



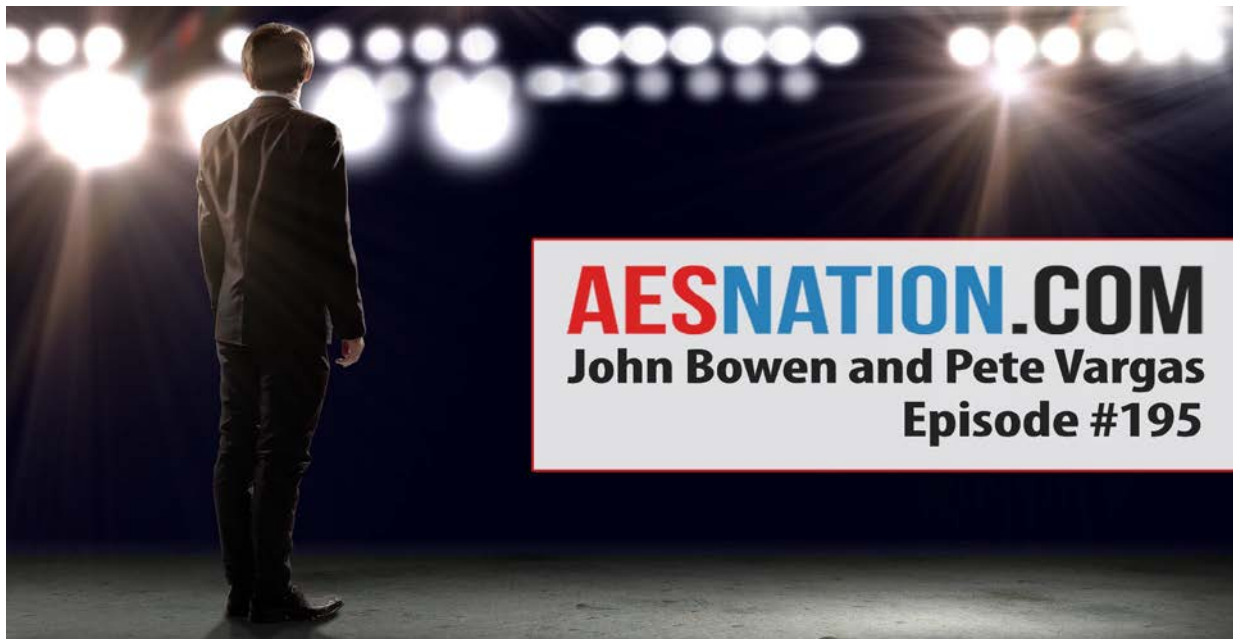
AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
195

Pete Vargas

Show Notes at: <http://www.aesnation.com/195>



Dear Fellow Entrepreneur,

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: Wow. Do I have a special treat for you. I'm really excited about this because one of the biggest challenges we all have is getting our message out to the right people. Huge challenge with all the noise out there. How do we rise above the noise and really get in front of the right perspective clients or customers that we know we can add so much value, tremendous value, and if we can deliver that value to the right person, we get to do extremely well and all of our stakeholders do well. But then again, there's all that noise, and we hear how we do this marketing, that marketing.

Well, I've got something for you today, that I think may be your missing element. I know for many of the top entrepreneurs that I get to work with, they're not using this effectively. When I met this young, remarkable, entrepreneur, I go, "Pete, I need you at my mastermind group. I need you coaching me and I need you on AES Nation." I'm John Bowen, you're at AES Nation, it's all about accelerating your entrepreneurial success, and you don't want to miss this episode. Stay tuned.

Pete Vargas, I tell you, I am so excited to have you with us. You heard the introduction, I think you're the missing little element that's going to help so many fellow entrepreneurs really do well. First of all, thank you for joining us.

Pete Vargas: Hey, I'm excited to be here. Thank you, it's an honor to be on your show today.

John: Well, this is something ... You are ... I was at Jayson Gaignard's mastermind talk, you and I were there. Pete, you and I hadn't met before. I can still remember all the gurus and your audience and all these top speakers, and we're all blown away with the message of how you could really ... You're sharing with us, who are supposedly doing this great job of getting our message out, something that we had not really thought about or hadn't been as systemic as you are in advancing our reach by using many platforms, the right platforms. As I said in the introduction, I don't know if you remember, I cornered, I'm a pretty big guy so I shoved the elbows a little bit and just said, "Hey, we've got to talk a little later today, make sure we put this ..." and over a drink, we did.

Pete: Yeah.

John: But, I want to share that with all my fellow entrepreneurs, but before we do it, because you've got a little bit of a checkered past, how you figured this all out with the ... I mean this by checkered positively, too. You've really made a big difference in a lot of peoples' life, and then you saw your calling. Why don't you give us a little bit of the background Pete, of how you got to this? And then I want to go into the big five lessons that you can share with the fellow entrepreneurs so they can accelerate their success.

Pete: Yeah, the big five are completely connected to the background, so I'm glad that you asked that. I'm so honored to be here today. I really believe by the end of the time that we can help your audience, John. I want to make a really bold promise today. I believe that we can help your audience grow their businesses significantly with the big five that we're going to talk about here in a second. But the background is how I figured out the big five.

My background, as you know, as I shared at the event, is I came from a broken family. Early on, mom and dad, my earliest memory was my mom on one side, my dad on the other, and there was a tug of war going on. They were yelling and screaming at who was going to keep me and who was going to keep my sister that day, because they were splitting up and divorcing. My dad won me that day in the intercity. My mom won my sister, and the next 10 years just began an extremely abusive relationship with my father. A both physical, verbally abuse relationship with my dad.

Finally, his mom said, "Enough is enough, you're coming to live with me," and so my grandmother in West Texas, small little town called Hereford, Texas, took me in and she raised me. She raised me. My dad came back into my life in my teenage years, and we tried to make everything amend. We tried to make things right with my dad. We took him to church, we got him counseling, him and I went through counseling, his seven siblings would constantly tell him that he needed to make things right with me, and nothing worked. We just said, I was like, "Nothing's going to work." It's a lot like an entrepreneur journey. You just think, "Something's going to work, something's going to work, something's going to work," and nothing worked.

I went off to college, and I shared this with you. I might not have shared this with you, but I thought I was going to be the next Jerry Maguire, because growing up, athletes influenced my life. All of my private passwords on all of my big accounts are actually my favorite athletes, and I shouldn't say that probably here, but athletes made a big difference in my life, and they were very influential. They gave me hope, they helped me dream. I thought I was going to be the next Jerry Maguire. Long story short, John, I found out I have to go to law school in order to do that, and I was like, "Nope, I'm not going to law school."

So, I graduated college and I had two opportunities. I had the opportunity to go back to Dallas, where that experience with my mom and dad took place, great corporate job, six figures, and go and work and starting off well as a 22 year old, 23 year old. Or, I could go to Hereford, Texas. I got a call from my youth pastor, my pastor, and he said, "Pete, I want you to come back and take over as youth pastor." I said, "I have no bible training, I have no theology training," but he said, "I know that you'll just come on and love on kids."

So I went back to Texas. I don't know how I made that decision. 18,000 dollars a year as a starting salary, back in '03, and my first Wednesday night there were three kids there. Three.

I was like, "Wow, I got a long train ahead of me." So, we made a decision, as us four, it was Jory, Mackenzie, and Stacey. We made a decision that we were going to build this youth group, and we made a decision that we were going to bring in speakers, entrepreneurs, we're going to bring in all these people to come share with the kids, and that was going to grow our youth group.

John, I brought in all these speakers. I brought in financial advisors, business owners, CEOs, health and wellness, Super Bowl MVPs like Larry Brown, Chad Hennings from the Dallas Cowboys, Rick Rigsby. I brought in chaplains. I brought in everybody. I didn't just bring in pastors, because I wanted my kids to understand the power of being a giver. I wanted them to understand the power of having financial responsibility. I wanted them to understand the power of believing in themselves, so when everybody said they can't do it. I brought in all these speakers, and little bit little our youth group grew from three kids to 750 kids, in a town of 10,000.

When I went to the board and I said, "I want to build a youth facility, and our kids have raised 10s of thousands of dollars, but it's going to cost us a million dollars to put this amazing youth facility here in Hereford, Texas. The board, 100% approval, said yes to it. Because my kids have learned how to be givers, and our church was an incredibly giving church. We were growing and everything was happening, and then I brought in a speaker who changed my life forever.

His daughter was the first girl killed at Columbine in Colorado in 1999, and he came and he spoke to the kids that day. He was like the 25th speaker that I had brought in. He shared his message, and he said, "Pete, I", or it felt like he was speaking to me, but he spoke to the crowd and he said, "You never know how long you are going to be here, and you never know how long your loved ones are going to be here," he said, "I want you to go home tonight, and I want you to tell five people in your life how much you love them." I thought about my grandmother, and I thought about who raised me, and I thought about my best friend Tyler, and I thought about my girlfriend now my wife Kim. Then he gave that little dagger. He said, "Some of them you're not in good standings with."

John, I had not made amends with my dad. I knew I had to go make amends with my dad, but I was too prideful, so I brought him back to the parent event that night. He was like, "Listen, if you're not in good standings, bring them back tonight to the parent event." So I brought my dad back that night. My dad heard the presentation, and I feel like perception is reality. I feel like everybody in the audience was hugging their kids and grandkids, and asking them for forgiveness, and telling them they love them, and doing everything that you should be doing after they heard him speak that night.

I feel like my dad was the one in the crowd that wasn't. I know that's not the case, but it felt that way. It's like our entrepreneurial journey, you want to give up right there, and three weeks later I got a letter in the mail. It was from my dad, and it said, "I'm sorry for the father I've been. Here my son is having an impact on hundreds of kids lives, and I can't have an impact on my only son's life." He asked me for a second chance to do things right, and he told me he loved me for the first time in a really time.

What did I do? I called that man, Darrell Scott, and I said, "Darrell, why aren't you sharing your message with everybody across the world?" That speaker who came into my town. He said, "Pete, I have no idea how to get my message out there." He wanted to impact education, and he wanted to impact corporations and the culture within those two organizations. I was a young, naïve 23-year-old John, and I said, "You've come to the right place because we're going to figure it out." I'm really happy to say, over the last 13 years not only have we booked 25,000 stages across the world, those stages have led to 10s of millions of dollars of products and services that have come as a result of the stage. That's my backstory.

John: It's a really powerful one, Pete. I'm fully engaged and I've heard a couple times now. With the group that I was with, all these seasoned, big time marketing CEOs, entrepreneurs, it really resonates because you've been in the trenches, you made a huge difference in those 700 kids' life. I'm sure every one of them remembers and speaks of you fondly, the difference. That the exposure that they wouldn't have gotten in that small town, without you, and now ... One of the things I love is what you did for Darrell, you're taking and helping other people get that message out and you built the systems out of all these years of experiences.

Why I wanted to have you on, and I feel this is the missing element for all of us out there, is that many of us are thought as leaders in our industry, maybe even thought leaders. We've published some books, we've given a speech or two. But we really haven't gotten out there, and we haven't expanded our reach. We're certainly good on one to one, but with today's tools and today's platforms, the difference we can make is just so huge.

Pete, let's dive into that because you are the man that does that. I want to start ... At the end of the day, we want every one of these entrepreneurs that we have the privilege of hanging out with to make a big difference, because we knew they can. Just like you were doing in your small town in Texas, that I'd like to believe I'm doing as well and we're continuing to do, and we're on a journey together.

The number one thing though, and this is something I find to be unbelievably important and boy, we've put as number one of the big five and you demonstrated too. You're walking your talk. The importance of your story. Tell us why that's so important, because so many people say, "Well I don't have a story," or, "My life is boring, and I don't have anything." How can we help out fellow entrepreneurs?

Pete: Yeah, so, John, I want to give a couple of thoughts here. With entrepreneurs, whether you're a solopreneur or you have lots of employees, I want to help you out with this. But before I do that, John said something really, really incredible. We helped 700 kids through speakers coming in and impacting their lives. We built up this group to 700 kids. Those three girls, I have officiated two out of their weddings to this day, and the third one hasn't gotten married yet. But when she does, I know she'll call me. It's really special. But now our mission has shifted. It's ironic because John I've never seen this until you said it, we now are wanting to reach 70 million people on an annual basis through your audiences' messages being out here in front of them.

In order to get out there, you've got to be able to tell your story. People are scared to tell their story, and you've got to be able to do it in a way ... I have, I believe, a proprietary process and it's called the story braid. I believe if you use this with your children, you use this in your marriage, if you use this with your business, I believe it's powerful. I think it's transformational. It's a really simple format, it's a four-step format. People don't care how much you know until they know how much you care. People will forget what you did, people will forget what you said, but they'll never forget how you made them feel. Maya Angelou.

I want you to know that if you want to design a way ... Here's the thing. I want you to design, first off, I want to squash the misconception that you don't have a story. You do have a story. There's a story of your entrepreneurial journey. Nobody's entrepreneurial journey is easy. John's sharing some of his personal stuff with me before, and I'm sharing some of my personal stuff before this interview. We all have challenges that we've been through. All of us have. Maybe your mom and dad weren't doing tug of war with you, but I want you to know your entrepreneurial journey, I know, hasn't been easy.

It hasn't been seamless, and those are the things that people want to know. They want to know the real story about you. They want to connect with you. They want to know a couple of things. They want to know that you know how they feel, and that you have just figured out something and they want to understand the gap of how to get where you are at, or what you've done, or what your company's done.

We believe in the story braid format. When you're telling your story, if you can build it this way, there's four pieces to it, you start with the heart. You start with the heart. You connect with the person's heart. Human connection is the first piece. Let them know about you. Let them know about your family. You know who's out here? My son Keaton, my daughter Mia, my daughter Emma. All three of my kids, all of them adopted. Let them understand who your family is. Let them understand who you are. Let them understand about your company. Connect with them, then share a little bit of your journey. People want to know your journey.

Great movies understand the hero's journey concept, but us as business owners, we forget to tell the hero's journey story.

I believe the second piece of that opening heart is telling your journey. Talking about the struggle. People like to know the struggle before they know the successes. They like to know that you walked in their shoes, but you've figured out a solution. See, when they know that you've walked in their shoes but you now have a solution, they are more willing to listen to understand how you got to that point of the solution. That's the only thing. That opening heart, John, is a really, really critical component.

The second piece of it is now that you've opened up their hearts, I love to go, their minds are wide open to listen. You can tell them what you want to tell them. I love business owners to talk about their signature company process. The signature process in getting the results that they've gotten in their company. That's what I love. I love when they have a proprietary process that is their signature company process, because, John, I'm going to share something on the backend of this that's really powerful, but if you can get your company's process style, then, "Pete, what's my company's process?" It's how you get the results. How you get the successes. How you went from understanding where they're at to where they want to be. There's that gap. It's your signature process. That's the piece that you want to teach their minds. Mine is story, and you'll hear the other two pieces of mine here in a second. But that is the second piece. Now their minds are open because you got their hearts, teach them your signature process.

The third piece is I want you ... The hands. The hands. It's called a call to action. Get a call to action for them. I want you to get the call to action for them. For you, I want you to get them a quick win in their life, and here's the biggest part. I want them to go deeper with you. Because if they go deeper with you, you will change their lives. There needs to be a call to action as you're sharing your story, whether it's on video, whether it's in media, whether it's on T.V., whether it's on the radio, whether it's in person. There needs to be a call to action, so the hands are critical. Great speeches without a call to action are not doing the people justice.

Then the fourth piece coming back is closing with the heart. Open, looping your story on the front end, and close looping it on the backend with the story. I'm not going to share it at the very end today, but I'll tell you how I close my presentations. You saw how I open it, but I close it by talking about my dad today. He got remarried about 10 years ago to a lady, and at 49 and 48 she got pregnant and he had another son. When I went back to meet my baby brother for the first time, my dad walked me out to the car after I saw him and I saw something different in his eyes that weekend.

As my wife got in the car, as we were coming back home to Colorado, and I was getting in the driver's seat, my dad pulled me aside and he said, "I want you to know that you'll always be my little boy, but I feel like J.T. is my second chance to get to do things right." Then I go on to tell the audience, "You see. Not only is my dad getting a second chance with J.T., the dad that I talk about in the past, my kids can't wrap their heads around because they know Grandpa Pete in a completely different way today. It's only because of the power of somebody getting their message on a stage.

That's how I close my presentations. I open loop my dad's story, but I close loop it with where me and my dad's relationship is at today. That's how you finish a talk. Here's what I want you to know. Heart, head, hands, heart. That's the story braid process. Here's the beauty. The beauty is that if you can frame the talk like that, your company can create a talk that all of your employees share. You see, the organization that we worked with, Rachel's Challenge, they had 50 plus different people sharing the same talk to the general public out in the market.

Because they used the framework that everybody shared the same company propriety process, we just personalized the heart a little bit on the opening and the closing, to make it a little specific to the individual sharing it. Why they cared about being a part of this organization. But whether it's you or all of your employees, if you can design your story in that way, you can then rally the troops to get behind you and share it with the masses. I love when organizations do that. I love helping organizations do that. John, if your audience can dial into the story braid process, they are going to be able to tell their story in a way that compels people to want to go deeper with them.

John Bowen: Let's take a little further, too, because this is just so powerful. I am such a big believer in the power story and what I loved was how you've mapped it out. Most people have heard the story, being authentic and all that, but as entrepreneurs we want to connect with people logically. We've got this great solution, and we forget that people connect with us emotionally and justify engaging us or purchasing with a logic. You've got that mapped out.

I want to come back to number two, and I know we're tight on time so we'll honor that-

Pete: You're okay.

John: Okay. Is number two, the power of stories, or of stage, I'm thinking of the story we're going to have on stage. But the power of stage is just so powerful and this is something you've ... I've had the benefit of being on stages up to, I think the largest is 6,000. Really, being in front of the right 10 can be amazing. Tell us how ... We've got our story now, we're ready to go, where do we go?

Pete: Yeah, so the power of stages ... I believe people are one stage, or one association away from their business catapulting significantly. Here's the power of stages. There are 35,

and John I want to give this as a gift to your group, there are 35 different online stages you can be on, and 35 different offline stages that you can be on to tell your story. Yes, you heard me right, there's a combination of 70 different stages that you can now share that story on. If you share your story in a compelling way that we just taught you, people are going to want to go deeper with you.

Here's the brilliance of what we've done for 13 years is I've spent 10,000 hours on the phone with meeting planners and people who control these stages. Belo Corporation, who controls media stages, and radio stages, and local stages, and webcasts, and trainings. I don't want to get into all 70, because I won't tell you them all, but I'll just give you all 70 of them. If you can just identify the five stages, maybe 10 that make most sense for you as a business owner, for you and your company to go tell your story on, and you can systematically start getting on those stages, you will see exponential growth in your business. Period.

But remember, you've got to be great with telling your story. If your not, John and I have seen some of the greatest speakers, but the majority ... There's a lot that we haven't seen that are great. Here's what I would tell you. There's a combination of 70 different stages, John, and if they can identify 5-10, I'll give them the combination of all 70, explain all 70, it's my free gift to your audience. Then, I hope that's okay. Just because I can't go too much into detail, is that alright?

John: Yeah, the one thing is we're trying to design it for a California drive, and sometimes it can be long, but 70 might be too many. We'll make sure they got that.

Pete: It's about a five-page document, and the first three pages are dedicated to explaining the 70, and the last two pages are dedicated to new inventory. Which 5-10 do I need in my business? That's what I would encourage your listeners to do is, what are the 5-10 stages that you need in your business? Then, you need to put a systematic approach in to winning those stages. A systematic approach. How do you begin to win those stages so you can share your story, your company's story, on those stages? That's the second piece of it.

John, just because of time, I actually have training on how they can land those stages. That's our brilliance, that's our genius, the things that we do can help them do that. But also, there are 10 steps to winning those stages, and I'll make sure and give your audience those 10 step training as well, so they can begin to win the stages, because I want them on stages.

John: We'll go ahead and put that in the resource section at the end of the podcast. Everything, again, will be above me, AESNATION.com. This is really powerful. We've got our story, we're now getting on stage as in ... One of the things that every entrepreneur wants to, almost everyone, 94% on our last survey, they want to scale up their business. How do they

truly scale up their business? It's nice to, okay, I've got a story, I'm getting on some stages. What difference will that make, Pete?

Pete: Here's what we begin to see. You're good on stage, what we want you to do, there's eight different ways that you can scale past the stage. We don't want people to do all eight of them in their business, we want them to have two or three, that's it. Most of the people in this crowd, I know these listeners, they have it. They have services. They have coaching and masterminds. They have products, physical or digital products. They want to speak more. They want to do training and consulting. They want to raise funds, whether it's for-profit or non-profit. They want to, and I'm going through my whole diagram, there's eight different ways that you can scale past the stage. They want to raise sponsorship money. That's the seventh one. I'm going blank on the eighth one, but there are eight ways you can scale past the stage.

The beauty of the stage, what you can do in 60 minutes, expedites in 18 months, sometimes a 12-24 month sales cycle. Yes, you heard me. I think about some of the people that I've done business with that they took me a year to two years to earn my business, because I just wanted to go through all the loops and all of that, and make them earn it. But the people who've moved me from a stage in 60 minutes, it'll expedite a 12-24 month sales process because they connect with you, and they hear you and they experience you. Here's why I care about that. I want a stage to be worth 10s of thousands, hundreds of thousands, and even millions of dollars to you, because what happens is when you have those areas of scale, John, you put a system in place to lead collect. You should be lead collecting 70-80% of your physical stages.

Then, you begin to nurture those leads into the services or the things that you provide past the stage, which then makes that stage worth a whole lot of money. My physical stage that I'm on nowadays, John, is worth, I call it stage value indicator. Our physical stage, I'm not a professional speaker, I speak because I want to be able to scale past the stage with my message. I want to shorten that sales cycle. We'll see six figures pretty consistently on every physical stage that we have, and not as high as in the digital, but our digital stages see quite a bit as too. They see five figures. Why's that important? Because stages are a way to allow you to expedite the sales cycle and grow your business quickly. That scales the third area, that I believe speaking as one of the most powerful ways to scale your business.

John: I've got to tell you Pete, I've had the experience too and we would always consider six figures as we do the speeches. That's our goal. I've got to tell you, one time, we hit two and a half million dollars of revenue was generated out of one event.

Pete: One event?

John: One-hour presentation, too. Don't even ... It was a relatively small audience, but it was a very powerful audience obviously. Certainly, on the electronic, I've had a low six figure, but more typical five figures there as well. This is just ... If you want to scale up your business, boy, this is just so powerful. Let me go though, and this is one that, it's always hard when you're walking the path by yourself. Number four is the importance of a mentor. Why is that so important?

Pete: I couldn't have done this journey without mentors in my life. It goes back to Garth and Tyler Merrick, and Garth and Tyler Merrick see me as the entrepreneur ... Garth is the guy who owned the company called Merrick Pet Foods. Beef N More. It was acquired and bought by one of the big companies, I think Nestle bought it, I could be wrong. I'm not sure who bought. But they were the first entrepreneurs in my life. They saw something in me and they spoke it into my life. I learned so much from them, and they were the first mentors in my life. I come from the Cutco world, I had Cutco mentors in my life. Then I had spiritual mentors in my life. Then there's just along this journey, I could tell you mentor, after mentor, after mentor, and maybe the reason why it's so deeply convicted in me, is because I didn't have a good relationship with my parents growing up. Now I do, but it's because of mentors in my life that I've progressed.

One of the things I do every year, John, is I make sure the critical areas in my life, I have somebody speaking into that area. One. Just one person. Because you don't need lots of voices, because they might be contradicting and confusing. Pete, every year says, "Who is speaking into me spiritually and around the Word of God? Who's speaking into me financially? Who's the person speaking into my physical health? Who's the person speaking into my business? Who's the person speaking into my marriage?" Sometimes, I have mentors that cross two lanes, that they're really good at two lanes.

But I really want to encourage your audience, what are the areas in your life that are super important to you, and who's speaking into those areas in your life? Whether it's directly, or even indirectly. There's people out there that indirectly ... John is a great example of that. Maybe he's not speaking into your life one on one, but through this podcast and through the programs that he does. Him speaking into your life considers him one of your mentors. I believe mentors are critical, and to be even more intentional, go identify the areas of your life that you care about the most, and make sure there's a mentor in that area.

John: This is something I've followed religiously in my profession career, too. It's just made a huge difference. Let's wrap up the big number five, and it's just one word. Believe. Why is that so important to you?

Pete: Belief is so important, and belief is so important that we, as business owners, believe in our dreams and believe in our people. Believing in our dreams and believing in our people

are critical. I cannot convey that anymore than Wimbledon this last Sunday. If you don't know tennis, I know you know Roger Federer. He's probably one of the greatest tennis players to ever play the game. A year ago, if you listen to Wimbledon a year ago, the announcers were saying, "He's done. He's old." Him and Tiger. Hey, it's not for personal issues like Tiger, but he's basically come to that point in his life where they're like, "He'll never win another Major. He'll never ... He's done. He's done."

What did Roger do? He took six months off. He told us in his post-game winning Wimbledon last week what he did in those six months. They said, "Roger, what was it that made the difference? Where a year ago, people thought you were done, and now all of a sudden this year you haven't just won one Major, you've won two out of the three that have been played this year." He said, "I just sat back and I began to believe in my dreams, and I began to believe in me, and my team believed in me, and my team believed in my dreams, and all of a sudden I just began to weep and cry, because it's the people in my life who believed in me the most, and it's the times in my life where I believed in me the most when I had the greatest impact." Which ties back to those mentors.

Make sure you have people in your life believing in you. Make sure you have a practice every day to believe in yourself, and then finally, if you don't do this third one it's like the law of reciprocity, make sure that you're believing in your people. Believe in them and show them that you believe in them. John, I think that's a critical one, and I don't think there's any more of a beautiful picture than seeing Mr. Federer talk about that this last week at Wimbledon.

John: I didn't see the tournament, but I did see his response to the win that you just shared. This is why one of the things we want ... If you just will believe in yourself, you can make a huge difference, and we all need different ways to get there. He showed us one way that's very, very powerful. Let me go, Pete, why don't we wrap up. I want to go into resources and I know there's going to be other entrepreneurs and putting up your website, advancemyourreach.com, this is one ... I just love the message right in the beginning. Monetize your message and make an impact. That's what we're talking about here, Pete.

How can people reach you and get the resources we promised, as well as ... You've got a powerful, matter of fact, I just committed to going to your two day program as well. Because, I think my top year giving presentations about a million and a half, two million dollars from just the speeches. Not the backend, the speeches.

Pete: Wow.

John: I think pretty good after watching your presentation and it's confirmed in the podcast today, I'm going to be there in August, because it is just ... it's usually those little nuances that can make a huge difference, but how can our audience really find out more about you, Pete?

Pete: Yeah, so, if you go to advanceyourreach.com, my passion and my desires to help entrepreneurs get their message out in front of more people and be great when they do. Be great when they do. If you go to advanceyourreach.com, I want you to just look around. The two things that I feel like we can for your audience, John, is number one, if they want their story built out as a solo story or as a company story, we're great at that. I'm talking about the whole process. A lot of people will just talk about story, and it's important, but I'm talking about that whole story braid process. The heart, the head, the hands, the heart. That whole process is critical.

Then the other thing that John's coming to that I'm excited, we have a predictable campaign, which I'm going to include in the notes for John, we have a predictable campaign to get you on stages, and we have 15 entrepreneurs joining us. We almost have to do it every single month now because it's the most popular thing that we do, and people can look at that on our page, the Stage Execution Workshop, we do it about once a month, once every 30-40 days, of helping people get on those 70 stages. The 5-10 that they want to get on, not all 70 of them, but the 5-10 that they want to get on.

If people check there, and if anybody has questions, John, they can email me. Pete@advanceyourreach.com. Pete, P-E-T-E at advanceyourreach.com. Myself and/or my assistant will take really good care of you. If there's any questions of how we can help you really advance your reach in your company and in your journey here.

John: Thank you, Pete. This has been invaluable. Let just summarize it real quick. My key takeaway, is I think there's no question there. Everybody can see those big five. Importance of your study, not only did Pete share how important it is, but he demonstrated it. There's no way that you're going to forget Pete. Pete, you're going to share ... As we talk about Pete, he precedes himself in the sense that, I'm going to tell the story about describing Pete verses this abstract business model.

This is where it becomes that emotional connection that authentic that's so powerful, and the power of stage is ... There's just so much opportunity out there to get out and scale up, number three, and we want you to do that. The importance of a mentor, get somebody that's walked the path in each of the areas that you want, and then believe in yourself, believe in your team, believe that you can make a huge difference. Go do it, your clients, your future clients, they're all counting on you. Don't let them down. Wish you the best of success.

A Second Opinion on Your Finances

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John Bowen
Founder and CEO
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