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EPIISODE
57

Jia Jiang

Show Notes at: <http://www.aesnation.com/57>

John Bowen and Jia Jiang
AESNATION.COM
Episode #57

Rejection

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: Today we're going to cover something that all of us possess to varying degrees but as entrepreneurs we've encountered it many times. It's a fear of rejection. It stands in the way of so much success for entrepreneurs. Today's guest not only has faced tremendous rejections, he's gone out and sought it out and he's turned it into opportunity. He went out and spent a hundred days getting rejected. I know why would anybody do this? Oh, it's amazing what we'll do for research and putting yourself out like that, huge, huge opportunity. A matter of fact he's got over seven million views on YouTube.

I've got him here today because I had him present at my Mastermind Group to my top financial advisor clients and I've got to tell you they were blown away. It was extremely useful the insights that he has. Stayed tuned. This is John Bowen. We're at aesnation.com and you are in for a real treat on not only uncovering more of the fear of rejection but how you can use it to your advantage.

Jia Jiang just is great getting together with you. I really appreciate it. I mean as I mentioned you blew them away at our Mastermind Group, our round table group of top financial advisors. When I first saw your YouTube video, I've got to meet this guy and you've done some pretty amazing things. First of all thank you for joining us.

Jia Jiang: Thank you for having me John.

John: The reason why the YouTube I think video and your talks have resonated, so many of us are afraid of rejection. I mean it stops us from accomplishing all that's important that we're here on this world to do and I want to go deep into that but I want to get your background. I'm guessing actually as I'm saying it I remember your story even and it's a great story because you and I are in Silicon Valley today but you didn't start as a Silicon Valley entrepreneur. You had a little bit more humble beginning at least from this entrepreneur side and maybe share your background of how you came to this.

Jia: Yeah, quickly I didn't grow up in this country. I grew up in China and that's all I wanted was to be the next Bill Gates. I didn't want to be the next [Mao 00:02:58] or Lennon. Bill Gates was my man. I came to the states when I was sixteen and that's actually I became an exchange in rural Louisiana. It was very different from Silicon Valley I can tell you that. Then when I was thirty years old, I always wanted to do this entrepreneur but the problem is I got a good job. I got a really good job that was paying me well, paying my mortgage and

everything. My wife's pregnant so I thought my goodness I'm getting paid to not follow my dream basically so I just had to quit.

John: Let me just stop for a second because one of the things we all do is we want to go ahead and chase our dreams, but I'm thinking okay you've got a very successful job and high tech and all of that. You've got a great wife who you're just about ready to have your first child and you're seeing that maybe you're not going to get the opportunity to be an entrepreneur. You decide at that moment with the blessing of your spouse to go do this.

Jia: Yes.

John: That's a wow so you're married well. She's a great lady here.

Jia: I did. I will say I married up and that's confirmed every day, no. Out of all of these things that people think is American dream being comfortable and stuff. I also have one thing which is regret and it's getting deeper and deeper everyday because I only live this life once. I really believe that I'm on this Earth for a purpose. I didn't give myself a chance to pursue that dream. I don't my mind to be rejected, at least I thought I didn't mind to be rejected by the world but I was really rejecting myself because of this fear, because of this comfort and just everything. That's why I had to make that decision to step out.

John: You decided to be an entrepreneur. Most of us are accidental entrepreneurs. It's just kind of we're really good technicians, we're good at something. We then build a business around it. You just decided to be an entrepreneur. Take us a little further because I'm thinking if you just raise your hand and say, "I'm now an entrepreneur," it doesn't happen. If it does, I want to know this.

Jia: Yeah, well yeah. No it doesn't happen. You can't just claim to the world that, "Hey I'm an entrepreneur." What you do is I know I had to focus, right? I have a business idea. It's a high-tech business idea. I want to build the next Twitter or Google, whatever. I want to have this idea. I've been wanting to do this on the side trying to try it here and there, maybe hire someone to do some coding.

Then I just found I can't do it if I don't focus a hundred percent. I just can't. I'm not sure that's for everyone but for me I have to spend a hundred percent on my focus. That's why I negotiated with my wife and we found a solution where I would do this for six months, step

out for six months to quit my job and in six months [I will see 00:06:25] if I can build something here. If there is traction, if there's investment, it means this business has a future, otherwise it doesn't and I can look for a job again. I can always find a job but as I get older and older it's not like I have infinite time to start a company.

John: What I love is what I find in our research for entrepreneurs who are focused and take massive deliberate action, things happen, so what happened here?

Jia: Yes, rejection happened. That's what happened, so yeah I quit my job and I started just building a team, building a prototype, finding customers, trying to talk to potential investors. I had a six-month time, the fourth month I was presented with an investment opportunity and thought okay this is it. I worked so hard and someone liked my idea and I'm going to get an investment. Actually in my mind, there was no way I wouldn't get it, just when somehow you believe in something and you're like this is destined to happen. Then it turned out it didn't happen. Sometimes this reality just hits you like that.

The investor said, "No." This type of thing should happen a lot in business, right, but then I found out oh my gosh, I thought I was ready for rejection but I wasn't. It hit me so hard to a point that I started questioning myself, my idea, this whole thing about quitting your job and being an entrepreneur, I started questioning everything. Then I thought wow, I'm losing confidence here. If I were going to become a good entrepreneur, a great entrepreneur, I cannot be down like this. I cannot be so fearful of rejection, so that's what sparked me on this journey of doing this hundred days of rejection thing as you mentioned at the intro.

I went out for a span of hundred days I'm like since I was afraid of this monster I'm just going to face that monster head on. I was going to look for rejection. I want to see if I can overcome my fear. If I can desensitize myself from that pain.

John: Let me just set the stage. You decided a hundred days was the right amount. Why a hundred days?

Jia: Well a hundred sounds good.

John: Okay. It might be ...

Jia: A hundred we're doing pretty good here.

John: We've got that and then you're going to go out and are you looking for a rejection or are you, how is that coming about?

Jia: Yeah, so it started with me looking for rejection by making some outrageous requests. I will try everything that's possible. I will ask a stranger something. For example at first, I asked a stranger, "Can I borrow a hundred dollar from you?" Of course I would get a no, right. I would just want to hear that no and take it like a man. Sorry that didn't mean to say in a sexist way but I want to take and strengthen myself.

The second day I went to a burger joint. I asked them, "Hey can I get a burger refill," instead of a drink refill. [1 00:09:35] started putting some humor in this and I found actually it's not too bad. I'm taking these nos and it's not bad at all.

John: You survived the first few days you made.

Jia: Yeah. What didn't kill did make me a little bit stronger, but the problem is on the third day someone said, "Yes," to me and that changed my whole life literally. I went to Krispy Kreme and asked a lady if she can make me doughnuts that look like Olympic rings and just interlink five doughnuts together and the lady said, "Yes." It really surprised me.

She asked me, "How long do you need this?" I said, "In maybe fifteen minutes." I didn't know. I was just trying to get a no and out of there and she was so serious and fifteen minutes later she gave me a box of doughnuts that looked like Olympic rings. I was just floored. When you look for rejection, you've got this type of acceptance. It took you out of that whole thought process, the whole trajectory of [looking 00:10:46] rejection. Now I'm thinking maybe the world is different than I thought. Maybe if I put myself out there and ask for stuff there's a possibility that someone says yes to me no matter how crazy that request is.

That changed my whole quest from looking for rejection than just going out and ask and see what happens. It turned into a curiosity quest and see the world would do to me. Also, what I didn't know was that video would become viral. In the end, there were five million people who viewed that video. People are also really surprised by the kindness and someone say yes to request, but also people started getting interesting, what is this guy doing. Why is he looking to get rejected?

John: Let me just stop you. I have a flash up on the screen. I can't play it here the way we have it set up but you can Google Krispy Kreme Jia's name and I've got it there for you. We'll put a show link. I encourage everybody to look at this and I mean at this time let me just look at the views. I think it's over five million. The reason why, I can see the emotional connection on both sides. We were blown away when you shared that. Some people just won't reject you and this is a super lady.

Jia: Yeah, she is. When I asked her, she didn't think it was that big of a deal. She was just thinking, she thanked her manager, she thanked her company. She was just so gracious. She was like, "Krispy Kreme empower me to be nice to customers and I want to be nice. I want to bend over backward for all of the requests coming from my customers but it's my manager who enabled me. It's my company who empower me," so she's very, very gracious.

The thing is she's the one who said yes to me and that's what made everything so different in this request.

John: I mean okay we've got one, two, three. I mean this is one of the things, I'm not a big Woody Allen fan but Woody Allen says eighty percent of life is just showing up and you did a little bit better quicker. What happened after that though because you committed to this hundred days? A lot of us would have just stopped. I've got some good doughnuts, I'm out of here now, but you kept going.

Jia: Yeah, so I did this as a video blog and no one knew I was recording. I was using my iPhone to record this. It just caught fire. I got so many people responding to me telling me how this is awesome, how they also have this fear of rejection, so it became a community of people of me being the center of who's doing this. Almost like I'm conquering fear for not just me but a lot of other people.

I kept going and I finished one hundred days. In the meantime, I started to get people inviting me to give talks at different conferences or companies. I was on TV. I was in magazines, so all these things just happened. It's like a [flash fame 00:14:17]. Flash fame happens almost on a daily basis, someone got on news and stuff, but what's making this interesting for me is I saw there's a big motivation. There's a big insight behind this big flash fame.

I'm not the only one who's afraid of rejection, actually everyone is. We can package ourselves. We can hide it. We can try. We can show that hey we're okay but deep down we all have this fear. I found out it's actually there's some evolutionary theory behind this that why we all have this fear. It actually makes us survive but nowadays that fear holds us back a lot because we feel our brain process that, the rejection, as if it was some physical attack on us. That's why we really dislike rejection.

To a point that we rather be rejected ourselves. We'd rather do that than being rejected by someone else. That actually limits ourselves from going out there and showing up as you were quoting Woody Allen and putting yourself out there and making that request and risking getting rejected it holds us back a lot. Think about how many opportunities we've lost because of ...

John: That's what I was just going to say, Jia. The reality is I mean I'm going to ask everybody whether you're on the video podcast or the audio or watching us on the blog is to think how many times you didn't take the risk because of fear of rejection. I've got to tell if I were to go down and spend, I'm fifty-nine and I could put a really long list together and when I started deciding that you know what I wasn't going to let that fear stop me and that's one of the reasons, Jia that I wanted to have you there because and the financial advisor we were talking about boy if you don't really have that conversation you might not inspire someone to make smart decisions about their money and it may have a huge effect.

You not taking the risk to start that business with that new division or product or a new campaign. They're going to be some clients or customers that by you not doing that that you're going to let down. Now that fear, it makes us immobile.

Jia: Think about how many times you encounter some rejection. You got stonewalled by a potential client or maybe you asked your friend, "I have this great idea." Your friend is like, "That's stupid." You get rejected a couple of times, "Okay, my idea must suck," or "I shouldn't do this," but actually I learned personally and we collectively learn this over and over again is the really creative ideas will for sure encounter rejection. In fact, we are biased against creativity even though we say we love creativity, but it gets really creative, we're like, "That's a stupid idea. That's the most stupid ideas I've ever heard." You hear that a lot.

The greatest ideas in the world, the best products, they started with something crazy. They started with being called the stupidest ideas I've ever heard.

John: I think of when you're saying that or Jia the way I look at it is you think of Uber right now is a really hot one. If somebody came to me and I'm at a bar and we're having the conversation and he's going to come up with a smart app to call [Sedan 00:18:09], you've got to be kidding me. I don't know how many billions it is now in valuation but it's huge. I know the most successful businesses I've started I heard so many people telling me that that will never fly and it's only through perseverance.

What happens is it usually doesn't catch on right away, but when it does I'm thinking of I forgot the guys name, kickstarter campaign. He had the most successful kickstarter campaign. It was a cooler with a blender on top. When he first did it, I think his goal, I don't remember the numbers so I shouldn't use the example but let's say it was a hundred thousand he's trying to raise, he didn't get it. They retooled it. They really communicated better, took some feedback from the market and now it's the most successful kickstarter campaign ever.

I'm sure not only did he get a whole bunch of rejection from friends and family but he got the rejection on the first campaign. It would have been easy to fold the cards and now he's got the record for the largest one to date. It's one thing you and I to talk about this and just say, "Well just persevere through it." How do you deal with that? What are you finding out? How do successful entrepreneurs overcome this?

Jia: Yeah, that's a great question. I've done a lot of research and I wrote that in my book about why some of the most successful entrepreneurs or people in general are the ones who know have this tool, this toolkit of skills they can use to overcome that no. If you don't, you're going to get swamped. You're going to get overwhelmed by this sense of negativity and fear and pain. The people, the really successful people use rejection as motivations instead of some sort of detriment.

They either say, "Okay, okay, I got rejected. I'm here now to prove that this is you know I'm right and the world is wrong." There's that motivation factor I think the best example I can use is Michael Jordan. He constantly talks about how he got rejected as a high school kid, how his coach didn't like him. He used every single thing, every single rejection he got as a motivation, as a fuel to a fire to achieve greatness.

Then there are people who use rejection, they know rejection is just an opinion. If we don't think rejection as some sort of truth either for or against you, no it's not. Rejection just

someone sees you and sees this idea, they make a judgment. They say yes or no to you. There's nothing more less than that person's opinion. If you [can understand that 00:21:05] you start taking the pain the emotion away from rejection then you can start using that as feedback.

The example used was really good, the kickstarter person. He didn't use the rejection as the universe telling him this idea never flies. Look at it. It got rejected by so many people. He used it as a feedback tool and used that to make a better product. I use the example of a couple of years ago there was this movie Lincoln. It was really well made. It was by Steven Spielberg. When he made the movie, there's one person he wanted the most as the actor for Lincoln which is Daniel Day-Lewis. He reached out to him saying, "Hey I would love to have you." Daniel Day-Lewis was like, "Sorry this is not for me." He gave him really good reasons why he wouldn't do it.

Then he did it. Then this is Steven Spielberg. This is not an upcoming director. this is one of the biggest names in Hollywood history so he took his advice and rewrote the script and coming back the second time and then the third time trying to persuade Daniel Day-Lewis, eventually he said, "Yes," and that was a really great movie. It was nominated for Oscars, almost won, it didn't win. If Steven Spielberg can use rejection as a feedback, as a learning tool to improve his product why shouldn't we. Why should we think a rejection is some sort of a judgment against us and some sort of a final decision against us.

John: It's so powerful. I look at it and I look at my notes as I'm writing down, the fuel, so many entrepreneurs have been driven by wanting to prove somebody wrong and that one is a big one. Also, the opinion feedback. I think early on in my career I wanted to prove people wrong. Jia, what I really want now is I love the market feedback. I've started some things and doing this or that and the market, as a matter of fact almost every business plan I've ever written, the business a few years later has nothing to do with the business plan because the market gives us feedback and you can try to persevere over the market or you can take those opinions.

I think that's a key word. It's not rejection. It's opinions and tests and particularly in today's world with technology, the ability to test things, do split tests, use data, I mean it's really inexpensive. I mean we should really embrace and one of the big parts I liked about your hundred days is you were out testing like crazy rejection.

Jia: Yeah, I went to business school. I spent a lot of money getting a really good education but I found throughout this hundred days every day I would go out and test out the theory that I learned and does it really work, how does it work for me? I used this as a playground for me to get better, to learn stuff. I learned so much about how to do a negotiation, how not to run away after you hear a no because our tendency is when someone says no to us our first thing is just go, just get out there because how painful it could feel, but how could I sustain that conversation after a no. How do I turn that tense situation into a humorous situation. I learned so much. I felt I got what I learned through a hundred days was more about business and human nature than I did at business school or throughout my years in corporate America.

John: I totally agree. I mean I've got a bunch of degrees.

Jia: Yes you do.

John: I look back on them and I've got better education just being an entrepreneur and out in the marketplace, just letting people really come and I've had some pretty big ups and some pretty big downs. Nobody gets through life really without some scars. I mean we all get those. That's part of the deal and we are going to get rejected and some of the rejection will feel painful but we can just think of it as that journey. When one chapter closes in our life, another one opens.

What I saw so much, Jia, you went ahead and opened yourself to the world. Not only were you willing to go out and test the hundred days of rejection, you wrote a blog about this and you're telling everybody you've made a commitment that you're going to do this. You're sharing the experience. What was the reaction from people, they're reading your blog and the comments? Did anybody encourage you to stop the pain?

Jia: No, no. They were like they're living out their fear through me. They're overcoming their own fear. Some people told me it's surprising and therapeutic because when you think of all the things I'm going to ask strangers it's really cringe worthy just thinking about it, but when I really step out there and do it it's not that bad. It's not that bad.

John: One of my favorite was you had a soccer ball and you knocked on somebody's door and asked if you could play soccer in their backyard and you had some pictures. I guess the guy was very gracious and said, "Sure."

Jia: Yeah and I was preparing for the worse. Every time I'm like okay, as long as they don't shoot me. I don't think I'm breaking any law here. I'll be very respectful but if you say, "Get out of here," and cuss at me, I'm okay. I was ready for that, but it never happened. No one got really unpleasant even. There were a couple of moments here and there but most people when they give rejection they would say, "No, thank you," and things like that.

This person was like, "Sure." He invited me to his backyard and to play soccer. I don't know who was more confused. Was he more confused about me knocking on the door I would more confused about he would let me do it? I thought I would never let a stranger into my house and do this. Why would let me? I asked him. His answer was, "Your request is so off the way, how can I say no." That was like a light bulb going on because I'm like, "Wow, there's incentive for him to say yes," because curiosity played a big role in his decision on making a yes or no.

There are a lot of levers I can pull and to actually making me more likely to get a yes than a no.

John: Yeah. That ability to influence and just really motivate people to action, I mean it's just so powerful. I just love that. Let me go to the next segment. This is the book of the day and I'm not going to let you off easy and recommend another book. I want you to recommend yours. I know it's not out at the time of the recording, but let me go and I'm going to pull it up here. I just pre-ordered it. I wanted to just tell that soccer story. I could go on and on. I still remember I mean it was a few months ago that you gave the speech and I can still remember so many of the stories, so I want to reread the book just for all these great stories but also the lessons that are learned.

Jia, tell us what we're going to get in the book?

Jia: Yeah, the book what we're talking about it's just basically the beginning of the story. There's a lot more. The book is a journey of discovery about how when I went out and what I discovered. I found so much about human nature and I learned so much about business and negotiation and psychology and then I laid them out in a book.

John: Let me pull it up. I didn't say the name of it. For those of you who are not watching the video, if you're on the audio podcast, it's Rejection Proof How I Beat Fear and Became Invincible Through a Hundred Days of Rejection. I definitely think you are now invincible.

Jia: Well yes. I'm not going to be beat by fear anymore and I'm not afraid to ask anything from anyone.

John: Yeah, we had a little bit of conversation ahead of time and we were brainstorming on how to get the book out and so on. It would be just so easy not to have that conversation and I think it would be a number of action items that will come out of it that will be very valuable. We get in our own mind how painful these things will be if we, "Oh, I'm not going to ask. I don't want to bother someone or jeez I might get rejected," and boy what missed opportunities.

Jia: I know. When you have any interaction, we are taught not to go overboard. Not to be out of line. I shouldn't ask that. I don't know we're not buddies yet. We constantly tell that story to ourselves, but what I'm telling people is we really go overboard a lot of times. What would you do is to collaborate with people around us trying to make things happen. It can bring value to both parties.

John: It's just so powerful. Let me go to the next segment. This is the application of the day. You told me earlier, you've got a simple application you want to share so what is it?

Jia: It's the default application on your iPhone. It's the camera. The reason I'm in love with the camera is I record a lot of things that are happening in my life. This hundred days of rejection was the fact that I was actually really bold to record these events. I could have just written them in a blog, and hide behind the pens but actually I want to world to see what I saw at that moment. I used the camera app and I recorded these videos. I put them on YouTube. That's why got this shirt it's a YouTube shirt player.

I put it on and shared with the world. I was pretty scared because I'm like, what if no one cares, what if I get a lot of negative comments, but I fought over that fear and put it out there and that changed everything for me and for a lot of other people.

John: The world opened up to you.

Jia: Yes they did.

John: It did very much. Let me go to next segment which is resources and I'm going to go to your website which I love the name Fear Buster. What are they going to find here?

Jia: Well the thing is you are going to find, there's a link called a hundred days of rejection. That's where you would go and go through each one of these videos, video blogs. I write about what I learn and what's the takeaway from each one of these. You can learn a lot about negotiation and business and just life in general with this. I try to tackle different areas.

John: Well I love, I'm just flipping through them and I love the police car one sitting in the police car too.

Jia: Yeah, I didn't sit in the back. I sit in the front, the driver's seat.

John: Well asking the police officer if you could do it. I think as you were sharing the stories and showing the pictures to my group, they were just blown away with one asking and then another doing it and just how that changed your life and they were all inspired how much their lives could be changed too and even more importantly how many of their client's lives they could help inspire.

Jia: Right, absolutely. I mean it's the same principle. If I didn't ask that police officer, I would not know he could say yes to me. At the back of my mind, there's part of me saying, "Oh my gosh what if he's so mad he arrests me." There's a little bit of fear there as well.

John: When all of us have that same fear.

Jia: If I'm respectful to a police officer, if I make that request with a smile and give a good reason, why not? Maybe he has a reason to say no but why would that thing turn so bad that we automatically associate our request to. It's the same thing with all kind of business and all kind of life events, we just have to ask and ask nicely but also ask with power and confidence that it actually more than likely that someone wants to help, someone wants to say yes.

John: I just call it that quiet confidence. When you have that quiet confidence that you're going to add value, the law of reciprocity. I want to just pull up ... I want to point out obviously there's a speaking section, just a great speaker, again the book online course and then you can subscribe to the blog, just some super insights for you and your team. Let me go to the last segment here.

This is key takeaways. I want to just share. I'm been looking on my notes. I mean you're almost making me love rejection and that market feedback. I'm going to go number one is that feedback. I mean if you don't put it out there, you don't get that feedback. I mean one of the things that's been so great on technology right now used to be in our group particularly on different communication campaigns and so on we would debate how to do this or not, well now you can do the sample and just put out a whole bunch of small tests and really measure it and we do that always and there's no focus. No problem with doing that. I mean we get feedback from the marketplace.

Number one is really stop fearing rejection so that you get the feedback from the market. The more conversations you enter the more opportunities that are going to present themselves. Second is it's really how you started entrepreneurship, you talked about focus and I'm going to call it deliberate [massive 00:36:34] action. When we do all the research on entrepreneurs one of the things that we see is those who can focus and take deliberate massive action and the reason they're taking massive action is not everything is going to work. They're going to get rejected along the way but they move through that. They take that feedback, do some fine tuning and take off.

The last thing I want to do is just say the open yourself to the world. I mean if you don't get out there you never know what's going to happen. Jia you and I are on this podcast. Somebody might not like you, they may not like me. They may have turned off a long time about but by getting out there what we're able to do is build this Mastermind Group. We never know what's going to happen from the conversations we have and it's very likely that we're going to make a huge difference in somebody's life by doing this and this is why you and I are both here.

Jia: I totally agree. I totally agree with the idea of you have to go out and go all out on something. We have so many ideas in our mind. We rationalize it. We tell ourself why it will work and we get excited but later on we're like, "Oh, okay maybe it's not a good idea," stop it, make massive action and push yourself out there, make it, put it out there. Let the world tell and let the rejections and that acceptance tell you what people think, what you can improve on. That's the only way you can [make forward 00:38:10]. It's not letting it stay in your mind and [rust 00:38:13] or maybe there's a better time someday we'll be more mature, no just put it out there. It's mature right now. It will never be more mature than it is right now if you have an idea.

I just watched a movie Interstellar last weekend. I'm not going to spoil it for anyone.

John: Don't I haven't watched it yet so don't do that.

Jia: Yes, it's a great movie but one quote, I can say a quote without spoiling the movie, it talks about going out with a [rage 00:38:44] the reason is mankind moves forward, make progress with actually take deliberate actions going way beyond their comfort zone, going out with a rage was a goal instead of staying in a comfort zone and hope something would happen or try to make progress when they're comfortable. When you're making progress you're never comfortable. You have to be uncomfortable.

John: For those people who actually go ahead and stay in their comfort zone, what happens is it gets smaller and smaller and smaller. They start living smaller lives. Let's go out there, make a difference, take advantage of the fear of rejection and deliberate action, focus, your clients, your future clients, your future partners, they're all counting on you. Don't let them down. I 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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Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

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