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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
154

Eelco de Boer

Show Notes at: <http://www.aesnation.com/154>

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John Bowen and Eelco de Boer
Episode #154



STAY
PRODUCTIVE

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we all want to build great companies that can help solve some of the most pressing challenges in the world. At the same time, we want to have a great life. Well, I've got a remarkable entrepreneur who's going to be joining us today from the Netherlands. I've got to tell you, I've gotten to know him over a number of mastermind groups, and I've just been so impressed because what he does is, he designs his life on purpose, to be successful on purpose. He has a great quality of life. He's traveling all over the world several months out of the year, but he also has it, count six companies: five software companies, one coaching company. It's all about leading a life that's filled with life.

You don't want to miss the lessons he's going to share with us, so that you can accelerate your business and have a great quality of life, not only for yourself, in your enlightened self-interest, but for all your stakeholders. I'm John Bowen, founder of AES Nation. Stay tuned. You definitely don't want to miss any of these lessons.

Eelco, I am so excited to have you. You and I have been traveling in many of the same circles in the last several years. We've gotten to know each other. I've been impressed. You're usually the only one, not always, but the only one from the Netherlands. You are in there not only really taking in the insights that everybody's sharing, but also really providing them. You have built a great foundation empire, and I know you're building even bigger ones. Thank you for taking the time to join us today.

Eelco de Boer: Thank you so much for having me.

John: Well, Eelco, give me a little ... You and I know each other, and we both share a lot of the same things in that we want to build great businesses, but we also want to have great lives. You're one of the, really, the few guys who's doing it consistently, time and time again. I'd love, before we get into some of the lessons you've learned in building these businesses and really leading this great life, to share with our viewers and listeners a little bit about your background and how you got to where you are today.

Eelco: Yeah. If I talk about my background, I need to say I was born in 1980. Especially the last couple of months, I've been thinking about it a lot, that I was so fortunate that I was born in 1980, because I figured out what the internet was. Around 2000, it was really a discovery like, "Wow. The internet. It's such an amazing thing." When I look, for example, I have a three-year-old daughter, a six-month-old son. They will never really discover the internet, because it's just a part of their daily lives. For me, my background, in 2000 I really discovered the internet, and I started selling records online. I started buying records from the States and I was selling them here in Holland. That was my first big breakthrough online. That was awesome. I started buying records on eBay and selling them here in Holland on the Dutch marketplace websites. That's when I really fell in love with the internet.

From that moment on, I started building and building and building websites or have other people create websites and building companies, and all that stuff. That's where I came from. Now, since ten years, I've been doing info-marketing. We do information marketing, selling online products, but also I created a couple of software companies. We have a payment service provider. We have an email marketing company. We have an e-commerce company. We have a hosting company, a web design company, stuff like that. It's been exciting.

John: It's never boring. I've been in Silicon Valley. I started in work roughly about the same time as you were born. It's been, I think what you just said about the kids. It's such an amazing thing. I can still remember sitting down at mainframes and mini-computers. Then, all of a sudden, the internet. We were all connected. It's just an amazing time. For the entrepreneurs who are not info-marketers, the internet is the greatest facilitator in the world. You and I are talking over Skype. It's a free call, multiple time zones and everything else. All of a sudden now, and this is so important for all of us, if we're going to accelerate our success, being able to use the internet effectively.

Eelco, one of the things we've all seen is, it can be one of the best tools in the world, but also one of the most, and disruptive in a positive sense, but for many people, it's been disruptive in a negative sense. What I really wanted to get from you today is, you are one of the best at personal productivity, of leading a great life. Using tools instead of letting the tools use you. How did you avoid this challenge that so many other people really your age and a little younger that have, they get sucked into the internet, and it's not very productive?

Eelco: No. I had a big, big breakthrough in 2008. During that moment, my business was growing, and so much stuff came into my way. I can really recall a day that I was so overwhelmed and so stressed out. I can't remember when I made the decision, but I made the decision to switch off the internet. On one day, I decided, "I'll switch off the internet at 7:00 pm in the evening." I switched off the internet at 7:00 pm, and I had my full evening for myself. My wife was with her parents, so she wasn't at home. I didn't really feel like watching a movie or reading a book, so for the first time in ten years, I was bored. For the first time ever. It was 7:00 pm at night, and I was bored.

I was like, "What should I do?" I grabbed my phone, and I called my mother and we spoke for 45 minutes. We had a great conversation. Then, it was 7:45. I was like, "Let me call a friend I didn't speak to for a long time." I called a friend of mine, and we spoke for 45 minutes. Then it was 8:30. I was like, "Let me go for a walk." That was amazing. That was amazing. Another big thing was that during the other days, during the day itself, I was extremely productive, because at 7:00 pm, the internet got switched off, so I was working like the day before I go on a holiday. The day before you go on a holiday, there's so much stuff, but in a magical way, you figure it out, and it gets done. That's when I really figured out. At that time, I called it the

Internet Diet. Now, I call it Internet Fasting, really switching off the internet for multiple hours during the day. You have extreme focus, extreme clarity and extreme productivity.

John: As a fellow entrepreneur, I'm in Silicon Valley. I've got the internet. I'm actually in a country setting, but it's amazing, peer-to-peer, how fast it can be. I'm surrounded. I'm looking at all the monitors here that I have. It's exciting and everything. There's a world outside. There's people outside. How do we, because I want to go one step further. What you and I both know, you hop on a plane and fly. The meeting we get together most with is Joe Polish's Genius Network. It takes, I'm an hour and a half away flight. Yours is a little longer. We get physically together. Certainly, we could call each other on Skype, but getting that dynamic group together. This is where I love the concept of internet fasting, because very few great things happen just on the internet. It's people to people, still. How can our fellow entrepreneurs, Eelco, go ahead and really do this? You get a little withdrawal, a little shakes going on here.

Eelco: We are so addicted, and we are so connected, but because we're so connected, we're disconnected with the things that are really important to us. I don't think a lot of us, later on in life when we're really old and we look back into our life, I don't think we think, "Oh, man, I wish I had checked some more emails or checked some more Timeline on Facebook." I think overall, it's the things like family, friends, passion, fun stuff. For me to use discipline to not be online is a tough thing. What I just do, I just switch it off so I don't even think about it. It's like being on a plane for nine hours. There's no Wi-Fi on the plane. During that plane ride, you don't need any discipline not to go on the internet, because there's no internet. We all have these thoughts about being less on the internet or checking email less or checking Facebook less or whatever. For me, it's just switching it off cold turkey. It changed everything for me.

One of the practical things I do for myself is, I define a couple of, a timeframe during the day where I just really switch off the internet from the MacBook but also from my iPhone. I physically switch it off, and then for multiple hours of the day, I just have extreme clarity, and I'm just really relaxed. A fun thing is that if you do it in the right way, and you're offline for most of the day, when you get online, it's actually fun because there are some emails. There's new stuff. For me, I'm not a big believer in using a lot of willpower or discipline to not check, not push the button. I'm like, "Just switch it off completely."

John: Yeah. I'm not quite as good as you, but this last week, I was skiing in Colorado at Beaver Creek with 12 of our top clients, just a beautiful setting, the whole thing. I made a commitment to check once a day. I actually forgot, a couple days, to check. It was. It was fun when I did check, to see what was going on. One of the things we all want is, we want to have businesses that really can, one of the best things that we can use as a measure of whether we're good entrepreneurs is if we can leave our business. I always like the 90-day rule. If you could leave the business for 90 days, and is it not only standing, but it's doing well? If it's

doing well, it's a good business. If it's doing better than when you left, then it's a great business. Most of us have great team members. It's easy to get caught up.

I find my most creative, I hit Do Not Disturb a lot during the day, and everything gets turned off. That's when I'm most creative, and I can really accomplish great things. Let's go, one of the things, Eelco, on social media, you are really. I'm a technology user and a pretty heavy technology user. The internet's been great, and all that, but I caught you as an internet entrepreneur, your software companies, and all this other stuff. One of the things many people, I just turned 60 a few months ago. We struggle with the social media stuff, and how distracting it can be. There's only seven plus billion people in the world. I think Facebook feels like there's 8 billion on it. Then we've got all the others. There's so many. I could read the long list. How do you use social media, and how can you be productive and also avoid the time-sink that I see so many people doing?

Eelco: Yeah. I'm a big, big fan of Facebook when it comes to growing the business. We have spectacular growth with my companies just by Facebook alone. We spend multiple thousands of euros a day in Facebook ads. It changed everything for my businesses, but I'm not a big fan of Facebook when it comes to personal use. That's just my personal preferability. Is that a good word? I don't know.

John: It sounds good to me.

Eelco: Exactly, exactly. For me to just be on Facebook or browse on Facebook, it gives me a bad feeling. It gives me negative energy, and it's robbing my time. I always say that if I dedicate some time to something, it gets a piece of my life. I really value my time extremely, so whenever I, for example, will be browsing on Facebook for one hour 28, it means that I have one hour 28 time less with my daughter, for example, or with my friends or with my family or whatever. For me, I really don't like browsing Facebook. If I have access to Facebook, I do it. It's just an addiction. What I've been doing for the last year, and it's awesome. What I do is, I ask my wife to change the password of my Facebook profile. I ask her to change it. Whenever I want to access Facebook, just for personal use, I have to ask her to log in to it.

For the last month, I haven't logged into Facebook any time, because I don't. First of all, I don't like asking her. Second of all, I don't really want to. For business use, I have a team who are running my Facebook ads. Whenever I, for example, want to put content on Facebook, I just send them a Google Doc with the content, and they put the content. I tell them how much to promote, and all that stuff. Actually, I've figured out a way to be really active on Facebook. We reach millions of people here in Holland with Facebook, but I am not on Facebook itself. I don't respond. My team is doing all that stuff, and I don't. If I had to log in right now to save my life, I wouldn't do it.

John: I do. This might be something that I take your advice on here. It is a big deal. Tell us how you go ahead and have the, make it work with, because Facebook ads, just a little touch on. That's been such a big thing for so many entrepreneurs, leveraging their business.

Eelco: The question is on how do we run Facebook ads?

John: Really think about, what I'm thinking is, not so much the whole campaign. We don't want to go into that, but for many of the businesses, we're in Genius Network together. It's something that I've just started doing. I've really taken the attitude, and I think it's a wrong attitude, so I'll bring it up here for everybody. I've always looked at, I was going to earn the traffic, the people who are coming to you over the internet, through organic means. I would create this great content. We'd do a lot of research. We have a bunch of PhDs working with us. We create these e-books, do tons of webinars and everything. I thought, "Why would I pay for advertising? I can just go ahead and do this." The thing, once you have the systems working really well, the ability to leverage. Facebook seems, Eelco, to be the one that most people are using for many businesses. You're finding that to be very successful, it sounds like.

Eelco: Yeah. We have been doing the same stuff for the last year, so we also created e-books and videos and a lot of valuable stuff. My mindset also used to be, we want to grow in an organic way. We want to really, because those are the most valuable visitors and the best people. For example, one of the big things in our company is that we do webinars. We do webinars to teach people and to sell them our products. If, for example, and I just got off a webinar 40 minutes ago. If we have a webinar, and we wanted to do it with the old list or organic list or whatever, we would have 300 people or 400 people online. Now, just adding Facebook ads, we have 1,000 people online. Basically, we just see it as an amplifier of what we already do.

If you measure well, and we measure well, it's just really investing a lot of money but getting a lot of money back immediately. It's the old-school cash machine. You put \$1 in, and \$4 comes back. How often do you want to invest that dollar? For me, my mindset right now with Facebook is, I think it's a finite moment right now. I don't think that this will work as well as it does today in two years or maybe one year. I don't know when this stops, but the reach on Facebook and the quick reach on Facebook, it's ginormous. It makes a big, big difference in my company. For me, it's just the thing that works best right now. It's like going back ten years in time, and being in the AdWords game again. In the beginning phase of AdWords, if I knew then what I know right now, I would invest so much more money in AdWords than I did back then.

John: I didn't know any of that at all, Eelco, so you at least got some of it. I came in after all that stuff. It's always frustrating. I think this is something that's very important for our fellow

entrepreneurs. No matter where you are, look going forward, because there's always something that was great in hindsight that none of us recognized anyways. I look at it. One of the big things as an entrepreneur I really like to do is take a look at the lifetime value of your clients. Whether you're doing professional services, whether you're doing software or whatever it is, what's the lifetime value of your clients? Then the cost of acquisition.

In Silicon Valley here, if you have a ratio of three to one, lifetime value divided by the total client acquisition cost, you have a really good business. You have a venture-funded business. The reason for it, Eelco, is it's just what you're saying. It's like a slot machine. You can put \$1 in Facebook ads or however you're getting that additional amplification, and that's huge. That's something that I'm just starting to do now. It's like, "Boy, I've got to," that duh moment that I should have done it a long time ago. Let's talk about, as a fellow entrepreneur, one of the things you and I love is not marketing one-to-one. Even though we know how important relationships are, the tools, and you've been talking about it with the webinar, but really having great marketing. Maybe share how, because this is something you've really excelled. How do you have great marketing?

Eelco: With great marketing, one of our beliefs is that if we really want to win from everybody else, we have to become the most valuable player in our markets. We do that by creating the best content, the best stories, the best videos, the best webinars. We're really active in providing a lot of value for free. We reach a lot of people for free. Then, from that, we have offers. We do those offers through, for example, webinars or launches or video sales letters. For me, it's magic to do a sales conversation for an hour or 90 minutes, to 1,000 people at the same time. 1,000 people, that's huge, man. That's a big, big group-

John: Let me just stop for second. For all our fellow entrepreneurs, I want you to imagine, because I do the same thing. I don't do quite that number. I've had as many as 3,000 on a webinar has been my biggest, but typical, they're 200 or so. The reality, how valuable it is to hang out with 200 qualified people or 1,000 people or even 50 people that you're in the comfort of your office or wherever you're recording it, and have their attention. Eelco, this is almost unimaginable. I used to fly around the country, giving, at one time I did 100 speeches in a year. I was sick most of the year. It was wearing, and the whole thing. This is, boy, amazing.

Eelco: We did a three-day event a couple of months ago. We had 250 people in the room. During the event, I also offered one of our programs. It did okay. The difference was, it was a three-day event with all this organization. We get an invoice of \$60,000 for the three days, hotel costs. It took weeks of me and my team, just preparation and everything. Three days later, after the event, I do a webinar, and we closed three times more in a webinar in my sweat suit, for example, than during the whole three-day event. I was like, "Man." Of course, it's important to be in real life, which our customers know, but webinars, it's crazy to me. Even if

it's 18 people online, normally, you have to have a conversation 18 times, for example, for an hour. Now, you do it once. It's amazing.

John: I'm going to go a little further, because I do it a little differently. I do it where, also, some of our webinars are pre-recorded. Last week, I was skiing. We ran three webinars. I'm not sure of the exact number, but probably the estimate, I know how many signed up for the initial meeting. Marketing's all about, in my mind, starting a conversation, particularly at the higher-level pricing points that we're doing. It was worth about a quarter-of-a-million dollars. I didn't have, everything was automated. I'm going, I should go away more often, type thing.

Eelco: It was a good.

John: As we're looking at our fellow entrepreneurs, we're talking about internet fasting, getting away from the just randomness of the internet and taking control not only on social media, but the thing I love is turning social media around. You've done it much better than I, and much better than many, using it to generate people who are becoming aware of who you are, that you can start a conversation and then magnifying this. This podcast is all about accelerating your success. What better way is to have a conversation with qualified people on a regular basis, virtually first. Do they raise their hands along the way? How do they, are you selling them a beginning something, take them along a client path, Eelco, or are you having a larger price point that they start a conversation with you?

Eelco: Yeah. We have different routes that lead to a higher-level customer. We have a \$20,000-euro program. In between, we have a \$3,000-euro program. From that, there's a \$75-euro thing. We have books, and stuff like that. We have different routes that lead to, eventually, a higher price product. We have different types of webinars, different types of offers. We are not really that big into automating all the funnels and stuff. We can grow in that as well, but we have different offers. Not too many offers, so it's pretty clean.

John: We're extremely, we only have really two products that we have. The marketing automation software is just amazing. All this can be automated, and you don't need to know how to do it. There's certainly plenty of people out there. One of the things that I've found most valuable that you do, and we both write some pretty big checks, is investing in ourselves. Just all the connections. There's no way, if you didn't do it and I didn't do it, we would have met. The logic of so many shared ideas and so on. What do you think about your fellow entrepreneurs? Tell them why you make such an investment, not only in money, but you're traveling all over the world at these different events, Eelco.

Eelco: You just have to. You just have to. Every time that I write a big check, something magical happens. For example, my daughter was ten weeks old. I went to Necker Island, the island of Richard Branson. I met with Joe Polish and all the guys. It's uncomfortable to leave

the house for more than a week when you have a ten-week-old. You want to stay at home and all that stuff. It's a big investment.

John: Let's just stop. I want to set the stage, because not everybody's going to know about. This is an event that, I forget his name, Yanik Silver and Joe Polish, I don't know who started it, but with Richard Branson that once a year or so, for a lot of money, fellow entrepreneurs get together for a week on Necker Island and Richard shows up as well, is there usually most, if not all the time. There's brainstorming and everything else. As a young father, just taking the time away, let alone writing a pretty large check. It's easy to second-guess yourself. Most of us would say, "I'm not going to do it." Why did you do that, and then what was the end result?

Eelco: The end result is that we have this communication, because at that island, it's magic. All the people you meet and the connection, it's a small group, 20 people. It's just a full week of great connection. I don't mean just connection like, "Hey," you connect with somebody, really deeper level connection with a lot of great people. Amazing friendships occurred, lifelong friendships, great insights, the big vision. Necker Island is the best place in the world to really think about the business, like where do you want to go, and what do you want to do? For me to take a step at that time was uncomfortable, but it was the best decision ever. I went there twice. Now, I'm in 25K and other stuff.

It's just, as an entrepreneur, and this is maybe the big thing. As an entrepreneur, we oftentimes feel misunderstood, and sometimes, we even feel lonely. To be with likeminded people who play a big game as well and don't judge you on being ambitious or other stuff, it's just amazing. That's what I experience when I go there or when I go to Joe or when we meet or whatever. That's something for me that's priceless, to really feel understood and be with likeminded people. It's not always fun. Running a business is not always fun. There's a lot of challenge. There's a lot of struggles. A lot of people we work with, our, it could be team or customers or whatever, they maybe not understand you or whatever. To really be with likeminded people is something that you really can't put a price tag on, in my opinion.

John: I agree. I'm in four mastermind groups and write over six figures in checks, the low six figures in checks. It's been one of the best investments I've ever made. The networks that come out of it, the relationships, the ability to reach out with fellow experts who are going through the same issues. None of us get through life unscarred. As entrepreneurs, we've got more scars than most people here. Let me change, and go to a new segment. It's the book of the day. Eelco, you have a different book that nobody else has ever brought up, which I think is a great one. Why don't you share what it is?

Eelco: I'm a big, big believer in journaling, so this is the book of the day. It's a journal that's, and my advice is always to buy a big journal so you have a lot of space to write in, and to

have white pages in it. We, as an entrepreneur, especially when you go to seminars or you're listening to podcasts or watching videos or whatever, we oftentimes have to take notes. It always, it pains me to see people taking notes on just paper or whatever, because we have these great insights. I think we should really put them in great journals, so you can build your own library of your own wisdom. For me, this is a part of my legacy. I really hope that my son or my daughter, later on, they will read my journals. That's something that I love.

I love writing in my journals and re-reading my journals. Whenever I'm in a tough time, a tough period in business or whatever, I go back into my journals and I go back through the moments when it was really tough. Then I see it. I'm like, "Those were big deals at the time. Those were big problems in my mind. If I look at it now, it's like, 'It's no big deal.'" It's just valuable to write down all your great ideas, your frustration, inspiration, even your to-do's or your quotes or whatever, and build your own legacy and build your own library.

John: I do the same. I actually transfer it over to OneNote. Some of the people do it with EverNote. As a matter of fact, I think you can see that. If you're watching on video, this is a 2016 journal from Abundance 360, which is Peter Diamandis' mastermind group that I was in just a couple months ago. I was just going over it, because out of that, there's some large opportunities that we're working on putting together. I'm going over all my notes this morning. There's so much value there. It brings you back in the meeting, and how it comes together. Let's go to the next segment. It's the Application of the Day. As running all these software companies, using the internet, what would you recommend to your fellow entrepreneurs as the Application of the Day?

Eelco: The Application of the Day is none, because we're not alike in this way, but I really don't like to put more apps on my phone. I don't like to put more distractions on my phone. I do like apps like LastPass, but, for example, I don't have Gmail on my phone. I don't have Twitter, don't have Facebook, don't have Snapchat. All that stuff, I don't have it on my phone, because I don't want to be restricted by apps. I like LastPass, but that's about it.

John: I'm going to go. It's kind of funny. Yesterday, by accident, one of my administrators turned off my LastPass. It was canceled, the account.

I'll tell you, LastPass is a password, LastPass, I forgot the other one. There's two big competitors, LastPass I would recommend strongly, as you would, Eelco. What you don't realize is, when it's not there, it was like, "Whoa." Fortunately, LastPass, unbelievable support. They turned it back on as soon as it went. I'm going, "Aw, I've got to build a thousand passwords type thing." There was a moment of panic. Yeah, there's some great tools. One of the things that we get so carried away with is having the latest and greatest technology. One of the things I just love about technology, it's all about facilitating.

Let me do the 'wrap this all up' here, and the key takeaways. Eelco, these are some great things. I want to make sure everybody got them, because they're so important. This is all, as entrepreneurs, we want to have this accelerated success. We want to make a difference. We want to serve our clients, our customers really well, no matter what the business is that we're doing. This is what's great about capitalism. By doing well by someone else, we get to do well. To do that, though, we've got to design our life on purpose. This is one of the things that really brought Eelco and I together. By no means, I don't know about you, Eelco, but I know I don't have the perfect life. You could ask my wife. It's not quite perfect, but I'm working on perfection along the way. This is something we all are doing.

One, the internet fasting. I just love that. It's so powerful, because it's so easy to get distracted. When I look at the statistics of the amount of time the average person is spending just surfing the internet, really, being not productive. The internet is one of the best tools ever made. It may even be the best tool ever made, for leverage, and so on, but it can also be disruptive. Make sure you're using it effectively. Same with social media. What a contrast. Using Facebook for wasted time, nobody posts anything bad on Facebook. Everybody's got the perfect life on Facebook. A lot of wasted energy, and not reality. At the same time, what's going on is the ability to use that to amplify, as Eelco talked about, amplify whatever your messaging is.

Really, this is where we met. Both Eelco and I really love marketing. This is because, if you're going to deliver something of value, you've got to let people know that you're there. Great marketing, the ability to leverage it with technology today has never been better. All the webinars are one of both of our favorites. Obviously, podcasts, but any kind of content creation where you're really talking one on one, but to many. It can be ten, hundreds, thousands, even millions in some cases. To have this all happen is, you've got to invest in yourself.

This is, I just want to keep on encouraging everyone to be in a mastermind group of people who are, quite honestly, doing better than you. We're all on the journey together, but that are really, if you're the top person in the group, then you're in the wrong group. You don't want to be the top person. You want to be really learning from each other, sharing, and just over the years, that's been one of the most valuable things I've done in business. Eelco, I want to thank you again. This has been phenomenal. Continued success, and I look forward to seeing you at the next mastermind group!

Eelco: Thank you so much for having me, and it was amazing. Thank you.

John: For everybody out there, remember AESNation.com. You can go see the show notes. We'll have the transcription. Some real pearls of wisdom. Put them in place. Your clients and all those future clients are counting on you. Don't let them down. Wish you the best of success.

A Second Opinion on Your Finances

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

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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 has the ability to 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.

[Find out more about how Financial Advisor Select can help you and your family.](#)

Why do we offer this service? Because at Financial Advisor Select, we have just one purpose: to help successful individuals and families achieve financial peace of mind by connecting them to top financial advisors in their communities. We look forward to assisting you.

Best of success,



John Bowen
Founder and CEO
Financial Advisor Select