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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
87

Debi Silber

Show Notes at: <http://www.aesnation.com/87>



John Bowen and Debi Silber
AESNATION.COM

Episode #87

Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

We hope you find this transcript to be a valuable supplement to the podcast and encourage you to share it with like-minded entrepreneurs in your network.

In addition to our five-times-a-week interviews with leading entrepreneurs, keep in mind that we have plenty of other resources to help put your success on the fast track:

- Our **monthly live, interactive webinars** co-hosted with Dan Sullivan of Strategic Coach feature today's top entrepreneurs. These are world-changing entrepreneurs who have the insight to help transform your business.
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Thanks for being part of the AES Nation community. We'll see you online.

Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs we all need a tremendous amount of energy. We've got to serve our clients well, we've got to nail that client experience, we've got to track new clients, we've got to build the systems in place, we've got to monetize it, we've got to have a lot. To do that, that requires energy. We are really entrepreneur athletes. One of the big challenges for athletes is training. They spend ninety percent of their time training for ten percent of the event. What do we do as entrepreneurs? Not much. We're fully engaged a hundred and ten percent.

Today I have an unbelievably talented expert, The Mojo Coach, who's going to show you how to get the energy you need to have not only the life that you want for your business, but the life that you want for your life. Debi Silber is just an amazing individual. She is extremely talented and a fitness, weight loss, personal development, author, speaker, been on the TV shows, Dr. Oz and all the others, but she's here today so that you can have your mojo, so you can have the energy to perform at your highest level in your business as your life.

I'm John Bowen. We're at aesnation.com. Stay tuned. You're going to be glad you did.

Debi, I am so excited to have you here. We've got a mutual friend in Thaddeus Gala, who's helped me a lot on all the things that we're talking about today. I know how big a change it can make. He said you are the one that's out there making a huge difference, so thank you for joining us today.

Debi Silber: Thanks so much for having me.

John: Debi, I want to dive back in and when we go and we talk about The Mojo Coach I want to hear the backstory, because I know you've got some great recommendations of how as entrepreneurs, how we can have the energy. To me it's not time management, it's energy management and how can we position ourself for it. I love the term Mojo Coach. How did this come about?

Debi: You know what? My clients did it. It was 2008 and I had this full time business as a dietitian, masters in nutrition, and personal trainer. Imagine a full time business, four kids, four dogs; we have six now; husband, home, and trying to do it all. Every entrepreneur is shaking their head like yep, trying to do it all.

I started getting sick. At first I had these symptoms, but I was too busy so I just blew them off. Then the symptoms turned into conditions. Again, too busy, blew them off. Illnesses, and eventually full-blown disease. Your body will speak louder and louder until you pay attention, and that got my attention.

While I had this business, I also had these really toxic relationships, I mean way too much stress and just trying to be everything to everyone all the time. This knocked me out. I couldn't get out of bed. You name it, I had it. I had a feeling it had to have something to do with the relationships I had and with the way I was living. I had surgery, and while I healed I studied to become a whole health coach. That's a health expert trained to teach how your lifestyle could be creating either health or wellness, or illness and disease.

While I was going through that program, I learned that on some level the thoughts I was thinking and the stress I was under and the people I was really spending my time with were at the root of it all. I thought I really have nothing to lose. I lost it all. What would happen if I changed those things? I had the nutrition and fitness part down. I said what would happen if I changed those other areas of life?

I did, and over the next nine months I healed. I healed from everything. Got my mojo back and started working with clients again, but this time in such a different way. They got their mojo back. They started calling me The Mojo Coach. My Complete Transformation System was born and that's all I've been doing ever since.

John: That's great. It's unfortunate so many of us have that something that knocks us down. I hadn't been sick in a long time. I got walking pneumonia last year, early in the year, and it was ... I don't think I've ever been in bed for two weeks, ever. I don't have all the kids and all that you had, but it's ... What we really want to do today is to keep all our fellow entrepreneurs ... Not to wait for the heart attack, the walking pneumonia, anything, but let's be proactive. We're so proactive in so much of our life and we let our health go.

Debi, in getting your mojo back, this is ... I'm ready. We're talking about it and we think about it from ... I'm going to start with a body perspective, getting the energy and all that. How do you help someone, the fellow entrepreneurs that are listening to us on the audio podcast, or if they're watching us on the video podcast, how do they go about getting started on this?

Debi: The first thing, you mentioned those different illnesses or diseases, sometimes they're the greatest gift. Sometimes you need that crisis, that illness, tragedy or trauma to shake you up and really have you consider is this all there is? What am I doing here? That's the greatest motivator sometimes.

From a preventative standpoint, we don't realize as entrepreneurs how our health and our energy and all of these other aspects of wellness really bring us to the top of our game. There are really four areas that we need to pay attention to in order to look, feel and live our best.

You mentioned fitness or eating well. Those are huge steps in the right direction and that's more than many, but by no means is that the whole enchilada. I was doing that and thinking

that's all I needed and I crashed and burned. If you imagine the table, like four legs on the table, you knock out a leg, the table is shaky and unstable. We're the same way. One leg of that table would be body. By body, I mean what you're eating, how you're moving.

Just in that area alone you can have tons of energy. The first thing I'll do with someone is they may be addicted to sugar for ten, twenty, thirty, forty years. Week one, we knock out that sugar addiction because they're powerless with that addiction. When you are just sitting there dealing with cravings or low energy or brain fog or just really not liking how you feel physically, mentally and emotionally, how could you possibly present yourself as the entrepreneur you want to be? You just can't.

John: Let me stop you here just for a second, because this is pretty personal. I was really actually pretty good at exercise. I always had a trainer, very high end. I've got a gym here. I have no excuse for doing that. I was addicted to sugar. I didn't eat well and so on. I had all the problems that go with it. I just felt that if I exercised more, that would be enough, and I'll tell you it wasn't.

Everybody out there, if you're thinking you can do that, it's not. It was amazing. I didn't know if I could ever get off it. It is a detox. It was about two weeks of kind of like uhhh, and now I have absolutely no craving. The clarity, the energy, I mean it's just been amazing. I wanted to bring that up.

Debi: Yeah, there's such a difference. There's a saying ... I've been a trainer for close to twenty-five years. You can't out-train a bad diet. The way the Complete Transformation System works, it's in order for a reason. We do nutrition first because what happens is if you do like what you were saying ... When you do fitness first, the best you'll do is break even. Then what happens is you get so frustrated because you're putting the time in, you're putting the energy in, you're putting the effort in and it's not showing itself. So by starting with nutrition and really getting that down, you'll feel so much better and then you'll gain confidence, saying look what I can do, and from there you're more willing to take on fitness.

John: Give me some ideas for what level should we be ... As an entrepreneur, we're fully engaged, we're running businesses, we've got a home life, we've got kids, we've got oftentimes grandkids and so on. As we have more success what happens is there's more demands on our time, and trying to fit all these things in. Some of us ... I'm probably entertaining about every other night, and watching nutrition ... I've used that as an excuse in the past, but how do we deal with these things?

Debi: The first thing, when it comes to nutrition it's just strategy and pre-planning. That's huge. I have private label nutrition bars and shakes. I just don't go a day without them because, like with the bar, you just have to unwrap it and eat it. It's so easy and it's so portable.

When you don't have what you need, you're kind of at the mercy of what's available. What's available chances are isn't going to be nearly as healthy as what you can have with you.

Number one, we need to be prepared. When you think about your day ... If you're going to be out all day, what are the choices that you're going to make? How can you navigate that day so you feel about the choices? What restaurants can you go to, or even in any restaurant, what are choices that you can make there where you feel good about it? That's success as far as eating.

I think so many of us are following that very old model of eating too, where it's a calorie in equals a calorie out, or weight loss has to be slower to be sustained, or low fat, or everything in moderation. That couldn't be further from the truth. I truly feel like finding all my clients from twenty-something years ago and apologizing.

John: What we've done ... I'm going to tell the fellow entrepreneurs, if you decide to go on a kind of program like this and you're not doing it ... I mean I eat as much as I have ever eaten. I just eat healthier and I enjoy it. The food is fantastic. You lose the weight and the whole thing. You have the energy.

It doesn't have to be hard. I think the big part you said, Debi, that's so true is you have to pre-plan it. You can't leave it for chance.

Debi: For sure. I think we have such a diet mentality and we think that it has to be painful and it has to be all about deprivation. So often I'll get what do you mean, I can't have my bagel, I can't have this or that ... And I'm looking at it saying you haven't lived in a body that's made you feel good for how many years now? Tell me what deprivation really is.

John: It is a ... I have a wife of thirty-five years and she has ... She does not gain weight. She's always encouraged me to get in shape and I have a great spouse, a great partner. She was watching what I was eating initially and she goes that cannot be a diet, because we all come at it from a mindset that it has to be, and oftentimes prepackaged, exact calorie count. It doesn't have to be anywhere near that at all.

Debi: Not at all. Any program that I'm putting somebody on is truly the way to eat for vibrant health, for energy, for weight loss, and for life. It's not the kind of thing where there's a finish line and you go off. I just had a client leave my office about an hour ago. She's down fifty-five pounds. We were talking about it and she said, "I can't really see ever eating any differently." That's the beauty. You don't have to.

John: That's really ... It's a lifestyle change. Once you get past the first couple weeks of it, it becomes actually fairly easy and you can't imagine going back. Why would you? You gave

me the four. I want to go to your next one. Mind, this mindset ... The games that our mind plays with everything going on in life and all the noise and the messaging, how do we get a handle on that?

Debi: This is huge. Let's just imagine now you have your eating down, you have your fitness down, but your mindset can take you out. It's all about the beliefs that we have. Here's what a belief is. A belief is no more than the repetition of an idea from someone you trust. That's it. So someone said something to you enough times that you trusted, it became your belief system. This could really serve you or it could really hold you back and we don't question it.

What I invite everybody to do is write down these few things. I am so dot, dot, dot. I can't dot, dot, dot. I'll never dot, dot, dot. When you have some time, see what flows there. You may hear someone's voice, probably your mother's, and you're going to hear ... Those are all the subconscious behaviors and beliefs that are absolutely sabotaging you.

It's almost like if you picture an iceberg, ten percent of that iceberg is above the surface, but ninety percent is below. What's wrecking the ship isn't the ten percent above, it's that ninety percent. Those are our subconscious beliefs. What's showing up in our lives, it's because of that ninety percent below.

John: What I like, Debi, that is so available now is the insights from professionals like yourself and others that can provide us this framing. I don't want to beat up on my mom too much, but she had different sets of information and certainly other sources as well. We use that ... The mind very quickly creates shorthand and we create this whole process of we do this, this, and this. We get into routines, we get into habits, and then we don't seek new information and we expect ... The definition of insanity, keep on doing the same thing over and over again and expect different results.

I think I lost over a thousand pounds over my life and I'm fifty-nine and I'm pretty sure of that amount. I've been able to keep on two hundred and twenty-five at six three. I got another twenty that I need to go down, but I didn't have the right framing. That's why I love today's technology. You're able to share your message more broadly, and really these insights and new knowledge that's been done both on the body and the mind.

Debi: It's so true. This is where I'll see somebody and they'll say, "Debi, I have been to every dietitian. I have been to every nutritionist and I keep gaining and losing the same amount." That's one of the biggest issues. If we don't address the mindset, you'll go back to your default setting. I'll ask them, "What's the benefit of keeping that weight on?" They'll look at me like what are you crazy, but these are things that we need to address.

For example, I'll have people who will come to me, let's say a wife, and she'll lose about thirty pounds and then sabotage herself. So I'll go deeper and I'll say, "What happens when you're thirty pounds down?" She'll say, "I feel really confident. I'm feeling a little bit sexy." "How does your husband feel?" "Threatened, jealous, insecure." So what does she do? Subconsciously puts it all back so she doesn't rock the boat.

We need to know how our mind is working here so we know it's coming and we can address it and move through it.

John: That's great. Let's go to the next one, image. We have an audience of both male and female entrepreneurs, a little more because they are successful they tend to be a little higher in age, and it used to be more male dominated. Us, as guys, we don't think image is as important; certainly ladies more.

I've got to tell you, this is one that I see over and over again in business, and particularly you and I are both on video if you're watching it on video. Image is just important in so much of what we want to do if we're going to inspire other people to action. How do you help your fellow entrepreneurs in this, Debi?

Debi: Your image can be a bridge or a barrier. You can have the most life-changing message, but if your image is bland or off or over the top, you won't be heard. It's going to be too noisy. There's an activity that I do with my clients or groups and it's actually an imaging activity and you see who you are at your physical, mental and emotional best and it becomes your bull's-eye.

So often we'll say I want to look better, or I want to feel better. That's kind of like going to the airport and saying I want to go on a great trip. Where is that to? What's the likelihood of getting there?

What we do is we make it so bold, bright, vibrant, crystal clear, and then we track back and say in order for you to have looked this way how did it start? I'll see people where they say I was wearing this color or I had this hairstyle. Okay, you know what? Go out and get that hairstyle. What we do is we take those actions until we slowly become ... When you think of any single thing that manifests ... Let's say a book. I'm looking at your beautiful bookshelf there. Any single thing that manifested, it was first a thought, that thought expressed and then in physical form.

It's the same with us. If we want to become our physical, mental and emotional best, we have to have that idea. We have to express it and take the actions to become.

John: You know what I see so often too, Debi, is there is congruency between our message that we're putting out and our image. One of the things that we're all looking for in today's world, it's so busy and so noisy that we want to work with people who are authentic, that are living their message. That image, I just think it's something that all of us as entrepreneurs didn't used to be probably as important ... I think it's always been important, but the ability to leverage with technology, all of the noise out there, and to get through that is just so, so important.

Debi: It's also helpful if your image really conveys your brand. If you're sort of a corporate person, you have an idea of what that looks like. If you're creative, an image comes to mind that way. If you have a particular brand, the image really needs to convey that because it's like a PR campaign for you.

John: It's funny, this last few days I was in Beverly Hills with Peter Diamandis, who wrote a book, Abundance, and coming out with his new book, Bold. You can search on AES Nation his interview. He had this mastermind group of two hundred and fifty entrepreneurs and there is a person, Craig Venter, who had sequenced the first human gene, there was the fellow who started the virtual reality, and the head of IBM's Watson computer program and just on and on and on. It was just interesting all the different images that were there. I can tell you these were some of the most successful entrepreneurs that were at this event and everybody had congruency.

It's such a powerful message. The person from IBM showing up with a hoodie just would not work. There were definitely some technology machine language people who are kind of the geeks that had that and they looked the part, but in today's world if you're going to stand up on whatever your platform is to get your message out it's critical.

What about lifestyle, Debi?

Debi: This is huge. It's just as important as the others. This is really stress and your relationships and toxicity and sleep. Stress for example, stress creates aging, weight gain, illness and disease. In other words, it makes us sick, fat, old and exhausted.

How as an entrepreneur can we possibly be at the top of our game if we have this chronic, overwhelming, unmanaged stress? It's impossible.

John: One of the things I always think about in business, that we're in business not for more business. We're in business for more life. We want to support the quality of life that we want, but particularly young entrepreneurs ... It's probably because old guys can't do it, but the young entrepreneurs, we're charging, we going to make our money, we're going to make enough money so that we can have a good life. What I see is a lot of these young people

burning themselves out and then they need the money to buy the good health and a little more conscious decision on life.

Debi: It's so true. I do stress testing, so I actually see internally what's going on. They may look great, but I know they're a mess. Illnesses and diseases are inevitable when that's what we do and when that's how we're headed. Your body doesn't know or doesn't care if the stress you feel is real or imagined.

Your body is wired to keep you safe. If a car is coming at you, you're going to jump the curb to safety. You ignite that stress response. With chronic stress, it's as if you're jumping to the curb to safety twenty-four/seven. Over time you can imagine how that can completely and totally exhaust your body.

John: It is such a big deal and I see it over and over again. We've got to have the energy to be able to accomplish what we want and really get our message out there or to create the value in the world that we can and that we can so leverage it.

I've got these four. How do I get started if I have ignored it? Probably our studies of entrepreneurs, it's about fifteen percent of us are really ... We've got our act together in each of these. It doesn't mean that we're totally right and the whole thing, but we're working.

Then there are some that kind of dance around each of your four, and then there's a whole group that they're going to get to it. How do we help each of those groups kind of work through this?

Debi: Even on that fourth leg, it's stress, it's relationships, toxicity, sleep ... There's a lot going on on that one leg, but here's what I would do. Overall, every single thing you do takes you only one of two ways, further or closer to the body, energy, health, life, lifestyle you want. If you make a commitment and a decision to do something that brings you towards what you want consistently, over time you'll slowly get there.

Having said that, what I would invite everybody to do is take a look at each of those legs, body, mind, image and lifestyle. One of those is going to be an area that hasn't gotten the amount of attention that it needs. Within that area what would happen if you said what can I do to tweak that?

For example, let's take body. Can you drink a little more water? Can you move a little more? Can you cut sugar? What can you do? Mindset. Can you take a look at some of those subconscious beliefs and behaviors and start creating some new ones that actually serve you? With image, can you show up the way you want to until you slowly become; even if it doesn't feel right in the beginning until you do?

Lifestyle. Take a look at those relationships you have. Are they inspiring, encouraging, supportive or do you feel drained, depleted and uninspired when you spend time with someone? You'll know if they're actually good or bad for your emotional and mental health and good for your physical health too.

John: This is great. These are so important for all of us. I want to go to the next segment though. This is the Book of the Day. You are out there making a huge difference to your fellow entrepreneurs. What was one of the books that inspired you?

Debi: I remember reading a book and the tears were streaming down my face and I just knew this just really resonated with me. It's a very small book, Og Mandino, The Greatest Salesman in the World. I just loved it. It's a short little book, but if you're an entrepreneur it'll hit you right between the eyes.

John: We'll put a link on the website for all the show notes. I'll put it up on Amazon now. I have to say I haven't read it in a long time. I love the book. It's one of those that you can revisit. I'm sure there are people that are reading it every single year and I'm going to encourage everyone to do it, because it is an inspiring book as well, particularly if you want to get your message out there.

Let's go to the next segment. Here I want to look at Application of the Day. Debi, you travel a bit. You've got your smartphone like pretty much all of us have now. What's an app that's really resonating with you?

Debi: There are three that I use almost daily, almost daily. One is my Kindle app. If I'm waiting on line, if I'm waiting for anything, waiting to pick up one of my kids somewhere, I'm reading. I'm reading. This way my book is always with me. That's a must.

The next is Square Up. I never want to have a barrier for why someone can't buy from me. If they want to get something and they say, "Oh, I don't have cash on me," no problem. We can ring it up right on my phone, right on my credit card, right now, so that's another one.

The third, this is the whole busy parent one. I cook for my family, but to be honest sometimes you don't have all the ingredients that you need. There is an app that's called All Recipes and I love it. You put in what you have ... Let's say you look in your refrigerator and you have chicken. You just type in chicken and you'll get like a zillion recipes with chicken all rated. Then I'll look and I'll say I have those ingredients. I know how to swap out some of the ingredients to make it even healthier, so it's just a simple way for me to just make dinner using what I have.

John: That's great. We're all so busy, one of the things I love about apps is that you've got all these great tools. All three of them that you talked about ... The Kindle, I do. Now with the iPhone 6 it's big enough that you feel like you can read a book, so I have that. Certainly the ability to do commerce at any place is not a bad thing. Then the eating part, I mean I'm with you on all three.

Let's go to the next segment, which is Courses. Debi, you're making a big difference for an awful lot of people. What's available on your website? I'll pull up The Mojo Coach here and put it on the screen.

Debi: The site is themojocoach.com. So many different things there, whether it's just ... if there's a certain level of coaching that somebody wants from me or if they want my success pack, which are my bars or my shakes, supplements and fiber. But I have a free gift for everybody and I would love for them to take a look at that too. It's at themojocoach.com/free. That's a very special gift just for your audience.

John: I've just pulled it up on the screen. What are they going to see there, Debi?

Debi: They're going to see Twenty Insider Secrets To Look and Feel Better ASAP, also a Lifestyle Success Tracker, because we know what we measure we can improve upon. It's pretty much the areas we spoke about. I came up with this very simple tracking system so you see how you're doing with your eating, with your exercise, with your lifestyle things and your mindset. All of it. It's all there, and an opportunity to get a fifteen minute private Jump-Start Your Mojo private session with me.

John: That's a great deal. I appreciate you making it available to everyone. This is all about taking action, everything accelerating entrepreneurial success. We're talking so often about just business type things and going ahead and delivering great experience, attracting clients, scaling up and all this, but it's so important to take the time to ... Your most valuable asset is you. It you and your self-interest, but it's also for your business, your family, your clients. It's all stakeholders, taking this action.

Let me go to this last segment. This is all about my key takeaways. Debi, these were great. I'm going to just go to the four. I look at the body and you talked about nutrition first and I stated I didn't learn that. I learned that at fifty-eight. I should have learned it a little earlier than that. Nutrition first. Get that movement.

You don't have to be crazy. One of the things that ... so many of us are not natural Olympic athletes. You don't have to be at that level, but you need to get started, as Debi is saying. The mind ... So much of this is a mindset and really preparing and setting the stage for that. The image we talked about. The congruency part is a big deal to me, that you are aligned.

Then lifestyle. We can live ... In today's world there's just such an opportunity to design our life on purpose. Everyone listening or viewing this, you have the opportunity to be successful on purpose. Success means different things to different people. Sometimes we get so captured in our entrepreneurial success that we don't pay attention to our lifestyle, and as Debi said the toxic things that we can bring in and create a tremendous amount of stress and really run ourselves down.

One of the things that I think is so important, Debi, on all of this is that with all the advancements in really longevity that are coming down, that all of you ... I'm fifty-nine and I'll tell you, if you can keep your body in good shape for the next fifteen years, there's a good chance that you can have a great, healthy life until a hundred, but it's going to take some investment of time and energy and a little bit of money to do this.

I'm going to wish all of you great success in living a great, long life, well past a hundred. I know right now with today's technology it doesn't seem right, we've been talking about in the present, but you've got to take care of yourself to have that energy. Your clients, your future clients, your family, everyone is counting on you. Don't let them down. We wish you the best of success.

Debi: Thank you.

A Second Opinion on Your Finances

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John Bowen
Founder and CEO
Financial Advisor Select