



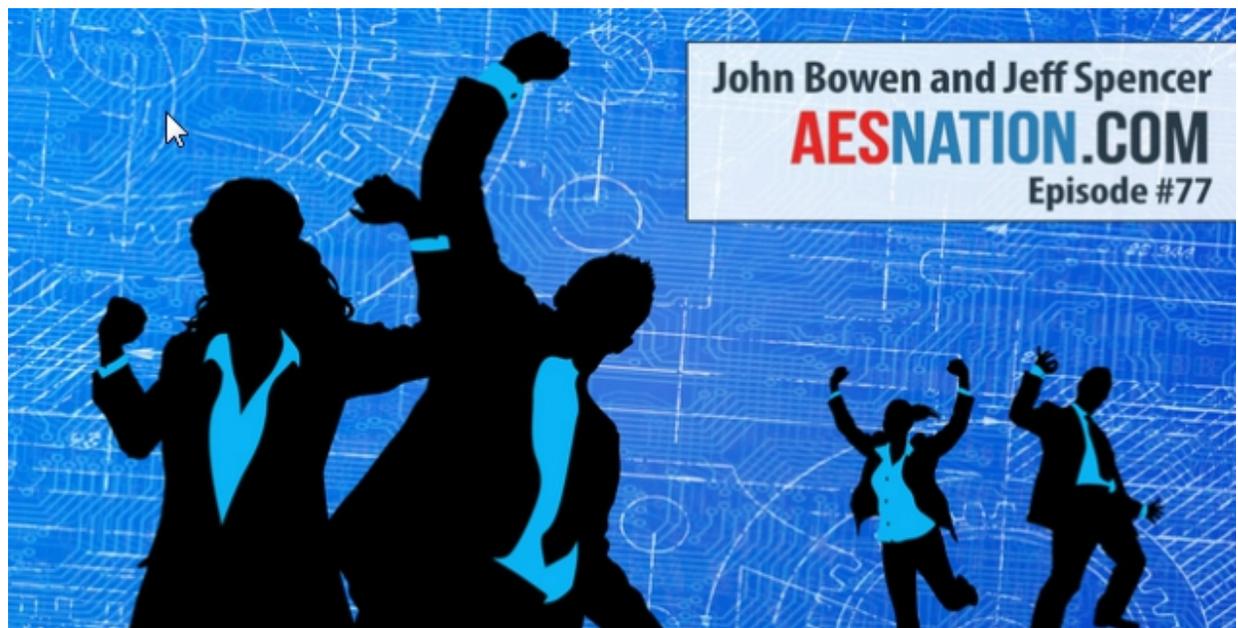
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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE  
**77**

**Jeff Spencer**

Show Notes at: <http://www.aesnation.com/77>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** All of us want to be at the top of our game. It's a challenge though. Sometimes we feel overwhelmed. Sometimes we feel like we're not prepared. We're not ready for the game. Well, I'll tell you, I've got someone here today who is a remarkable individual, and I truly mean remarkable. As entrepreneurs, we've got a lot of energy, we work with a lot of people who help us have energy so that we can be fully engaged in everything we can do, but Jeff Spencer, my guest, is a remarkable individual.

He is a former Olympic athlete. Have worked in, 8 times, Tour de France winning team doctor. He's been involved, there's a huge number, 40 plus Olympics. I'm not even sure I've watched that many on TV, let alone played the role of the Olympics, the World National, and Tour de France champion, somebody at an extremely high level.

The reason why I've invited Jeff to be with us is that as entrepreneurs, we have to be at a high level. Jeff's going to share with us the framework so we can be fully engaged and really accelerate our success. I'm John Bowen. We're at [aesnation.com](http://aesnation.com). You do not want to miss this episode.

Jeff Spencer, I am so excited to have you here. You are a remarkable individual.

**Jeff Spencer:** Well I appreciate the confidence John and very much look forward to our conversation. Thanks for the invitation.

**John:** Well, we're both in a Mastermind Group with Joe Polish and Dan Kuschell, one of Joe's right hand that really runs the place; recommended very strongly that I have the opportunity to meet you. We've just have met. I know we're going to be in the Mastermind together and I'm excited. I'm looking at all the material on the web and everything you've done and it was kind of like, woah, I didn't have enough time to do the full introduction.

Before we go in because you created something you call the Champion Blueprint. Really, with the experience you've had both being an Olympic athlete ... I shouldn't have said former, you are an athlete. You continue to be that athlete. Working with so many talented individuals, you created a blueprint that I know it resonated with me as an entrepreneur. That I want to be fully engaged. I want to be the best I can be. I want to achieve great things but I also want to be able to do it in a way that I can have a great life. You've done that. Making that future always bigger. A bigger and better future that we're all looking for.

I like to get the background. Dan gave me some, Joe gave me some, but I like to get your background. I want to share you with everyone out there. Why don't you go ahead, Jeff, if you would and just how did you get to this point.

**Jeff:** Well, when I was 7 years old, I was just an amazingly industrious kid. Just get up in the morning at around 4:30 or 5:00. It was dark, whenever it was. I go outside with my little black baseball bat and I hit the ball up and down the street by myself while everybody else slept. I just thought the coolest thing ever will be to be an Olympian and to be able to march in to the Olympic stage and make that right turn.

Being just an Olympic crazy kid, I noticed something very interesting. It's that the biggest and the baddest in the guys on paper that should win, didn't. The guys that looked like they shouldn't win, did. I found that very fascinating. I wasn't sure why that was but I wanted to know what the answer to that was.

Then, when I was 12, I competed in my first national championship as a cyclist and I won every race in the national championship. I got second because I got disqualified by the winner's uncle, who is the head judge. I got my first introduction to New York cycling politics. That being said, the next year I won my first championship without getting disqualified.

The next year, when I was 13, my parents got divorced. That was the last time I saw my father. I found out, 30 years, later that my father died homeless, as a genius, on the streets of New York City. I got another glimpse of what the difference is between those who cannot do and those who can't, was. It wasn't about will and talent because my dad have plenty of both. It wasn't about technique and it wasn't about technology because his will, his talent, his technique, and his technology did not save him. I realized that there's something else there and the silver lining to that very difficult challenging period for me.

They came from the world of sport, business, entertainment, and life itself. They were iconic. They shared with me every one of their secrets on how to become who they were. I saw the pattern the second time, where they didn't have the best pedigree. They didn't graduate from the best institutions. Once again, they were always first in line to grab the opportunity when the other people are still scrambling just to get in line.

I saw that they also have the difference that I'd seen in the Olympians that shouldn't win, that did win the gold medal. As a result of their mentorship, I became an Olympic cyclist. One of my great visions as a kid was to become an Olympian, which I did become and everything because of that.

As a result of that, I also went to the University of Southern California on an educational opportunity scholarship. Because when my mom and dad got divorced, we went on welfare. That was a very difficult period for me as well. I graduated with Bachelor's and Master's degree in Sports Science from the University of Southern California. I knew what it took to craft the body that was capable of performing at the highest level but also have staying power.

As a result of that, I got a lot of interest from a lot of people in the business and sports world on how do I become my own champion, and how do I develop the capacity to stay in the game for the long-term. I worked in that world for quite a long time. I got asked a lot of questions about Management and Health Management so I went back to school and became a chiropractor so that I could address Management and also deal with the wellness care for the business person.

I became, really, an expert in all of those areas. I was 2004 International Sports Chiropractor of the Year. As a result of being knowledgeable about performing at the top, understanding what's required for our body to be able to perform for the long-term, and having the ability to stay well, I gain entry into the lives of just some of the most massively accomplished performers of our time.

As a result to that, I was able to see that there were 8 different steps that, virtually, every performer went through to develop the capacity to be able to create predictable results and be able to prevent problems from occurring.

The big discovery is that the gap model. Meaning that if you want it bad enough and you work hard enough and you think big enough thoughts you're going to close the gap, and I found that that wasn't true because there's plenty of people that worked hard. My dad had plenty of will and talent, it didn't save him.

I saw that the gap was its own living, breathing entity that needed to be managed so it became a vessel that held the dream and reality to usher through life's minefield to manifestation. That was the origin of the Champion's Blueprint that I've used successfully to help other 40-plus World, Olympic, Tour de France, National championships, and also have and experience the same level of success in business.

To me, it's not about the discipline, it's about how you can step in to the world of greatness and how you can take the great plan to manifest.

**John:** Jeff, it's an amazing story. All of us have fathers and it's just a tough story. We see talent and genius going unrewarded all the time. One of the reasons why ... I know it's passion for you and, really, for many entrepreneurs. We see that over and over again. It's not the smartest entrepreneurs, it's not the most athletic, it's those who have the processes and systems in place and surround themselves with the right teams to really empower. It's just amazing.

USC is certainly a great school. Actually, I didn't tell you this, I worked in sports for awhile as well but on the finance side. We bought a bunch of sports agencies so I saw ... I represented a lot of the very high paid athletes along the way.

**Jeff:** Me too.

**John:** Yeah, I know, and you did too. The only way they got high paid is they made it through you first.

**Jeff:** That's the secret weapon.

**John:** Yeah. I had a hard time telling the difference between when you met someone, the initial take, boy, this individual has got unbelievable talent but there is that missing ingredient. You put together the Champion Blueprint.

I want to walk through this because as entrepreneurs, none of us have gotten out of life unscarred. We know that over and over again. We have to rise to the occasion. There's different things on different levels. Starting from the very beginning, through our family life. There's a few of us who've been blessed and everything was perfect. I haven't met anybody yet that had that.

**Jeff:** I'm still waiting.

**John:** Yeah. We are where we are. You're a successful entrepreneur. The ability to achieve what's important to you. Not somebody else's goal but what's important to you is there.

Jeff, you just shared with us ... Let's walk through your blueprint because this is just such a powerful process, where we can identify a systemic way to really achieve what is important to us.

Why don't we kick it off with the first thing. You start talking about legacy. Why do you start with legacy? What does that mean?

**Jeff:** When I talked about legacy, I'm not just talking about a retroactive tabulation of life's success because that doesn't serve anybody any useful means of learning anything through the process. What I found is that when people develop a legacy statement in advance, it puts them at the end of the race and they could decide, is this really how I want my life and my race to end. If it's not how you want to end 00:11:16 and you still got time to be able to decide what you wanted to be and make the corrections to be able to manifest that reality.

The importance of a legacy statement is that when you have a legacy statement, it access an integrity filter. That every decision that you're exposed to can be run through. That keeps you in integrity through the entire process. That creates coherence in the system. All parts of your

team, all parts of your life, all parts of your decision-making have a coherence that boost your output to a transcendent level, often called the zone.

**John:** That's great. Many entrepreneurs know having clarity or purpose is just so powerful. That's what you're talking about here. Once we have that ... I love the second where we're creating a vision. Where is that taking us?

**Jeff:** Well, vision is extremely important. When I talk about vision, I'm not talking about some elusive concept that's outside our reach. I'm really talking about a possibility that's not yet manifest.

Becoming a possibility thinker is really not a skill that we learn naturally. It's something that we have to cultivate and maintain through it's application. The reason why having a very solid vision about our future is that it gives us clarity. To be able to be certain about purpose so that we have a reason to get up to.

I'm a big fan of it. If you don't have a reason, that you're passionate to get up to, then you really need a complete life review. Because without that, there is no motivation to be able to create a life distinction and also create a memorable legacy.

**John:** I know. I totally agree. I see that over and over again. The most successful entrepreneurs I have the privilege of working with, really, the most successful individuals are very clear. They have a vision. They know what it's going to be. It's a long-term vision. It doesn't have to be next week. They are working towards something that ... They don't pull the covers over. They're up at the break of dawn, doing something they love. They don't count it as work. That realization of the vision becomes so important to them.

We've got legacy. We have vision. We're getting really clear. As entrepreneurs, this is pretty easy to think about. Then there's the next step you have is mindset. This is one of the ... To me, boy, I've seen so many people get on, okay, I'm going to leave a legacy. I'm going to do something really important. We're going to make Steve Jobs universe. I've got this clear vision of how I'm going to do it. Then, they lose steam at that point.

How do they have the mindset to actually make this begin to work?

**Jeff:** I'm talking about mindset. I'm not talking about a perfect IQ. I'm not talking about better mantras or positive thinking. I'm really talking about an active, real time capacity to be able to identify life's opportunities and seize and capitalize on them and, also, avoid life's worse potholes.

The most important thing for me, John, that people understand is that there's 2 sides to our human nature. Part of us is fear based. It's based on survival. It will do anything to survive but it doesn't serve as well in terms of long-term abundance.

Then there's the second side of our human nature that has this incredible will and desire to make contribution and create a life distinction. The reason why I say that there's a genetic drive to succeed is that, literally, I've never met a person who get up and fail. I've never seen it. We need to acknowledge the fact that there's this battle 24 hours a day that we fight against ourselves, meaning that there's part of us that wants to survive but it doesn't know how to succeed. It gets first dibs because its high speed biology and it's based on survival, which I'm glad we all have, but it doesn't serve us well over the long-term.

We have to put in front of it another standard of decision-making that the champions have proven, leads to continual serial success. Unless we keep this intact by maintaining these principles, then, once again, our fear based survival instincts moves to the foreground and controls the conversation in our mind that makes the decisions, that keeps us small. It's a battle that we have to get used to. You'll never get over it. You'll just get better fighting it.

**John:** That's a real important point because some of us, as entrepreneurs, self-doubt enters our mind.

**Jeff:** Which you should, that's normal but we just need to know what the difference is.

**John:** That's a point I wanted to make and reinforce what you said, Jeff. That it is normal. It's okay. A matter of fact, if you have no self-doubt, then you're probably missing something...

**Jeff:** You're not reaching hard enough, not reaching far enough.

**John:** You got to get outside of your comfort zone here because it's too easy.

Okay. We've got Legacy, Vision, and Mindset. The next one is Base. What are we talking about?

**Jeff:** Well, we're not talking about basement or base guitar but what we're talking about is having an adequate resource inventory, a personal knowledge and skill, but we also need the materials like time, space, team, resources, financing, et cetera, to be able to safely and effectively make the climb to the top.

No responsible champion ever begins the process without having their plan plus the resource inventory properly embedded.

**John:** This is great. I look at it as the foundation you're talking about. Do the self-assessment. Often in business, we're so busy doing it, doing it, doing it that we never take a step back and do that self-assessment or bring in other professionals to help us think this through and taking that inventory, as you're saying Jeff. Then once we have that, know where we are, it lines up because we, now, know the vision. We got something but usually between that base and that vision, and there's a little bit of a climb. How does that come together?

**Jeff:** Well, step number 5 is really called The Climb. When I talk about the climb, I'm not talking like I'm going crazy, I'm climbing the walls, somebody get me out of here even though we all felt like that a million times. I'm really talking somewhat along the lines of that it takes to develop the capacity to be able to perform at a level consistent with our ambitions and our goals.

During the climb, this is where we get our street smarts. This is where we get battle hardened by, actually, applying our skills in real time when it counts. The climb is a very difficult period, only in the sense that this is where people are most likely to doubt themselves and give up. They need to, certainly, understand that in the climb, there will be a reality check in the climb where they face, for the very first time, the reality of perhaps how difficult the process will be to be able to get to their ambition.

It's really critical here, John, that people don't mistake that reality check, my God, what I'm doing here, is being a sign that they're incapable of greatness and abundance. It's just a sign that this is how long it's going to really take and they never face it before. A lot of times, people misinterpret this and this is where they unfortunately give up. That's a tragic thing to see and should never happen. That's the reason why everybody needs to have an advisor that tells them in advance what's coming so they're not taken by surprise by some of the things that generally people talk themselves out of unnecessarily.

**John:** What I see so often, Jeff, is ... Visualize, I'm living on California and we got some nice mountains here and they look smooth in the distance, but there's a lot of peaks and valleys along the way. As entrepreneurs or athletes ... I've had the privilege of working with athletes as well, it's amazing the bumps in the road that they have, even people at the top of their games. The same with entrepreneurs. It's really letting that feedback ... I agree, working with somebody alongside you. Sometimes we get so close to the issues of either our team or you're bringing a coach or a mentor, ideally, walk the walk before you so that they've gone through those valleys and they understand this stuff. It can be life changing.

**Jeff:** Well there's no question about it. It's like no one went alone. It's not possible. That's why it's important in the base that you develop a team that also includes your advisors, that give you the counsel as how you would interpret the process that you're going through so that you don't talk yourself out of things. It could be very beneficial for you.

**John:** There's a psychiatrist that I interviewed, Ned Howell. He's a bestselling author, a great friend. He's in 25K too, as well. One of the things he says is very similar what you just said, Jeff. He says, never worry alone. Sometimes we don't realize the power of group. We think we're the only one that has this challenge. Boy, there's obviously friends and family that will be supportive, hopefully, for you but there's also professionals that have done it before or know how to do it that can help you there on that climb.

Now we're at Elevation, number 6. Explain that.

**Jeff:** Let me explain a little bit about the climb too. The goal should be when you begin the process of actually putting your boots on the ground. Is it your first goal should be to create a breakout? That's where you perform for the first time at a level consistent with what's required to perform at your best. What happens a lot of times is that people misinterpret the breakout as being the arrival, actually, at the top, where it's actually not. You're really only a one act wonder. When you had your first real major success, whatever that is. Let's say you have your first 6 figure month and you're all elated, well that doesn't necessarily mean that you've arrived.

Step 6 is all about elevation. It's all about making that breakout performance where you had your first 6 figure month, your new normal. A lot of people think they've arrived so what they do is start changing their team, they start short cutting. They do all of these amateurish mistakes to try to get more too quickly without building the technical base on the process that got them to the breakout performance initially.

This is the time where we really need the team where they have the ability and they have the skills to be able to move forward, where they have the commitment to be able to do that. We need to make sure that we recover the team because they put 10,000 hours in developing the skill to perform at that level. Then we need to duplicate that breakout performance. We actually earn and we own the technical skill to be able to perform at that level. Once we've done that, then we've completed step 6, which is elevation. This is where we actually arrive at the top, where we're now playing with the big boys. We made it up at the penthouse. We've been welcomed to the club.

**John:** What I like about this is we get clear on our vision, where we're going, clarity of purpose. You have the courage to actually start moving ahead. Then, through this process of climbing, reaching that first milestone, that elevation, you gain capacity. It's not only yourself but it's your team, everyone around you. That you're starting to have success. I agree, Jeff, I've seen too many of us, as entrepreneurs, we get complacent at that point or we shift all the chairs on the Titanic type thing, thinking we can just get that straight up the climb. It's one or the other. If we can take a step back and just continue this momentum, there's a little celebration that

should go on as we're hitting milestones but, boy, we're just ... That new normal. We just create it, now we can move forward.

**Jeff:** That's exactly right. One thing, if I could just say here too, is that a lot of times when people duplicate their 6 figure month and they are now accepted into the elite club at the top, I hate to break this to everybody but the top is not the top. The top is really like a false summit. We believe that once we arrive at the top that's it's going to be an easy streak. We're going to be able to put it on cruise control. Actually, it doesn't work like that. There's actually 2 steps above the top, which is mastery and then to becoming your own champion.

**John:** I see that over and over. I've sold a number of businesses. I've had some pretty good successes along the way. You've certainly have that too. We have a lot of friends and entrepreneurs and athletes that have done that. Nothing lasts forever. Once you're at the pinnacle, there's usually another pinnacle above.

**Jeff:** False summit.

**John:** There's many times that we get there and it's like, yes, and oh.

**Jeff:** Here's the secret. If you know that that's coming, then you're ready for it. See, most of the plans that we have don't take into account the future because we don't know where we are. If we don't know where we are, how do we predict the future? We don't, right? If we have a blueprint that shows us where we are and we know what's coming next, then you're never taken by surprise. That's what values the Champion's Blueprint because you're always expecting what's next because history tells us what it's going to be. History doesn't lie.

**John:** I think too is through this process, we're actually making a lot of the future too. Which is a real big...

**Jeff:** Exactly right.

**John:** Let's go to 7, Adaptation. Share with me what 7 is.

**Jeff:** Well, that's adaptation. What proceeds adaptation is we've arrived at the top. We're now performing with the big boys or in line with what our original aspiration was. When we get to the top, it's no longer acceptable for Mom or Pop to drive you to practice in a station wagon. Only because most people are not prepared for the acceleration of responsibility that you will encounter once you get to that level.

The challenge with that is that you only have so much time to prove your merit because there's people that are looking at you because they're very curious about how you got there.

Obviously, you brought something of high value to be able to get there in the first place. People are looking at you, not questioning whether or not you have the technical ability to stay there but do you have the physical, emotional leadership capacity to be able to hold your own at that level of acceleration. Because if you do, then you have people that want to partner up with you that with a snap of the fingers, can exponentially catapult your business to a stratospheric level. You have to make the cut in terms of your ability to demonstrate your leadership to be able to handle that acceleration.

When I talk about adaptation, I'm not talking about adapting into the life of the status quo. I'm talking about adapting up into a higher level of relevance to maintain a leadership role in a rapidly and dramatically changing world.

**John:** We've all seen this, certainly, with athletes upon winning the gold medal. Some are prepared and some aren't to take that moment and really run with it to make life changing businesses. Same with entrepreneurs that we hit something that's working well, all of a sudden, everyone around them is noticing that. Oftentimes, they're not prepared.

**Jeff:** Well that's the thing. The tragic about that, John, is that that's 100% preventable. For example, with people that I work with, I know that when they're in elevation, we have to have the conversation about what adaptation is going to be so that we have an adaptation team in readiness and in position. Once we get there, these people are going to be able to usher in and be able to tutor the person in that role to develop the leadership.

Again, if you don't know where you are and you don't know what's coming, you're in trouble.

**John:** This is where having a guy along the way can make a big difference.

Let's go to number 8, the Wave.

**Jeff:** Number 8 is the Wave. Well this is where, actually, you have merged your technical skill with your personal leadership. This is where you have gained the capacity to really understand the game of how you actually succeed. It's actually a process that you learned. At that point, that's where you can pick and choose exactly what aspirations and goals you choose to go after.

However, success is not without risk. There's always the risk of success intoxication, which I've seen happen to people where they start to overvalue their capacity. They start to take reckless risks with their own lives and with the company, et cetera. Really, what the prolific performers do, they ride a wave that looks something like this. At the bottom of the trough, they'll choose their next ambition. Then they'll prepare for it. They'll perform to achieve it.

Then, on the other side of that, they'll pause on the downside to recover. Then they'll pick, they'll choose, they'll perform, and then they'll pause.

What they do, they ride a wave. What that does, that extends their productivity at the very time when they have learned the lesson on how to add the most significant number and magnitude of success to their legacy. Whereas, a lot of people, when they get to the top, they want to go for more too fast, where they chase every good wave that comes along. Basically, what happens, they bury themselves physically or mentally or relationship wise in the process and can end up throwing everything away.

Truly, the secret is to ride the wave to extend your productivity longevity to create the most memorable legacy possible.

**John:** Definitely. Being in finance, I can tell you that they also destroy themselves financially. A lot of people really try to stay on the top of the wave or jump to another wave right at the top and don't take that recovery time and the reflection time. I've watched some good acquaintance go through hundreds of millions of dollars. It's unbelievably painful.

This is something, as entrepreneurs. Sometimes we get caught up being a serial entrepreneur and we think, okay, we've had this huge run. We won the internet lotto. We went public. You think you're invincible. Boy, I've got plenty of stories to tell and sitting across the table, trying to beg people to take advantage of this wave concept. All 8 are really important but when you get to that level and let it slip at that point, it's so unfortunate.

**Jeff:** Well, it's tragic. If I can speak to the Champion's Blueprint here, the reason why the Champion's Blueprint has been so effective and, literally, it's the only thing in my life that's never let me down. Because the first thing I always do with my clients is I locate the step that they're in. Because if I can locate the step that they're in, I know exactly what we need to do to carry the momentum or be able to jump start, to be able to thread the needle of a critical situation that absolutely has to go right.

Once we develop capacity in that area, we're ready to move forward. I know exactly what the next step is. Since history already tells us what the next step is, we know exactly what we need to be looking for. We're not taken by surprise. When the brass ring shows up, we already grab it. When the pothole shows up, we're looking for it so we walk around it. That's the advantage of that.

Whether you're CEO or whether you're just beginning to climb, in my experience, are virtually on survival. They don't know where they are and they don't know what to do to be able to move forward. They're just putting tons of effort, time, and energy into the hope that they're

going to be able to close the gap by greater will and trying harder. That hasn't prove itself to be true.

**John:** I really appreciate you sharing the blueprint with us. Having a map to go on this journey is just so valuable.

Let's go to the next segment. Among your fellow entrepreneurs, what would you recommend that they read, that could help them on this journey.

**Jeff:** One of my all time favorite books is the Tim Ferriss' 4-Hour Chef. Yeah, what are you talking about? Well, the reason why I choose that and Tim has done such a great job in that is in the very first section, he talks about meta-learning. My experience tells me that success is not an accident. It's the very delivered outcome, a very specific actions that have been constantly applied. There is a very special place where learning takes place, where we not only learn but we keep it, we can apply it. In that way, we can transcend the habits that are actually holding us back. That's one of the reasons why I would choose the 4-Hour Chef by Tim Ferriss.

**John:** It's a book I'm going to encourage people to buy it. It's a thick book. Why would 2 entrepreneurs be recommending a cookbook? It is not a cookbook. It is a learning book.

One of the things Tim is so phenomenal at is learning. He shares his lesson. Certainly, you get the bonus section, the food, cooking, and all those experiences Tim has that are pretty amazing. The meta-learning is great.

A lot of people didn't buy the book. It's a New York Times' bestselling book or Amazon bestselling book. I don't think it made the New York Times because they had an exclusive deal with Amazon, some of the other places they want to sell it. He sold a lot of books. This is one that is really valuable.

Let's go to the next segment. This is Application of The Day. Jeff, you're using your smartphone. Give me an application that you think will be really useful for your fellow entrepreneurs.

**Jeff:** There's only one choice for me and that's the Waze app. That's where we're able to see traffic in real time, when we're headed between one point and another. The reason why that's so valuable is that a GPS doesn't really tell exactly what's happening. If we don't know what's happening, then we set ourselves up for perhaps taking a long cut to a destination when we really need a shortcut. The Waze app has been certainly one of the most important things that have developed and found for myself.

**John:** I'm in the San Francisco Bay area and I remember the first time I didn't follow their advice, how dumb it was.

**Jeff:** How did it work out?

**John:** Yeah. When they say it's blocked ahead, they do. They reroute ... I got to bring it back to the Champion Blueprint. This is really what you do. You give the road map but you also give real time measurements of what's going on.

**Jeff:** You've actually picked up on that. GPS is like a Map where you got start and finish but it doesn't tell you what's happening. That's exactly what the Champion's Blueprint is not. The Champion's Blueprint is actually a Waze app because it shows, historically, what we can expect in real time along the journey. Because quite honestly, John, it's more likely that the journey is going to take us out of the game at a technical business detail. Most people are really good about detail plans but if you can't manage the gap and you can't manage the space to be able to hold your dream in that vessel, it is very difficult or almost impossible to negotiate life's minefield to be able to manifest your biggest dreams.

**John:** Because we do know there will be minefields. There could be outside business, tax, family, so many things. When we take up the rest of the time just naming them. This is why it's so important to let the real time adjustments happen.

Let's go to the next segment, which is Resources. Jeff, I'm going to pull up your website. Tell us what's available for your fellow entrepreneurs on the website and how they can learn more about what you're doing.

**Jeff:** Well, I appreciate that. The website is drjeffspencer.com. On the website, there will be many extremely important elements there about how to learn more about the Champion Blueprint. What's some of the products are that will help people actually be able to learn about and apply the Champion's Blueprint in their life. Some of the programs that we'll be doing. Some of the technical aspects and some of the tricks of the trade that I've used to be able to share with others, to be able to become their own champions. There's always new things that we're putting up there all the time. I would certainly invite people to join the process and also get on the blog list as well.

**John:** Again, for those who are listening, driving their car, don't try to write all of this stuff down, just go to aesnation.com and it will go ahead and we'll have everything transcribed because there's so many good insights here. A matter of fact, I recommend that you go through all of it. There'll be show notes as well in the link so that you can go to what you need to.

Let me go to the last segment here. This is Key Takeaways. Jeff, I want to just walk through because I want to reiterate what you shared with us because it's so powerful. This is out of an awful lot of experiences that you've had both personally, yourself as a champion, and the privilege of working with some of the most successful athletes in the world, and now entrepreneurs.

Starting with the legacy, getting clear what it is that you want to accomplish. Putting at number 2, into a vision. That is compelling so that you are getting up excited everyday and finishing everyday with gratitude, that you want to make a difference. It has in the past, it's likely to happen. You got that mind-set to block off, not that the voice won't tell you that there's some challenges but that you know that this is just normal.

To create that base, number 4. That self-assessment, that foundation, and the right team to make that climb together. Wherever you are, take the climb. Recognize there's going to be peaks and valleys, those false peaks along the way. You're going to develop a lot of street smarts, Jeff was telling us. The market feedback, as entrepreneurs, we're used to this.

Then we're going to reach to an elevation. This becomes our new normal. Many of you on this podcast are already at. You've reached a number of elevations. You moved up along the way. Some of you are just beginning to climb, some of you aren't yet clear on the vision but wherever you are, then you're going to adapt there.

You've now hit that level, that milestone. You're ready to take-off. You reassessed your team, what you're doing, where you're going, the vision. Then, you ride that wave but you recognize that the waves ... They go up and they go down. As you hit that success, make sure to have the recovery period so that you can catch the next right wave.

I always look at it that we get to rewrite our professional chapters. Turn the page and start. To do it in a way that it's meaningful to us and those around us. Jeff, these are some phenomenal lessons. I really appreciate you sharing it with our audience.

I'm just going to encourage everyone to go to the show notes, spend some time on this. Make sure to check out Jeff's website. Get on his blog list. Follow what he's doing because he's working with some of the best. You want to be one of the best. Your clients, your future clients, they're counting on you. Don't let them down. We wish you nothing but the best and success.

## A Second Opinion on Your Finances

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If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

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John Bowen  
Founder and CEO  
Financial Advisor Select