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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE **29** **Tom Incledon**
Show Notes at: <http://www.aesnation.com/29>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we have real challenges. We're asked to perform everyday in making a huge difference. It's kind of like athletes. But there's a difference. Athletes train 90% of the time and perform for maybe 10% of the time. We, as entrepreneurs, all too often, train? Not so much. It's 100% performance. And we're asked to do some really heavy lifting. And I have a specialist both in the athletes, trained as one of the top athletes in the world. As a matter of fact, he holds many of the world records in lifting including a dead-lift of a 17-ton truck, so this is the combination of not only heavy lifting as entrepreneurs but more importantly, how we as entrepreneurs can perform at these high levels so that we can make this huge difference in the world. You don't want to miss this. Stay tuned!

Tom Incledon, I am so excited to have you here with me. One of the things here in Accelerating Entrepreneurial Success, we call AESNation.com, is we want to help people, not only entrepreneurs, not only who do great in business but have great lives. And what's more important than having great health. And you are a guy that is living the talk and making a big difference. So first of all, thank you for joining us through the magic of Skype here.

Tom Incledon: Thank you for talking with me.

John: We have a very good mutual friend, Dan Sullivan at Strategic Coach and Dan is the number one coach of entrepreneurs really in the world. And I really respect his opinion and you and I met through Dan and you are doing some pretty amazing things to help people like me and others, our fellow entrepreneurs to really do well in business. But this isn't something that most entrepreneurs even think about. What is that you really do?

Tom: Basically, I help people and the way that I help them is I measure things inside their body and we find out things that's going on inside of them that no one else can find. And then we give them really clear advice on what to do to make everything work better inside. So it will basically involve [distorted] blood, analyzing it, all kinds of different molecules like vitamins, minerals, amino acids, fatty acids, hormones, inflammatory [distorted], a lot broader spectrum of things that might get or go into your general practitioner or hospital.

John: It's so important. Recently, with all the changes in healthcare here in the U.S., I recently used a concierge group and they're affiliated with the Cleveland clinic and doing all my blood work. And they found some things that I hadn't seen before and we're doing more and so on. And that's why actually where Dan said "Hey, reach out to Tom because he does this stuff and understands." As entrepreneurs, so often, many of us are getting holder. We got to continue that pattern. What are some of the things as baby boomers, whether they're at the early stage or late stage of the boom cycle, we want to be sensitive if we're going to be performing at a high level?

Tom: First, making sure you're getting really good sleep because there's all kinds of risk factors for diabetes, heart disease, and arthritis. Typically, the way to treat is to treat it at a [distorted] tissue, meaning "Okay, so blood sugar's high so the doctor's going to put you on some medications to help stabilize the blood sugar." But there's some excellent data that shows if you're not sleeping well, you're going to have an increase in hemoglobin A1C and it may not be directly due to the fact that the blood sugars are getting out of whack. Those are side effects. You could just get better quality sleep and after that keep you out of medications.

In terms of directly measuring things in the blood, I focus on things that we cannot produce first. It's a very different approach than what most facilities focus on.

John: So when you talk about that you focus on things that we can't produce. What does that mean? Help me better understand that.

Tom: For example, vitamins, minerals, essential amino acids, and essential fatty acids, we don't produce those substances. We have to get them from outside the body, whether it's eating food, whether it's taking supplements, whether it's intravenous fluids, but somehow we have to get these nutrients from outside the body to inside the body. And when you're well in those things, it has like a negative downward spiral over all kinds of other substances pretty well.

So for example, we hear a lot about how testosterone declines with aging and my data doesn't support that. My data shows that if I get 90-year old men healthy, their testosterone levels are much higher than guys in their 40's and 50's. So if we restrict the age, then there should be no way that 90-year old men get higher testosterone levels than 50-year old men. Yet when we work with guys, we find a lot of times, we find exactly the opposite.

John: I love what I do. I'm passionate about what I do and as we build these great platforms. We've got great businesses. We're doing really well. but one thing we don't want to do is leave it. And the classic retirement that fifty-five retire early. I've had friends who do that. I'm 58 and I go, "Aw! Awful." I don't want to play golf five days a week. "I have a hard enough time playing it once"-type thing and I had a good fortune to talk yesterday to a former CEO of one of the Fortune 50 companies. He's 83 and he was running a two-day workshop on leadership and he had the energy, Tom, to really make a difference.

It was so inspiring and you know Dan Sullivan well, and Dan is committed to me. We're doing a lot of things in partnership and he's 70 and he's got a 25-year plan and he's saying you're one of

the guys helping him keep that 25-year plan. And that's not to live 25 years. That's the effective for the next 25 years in business. How do we do that? As entrepreneurs, we all want that now.

Tom: So a part of it is a lot of people come in and look at health as an expense as opposed to repackaging that and shifting your mindset that health is an asset. When you're healthy, life comes easier to you. You don't stress as much. You sleep better. You physically move better. You sexually perform better. Pretty much everything that every guy wants is easier when you're healthy. And it really isn't that difficult to be healthier. You just need to know what to do. And in order to know what to do, you just need to have objective measurements that guide you instead of guessing.

Every good entrepreneur has metrics. They have objectively defined verbose that say "What's the return on my investment when I'm doing this project, service, product?" Yet when it comes to our own health, ask the guy, "What's your total cholesterol?" Almost no one knows that. Now go deeper and ask him, "What's your oxidized cholesterol and oxidized LDL?" Almost everybody goes, "I never heard of that." So if you've never heard of critical things that could determine if we're going to live or die, how could you predict if you're going to be healthy long term?

John: Not surprisingly. As I'm getting a little older, I'm a little bit more interested in all this stuff. Things don't quite perform at the level they once did and then running at a 7-minute pace doesn't happen anymore. But having the energy to be fully engaged as an entrepreneur is just so critical. How would we go about as an entrepreneur? We're interested. I can't imagine anybody watching the video podcast or listening to this who isn't interested in their health. Well it goes without saying we're all interested in that. But Tom what do they do?

It's one thing they say they're interested and then I go to my doctor and this is before I signed up with one of the concierge services where it's a whole different thing. But prior to that, I'd go and get five minutes and that was it. I actually went to one of the major... Stanford Executive Clinic, I go once a year there and get the executive thing, pay a whole bunch of money and for the most part they just told me, "John, lose weight." And I'm paying \$2,500 to lose weight. Nah, not sure that was it. So how do you help guys like me?

Tom: First thing I'll say is all the places you mentioned, my colleagues have worked there I have tremendously respect what they've done. The difference though with my background as an athlete is I don't want to settle. I don't want to be second place in anything I do. I want to be first place. And I've [distorted] that passionate commitment with all of my doctors in my company when we take on a case.

And it starts out really simple. People go to the website. They go to the section for patients, which is "Getting Started Now." They click on the link. Fill out the form. And then they're in the system. And then my team follows up. And we pretty much develop individualized programs for everyone that comes through. Most people, like in the beginning, there's a lot of similarity because so many people don't have basic information about their health.

So I would dare say that if let's say a hundred entrepreneurs right now called me, and I look at all of their medical records, I would see varying weaknesses in their health charts and missing basic information on vitamin and minerals, essential amino acids, essential fatty acids. And because they're missing that, whoever seems to involve in their treatment or their chem plans or something, they make decisions that may be aren't the best for them. So put them on medications or recommend strategies like lose weight.

We're more precise than that, we actually have people comments' work on it. We assess you by looking at how you move. Are you compensated for more weight on your left leg than your right leg? Does your hips shift from side to side? Does your shoulder swerve downward than the other side? So when I'm done, first of all, I guarantee before you leave you're going to be moving better. And second of all, when I'm done, the strength of your relationship is such that you're going to walk me in the corner of life because you're going to feel results right away. And if you don't feel results right away, I'm going to get back on the phone and figure out why and this should happen.

John: We owe it to all our stakeholders. We owe it to our clients, our customers. We owe it to our teammates, our partners, our family members, and to ourselves to live a full life with a lot of energy. So not only for the business side but so we can have a lot of fun doing this. Tom, let me go to one of my favorite segments.

And we call it Life Intrudes. Nobody gets out of life unscarred and somebody who's lifting tucks, moving airplanes and doing all this stuff... I know as an entrepreneur, everybody gets scarred, but when you're moving that stuff, you get more scarred. Was there a moment that caused you to create the business that you have today?

Tom: Here's the thing. I got very, very sick when I was training for the Olympics. This could have been back in the very early 90's, I was training for the Olympics in Olympic weight lifting. My body weight was stable. I've been exactly 181.5 pounds in about three years and all of a sudden I lost about 25-30 pounds in a period of about 3-4 days. And as I was going through that tremendous weight loss, along the way, I kept going to the hospital to E.R., and I kept saying there's nothing wrong with me and I kept saying I don't lose 5 or 10 pounds in one day. That's not how my body behaves.

And they kept saying, "Well, check your blood pressure and we checked your heart rate and everything's fine." And then by the third day, I had to be admitted to the E.R. because I lost so much water that I was losing consciousness. And I had asked the doctor an antibiotic and he refused to treat me because he said, "I don't want you to get antibiotic resistance." Well, would it be worse case scenario if I die from dehydration than antibiotic resistance? And he refused to treat me.

So I asked for a second doctor and that doctor agreed to treat me. Within two hours, I was fine and after that prescription and I just realized that the healthcare model is just contaminating by just doing a one-size-fits-all model. Everybody walks the door and you present them a sort of thing, you're getting this treatment. And that was like a major turning point.

Prior to that, I did a research and I love the research. I was able to find out things with my research group of ten state, ten to twenty years of when the rest of the world did. And so we loved it. We loved being that far ahead of the curve. What we realized as we're going through some of those stuff, we were doing studies at that time, we figure how to make the average woman stronger than the average guy given that the woman just waits and the guy doesn't. And we did that study back then, every single guy said "There's no way they're going to be stronger than me." Six months later, we proved every guy that said that walk. And we had women lifting all kinds of huge weights and the guys were actually shocked because at that point, that was early 90's. No one imagined that.

Then we went on. Then we took men over 100 years of age and we showed that just adding three pounds a muscle to a guy over 100, that's the difference between him being on a wheelchair and having a care nurse assistant push him around and bathe him and on twelve meds, and that same guy having no medications and not needing a wheelchair. Just three pounds a muscle. So that's a shocking finding at that time. So I realized there's a business opportunity here that people would... just educate a little bit more quickly, a little bit more customized and individualized fashion, they can get stronger, faster. They could really be way eight times faster and they could do things that no one would expect could be done by someone given their age.

John: I want to stop for a second here. I mean, that is so important. We all have family members who have aged and we see the challenges and I can relate to that personally, in a family situation. Three or four pounds a muscle would make such a difference and if we're going to perform at a high level for a long period of time and really enjoy life, this is so important. Let me ask you. Let me go to the segment here.

John: And we call it Tom, the Big Breakthrough. And you are competing at the Olympic level. This is huge. You've been a competitive power lifter all your life. You also went to med school. What was the big breakthrough that you've got this successful clinic now in Arizona and you're making this difference? What happened had you become such... move from athlete, research, to a medical health entrepreneur?

Tom: I wish I could say I was smart enough to figure it all out on my own but I can't. I've been really, really fortunate that I met lots of people much smarter than me. I think my saving grace was that I realized that they were smarter than me and I learned from them and when I got involved with the Strategic Coach program, I had some excellent coaching early on, just a lot of different entrepreneurs who's taught me how to think differently. And what I've realized is that lots of people wanted the information that I had in my head and what the doctors in my practice had, we just need to make them aware of it. And I started focusing on reading some of these entrepreneurial books and things like that and going into more of this entrepreneurial type of programs, then I started realizing how to package things to make it more easily available.

John: I'll give a little plug for our mutual friend, Dan Sullivan. What he's so good at is helping us think through 10x growth. How can we really magnify what we're doing in business? So many of us as entrepreneurs think of it as incremental. We've been really easy... for your time to just think about medical practice just a little bit. But what Dan does is he forces you to think, "Okay, what would it be like if you were ten times the size. You're making ten times the impact that you're making today or some measure of ten." And all of a sudden, you shoot the paper away. You got to start with a clean sheet of paper and build that out. And one of the things I love about you and other healthcare professionals but really everybody. But it's just such a need. One-sixth of the economy is healthcare. And I don't know anybody who's going to say it's the best money spent, every last dollar of it. So being entrepreneurial is really making a difference. Let me go to this segment.

I want to ask you your passion. Given this transition you've been doing, what are you most passionate about now?

Tom: Well, in terms of when someone walks to the door, they're told basically, they've been given probably there's still hope. They're in a terminal illness. They're never going to walk again. I am most passionate about the intellectual challenge of taking on that case and showing them that there's other options on what they've been given. I've done some really cool things in my career. I've helped some biggest, fast, and strongest guys compete in sports but nothing for me personally, nothing can compare to the feeling that when someone that was told to never walk again, and then seven days later after my team has been working with them, they're walking. And when they're told there's no hope. They're going to die from this terrible illness, and after my team

was working with them for months later, not only healthy, they're competing at a-thons, they're skiing at mountains, and the last thing to worry about now is dying because they have been found this quality of life, thanks to the special time. I would say that's what I'm most passionate about.

John: Medical health has improved so dramatically and as entrepreneurs, it's kind of foolish for us not to take advantage of all these tools and really have the energy so that we can make, as Steve Jobs says, that little dent in the universe too.

The Application of the Day. What would you recommend to your fellow like mind entrepreneurs that would be useful tool to help them on their journey of really being at peak performance?

Tom: I'd meet a lot of very busy professionals from all different walks of life and they always say, "I wish I had more time. There's not enough time of the day. I need to exercise." And so the cool app that's free, I recommend a lot of Tabata Sport in your phone. And Tabata is spelled t-a-b-a-t-a. It's just a free app you can download through Android platform or an Apple platform or a Windows platform. Basically, what it is is it's like a workout timer. It allows you to set up circuits so that you could train very intelligently and very efficiently. And as businessmen, we really have to think that when we exercise, we need to apply intelligence and efficiency to that. We should not be working out hours everyday. We should think about how do we maximize your current amount of investment in the gym? So less time, the more and better results.

John: That's great. I do use something like that, I will download it though. I even use a metrodone to get this timing down and so one. That was just introduced to me and that's been phenomenal because it's efficient. you're doing exactly what you plan to do.

Tom: Sure.

John: What would be the book that jumps out at you?

Tom: I've read a lot of books but *Mastering the Rockefeller Habits* for sure. I give that book a lot of credit for sort of opening my mind to how a healthy growing company should be organized.

John: Let me put that up on screen, this is a mutual friend. Verne is... actually at the time of the recording we're running a virtual conference tomorrow and we're going to have just short of 3,000 fellow entrepreneurs who always check out at [AESNation.com](http://www.aesnation.com) and we've got virtual conferences,

webinars, as well as our five-day a week business. But Verne has done a keynote address and I get the opportunity to view all of these ahead of time and Verne... I've read his books and so this is the first time I really got to work with him and he's phenomenal so I could see why you like it so much. He really is telling the entrepreneurs how you can effectively grow your business and where to really put that focus in.

The Entrepreneurial Insight of the Day. And what I would like to hear from you Tom is what would be that one entrepreneurial insight you want to share with your fellow entrepreneurs?

Tom: Just that health requires planning, requires consistency, and do not stick with the same thing for too long.

John: Key Takeaways. I look at this and it is so important what Tom is sharing with us. It's an amazing part that what we should do is number one key takeaway to me is we got to manage our energy. And that means we got to take health serious. I always think of it as athletes... that many of us were successful athletes. Some of us high school, some college, some pro. But we were athletes once. And we know the training that we did to be good, and some of us great. Well, we don't do the training on the entrepreneurial side. We don't take as good a care our body. I know too many of us who haven't done that including myself. And that's something I'm really serious about and I wish I had done it, like kept it up going a little bit more. So number one is think of yourself. In my mind, I like to always think of it Tom as a corporate athlete that we're going to have high performance here.

Number two, is be consistent. As entrepreneurs, most of us we're having a lot of success. We're systemic. I always like the term, nail it and scale it. That we figure out the process and then we scale it up. Well health is a lot like that. Once we get whatever methodology, we're going to structure. We structure it into our life and then put it in place. We use timers, we use metrodones, whatever it is we use.

And then the last one, and this is a big one. It's a personal one for me that you started with Tom. It's sleep. That without the sleep, sometimes we think we can just go 100 miles an hour, run all the time. We don't need sleep. We're different. We're entrepreneurs. And the reality is we put ourselves at risk. And not only ourselves but everyone around us. They want you to have a great quality of life so that you can accomplish great things.

Tom, where can they get resources? You've got two websites if I remember. We've got the first one up, the Human Health Specialists. What's there for them?

Tom: If you go to the [Human Health Specialists](#) website, there's a place to sign up for a free newsletter. But what you could do is click on Services. And there's a whole list of things that just kind of overviews what we can provide. If you want a quick link on that same page Services, go down to the bottom, you'll see a quick link for Healthy Living newsletter. And they could sign up for free newsletter they could read some of the back issues that we have.

And some of the things worth focusing on right now is... I have all kinds of guys come and say, "Hey, I'm taking this product." A lot of guys have noticed I've tested thousands of products. I've done chemical testing. I've done physiological testing, meaning when you take it, what's it actually doing to your body? We have tremendous details and insight about products that work and products that don't do anything. So we could at least, if nothing else, guide people on whether it works or not, it's not the right chemical formula, it's not the right devs. And we're very, very strong believers in that we practice what we preach. Everyone in my company exercises and works out and eats healthy.

John: I've never understood the logic when you show up and your doctor, "serious overweight" and you're not and he's telling you, you should lose a little weight and he tells you all the things he's got going on. It just doesn't correlate well.

Tom: While I was at University of Miami, I had two different rotations with different types of docs. And some of the docs are really like in anti-aging field, the all died in their 50's because they never practiced that they tell the patients to do. And a cardiologist had gotten several [distorted] he couldn't button his shirt. And so when I got awake from that experience, I don't want to be that cardiologist. I don't want to be an anti-aging guy that dies prematurely because I wasn't listening to my own advice.

John: Tom, thank you very much for joining us. Remember you could always go... everyone that's watching this, to [AESNation.com](#). You'll get the transcript, all the links that Tom and I talked about and above all, remember your current and future clients, they're counting on you. Rise to the occasion. Take care of yourself. Have great health. Wish you the best!

A Second Opinion on Your Finances

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John Bowen
Founder and CEO
Financial Advisor Select