something, especially earlier on in your life, these nuggets, these opportunities, these strategies, they just pay off so much dividend. If anything, I wish I would've learned how to read faster at a younger age, so I could've been a lot further along than I am right now.

John J. Bowen: Yeah. I feel the same way. I have a fair number of books here. A bunch of them, I've written, as well as I think my Kindle has over... The app has over a thousand books now. I mean, if I hear something, I just buy it instantly, and I read it when I can. There's so much value there, constantly. Before I talk to anybody, if I can find a book from them, I do that, but tell me, Dan, one of the things I enjoyed hanging out with you... We were up at a car event. We were at DirtFish with Mastermind talks. Some of our friends, Jason leading the crowd, and then you were going off kite surfing, which I haven't tried. I have tried surfing, but not kite surfing. I love doing the adventures and all that, but you were taking the time to really stay, involved with your clients, your investments, and so on. You're passionate about a lot of things. What are you most passionate about now?

Dan Martell: Yeah. I mean, for me, it's the opportunity to leverage video. I think what's interesting for me is, I've always been an operator. I've always been a builder or CEO. A couple years ago, I decided that I wanted to give back. I wanted to, essentially, document everything I learned at the moment. At the time, I had a two and a three-year-old, two little boys, and I just thought if something happened to me tomorrow, I haven't really... You've written 22 books. I haven't written a book. So, my outlet was video. Why I'm so passionate about it is, even though it's only... I've got 33,000 subscribers to my channel. They're all people that absolutely want to be there. It's been organic growth. I get half-

John J. Bowen: Dan, I'm going to just stop you. Your channel, because I'm going to embarrass myself for a second. You go, "John, what's your Instagram handle?" I go, "Well, I don't know, I think I have one. I'm sure somebody set one up for me," but we're talking about, you've really done a great job on YouTube. One of the things... Actually, you encouraged me when we were hanging out together.

I'm setting up a YouTube channel I'm going to be launching next month. I did have one I kind of did half-ass and got a thousand subscribers or maybe a little more than that. A couple of the videos were listened to, though, 100,000... I never bothered to try to get subscribers or didn't know what all this stuff was about, and I am now paying attention, but the reason I'm bringing it up is, so many of your fellow entrepreneurs, the guys I hang out, aren't doing this

stuff. The power of video... I mean, I love video, because writing a book is really hard. If you are comfortable communicating like you are, and really, I am. I do a lot of video, but I do it in webinars and other formats, and I'm going, "Hmm." So, why are you passionate about YouTube?

Dan Martell: For me, it's, I've never seen a medium. I've been blogging, and tweeting, and kind of social media my whole life since, pretty much, it started, but video is always this challenge because I was not good on video, and I just thought like, if I'm going to commit to the platform... because I didn't want to travel. I wanted to share my story, share my message, but I didn't want to do it at the sacrifice of my family. So, I didn't want to be on a plane 300 days of the year, so I chose to go all in on YouTube and video because I wanted to connect with people on a really authentic way. I wanted to bring them into my world. I wanted to share my ideas and do that on a consistent basis. So, for three and a half years, I haven't missed a Monday. Regardless of a holiday, et cetera, I publish every...

Now we started a new interview show, called Escape Velocity on my channel, but it's really been just the impact of teenagers, young adults, old people, that have decided that they want to get into entrepreneurship. They really appreciate the content, and it doesn't cost me anything. I literally can share what I've got to share and get thousands of views, and support people all over the world, and it doesn't take anything away from the quality of life that I've committed to my wife and my kids. For me, that's really incredibly special, and when I do get the opportunity, somebody comes up to me and says, "Hey, I recognize you. I watch your YouTube channel."

To be able to, then, dive deeper into their world, knowing my context as if they watch my content, they know who I am and what I'm about, it's just more fun. I just felt like it was such a win-win-win that once I started, I made a commitment I'm going to do it for at least a decade. I'm three and a half years in. I've got another six and a half to go, and I won't miss a Monday, unless something bad happens, because I just think it's one of the coolest things ever.

John J. Bowen: Yeah, I know. I want to go a little further into this, too, because I think this is something, I get asked on because of what I do, webinars and some of the promotional things that we do in every business. I mean, this is a universal thing that all of us have, as entrepreneurs, is we've got marketing. We've got to really share our message, and we want to have people who are qualified, who we can really serve, raise their hand. Marketing is all about starting great conversations and the tools we have now, because I'm a lot like you. At your age, I was flying all over the world. The glamor of doing that, and there were a couple years where I even had a private jet. It wasn't mine. Our company...

I was CEO of a sports and entertainment group, and that sounds a lot better than it is. I was involved in 120 due diligence trips in a year. It's like, ugh. So, the power of video, I'm running

coaching programs in Singapore, in Hong Kong. We're about ready to start one in Sidney. We've got one... and this is financial services. We're going to be doing it in London and also in Frankfurt, along with the US and Canada. Boy, what freedom does this provide us, but one... I want to touch on how hard it is to get started. I mean, particularly, I think of... I always joke that I've got a face made for radio, and I'm doing all this video. You get worried about the look and feel, the cost producing. Why don't you make some comments there, Dan? Then we'll go into kind of the structuring in getting your message across?

Dan Martell: Yeah. I mean, the truth is, is everybody's got a full camera system in their back pocket ready to go. I cut my teeth on Periscope, even though it's kind of like sun-setted in regard to its relevance, but continue... Periscope really gave me this sense of freedom because I knew within 24 hours, a video was going to be taken down, so I didn't have a long-term commitment to what I was saying, and I could be very much myself. That translated on to my YouTube channel. Right now, when people are asking me, how do they start doing video and practicing, I just say go live on Facebook. I mean, we have the ability to at least have a built-in audience. If you have any friends at all, at all, a hundred, you've got some audience for some feedback.

If you do a 30 day challenge where every day, maybe you sit there and outline 30 things you can teach the world and just do situation, struggle, and then solution as your framework, the three S's, in five minutes, you can essentially use that framework to do a daily livestream. If you want, you can delete it after 24 hours, so you have that same benefit. I think by the end of that 30-day challenge, I think you'd be absolutely surprised how comfortable you can get and the impact you'll have on people's lives when you shine your light. I mean, that, to me, has been... When we can live our authentic self and just share from our heart as if somebody was sitting next to you in the car and asked you a question, and you could share from that perspective. All of a sudden now, it gets leveraged, right, around the world instead of just that one conversation that you might be having today with a friend. I think that's just incredible.

John J. Bowen: Yeah. None of us know. I mean, I think of it as strategic stumbling. Dan Sullivan calls it strategic by-product. I like stumbling better. I've had, out of videos, that have resulted in a couple, you know, a few million-dollar engagement type thing and what we're doing. I see it over and over again. In many situations, I think it's actually even more powerful than books. In combination, it can be extremely powerful.

So, one of the things that you... I want to go to kind of the passion of helping other entrepreneurs, and you do it primarily... Your focus is in the software as a solution group. It's just the multiples and that, the value when you get it right is huge. Unfortunately, I'm in Silicon Valley, too, so I've got a lot of people I see go by and start it, and the monthly re-occurring revenue is never quite there. The proof of concept doesn't happen. How are you seeing these entrepreneurs break out, that you're working with, helping them, kind of get the... Really, what

this podcast is all about is accelerating entrepreneurial success. One of the hardest things is, when you start, you're in a start-up situation, that's a big deal, Dan.

Dan Martell: Yeah. I mean, at a high level, I coach founders to achieve one outcome, and I call it the perfect exit. That's everything around understanding where we're going to end up, how it's going to look, and for different companies, it could mean getting acquired from a strategic buyer. It could be a public offering, or it could be bringing in a CEO and running the company and keeping it as an asset. That's kind of always the outcome.

But in regards to even getting enough traction to be in a position to be on that journey or that path, for me, there's two things that's required in all companies, really, but specifically in software, is you need to have a process for building the product, and you need a process for selling. That's where you see a lot of technical people. If you had to ask me, which one is more important? Typically, it's the building because the selling... I think it was Bill Gates that said this once. He said, "I'd rather teach a programmer how to market, than a marketing person how to program." I believe the same thing. It's definitely easier to start with somebody who can build and teach them how to sell, but the truth is, is I usually coach. 70% of my coaching clients... I have clients all over the world, mostly in the US, but South Africa to Australia and Europe. Most of them are bootstrapped.

So, what's cool about that is, they don't need to grow at an unrealistic expectation. The ones that end up raising capital... I help clients raise over 200 million in funding. Mostly, that's 100% for marketing and acceleration. It's not for product development. So, what I'm really good at is helping people that have the core product built and have what's called product market fit and pouring jet fuel on that so that they can have venture-backed growth without venture-back funding required. Those are all my strategies I've ever created. That is how I approached the test of, is this something I want to share? Is executed without a bunch of money in funding?

John J. Bowen: Yeah, no. I mean, and you and I have talked about... There are trade-offs of venture capital along the way, and particularly if... To do proof of concept and really... I don't know what it is in today's world. When I did a little venture stuff, it was a minimum of a million dollars of net income that they could show that the product... There was demand for the product. I mean, it's one thing to build something really great and nobody cares type. It's just not usable, but once you have that, then really understanding the marketing side and how to bring that out, because so much of it... You're going to have a good product, but you got to get that message out, too. It's a tough balance along the way, and you've been able to help many get traction. I don't think this is unique at all to this industry. I mean, I'm in financial services, and it's very much... If anything, it might be even tilted, unfortunately, more to the marketing part than it should be because it's so intangible. The messaging, the communication, is so important. All of us are fellow entrepreneurs.

Dan Martell: Yeah. I mean, for me, it's all about stacking growth. I think that the big idea that's unique about my approach is, I believe that most entrepreneurs, when it comes to building a growth channel, that means choosing the channel, figuring out the message that you insert into it. How do you convert that using a conversion tool and then a follow-up funnel? Those four steps... Most people are always looking for the next silver bullet, so they just don't go deep enough. They don't operationalize that channel.

For me, it doesn't matter if you think of doing LinkedIn ads to a partner reseller strategy or an inbound content SEO strategy. You want to go deep enough in that funnel to truly operationalize it either through automation or people so that you can then move to number two, three, four in regard to your growth stacking to have that, essentially, compound interest on growth. Most companies struggling, they actually have had little glimpse and sparks of success in different marketing channels, but because they weren't willing to be patient and go deep and try to move on to that next silver bullet, they show up at my doorstep struggling with a flat line because of the lack of focus and persistence. So, my whole thing is growth stacking, not growth hacking, because I really think that growth, much like compound interest, it's a series of smart investments that continue to produce returns, and then you stack them on top of each other to create the hockey stick growth.

John J. Bowen: Yeah. Dan, I totally agree. I mean, this is one of the things that I've learned in my career, too, is that... I don't call it growth stacking. I may use that term, but I'll give you credit now, but you know what we do is, in today's world with the technology, I'm looking around. I got all these screens and everything else. The data flows of everything we all do now, the ability to test, and we get discouraged. I mean, I don't know about you, but I've had plenty of marketing campaigns that didn't initially work, and with a little tweaking, they worked, and they started working well and we could invest more money. Then, at the same time, I've had them where they were working really well, and they teeter off.

The temptation is for all of us to find the silver bullet, the one thing that's going to work, and the reality is, let's say you do partner. Well, strategic partners are phenomenal. I've had millions and millions of dollars of sales that way, but people change jobs. The next guy... I've had one situation where I had almost half my revenue, mainly because it was such a great partnership, guy left, the next person didn't love me. The algorithms aren't advertising... Paid traffic... Webinars are in and out in subject. I mean, is this something, as you growing out, is that message extremely well-received, or is that something you have to really help them with?

Dan Martell: I think once you see the data and you see the diagram, it's self-evident. Ben Horowitz from Andreessen Horowitz, an extremely successful entrepreneur, himself, and now investor, he calls it lead bullets versus silver bullets. Success is truly proven strategies. Sure, you're going to have these step functions of growth where you figure something out, and for a short period of time, others don't, but when you're going down and you're deploying a

marketing channel for growth, you need to be patient. As you mentioned, at first, it won't look like it's going to work, but I call it a three-iteration test. If we can give it three solid iterations, like true scientific method kind of approach to the channel, that's where we'll know if it's truly a dud or if it's a stud. To me, that is... It's the lead bullet is not the silver bullet.

John J. Bowen: No, that's great. Dan, you obviously use a lot of technology. I do, too, but you're in the industry. One of the things I always ask guests, is there any smart app, application, for your fellow entrepreneurs that you would recommend?

Dan Martell: 100%. I've got a few. I've got one, Voxer. If you don't know what Voxer is, just think of it as walkie talkie. The use case that I think will be interesting to a lot of the entrepreneurs listening is, what I believe in, it's not about inbox zero. It's zero inbox, meaning that I have somebody, my executive assistant, who manages my email inbox, and then she communicates with me via Voxer, and then I can use voice to reply. So, I am three or four times more efficient responding using voice than I am sitting down in front of a computer and having somebody else process the inbox. Use Voxer to send me questions about how they should respond and then reply using voice, I think, is incredible. The other use-

John J. Bowen: Let me stop you just for a second there, because I'm going to say, Voxer has changed my life, too. I use it exactly the way... and I have a virtual company. I have companies, and my assistant... I'm in Silicon Valley. My immediate assistant is in Des Moines, Iowa. I use this mic more for dictating emails, and it takes a long time for me to do that. Voxer, doing it internally with my top clients, the whole thing, it's been a game-changer. So, I just wanted to say, hey, if anything out of this podcast, you should check it out and use it for a week or two on the smartphone, not the desktop application, and you'll be amazed. Start small, but it'll become a big deal.

Dan Martell: Yeah. To me, Voxer, that use case is great. The other one I want to share with everybody is just daily stand-ups with your team. The stand-ups are really simple. Everybody should just have a group chat in Voxer and just answer, what are the three things you completed yesterday? What are three things you want to complete today? And are you stuck? It can't be longer than 30 seconds. If you have everybody on your team on a daily basis just drop that voice message in there, I mean, as a leader, you're going to be able to manage and connect with people and just feel like a really good rhythm of work in a way you wouldn't otherwise, even better than doing that over email. So, that's one tool.

The second tool I'm going to brag up is this little thing here, called the Oura Ring, which John, I believe you may have one, because I remember when we were hanging out, we were talking-

John J. Bowen: I do have that, as well. We're aligned on a few things here, Dan.

Dan Martell: Yeah. That's why we're such good friends. I mean, this was even before we were both sharing these same tools. To me, the Oura Ring has really helped me perfect my sleep. I thought I was sleeping well before. It just transformed everything, and the app, it integrates and syncs on your smartphone. It's just a really great tool, little expensive, but worth checking out.

Then the third is just Zapier. It's an automation tool that you use, which is the glue of the internet between different business systems and automation, and it's pretty much that glue of my backend business from taking things from a Zoom session to automating emails to moving data around my different business systems, because I also run a virtual team across the whole world. Zapier, to me, I think is just a powerful tool that everybody should really learn to master in their business.

John J. Bowen: Well, and the last one, I haven't learned to master, but I have tech people that have learned to master that so it's all done, and it's a great tool, connecting all these different applications we're using that are so cost-effective. I mean, there's just so many good things. One of the things I want to do... Let me just... I got a little animation here on resources. What I'd like to do, Dan, is I'm going to pull up your website. Let me grab it here. Tell us what's on there, if you would.

Dan Martell: Yeah. I mean, one of the things I mentioned earlier is the ability to sell. Build and sell are kind of the two master skills, I think, most entrepreneurs and leaders want to practice. On the website, I have a framework called The Rocket Demo Builder. If you're ever in a position to pre-sell your software, or you're doing a demo of your services or solution to a new customer, I'd highly recommend going there, downloading it. On that same page, I've got a bunch of videos.

As I've mentioned, I've been doing it for three and a half years, over 300 videos that I've produced on my YouTube channel to really help every entrepreneur, everything from personal productivity, integrating the family life, as well as all the marketing and sales hacks that I love to share. They're all up there on my YouTube channel. I mean, pretty much, I promised the world that I will share 98% of everything I know, and for those that want to move faster and work with me directly, that's the 2% that I keep for my coaching clients, but I'm an open book. I share a lot, and it's all on my website.

John J. Bowen: Let me go to the last segment here on key takeaways. I mean, this has been really valuable, Dan. I mean, as I kind of... I'm looking at my notes. I mean, one of the things that... every entrepreneur has to be a life-long learner, if you're going to be a successful entrepreneur. What Dan really encouraged all of us to do, and I'm going to second that, third it, and fourth it, is get passion about video. I mean, there's this whole power of one to many is huge, and to be very focused, but at the same time, the strategic stumbling that will happen

out of videos. We're picking up clients that the very small YouTube channel without much effort at all, we probably pick up a client or so every other month, and I haven't done a video in three years.

John J. Bowen: It's like, after getting together with Dan, I go, "Hmm, maybe that's..." If we're talking about stacking growth, that's a huge thing. Always focus on the end. Whatever company you have, we really want to focus on exiting, whatever that exit looks like for you. You may think you are never going to exit. None of us have yet figured out immortality, but at some point, we're going to exit, one way or the other. By designing it to be successful on purpose to maximize create that value, huge. You'll get the traction, focus on, both, building great client experience, as well as the marketing, stacking growth. I love not looking for the silver bullets, lead bullets, and then the applications, particularly... I'm going to just... Voxer will change your life. I've got the Oura Ring, as well, and I'm not a good sleeper, and it's really helped me improve my sleeping a lot, too. Again, there's so many productivity tools, relatively inexpensive. Your human capital is really worth it.

Dan, why don't you... In wrapping up, one last comment?

Dan Martell: Yeah. I mean, quick story. In the last three weeks... and I'm not going to share this to brag, but I feel like it's a real privilege and it's a dream that I just couldn't have even written out. It started with four days in Toronto with 120 of my coaching clients flying in from all over the world and having the privilege of leading them to, at the end of that event, jumping on my friend's private jet and going to Greenland, Iceland, Ireland for 10 days. Essentially, it was like a bachelor party, but nobody was getting married, and then ending with me arriving home, thanks to you, actually, John, and the encouragement of just saying, "Screw it. Let's do it," buying a McLaren. I don't know how all of that came to be because I didn't start off the year with that even on my peripheral, but if you asked me how it came to be, I would say three things.

One, I really believe in the power of dreaming big, and I think that surrounding yourself with people that do that is the fastest and easiest way to kind of build that into your DNA.

Dan Martell: Number two, taking massive action towards those dreams, being 100% okay with not knowing the how, but just focusing on the what.

Then third is being insanely grateful for the wins when you succeed, and even for the losses, because everything and who I am today, from that 17-year-old that struggled with addiction to the software success I've had are all a by-product of the challenges that I've had to face and asking myself, who do I need to become to overcome those challenges?

That, to me, is if somebody asked me to summarize it, it would be those three things. Dream big, take massive actions, and be insanely grateful, and the world will just collude in your favor.

John J. Bowen: I'm going to encourage everybody, now that I know how to log on to Instagram, too. Let me blow it up here. This is Dan's Instagram. You can see some of the pictures of, both, the new McLaren and then also the private jet, a little golfing along the way and a lot of fun along, family, friends, and fun. This is one of the things that, Dan, I think you and I totally agree, is we build businesses to support the quality of life we want for all stakeholders. We got to take care of ourselves. That enlightens self-interest so that we're sustainable to do this, but boy, what a difference.

Always remember, your clients, your future clients, those future strategic partners, all the stakeholders are counting on you. Don't let them down. Go ahead and accelerate your entrepreneurial success. We'll see you in the next podcast.

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Best of success,



John Bowen
Founder and CEO
Financial Advisor Select