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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**92**

**Neil Moore**

Show Notes at: <http://www.aesnation.com/92>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we want to make it big. We want to be global players. Many of us have never done it. I've got an entrepreneur here who has really done it differently than almost any other fellow entrepreneurs I've had the privilege of meeting but he's made a huge dent in his niche, become the world's largest playing-based music around the world. I mean 750 locations and 11 countries. He's here to share with us how you can take the lessons he's learned and accelerate your success even more. I'm John Bowen. We're at [aesnation.com](http://aesnation.com). Stay tuned, you do not want to miss Neil Moore.

Neil, I am so excited to have you year. We've had the privilege of being in Joe Polish's Genius Network Mastermind group for a long time together but we're really, we're both running so hard we haven't sat down and done one of these yet.

**Neil Moore:** I know. It's great, actually. I've always liked you. You've just got that great energy about you. It's really a terrific opportunity for me to spend some time with you John. Thanks for sitting down with me this morning. I appreciate it.

**John:** Neil, you're really impressive. You are executing. One of the things that we've talked in the pre-interview before we turn on the camera that you're not a marketing guy and I go, I don't know and Joe Polish is more of a marketing, CEO, mastermind group but I'm going to tell you, Neil has accomplished some pretty amazing things. I want to share, have Neil share with us what he's done. Lot of the lessons he learned and he's out there, executing doing some pretty interesting, new things that are coming out as well. Let's go, Neil, one of the ways I like to start is start with a back story because you didn't decide to be from day one a global player, the largest in the music-playing, educational business. How did this all happen?

**Neil:** I've had an affinity with music since infancy, youngest of five kids. My relationship with music, even as an infant, if music was playing in the home, I was lying by the radio. You can put music on in any room at the home and I would roll to where ever the music was playing and that's where I just wanted to lay. I have this affinity with music and began studying music at the age of seven. At around about three or four years of age, I discovered that I hear music and as I'm listening to music, I start to develop these pictures of two and three-dimensional shapes.

When I began studying piano, my teacher would play the song that I was going to be learning and I could see those shapes across the instrument and really that was the basis of how I learned to play music. I was supposed to be learning to read like all my older brothers but I just, I didn't have any connection with that at all. I actually thought I was doing the wrong thing. This way of learning music, I kept it hidden. It really wasn't until my adult years that I began studying music formally and decided that I would transition into music education. I'd left school pretty young, John. I love learning but I passionately hated school.

I only successfully completed 10<sup>th</sup> grade and 11<sup>th</sup> grade I think I skipped class most of the year. By the time we got to finals at the end of the year, I had to fabricate a way to get out of finals because I knew I'd fail miserably. I convinced the family surgeon that they had to put me into a hospital and do an emergency surgery to remove my appendix just to get out of doing finals. I can't believe that I did it but I was as committed then as I am now. I just wanted to get out into the workforce. I was working by the age of 16. I didn't really know what I wanted to do. I just knew that I belonged to music but I didn't really know what the professional opportunity would be there.

I ended up becoming a restaurant owner. I had several restaurants that were successful businesses. For me, it was one of those cases of a successful business owner but, successful but unsatisfied. I really didn't know what was behind that. I just thought, what do I do, I'm doing well financially. I have a beautiful wife, beautiful home, great cars, beautiful children but I just didn't feel like I was doing what I was meant to be doing. I thought then the solution might have been get another restaurant. After a while, it had that same mundane emptiness. I'll get another one, I just wasn't getting to that point of satisfaction. I made a couple of bad business decisions and I went through a complete financial wipeout, total financial wipeout.

I remember one day, in Australia in particular, where my home was being sold and my cars were being towed away. I just saw that I had been pursuing money. My view was to earn enough money so I could retire and just do music, whatever that means. I just saw that the equation of pursuing money to then do what I love was a broken equation for me. I just made a pact that from that day onwards, I would just devote myself to music and if that's what I was meant to be doing then my hope was that the world would align in my favor and that path would reveal itself. Literally, that's how it was for me.

I came over here to the United States just over 20 years ago with my wife, my three kids, \$5,000 to our name, life possessions in three suitcases and an idea. I began teaching music. I got a call one day from a government agency and they asked me if I'd take on teaching this young eight-year-old boy who was blind. For me, it was like, I want to teach this kid. I don't know how to teach him because he can't read music. I didn't know what else to do. It wasn't until then that occurred to me, hang on, I never learned to read music. What was I doing when I was a kid?

That was really the first time that I brought consciousness to it. I sat down and began to reconstruct the way that I saw these shapes and patterns. I was able to show him what he was doing and he was doing brilliantly well. I discovered he'd been teaching his four-year-old sister how to play using the same technique which is a light-bulb moment. Wow, I wonder if I could show all kids this approach. As I began sharing it, kids were producing brilliant results and I thought still then maybe they're getting such a great result because this approach is organic to me, maybe I could share it with other teachers and see what results they got.

As I began sharing that with other teachers, they came back saying, we haven't seen results like this ever before. I think what happened is, I develop this into a system of learning with a focus on, I want, for me, every single human being, without exception, is profoundly musical, absolutely everybody. This world of illusion that we have that it takes a long time or you've got to start when you're young or you need a special talent, none of that is true. It's all about the way that we access getting it into our hands. I discovered a way of being able to do that that's unique and that it's transformative and it brings immediate musicianship to everybody.

People are impacted by that. There's just a world of people that have longed to play. There's a world of people that adolescents and all that are so grueling that they gave up. There's a world of people who just don't believe they're musical. This is a program that just dispels all those myths and brings immediate musicianship to everyone. Because people are so impacted by that musical self-expression, they're compelled to talk about it. That's really how we grew. I started with a small handful of teachers that I was sharing a program with and that grew more.

They started telling their friends and the students started their friends. We just grew organically. Here we are now, heading towards, my next first thousand but we can really see that we're on the knee of the exponential curve now and we see over the next two years we'll go from 700 plus to 7,000 and my intention is 70,000 two years after that. I truly believe that we can impact billions of people and transform self-expression in the world through music.

**John:** Let me stop you here Neil because one of the things I want everyone who whether you're watching us and, you should be watching us on video so you can capture the full passion that Neil has. I haven't hung out with Neil over the years, this is truly his passion. Neil and I have another good friend Dan Sullivan, a strategic coach.

**Neil:** Yes, lovely Dan Sullivan.

**John:** I think he always talks about, you've got to find, as an entrepreneur, who you want to be a hero to, you got to marry that passion. I always, because I'm a financial guy, I also say, you have to bring a third circle in and then you have to be able to monetize it. When you bring all three of those together, it's not too monetize to make a ton of money. It's monetizing so it's sustainable so you could continue to grow ...

**Neil:** Exactly.

**John:** ... so you can touch all the lives that you're talking about touching, Neil, in each of our businesses, with technology today, our ability to expand this is like crazy. One of the things that you do is you bring that passion. This is something that's so important, particularly when you and I talking about marketing in the past, so much in Joe's Mastermind group, Genius

network, all these sophisticated technique and so on. Neil, it's just, he's doing more than what he is saying here but I would say, the biggest part is the passion getting result and allowing you to get word of mouth so it's spreading, you've got so many marketing apostles.

**Neil:** It's been a remarkable journey. In fact, things have changed dramatically. It's almost as though we've hit, I still consider us to be a startup, 20 years into this project, it very much still feels like a beginning point for me but even so, we've had enough longevity and we've had enough growth for us to establish some credibility. It's meant that we've been able to diversify into some really extraordinary projects John and some of the things that we're taking on at the moment. For example, we're in the midst of producing the world's first adaptive music education curriculum, it's a piano curriculum and it's designed for extremely low-functioning, special needs, children with special needs.

This is an area that is a huge social concern. It's a hugely complex area and so many of these children don't have a voice and we've discovered with this program that we can give these children a voice. We're about to launch a crowdfunding campaign to fund the last phase of the development of this program. What's really epically exciting about this is that we're going to give this program away to every special-needs family in the world for free. This is a huge opportunity for us to make an enormous contribution to tens of millions of families in that arena. The other end of this ...

**John:** Let me just stop there for a second. That's a big one. I want to make sure that we all capture it.

**Neil:** Yeah. It's fantastic.

**John:** What I want everybody to be thinking about is we're listening with Neil is it's not, this is what Neil is doing in his business, growing it exponentially, taking advantage. Neil, you and I, a few weeks ago we're at Peter Diamandis' Abundance 360 Mastermind Group. For a guy who didn't finish high school, I see you and all this life-long, high-premium meetings you and I are both going to. You are, when I talk with other people, you are one of the, I think you and I are probably some of the quickest executors of ideas out there and you're making things happen.

**Neil:** Thank you.

**John:** Crowdfunding, this is coming out and whether it's for a not-for-profit interest or whether it's for a for-profit but testing this idea and getting the funding, this was impossible two or three years ago. Now, this is something you can do and you can refine it through that process that really touching off a lot of people.

**Neil:** Yes, yeah absolutely. I think the thing for us as well is that it's not so much even the acquisition of crowd-generated resources then it's more the opportunity to rally the team, to rally the masses, to get the community behind, a partnership where we're making this contribution on a global scale by the community itself. That's the thing about it that I'm most excited about, not so much the funding but the team of people who contribute to make it all happen and we do it as a partnership. That's the really exciting that people want to be a part of something that matters.

**John:** We want to be engaged who now have that platform, you could be watching us on the web, you could be watching us on iTunes or Stitcher. These platforms exists and with the technology we can leverage it, Kickstarter, Indiegogo, these are great platforms that we can use to bring our community together, our tribe and you're doing it really well. Now, you're saying that there are a couple of things that you are also doing too.

**Neil:** Yeah, separate from the crowdfunding approach, we're also looking at how do we crowd source intelligence, how do we crowd source genius. One of the things that I'm extremely excited about, just let me give you a brief background, for me, everyone is musical. I think that given that, there is a huge global cause to have a humanity that is fundamentally musical that is not musically self-expressed and more than ever before particularly with the technological tsunami that's arriving, we need a new pillar of education, an additional pillar. The creative arts have a very new role to play in shaping the mind to immerse the mind in improvisational thinking, in creative thinking, to prepare a mind to be able to deal with constant, massive transformation.

We see that music education has a very new role to play in the shaping of the new humanity. The problem with music education over 300 years has been the way that it is taught. It's been the very thing that has precluded the masses from having access to musical self-expression, that's one of the issues. The other issue is that piano remains the foundational instrument anywhere, any country where music is taught formally, you can't get a degree in guitar or flute or any other instrument without studying piano. The thing is it's a base, it's a giant base that's stuck in one place.

It's not like a guitar or a violin or a trumpet that you can take it with you. You can't be walking down the street even with a keyboard. Accessibility has been a massive problem. For us, the real breakthrough will occur globally when we can transform both the methodology and accessibility. This is where we are crowd sourcing genius. We have a project, we partnered with Peter Diamandis' company, HeroX and we're raising funds now to put up a million-dollar prize for any individual or team or organization that can create the world's first virtual piano, put on a pair of glasses and there's a virtual instrument that can be played, played in a manner of a piano.

The great thing about this, given its portability, we really see there's a massive opportunity to scale this and roll it out into third world and developing nations of the existing marketplace for every musician, old or younger, executive who wants to sit on the subway on their way home and be able to put his glasses and play his instrument, for every child in remote classrooms, to every person who just wants the solitude of being able to have a relationship with their instrument, we think we can cause a breakthrough in this area and fundamentally a breakthrough in creativity.

**John:** I talked with Christian about this and he was ...

**Neil:** Christian?

**John:** ... CEO of HeroX. When he look at it, I'm grabbing my smartphone and I'm going, they're now prototyping where you can just put this down and it will project and it already has a keyboard and you'll type in but it will also project into a wall or a screen and have the monitor so you can have your full-blown computer with a smartphone. Really, what we're talking about here is something that's not, it's around the corner. It's getting someone excited about it and something about a million dollars. What we've seen in incentive competition, Peter Diamandis started XPrize and really his foundation company. It's a not-for-profit.

Typically, whatever you put off for the prize, there's tenfold more going toward or people actually applying that and some big breakthroughs. I love how you're using this technology to get your message out, to go ahead and scale things up. I would encourage everybody as fellow entrepreneurs, we need to do this more. We have so many of these great tools that can help us accelerate our success. I want to take it back, Neil, you have a concept you talked about, the entrepreneurial triumphant. You had the three ...

**Neil:** The trinity.

**John:** The trinity? It's even a higher standard here, the trinity.

**Neil:** I like to give words to things. Words create wills.

**John:** No. It changed my vision right there. I want to dive into it. Let's go through each of these. One of the things, you talk about love, you talk about passion, physical space is the number one. This is how, when I was talking with, I think we've been in Joe's group for about four years together something like that?

**Neil:** Yup, 2011 for me.



**John:** We've gone and I keep on seeing Neil, you see the passion here but he's the quiet guy who just keeps inching ahead of everybody in the room here. Tell me how, where this love, passion, how these all comes together for entrepreneur? We can say music, that's an artsy-craftsy thing but how does that work for all of us who's your fellow entrepreneur?

**Neil:** When I talk about this trinity, for me, as I said earlier, I have never conceived articulated, executed, managed a marketing strategy ever. When I'm around this group, you talking about me being the quiet guy, that's because I'm sitting around in awe of all of the masterminds there that really understand this realm of constructing and executing a marketing strategy. For me however, given that I've created a product that fundamentally impacts people's experience of themselves, they're compelled to share it. That's really being the core behind the success of my organization then I look at from the point of view of who do I need to be for the fulfillment of that vision.

What I can see clearly there are three areas that I focus on personally. I've had an opportunity to work with a lot of people in these three areas that I call this trinity. The first one is space. When I say space, I'm talking at a very practical level here, your physical environment, the physical environment that you see and interact with. Now, one of the things that I believe is misunderstood is the extraordinary relationship between our physical space and entrepreneurial creativity. Whether we realize it or not, human beings by design, I describe human beings as being relational.

You know that experience of when, if you're talking to someone and you're in conversation, and then at some point you realize that you've gone off on at another tangent and they're still talking and all of the sudden you recognized, I'm not even there and I'm going to bring myself back. I even lie about it. I'll bring myself back to the conversation and nod like I've been listening all along and then I'm going to try to listen to what the person is saying to catch up. We're very relational, something happens and it just takes us off track. We know that we do it in that conversational aspect but there are ways in which it's happening that we're not quite as aware of.

That happens very, at an enormous degree in the area of that physical space. For me, every object that you have in your field of vision, have some meaning for you. That is a conversation and these objects, they talk to us. Some of the objects, John, I notice behind you, you've got a whole bunch of books and I imagine that there's a wealth of knowledge in those books. When you see those books, that's a conversation that would energize you but for many of us we have a folder on our desk that has unpaid bills, things that we haven't gotten to, things that we put things down in the space and we create clutter and every time we have something in our space, it's a conversation that's going on in the background and it creates this white noise.

This white noise is way louder than we realize and it saps the entrepreneurial energy, it sucks your power. If I would just simplify this, it's very easy if you do experience it. You know what it's like when your car is washed? You get into a clean car, that thing feels like it drives better. It just does feel that way. To bring that level of impeccability into your physical space, get stuff out of you, put stuff away, get it organized, only have things in view that have an energizing conversation will make an enormous difference. Just to spend a couple of hours in your physical space and to clear it and put it away, you'll feel more powerful.

When you sit down at a desk that's cluttered, you bring all the conversations of the previous day's clutter back into your physical environment. For me, the relationship with space is absolutely critical. That's one thing.

**John:** Let me just stop you for a second. I totally agree. This is a big deal. My desk is a glass desk. There are no drawers. I don't want any clutter whatsoever. When you think about, I'm going to ask our fellow entrepreneurs, when you think about, when you're the most creative, it is not when you're surrounded by a desk full of papers. It is when, a lot of times it's in the shower, it's when you're out for a walk.

**Neil:** Exactly.

**John:** Making those phases, allowing things to happen until, this is something that I would encourage all of us to, one of the things I want you to be is success on purpose and this is why I asked Neil to come because as fellow entrepreneurs, my guest is maybe in the restaurant business, you had things all stacked all over the place and past businesses I did and when I started cleaning up my act, my space, boy, business took off like crazy.

**Neil:** Actually, in the restaurant business, when I first took over my restaurant, I noticed the chaos that people had. When I looked at the way that our chefs were working, I saw that they didn't had an understanding with the organization of space. They would throw things down here, throw things down there, throw things down here and then when it's busy and they need it, now, they can't find it and they're getting agitated. I began a process of training them to bring order and organization to all of their gesture. It was amazing how the whole mood of the restaurant calm down. The whole mood of the relationship between the team freed up and these became better, more capable, more competent, more creative chefs just as a result of relationship and organization to space.

**John:** That's great. It's creating those system around that that the combination of that is just so amazing.

**Neil:** Peace practices.

**John:** Let's continue. One of the other things you shared with me in your trinity is leaving nothing incomplete. What does that mean?

**Neil:** Completion. I've talked about the physical things in our space but there are also, for want of a better word, emotional or personal or psychological things that remain cluttered for us. Have you ever had that experience, John, where, perhaps you've told somebody, you've met someone and you've had a conversation and you've told them you'll do something and for whatever reason you don't do it. You happen to be out somewhere, when you see that person and the first thing that comes up is, I said I'd call that guy. I don't know sometimes I'll even be horrible enough, I'll avoid the person. It's gross. It's disgusting.

**John:** One of the things we want to do ...

**Neil:** I have another thing.

**John:** ... our word is our bond. We want to keep our promises.

**Neil:** There's something about that that is incomplete. I say that we have thousands of these things in our life. Things that we've said we do that we didn't do, things that are unfinished, things that we've done that we shouldn't have done, things we've said we shouldn't have said and vice versa, things that we haven't done. Action, in that sense, is things we do and things we don't do. I underwent a process a long time ago with a series of questions I began looking at my life and what things that I've done on my life that I could clean up and complete. I found, I'm serious about it, I went way back to school. I remember picking a fight with a kid when I was in seventh grade.

I tracked this guy down. It was the weirdest thing. I just think about, I actually track him down decades later and said, hey, is this John Valentine? Yes. John Valentine from Bishop Street Westford? Yes. This is Neil Moore. Silence. He knew exactly who I was because the last memory was me picking a fight with him. I just apologize to the guy. I was a jerk. I shouldn't have done that. I'm sorry, man. That's just been on my mind. I'm talking about that level of, the willingness to complete your past. Anything you take on where you can bring closure to it. I wasn't even really wanting anything from him. I was completing it for me.

I don't know what I left him when we got off the phone. He might have thought, that was odd but I know from my point of view that he was owed an apology, he deserved an apology. For me, I created space. The more you can do that in your life, the more it will transform your entrepreneurial creativity. Completion is critical ...

**John:** That is ...

**Neil:** ... for integrity stuff.

**John:** If it's not completed, it's in the ... You don't even have to see the guy across the street. It's in the back of your mind. It's weighing you down. It's not leaving that open space for you to run. What's the third trinity? I can't wait.

**Neil:** Look, this is about love for me. What I mean is, what's the quality, what is the intactness of the core relationships that I have in my life. I have found that for many entrepreneurs, their focus, their passion, their investment is towards their vision and very often the relationships and the people surrounding that vision which play a crucial role in supporting that vision in some respects can sometimes experience a compromise in the regard that we have for them. For me, it's about love. A classic example for me is in my relationship. I fell in love with my wife November the 20<sup>th</sup> 1970 2PM, 44 years ago.

She just turned 12, I had just turned 13. I have never not loved her a day in 44 years. We have an extraordinary familiarity. We've been married now 33 years. I have three adult children and a grandchild. We have an extraordinary friendship but we saw years ago that we wanted to elevate that. When you establish that familiarity certain rights come with that familiarity. Whilst we have an enormous ease with each other and a wonderful likeability between each other and a great friendship, very placid, very peaceful relationship but we saw that being in the presence of love could energize us newly.

We learned how to hit the reset button constantly on our relationship. Instead of waking up in the morning and hopping in the shower and hi, honey, how's your day, what are you up to, what are you doing? Instead of coming home in the evening and hey, how's your day, what did you get up to? Instead of going to bed, good night, sweetheart, love you. Not like that, for us, it was could you wake up in the morning and could I just stop and look at this woman who has been my loyal friend for 44 years and take her face in my hands and say thank you for loving me. Thank you for your loyalty and your friendship and your support. I appreciate it and I'm going to spend my day honoring how much I love you.

Was I willing to leave the home and I say, bye, sweetheart, was I willing to stop and connect our eyes together and embrace her and in that embrace communicate who she has been for me for all of these years. The energy I leave the home with is the energy that I come back to the home with so when I come home, we reconnect again and we get back in touch with our love and before we sleep, it's thank you again for another day of loving me. I love you. I adore you and I appreciate everything about you. That whole practice takes about 60 seconds, 90 seconds a day and it will transform your experience.

You can bring that into every relationship in your love. It doesn't need to be the intimacy of your partner. For me, personally, I physically embrace every one of my team member every

day that I come in. It's a practice. I want those, these people to experience that I love you and I honor the fact that you are giving your life to the fulfillment of a vision that has a greater purpose. You are part of something, we are doing something enormous and important in the world and I value and I appreciate you. Thank you. I want to do that at every restaurant that I'm at. When a server comes to my table, I want to ask that person, what is your name, tell me a bit about you. Thank you for serving me. I'm humbled that someone serves me.

That's a gift that someone serves me. I don't want to ignore these people. I want them to know that they matter and they're important and I love them. For me, when I'm in that state, I am absolutely at my best entrepreneurially. My ideas are most creative. My communications is most articulate. The fulfillment of my vision is most empowered. For me, it's about space, completion and love.

**John:** I love it too, Neil. I do it, I don't think I do it as passionate. I'm going to raise the passion level here going forward ...

**Neil:** Yeah, why not?

**John:** It is, it's one of those things that's so often all of us do. The privilege we have as entrepreneurs, everyone on this, you're a successful entrepreneur, you're moving forward, we are so blessed to not only show that appreciation to ourselves but to everyone around us and how could we not do it to our partners, our families? These key people who are working with us, I'm so grateful for my team. They are, without them, I would not accomplish anything. With them, we're changing the world. This is something that it's so easy in a day-to-day battle to get caught up in. Neil, this is, now, I know why you're so passionate. You never shared all the detail the trinity with me here. Now, I've got it.

For all of you, go back on [aesnation.com](http://aesnation.com). We'll have the show notes. We'll have the transcript of this and read this because this is so important. It has nothing to do with any type of business. This is all business. This is all relationships. Let me go to the next step though and go to a segment that we call book of the day. With your fellow entrepreneurs, Neil, what would be the book that you would recommend?

**Neil:** One book, definitely Peter Diamandis' Abundance.

**John:** Let me put it up on screen. This is one of my favorite book said, always love the subtitle, the future is better than you think. Neil, you and I have enjoyed meeting Peter. He's in Genius network with us and we mentioned earlier we're just at the Abundance 360. What is this book and what Peter's message is? How is that affecting you in business?

**Neil:** Enormously. Peter's relationship with the future and his ability to articulate that is like no other person that I know. Being around Peter gives me an opportunity to be right at the cutting edge of what's happening in the world of science and technology, what's the future is going to look like. I think that, we know that we're on the verge of the arrival of a technological tsunami that will permanently alter the experience of humanity forever. We're entering into an era of permanent transformational change. With this speed of change, with this, the vastness, the breath and the depth of change that we're facing, we need to establish a very particular state of mind, a relationship with that future.

For me, Peter is not only a thought leader in that space but he's also an example of how to have an embracing relationship with our future and see all of the wonderful opportunities and possibilities that opens up for humanity as a whole. From that perspective, it's been invaluable but at a practical level, I revolutionized my organization over the last 18 months as a result of Peter's work. My business was very physical, books, DVDs, CDs, a distribution network, warehousing, inventory, centralized offices, a team of people working in specific location. Peter's perspective of digitizing, dematerializing, decentralizing, demonetizing, democratizing, that's become our mantra over this last 18 months.

We've actually scaled down the physicality over the last, of our offices. We've shrunk to become bigger. We've moved away from the physical production. In itself, I spend half-a-million bucks just producing books every year for example. The freeing up of resources, it's not just that, it's now we don't have the printing and the warehousing and the inventory and the boxes and the shipping and the team. All of that goes away. It allows, it's really a space thing. It allows for that freedom, that operational freedom. Our method is only being available in the physical form and we've gone through the process of digitizing everything and it's automatically that we now have our program available fully digitally. It's already had an enormous impact on our ability.

Just recently, we've been able to established locations in Russia, in the Philippines, in China, in South Africa. The speed of our ability to have outreach globally has been transformed as a result of this. The demonetizing of this, we have really been able to reduce the cost that it takes which has been a barrier then to entry to people. We've been able to minimize that to a fraction of what it has been in the past. We see that this is really what will allow us to go from the 700 plus to 7,000 to 70,000 over the next phase of our growth these next coming years.

**John:** For all of us, as entrepreneurs, you've been around it but you've seen your dramatic changes, the internet, the speed, the broadband, the storage, the processing speed and what we've already seen. We haven't seen anything. This is where Peter's book and his new book just coming out, Bold, it's just, I would encourage everyone to pick it up, follow him because you can hear how Neil is doing it and I'm certainly, it's changed my business dramatically as

well. Let's go to the next segment. Neil, I've got your website up and it is simplymusic.com. Tell us, many of the entrepreneurs, some of them are like me.

I have a bucket list. I was going to take lessons as a kid, never got around to it. I do have one of those big pianos in my house. It's got a computer attached to it so it does play without me but if I want to learn how to play or you're seeing entrepreneurs that are, this is something your creative does. It's just ...

**Neil:** Absolutely.

**John:** I love music. I have music playing all the time.

**Neil:** That's a receptive thing when you're playing that music. It's a completely different experience when you're actually performing which is a generative thing. That's that creative output. My commitment, I can bring that to anybody immediately. All those myths about how long it takes, that's just not true. In fact, when you go on the website, as you scroll down there, you'll see the various projects we're involved in and our core curriculum is what we call Simply Music Piano which is our educator curriculum but we also have this program, Simply Music Online that's like a slice of the beginning stage of our whole program. It's a learn-at-home program. It's available online.

I'm committed to entrepreneurs having access to musical self-expression because I clearly understand the impact that it has on entrepreneurial creativity. I'll offer every one of the people that are listening to this broadcast an opportunity to get that program for free, I'll give it to you. If you want to contact me, I don't know if you can ...

**John:** Yeah, no ...

**Neil:** ... give everybody my email address?

**John:** Yeah, that's Neil@simplymusic.com and we'll have it in the show notes as well. Neil, I appreciate the generosity. A lot of us, we're running out of excuses of not using music to express ourselves.

**Neil:** I'd love to give. I love to give things away. There's no question. To me, it's almost my secret weapons, the more I give, the more I get. It's just like spreading my sails and I can capture more of the wind.

**John:** This is ...

**Neil:** I'll give everybody that. Here's what my promise is, anyone, if you can, this isn't a long arduous thing. If you can find 15 minutes, 20 minutes a day, a few days a week, you start this week, by next week I'll have you playing some contemporary and some classical and some blues piano. Serious, not Little Mary Had a Little Lamb, I'm talking about playing the piano. I can bring musical self-expression to anybody immediately, seriously.

**John:** I'm going to take you up on it. I'm going to encourage all of the other entrepreneurs to do that as well.

**Neil:** Great.

**John:** Let me go to the last segment here. Key takeaways, now, let me share what I'm walking away. One of the things that I love before we got to the trinity is just, Neil said this, I'm not a good marketer. I'm going to say, he's one of the best marketing people I've ever met. What he understands is the importance of delivering a great client experience. By delivering that client experience and doing a super job, what happens? People want to share that experience with other. The power of word of mouth is just amazing. He's built a global business, world's largest playing-based musical education in the world.

He's done and he shared with us the trinity. Really understanding the importance of physical space, going ahead and making sure nothing is left not completed. I'm thinking I've got a call Eddie Meed the guy I had a fight in sixth grade to now but everything and then the key relationships, to really appreciate the love that surrounds us. We've got an awful lot to be grateful for. Go out. Read the transcript. Look at the show notes. Take Neil up on the online music. I'll be looking forward to hearing your concert but more importantly execute his trinity. Your client, your future clients are all counting on you. Don't let them down. We wish you the best of success.



## A Second Opinion on Your Finances

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Dear Fellow Entrepreneur,

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.

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Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select