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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
74

Jason Fladlien

Show Notes at: <http://www.aesnation.com/74>



John Bowen and Jason Fladlien
AESNATION.COM
Episode #74

Dear Fellow Entrepreneur,

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

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we want to grow our business dramatically. We want to do it by serving our clients well, not only our current clients but our future clients. Here's our challenge. The future is unknowable. How do we go about in spot trends that we can use to better serve our existing clients and grow our business by attracting the right clients and customers for our business, whatever it is we do?

My next guest, he is a young man who is going to show many of us who are a little older exactly how he went from being a house painter making ... I mean, look at this. It's a little number about 12 bucks an hour in 7 years to doing many, many millions of dollars, many millions of dollars. I mean, he blew me away when I first met Jason. It is through the talent of understanding where you use that analogy of Wayne Gretzky, where the hockey puck is going.

If you want to know how, in your industry, to find out where the hockey puck is going so you can skate to it before your clients, your future clients, stay tuned. I'm John Bowen. We're at AESNation.com, all about accelerating your success.

John: Jason, Jason Fladlien. I appreciate so much you joining us today.

Jason Fladlien: John, the honor is mine for being able to be invited here. I must be doing something right.

John: You are. That's why you're here, right? I want to just set the stage. Jason and I just met each other a few months ago or a couple of months ago at a ... Actually, we've met before but we didn't really connect. We've known each other for a little bit. We knew of each other but I finally got a chance to sit next to him at a mastermind group, Joe Polish's Genius Network Mastermind Group, some of the most successful CEOs and particularly from a marketing perspective.

Jason did a 10-minute talk that blew all the older guys away. I think all the younger guys and gals too. It's just Jason had made such an impact in such a short period of time. One of the things, using online tools but what I want, this is for all entrepreneurs that if you want to be able to spot trends and be able to walk through it systematically and we're going to go through how to do this. Jason did. It's amazing.

Jason, before we go into that, I mean, you've heard this before. You get guys like me that will prejudge you. You got a little more hair than I do on multiple spots. You're a younger guy. They're going, "What's this guy going to share with me?" How did you get from a house painter to what you're doing now?

Jason: I don't have the fancy books and the background. Right here, on my own office. Really, how I got to it was I just focused and I said to myself if I want to get to a market, I first realized being an entrepreneur is the only way I was going to make serious money. That's good. Everybody here listening in this podcast already understands in which 99% of the population does it, right?

I said, "How was the vehicle that I'm going to use?" I was always technically inclined since a child. I grew up in that generation. I started looking online and I noticed that here is a way where I can serve hundreds or thousands or millions of people without ever leaving my home, in multiple countries, and all that I have to do is figure out things that they're willing to buy from a complete stranger who they've never met, right, and they're willing to buy from me that cost almost no money for me to create upfront that have super-duper high margins.

I worked backwards from that. When I started, I was selling \$4 e-books. You just take out this little \$20 ads on a website, selling \$4 e-books and then within a year, people said, "I really like your books. I really like your information. What else do you got?" I said, "What else do you want?" Then I go out figure these little systems that people are struggling with for a problem. Put it in an information product, sold it to them, charge a relatively low price for it and I amassed a following of a lot of customers in a little amount of time doing that and then I figured how to do it right.

Then I started building offers that were a little bit more complex but also delivered a lot more value, worked up to the higher price playing spot, brought an operations which I'm horrible at, right? I built a team around me and everything and we've been able to transform. The talk I did at Joe's thing was we had \$11 million to sell in 14 days as an affiliate. Meaning, we promoted somebody else's product and we get 50% of that, right?

An example of some of the things that you and I will talk about here today but that is a record as far as I'm concern in promotions and the only way I got there was, what we've just said, I focused down. I realized I can serve a lot of people with high margin, thin-air type of goods that we sell and then just every year get better than last year.

John: I want to go over a couple ... You got too much stuff information all at once here, Jason, so I want to ... For those of you who are not into online marketing and 4 years ago, I didn't know what an affiliate sale is. Jason, tell us what affiliate sale is because what's really interesting as a fellow entrepreneur, what you're really being done is you're being paid to market because you don't have to produce the end product at all. You're getting a share for bringing people to somebody else. How does that work? Then I want to come back to the date that you started doing this so we get some timeframe around it.

Jason: I know that you serve a lot of people in the financial market, right, John? I'm a little weary exactly how this works but I know in certain instances of financial people recommend certain products or retirement packages for other people. They can get a percentage on that, right? I know my financial planner when he asked me to file disability insurance on myself; I know he's getting a take somewhere someplace. That's basically what an affiliate is.

The way I like to explain it is I'm a commission salesperson. Imagine me coming to you and you say, "Jason, you now work for my company and any sale you make for this product, I will give you 50% of the profit on or 50% of the gross." It depends on the structure. I say, "Awesome. Great. Cut me loose and I will be back with thousands of customers for you or more, right, and you just give me half the money." After that, we shake hands, you exchange the money with me, and we both part ways and you're happier because you're only paying me out of a profit as opposed to paying for advertising and not knowing what result you're getting.

I'm happy because I have the ability to figure out what existing products are likely to be most exciting to certain customer basis and presented in a certain way that most people don't know how to do. It's relatively easy for me in concept. Of course, applying it is always the hard part, right? That's what an affiliate does. I'm like your commissions salesperson. I'm taking usually half of the sale and I'm getting you a business you probably would have never otherwise gotten. That makes me very in-demand, by the way.

John: There is a fair number, I would say, about half the people at Joe's group, the Polish's groups are online marketers and they're listening to Jason do this. I mean imagine that there's some individual that in 14 days can generate \$11 million in sales and then half of that, obviously, goes to the person producing. It's not only that but they're now starting the relationships so there's the opportunity for up-sales and everything else. This is where partnerships are made.

It's not that we're talking about you doing affiliate sales but I just want to talk, I think, Jason, what you said that it's really just a results based marketing cost. In 14 days, how many of us as entrepreneurs, now raise your hand, would like to have \$11 million in sales? Jason is a proven talent in doing this. Now, I want to go back, though, to the \$4 e-books. What year was that, Jason?

Jason: 2007, November of 2007.

John: We're talking about 7 years this has all happened. When Jason and I were talking, what became very clear was his ability to work through a whole process of getting the results. I mean, so often, what we do is we all think somebody like this is really tactical. Jason is in

the sense that he understands tactics and he's got a great team around him. What the biggest part is understanding. He mentioned this and this is for all of us, this understanding.

I grow up in the northeast so I'm going to say the hockey puck, where the hockey puck is going to we can skate to it not to where it was. I want to go and the very first thing, Jason, that jumped out at me when we met and when we've now got to know each other well is that ability to do trendsetting, to understand where trends relating it to products but it's really whether you're selling widgets or your professional service organization or an online marketer, what we need is we need to know where it's going. How do you do that?

Jason: Yeah, it's a great question. First of all, what I did is I observed the need to be able to do that and the value that it could provide to my business, right? What I have noticed is very often when we're serving a market, so I never think in terms of products. I always think in terms of market. When we're serving a market, very often it's reactionary. We wake up one day and say, "Hey, all these people like wearable technology and they're exercising now so let's create a fit-bit style thing."

Now, you're doing that as a reaction of observing the market already desperately looking for a solution so you're always playing catch-up. Maybe other competitors got there before you so now you're behind competition and more important than the competition is you're behind what your customer wants. Your customer will never feel comfortable with you saying, "This person knows me better than I know myself." That's where the real relationship comes from, right?

More important than that too is this. It's like, if I'm playing catch-up for the customer, I will never be able to engineer a value proposition for them than can truly be transformative. You can get results that you've never seen before in your business. The thing here is if I know where the customer is going to be or what they want before they even want it, start working on it in advance so the day they wake up and say, "I want this." I say, "Here it is. It's already done for you."

Not only that I do not have a competition, I can set my own prices but even more importantly, my customer doesn't just make that transaction with me once. They say, "Wow. Jason gets me. If I ever have anything I need in the future, I'm going to turn to him first and only if he doesn't have it then will I consider other options." It comes from this quest of "I want to know my customer better than they know themselves." Therefore, I can give them solutions in advance to them even realizing they need them and when the time is right, I have them. Now, of course, it's very dangerous because if I'm wrong, oh, my God, I'm wrong.

John: If you do this stuff, you're going to be wrong on occasion. One of the big things we're going to go into is how to do you pivot on this. Jason, go a little deeper on trend spotting. I

mean, I'm in Silicon Valley and we've got a lot of connections and everything else. You and I are both fairly well connected now in our various roles. I think I'm pretty good at spotting trends.

Is there a way for someone who isn't as good, they don't think it comes intuitively. They're not as well connected. How would they go about in their industry, really starting to see trends develop the clients? I only think we want to enter our clients in that process of what they're thinking about. Before they know what it is they want but they've got something at the back of their minds. How do you help fellow entrepreneurs do that?

Jason: It's actually very technical. People think it is intuitive but here's where I start, John. I look at the market and, now, I come from an information-based market where basically people are paying you like, "Hey, I want to learn how to do blank. I'm willing to pay you money to educate myself with the product I buy from you to do blank." Here's what I have discovered after years of working in information-based markets is 90% of the people who buy your product, that one specific product will not be the transformative and be all solution that they want.

Somebody might buy a product because you'd say, "I'm very unproductive so therefore I'm going to buy this productivity kit that's going to teach me how to be productive." The fact is that not only that you have to buy the product which is a challenge for some people, you then have to read the product or consume the product which is even a bigger challenge and then you have to reflect on what you consumed to draw conclusions of what to do. That's three. Then, number 4, you have to actually do it, right?

What I've discovered of analyzing markets that's seeking specific solutions to problems that they have is, first of all, it's the problem. Problems are very hard to solve and so that's why they often buy many different products that are related to the exact same solution but even more important than that, is they will probably not solve it with the first, second, third, or fourth, or fifth thing that they do.

Typically, success comes because they get one little piece from here. They get one little piece from here. They do something that creates an experience for them to draw their own conclusions on further and then over time, by continuing to move forward they get the solution, the breakthrough. You take any one piece of the puzzle that they bought and maybe they don't succeed but the fact is most people in information-based niche are going to fail with the very product that they buy.

A lot of people think that's bad, right, most people in that one particular product they don't succeed and achieve every single benefit related to that. I have to say, "Hey, that's the nature of the game." I mean, look at anything that I've tried to do to shift myself. I'm about a year and

a half now between several different diets to lose weight. I'm a slow learner but I've not given up and I thank God people are telling me ways to improve upon that.

The point of this is as I've noticed this, most people when faced with these problem-solving challenges; they're very less likely in general to blame themselves. They're willing to say, "It's my fault for not implementing this, my fault for not paying enough attention." They'll usually blame the vendor or blame the technique. They'll say, "Even if this technique has been proven to work for every other person who has ever taken it but not for me, it's because of the situational thing over here."

They're very unlikely and we're all guilty of this, me included. We're willing very rarely to take personal responsibility. Instead we like to externally blame things. Here's what happens. When something becomes popular in these markets, after a while, the very audience gets sick of the thing that's popular because it typically doesn't provide them the result that they want the magic bullet, right? Then, they usually will move to the opposite of that thing.

I'll give you a great example, John. In my market, we're an online marketing company, right? People come to us. My best customers when I first started, they were people that used to own physical retail businesses. This was their complaints. The profit margins are very good on them. It's location-based and geography-based. It's not going to make me the money I want and online is wide open, high profit margins. I can reach everybody, blah, blah, blah, yadi, yadi, yada, right?

This same people 6 years later now come to me and we have them set up Amazon businesses selling physical products and they say, "You know what, the information market, Jason, was too confusing for me. It requires me to be a personality which I don't want to be. It got too competitive." The cycle has completed itself, right?

I'm joking. I was saying to my business partner, I said, "In 4 years, there's going to be another information boom because most people who go out and do this physical product business, they're not going to fail because they don't have to resolve. They're not willing to take personal responsibility and we give them everything we can to help them succeed." Thank God, we do because the ones that do succeed make it all worth it but I go, "These people are going to come for us and say that didn't work for me, Jason. What else do you have for me?"

I said, "We've got to be able to be agile enough in 4 years to go back to the very thing that right now the customer is not interested at all." To be flexible and malleable. The first thing you have to do just to put this in the sound by this, you have to observe what the market is currently interested in and seems very passionate and excited about and willing to buy things on with very little agitation involved, right?

Then you say eventually the market will tire of this and ones they do, what is the next thing that's going to be the perfect thing for them if they're tired of the popular thing that they're currently getting? I will give you a great example. iPhone for many years are smaller, smaller, smaller, right? Now, all of a sudden their tagline is bigger than bigger. It's the exact opposite of what they built the whole brand around, right?

John: I mean, human behavior is human behavior. We're talking about online side but I've been in tangible businesses as well. This is something if you want to observe behavior and trends and unfulfilled desires, there will be openings for you in whatever business you have. Now, let's go. We've got trends. We see a trend. It's one thing to identify it. Now, we've got to actually create business and results around it.

First thing is, how do you, Jason, get a strategy together? First thing, we got to spot the trends. Second thing, we've got to go ahead and really develop a strategy to take advantage of this and serve those clients. We're not going to exploit them; we're going to add value to them. How do we do that?

Jason: Yeah, absolutely. Then, I look at the sales mechanism involved. I say, first of all, we try to identify, this is the thing that they're getting tired of now. If they're tired of this thing then what is the thing that we can present that's going to be fresh, new, exciting to them and be all the things the current thing is that they're trying and using and failing. It's going to be all the things that that thing is, right?

The second thing we have to ask ourselves, what's the sales mechanism? What I mean by that is, how are we going to articulate our offer, this new offer, right, in a way that is also fresh? If my audience, for example, is typically used to seeing a certain type of sales message, let's just say they're used to hearing radio commercials. One or two things, you either say how can we totally do radio commercials in a way that has never been done before or the second thing is, what's an alternative method that we can also reach this audience with, that our competition isn't using?

Here's the funniest thing of all, John. You know how I talk about market place as a secular? Vendors and providers are also secular. What I mean by that is they typically use things that work really well and then they quit using them. Then you say, why? Because they got bored of it. Not because it's not effective, because they got bored of it.

This discussion where I want to move and try new things, the current things don't grab them, same thing with vendors. I'll give you an example specifically in my online business and then we can apply it to all businesses. There was a point in time where video became very popular in online business. It has always been popular since but I was actually online before YouTube even existed.

Sometimes it's these external influences that can change markets so you have to be aware of those too. Everybody ran out and say, "Oh, my God. Videos are going to revolutionize the online marketing experience, the selling experience. Print is great online but video is so much better because they can hear your voice, they can see you, you could sell on video many ways that you can't sell on print." Every vendor runs out. They literally stopped doing campaigns that are working successfully to do these new video campaigns.

I sit back there and we start using PDFs. When everybody uses videos, we used a PDF. Why? Because there is no load problem with the video so all these aggravations of people wanting to watch a video and it loads, the fact is that most people don't know how to do video effectively because they're learning the media while using the media. You get these videos where these guys ramble on for 10 minutes before they make a point or poorly produced so the customer gets very sick of those types of videos.

Most importantly is, what every media has a disadvantage. The disadvantage of video is I can't consume lots of content on a video on a short period of time. I have to sit down and watch somebody. I can't scan through it, I can't scan through it. I can't pick and choose which parts to pick from and these are all the things that a PDF does have.

We look at, we say, "What's an old media or a media that used to be successful but doesn't seemed to be unsuccessful these days because of any other factor other than people just got bored of using it?" How can we position this new sales mechanism against the popular sales mechanism that all of our other competitors are applying and how can we use the disadvantages of that sales mechanism that you're using to foster all the advantages of the one that we're going to use.

We're really inventing two things. We're inventing the next thing that we think the customer's going to and we're inventing a new way to communicate to that customer this new thing that we have. It's like exponentially increasing. It's not like 10 plus 10 is 20. It's like 10 times 10 is 100, right? That's how we do it. That was a specific example. We used PDFs when everybody else was using video but in any market that can be extremely effective.

If everybody in your market, let's just say you're selling physical retail beauty products and everybody in your market is going for this high-end, beautiful, glitzy, glamourous look, and they're hiring celebrities and then you come up with the ugliest jar you've ever seen and you say, "Yeah, this is grandma's secret recipe." Another like, "Oh, it's all the things that the pretty, glitzy, glamourous stuff isn't. It must be good if it's that ugly." Otherwise, why would they put it out there?

It must be effective. It's not corporate because all the corporate ones are glossy. I'm dealing with a real human being. If it looks like it comes in an amazing jar, right? Now, if everybody starts doing amazing jar then you come back with the pretty thing. They're like, "Oh, it's pretty. It must be better." The idea here you have to be malleable but if we change the offer and we change how we communicate the offer, we have attention. It doesn't guarantee a sell but it guarantees attention and if we have attention then it's really easy to transition.

John: That is a big deal. I mean, we got the trend. We're going to identify buyers. We're going to real clear on where it is going and what the results they want and then how they may become disillusioned along the way, a percentage of them. We've got the strategy of, okay, we're going to differentiate ourselves and really be distinctive in what we're doing and we're going to dive it down to the tactical part where we're going to use different tools that everyone else is using so we're not one-all.

What happens, Jason, you and I have done these kinds of campaigns. You've done more than I have by far but when we do this, one of the things I love is the market provides this feedback and on occasion were brilliant. I don't know for you. It's probably more than me. It's very sellable when it happens right away. Oftentimes, we have to do some fine tuning or pivoting along the way. Tell us how you work through that?

Jason: I love that you brought that up, John, because almost always I'm wrong. The first time I do this almost always I'm wrong. Now, here's the beautiful thing and I think it's a generational thing. My generation is lacking at a lot of ways. Let's be honest but there's one thing that my generation has I think a significant advantage.

We've grown up in real time media and so it's very easy for me to understand the flexibility. I learned marketing from direct marketing guys who would pre-nup millions of letters and drop them in the mail and send them out. Here's the problem with that. You can't in the middle of dropping that out in the mail called the mail courier and say, "Hey, that letter out, put this letter instead." No. I mean, if you're magazine ads you're looking at a 3-month window.

You placed the order, you wait for the insertion, you measure the response, and then you make a decision. We're talking 3 to 6 months cycles to determine the viability of a marketing campaign or a business venture. I can determine viability often in a day, sometimes even less, sometimes three days, sometimes 6 days. I rarely want to go longer than a week without being able to get data.

A great example of that is if I'm going out there and I want some market, this new concept ... I'll give you a specific example. One of the first products that we ever created in our business was this piece of software that was revolutionary. Now, if you want to talk about trends, here's

another trick with trends. You take something in a different industry that you can apply in this industry. Then, guess what? You're the first. You invented it, right? Not really.

I mean, the example I always give is, one day, a pharmacist says, "Just put a drive-thru window in so people don't have to go in." Then, somebody says, "You're a genius." But the guy who came up with the idea got it because he was in a fast food drive-thru. Then, somebody else says, "Banks, right?" He goes to his boss and says, "Let's put a drive-thru in the bank." The guy says, "You're a genius. Nobody is doing this at the bank." Everybody got it from the pharmacist who got it from the fast food guy. I mean, now, you can get married in a drive-thru.

The concept is we are the first in an industry. We're not necessarily the first. In this case, WordPress is this thing that 17 out of 100 new websites used online. It's a significant thing that expands into every market that you could ever imagine possible. For bloggers, there was this tool that was backing up your blog in its entirety with one click which previously didn't exist and it did okay.

We changed the mechanism so we took the same concept but we brought it to a different audience which is like make money online guys and we said instead of backing up your blog which is boring, we said, here's how you can clone your website and then turn them into a profit-making potentials. See how we change the mechanism there? More importantly is we also we're the first in the market to ever sell this thing to this market. Not only do we sell it and we've never been sold before with that different hook but we also brought it to a brand new market who we thought would be receptive to it. We just took the fast food drive-thru and brought it over and we made it the pharmacy drive-thru, right?

John: It is great, Jason, because when I- Go ahead.

Jason: Here's to the point now. The first time I go out there to sell this concept, right, we're all excited. We're like, "We're going to make millions. This is going to be great." We get on a webinar which isn't one of my favorite ways to sell. I know it's one of your favorite ways, John, and we just tank. I mean, bomb. I think, we sold \$5,000 worth of this product. That is like a colossal failure in my eyes. I'm sitting there like to say, "I hope it cut. I totally screwed that up."

Here's what's funny. My business partner who's not a sales guy, he's the total operations guy. He says to me while I was watching the audience live during the webinar, not like physically seeing them but as I was watching the comments streams come in. He goes, "This one concept that you talked about over here which is we take for granted because we know a little bit." He's like, "Your audience didn't know what that meant. Once they couldn't understand what that meant, they couldn't buy on to any other concept you had behind that."

We went through and we started analyzing these chat logs and literally I'm seeing every single issue, every single challenge, every single hard to understand concept. Now, we changed this webinar presentation, John. I mean, 85% of it is exactly the same. We slightly modify just one or two or three things because there's usually only one or two or three things that keep coming up when somebody's having trouble with something.

We doubled down hard on those one or two, three things, barely changed the presentation with just enough. We go back. We launched this product again to the same audience, by the way, and here's the result this time, John. I'll give it to you and whether we can appreciate. This was around the baseball playoffs a few years ago, 2010. This was when Roy Halladay pitched a perfect game in the post season which, I think, could only happen one time previous to that or maybe had never happened before. It was big news.

They published the hottest webpages of the day. That day that was the 10th hottest site of the day. We were 11th. We were the 11th hottest site of the day for that product, the product which earlier that month was a colossal failure. We went on and then sold over 10,000 units of that product until this very day continues to make me money on complete autopilot.

The thing is, if I would have given up and say, geez, I'm not good enough. I'm not smart enough. I didn't get a rise so therefore let's just quit. I would have robbed myself of literally over \$1 million in net profit. Instead, I swallowed my pride and we said immediately if this thing didn't work let's analyze the data. In this case, the data was that very night after the webinar was over. We're reading the chat logs.

If it's a Facebook campaign, we're seeing the click-through rates. We could change one thing. We could change stuff in our offers just like that and immediately within the next day be realigning. The good thing is if you know the concept well enough, if you see the audience and what they want well enough, it's usually just a matter of tweaking a couple of things to produce a dramatically different result.

We go into every campaign, John, and we'll just see what happens not, "This has got to be a winner." Let's just see what happens because we know if we don't hit the mark, we're going to hit the mark anyway. We're able to do so cheaply and in a very, very real time.

John: This is where I do love technology a lot because when talk about human behavior throughout all of these but unlike previous times, we can now have a real time data and we can really examine it and do the fine tuning. One of the last steps, the last step that we've got here is, what I've seen you do, Jason, is scale things up.

I was looking at once we nail it, we nailed the client experience. We've got something going. How do you scale it up to really capture that and the full value of that success?

Jason: Absolutely. Yeah, I never want to do something that can only be leveraged once. That's a business philosophy that I have is every single thing I do has to justify itself by being able to be leveraged multiple ways. That's a very high level of concepts. Let's break that out specifically. An example of where we switched out and we started using PDFs when everybody else was using videos. The cool thing about that is I now have that in my arsenal for every marketing campaign that I want to do.

When we sit down and conceptualized it, we say, "Does using the PDFs in this way for this marketing makes sense?" If it does, then we consider. If it doesn't, that doesn't mean we forget about it forever, we just say maybe in the next launched that makes sense. The other thing to keep in mind, remember, there are certain methods I have, John. One of the reasons why they work is because of the novelty of them. If I use them at every single launch, my customers are going to become immune to them very quickly. I have to pick and choose which one of these things I will use.

The problem most business people have is they fall back under one or two or three things that they use and they rot it into the ground. They beat it to death and their customers get tired of that so then they have to invent a new one. Very often, they don't because they just say, "Why? Why do I have to learn things? Why can't I just do the same thing over and over again and get the same result?"

Instead, I say, this is the change. What if we have so many different things that we're constantly doing to be in contrarian to the rest of the market that at any given time we have a grab bag for any campaign and we can just run down a list and say we're going to use this one, we're not going to use this one. We're going to use this one but we need enough to these because every one of them has to continually feel fresh when we use it, right?

That's the first way that you can think of is whatever I use today, how can I also archive it so it can be used later in other situations and circumstances? Another thing that I'd like to do is there are certain breakthroughs. They don't happen very often but there are certain breakthroughs that you will stumble upon that you will then want to make a core part of your business.

I'll give you a great example of that. We developed this technique and it's funny because John and I are on Skype right now. Most people don't use Skype and then people who do use Skype, they only use it really to communicate, talk to love ones afar so they don't have to pay long distance from whatever, right? Then are some people who use it for business purposes

but they only use it to talk one on one or to text back and forth and connect that way so they're calling on the phone or using e-mail.

We said to ourselves, everybody who uses Skype on the market, how can we use this as a marketing platform? What we would do is we'd figure out ways during promotions to say, "Hey, if you need anything or help at all, join our Skype group." We'd give them instructions on how to join it and literally clicking a button like you'd click a link on a webpage. My tech guys figure this out. We would dumped them in there and we would group sell them on Skype and then anybody who was interested individually in knowing more, we'd add them as a friend and then we call them right on Skype.

Instead of getting their phone number, picking up the phone and calling them, like it's the same concept telemarketing only, I guess, it's VOIP marketing. We developed this technique and it worked really good for one because we said, "What's a sales mechanism we can use that nobody else in the market is currently using?" Here's the best thing of all, John. Once we discover how effective it was, we literally built software around it. At a push of a button, we can deploy it anywhere. We literally started building whole things that purposely led to a piece of the puzzle being a Skype exit funnel.

When certain things are breakthroughs because nobody else in the market was doing it then and nobody is still doing it now which blows my mind because it's there and anybody in our market can see it, right? Once something happens that is truly breakthrough, you've got to double down on it and you got to go all-in on it because otherwise either other people will start catching to you and if they catch up to you then you don't have advantage anymore, right? Or, you will never develop it fully to the point of where instead of giving like much results, it becomes a complete game changer.

We both know Peter Diamandis because we're at Newport Beach earlier this year together, right, John? Peter talks about disrupting a market. One of the best ways that you can grab and take over a market is to completely disrupt it. A lot of people are like, "No, I don't want to disrupt anything. Disruption is bad." I think, wow, that's brilliant because if we get in and disrupt the market, out of chaos comes order. If we create the chaos, we can kind of funnel the order, of what the order should be.

When you get something that shows merit, you say, "The first time I used it, I didn't have to fix it," which is not normally the case, right? If you hid it out of the park, right away, not only if you archived it to consider in every campaign whenever that makes sense, but you also say, "How can we double down on this?" All those who see this who try to play catch-up will never catch up. You get one of those a year, you're lucky but one of those a year is millions of extra dollars in your business.

John: It's so good. I love when you get something working well, throw resources. It's like when you got the slot machine, if you put a dollar in and \$2 or, \$3, or \$4 come out, put more dollars in. Let's go to a new segment here, Jason. The book of the day.

Jason: This is so funny, John, because we talked about this. I recommend the book which most people wouldn't think I would. It's by Dr. Thomas J. Stanley and it's called the Millionaire Next Door. Most guys with Ph.D.'s I don't like listening to because they're usually professors who never leave the ... and work in the real world. Very rarely does a professor of marketing ever have any true valuable insight in my experience. Maybe I'm prejudice, I don't know.

Thomas J. Stanley is my favorite because it's empirical evidence with actual scientific approach to understanding what is a millionaire, who are they, how do they get there. When I read that book, and by the way, I was so broke it wasn't even funny when I started reading that book and I read it every year. It's amazing once you actually see what separates the millionaire, the overachiever financially from everybody else.

That book to me is so defining on the insights of the high income earners versus everybody else. It's an old book. It's not a famous book. When people talk about business books, they always reference things like Think and Grow Rich, and stuff like that, right? To me, it was the most impactful book that I have ever read.

John: If you market to the affluent at all, it's everybody; it should be in your library. No question. Let's go to the next segment.

Yeah, you used a lot of technology. Jason, what would you recommend that your fellow entrepreneurs use to help them really accelerate their success?

Jason: Here's the good news, John. Your audience is a very, already high-achieving audience because you share with me the typical demographic makeup of the audience before this. The challenge using this application is you have to actually be able to read between the lines and make inferences. There are a lot of people who don't feel they're capable of. I know anybody can do this but most people don't have the confidence to do this. The app that I use more than any other app is called the Alien Blue and it's for a site called Reddit.com. Most people, including John, have never heard of Reddit. Reddit is the 9th most popular-

John: I've heard of Reddit.

Jason: Yeah, you've heard of it.

John: I've actually been on it a few times using time, probably only after toxic you gave and others like you. It's not one that I actively use and definitely Alien Blue, I've never heard of.

Jason: Reddit is the 9th most popular site in the United States, 25th most popular site worldwide. It's typically a younger demographic that goes there. They're very liberal so you have to get past all that. I don't use it like a new source. The way I used it is I say these are the default sub as they call them and there are certain ones like World News. There are certain other ones like videos and so forth. I say, "What's the trend? What keeps being up-voted the most? What keeps being reposted the most? What is the typical top voted comment for a news article? Why is this popular?"

Then I always asked myself, "What's the opposite side of that?" Just like the opposite of a very open liberal pool is a very close conservative. I'll say, "What would the opposite demographic to this conclusion? What would their conclusion be?" Here's why I like this, John, because not only am I tied into all these major events which can influence the public at large, which would then influence any market, right? I also got these feelings you can learn to predict behavior over time, right?

I'll give you once example that I've learned from Reddit. They call this click date titles. You'll read a title, a headline and you'll be blown away by it as fact more often than not. I'm guilty of it. You're guilty of it. Everybody is, right? What you'll find is when you click on the article and you look at the comments on Reddit, usually very often in this hard to believe titles, the top comment that's voted up the most will debunked it and they'll debunked it in a certain way. It'll be like, wow.

Not only is it valuable for you personally to realized that very often these headlines which is what we almost always rely on to draw conclusions without ever reading the content. Not only are the hipper ones usually completely inaccurate is usually the opposite. That's valuable for us individuals but here's what's more important. Once you realized that the audience is drawn to those certain titles and they're drawn immediately to come up with certain conclusion, now you can get attention.

Then, what's even better is, what if you got attention and then drew attention to it in a way where you can give insights where most people don't get insights. Instead of running an article that is preposterous, you say, "Is it possible too?" Then, you put preposterous headline. Then you open up the copy and this is any communication that you could put in front of your audience perspective. I don't care if it's a postcard. I don't care if it's a podcast. I don't care if it's in print. I don't care if it's digitally done. I don't care if it's on Instagram. It doesn't matter, right?

Once you get their attention, if you can gain rapport because you can give them the insight that they're not normally used to giving which empowers them, now you have a very captive audience. The hardest thing to do in any business is get the prospect's attention. If we get

the prospect's attention very many of us can articulate offers and things that we have that we do very good and if we can get attention, we can basically write their own checks at that point in time.

That's one of many ways that I'd like to use Reddit to see and spot behavioral patterns. Very quickly, John, then this comes back to the final analysis. You spot certain behavioral patterns and that's what you factor in when you plan your trends.

John: Now, this is just so powerful. Let me do the last segment because we're running out of time here, Jason. I want to do-

What you and I have been talking about, what you've really led us through, I mean, the very first thing, I'm going to encourage everybody. Jason is really brilliant. He's one of the top marketers in the world and he's delivering results. He's got a lot of insights. Definitely go to AESNation.com. Get the transcript. Go through it because there's a lot of value on what we're talking about here. See the show links. We'll also put up Jason's YouTube channel because he's got a great channel where he's sharing his insights as well.

I want to go over the big 5 that we talked about here. The very first is before you do anything make sure you invest the time to spot the trends. Understand who the buyers are of what you're looking to sell, what the results are. They're looking to get where they're becoming disillusioned with the trends and be leading the charge. Second, put together a strategy of how you're going to deliver a great client experience as well as attract them. Be tactical. Be different in your application of tactics and really be distinctive.

You don't want to look like everyone else. There's so much noise out there. Recognize that you're not going to be right, unlikely to be right the first time. In direct marketing, the first package is the control. You always want to beat the control. How should you pivot? How do you fine tune it? When you nail it, the last one, scale it up. Put resources at it. We don't get this many times that we're really delivery and get in a great result.

Jason, I want to thank you. This has been fantastic, some great insights. You're really out there making a difference.

Jason: Thank you, John. This is always so fun.

John: For all of you who are watching or listening this, Jason and I are having a heck a lot of fun having results for our clients and our future clients. You know what? Your future clients, your current clients, they're all counting on you. Make sure to take action on this and you'll be glad you did. Wish you the best of success.

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