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EPIISODE
102

Jim Sheils

Show Notes at: <http://www.aesnation.com/102>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we know the power of connections. We focus on connections. It's the opportunity to really make a difference. Everything we do is all about the relationships we have and if we want to make a big difference in the world, we've got to have those connections. One of the challenges, though, is sometimes we don't connect with the people who are most important to us in our life. I have a serial entrepreneur, a very good friend, an unbelievably talented, remarkable individual who has had his success in real estate, thousands of properties, all kinds of success there, but he started a new business really to serve other entrepreneurs and taking advantage of connections. This so important to all of you. Stay tuned. You're going to be really glad you did.

Jim Shields. I am so excited to have you here with me. We have not done anything virtually. We've always been together and I've always been blown away with how talented you are and I'm so excited to share you with our fellow entrepreneurs here at aesnation.com.

Jim Sheils: Thanks John. Yeah, it's a little bit different being virtual because we're usually face-to-face, but it's an honor and a pleasure to be here.

John: No, it really is and one of the reasons I wanted to have Jim join us, you know, he could talk so much about being a successful entrepreneur and he's been really successful in real estate and continues to be successful in real estate, but along the way he really discovered where he had another unique ability and it's all about connections. I'm going to let him describe what he does, but I've sat in meetings for year where some of my fellow entrepreneurs in our Mastermind groups with Joe Polish, the Genius Mastermind Network and Jason Genarda, the Mastermind. We're just hearing story after story of people who have taken Jim up on what he does and how it has transformed their lives. Jim give me a little back story. I don't think you woke at the age of 5 at 5 in the morning and said I'm going to be the expert on connections. How did this all come together?

Jim: It's funny, John, you're right and it's odd to look back and go how did this happen, but it was kind of a slow effect and then a snowball effect and it really started to happen after I had success in real estate when I would be invited back to different events and personal development or entrepreneurship events and I'd get to speak. Honestly, John I got to see behind the curtain and I saw a lot of people successful on stage. It was almost like the great and powerful on stage, but behind the curtain it was a con man from Omaha, maybe not necessarily with their balance, but with the relationships in their life and they were completely alone. That really terrified me. I didn't want to be one of those people. This was before I had a family and I just figured life's too short to live on the surface.

There comes a point where everyone needs connection. Everyone needs relationship and I really started to pursue that with family life. With me and business, who we've grown since we were age 3 together, it was a small knit group of us surfers. We were all entrepreneurs.

We were all surfers. On these trips that we originally called board meetings, the pun on words for surfers, we designed first the strategy to make sure that we never put our kids second place to anything. Starting with the closest relationship, especially our children and then based off of this, we designed retreats for entrepreneurs and their children. As far as I know, we're the only ones that do that. There's plenty of places that you and I can go to learn and to grow or we can send our kids off to to learn and to grow, but there's nothing that really actually brings them together to learn and grow at the same time and that's what our board meeting retreats do. The focus of our business was sharing our strategy which now has pretty much gone viral to thousands of entrepreneurs all over the world using it to have a deeper, more regimented, more consistent relationship with their children which, as you know for us entrepreneurs is very hard because we go in 7 different directions.

We take it even deeper with our retreats where our goal is to have fun, but at the same time deepen the connection and introduce them to lessons that aren't taught in school, John; that you and I have discovered through Genius Network and Jason's event and other things, but I think why have them wait until the age of 25 or 30. Why not start at the age of 12.

John: Jim, this is so valuable what you are doing. So many of us as entrepreneurs, we're charging and charging. It's so easy not to take care of those relationships that are most important to us in life and what I see even sometimes, we compound the problem by not only not taking care of them, but we almost insulate them, isolate them from the world and all the lessons that we learn to get to where we are. We're giving them some serious handicaps. You've done with your partner such a great job. You title experiential education and these retreats that you do. I'm hearing from the people who have participated in this and the connections particularly with their kids. I don't have children. I've joked with you that I've been thinking about leasing some of my friends' kids. I think some I wouldn't have to pay very much. They might pay me to take them. It's transforming not only for the child, but for the parent and brings this closeness. I'd love to walk through 6 pillars that you talk about in your work, because this is so powerful.

The first one you start with is the confident mindset. Not only are kids, usually young kids, it's pretty easy to be insecure, but oftentimes adults are insecure. How do you help them with this?

Jim: John, first of all I agree with you and it's funny that we start with confidence mindset, because we've interviewed thousands of entrepreneurs and when we said what are you most concerned that you want your child to learn? What do think can help them the most? What do think school is not providing? Mindset always comes up and confidence is one of the biggest concerns, because without confidence there's not much we can accomplish. Not cockiness, but confidence. As you know, with our retreats the ocean is our classroom. I believe kids are inspired by their environments and if you remember those old classrooms, I

don't want to beat up on education too much, with the fluorescent lighting and you want to bite your own arm off sometimes and go right to sleep. We use the ocean. We used a couple of different things to get kids not being lectured, but to be doing. Ninety-five percent of the people that come to us have never surfed a day in their life. We have the occasional Australian that comes up that's been surfing since they came out of the womb, but most of them have never surfed. Most of the lessons we use on confidence mindset is things that they do writing and then things that they do doing.

The ocean, for example. One of the best ways we've been able to teach confidence is to paddle people offshore, which means me or my business partner and our team will take them out into the ocean on paddle boards and they've never been far offshore before, or pushing them into their first wave. We've done lots of different events where we've brought staffs out before their big event the day and taken them surfing and getting them into the flow and that confidence to say.... Because surfing has this kind of mystery around it saying, aw unless you were born in Hawaii, you can't surf. You're going to kill yourself. That's a total lie. It's a farce. Just the act of getting a kid who might be a little afraid of the ocean, might believe some scariness of it, up on his first wave and surfing, believe it or not, it's one of the best ways we do it.

Also the other thing we use for confidence mindset is I've become a huge fan of journaling and I've journaled for years. I've only started to use the 5-minute journal, which I know you heard discussed quite a bit at the last event we were together and we bring the kids through it for the 3-4 days that they're with us. We actually bring them through so we get them started on it. The 5-minute journal brings about what are you grateful for. What is it you want to accomplish today? What are affirmations? These are things that I never learned about in school. I don't know about you John, but I believe in affirmations. I believe in showing gratitude and writing the things down and also setting clear objectives for the day. These things build trust in yourself and confidence and its part of our retreat.

John: So much of education is really about, and traditional is getting us to work in the factories-

Jim: Yeah.

John: Get it regimented and I love the idea of the ocean. I'm 59. Last year I had never surfed. I never got around to it. I grew up in Upstate New York and there wasn't good surfing there. I've lived in California now for well over 30 years and I finally broke down. I was down at La Hoya and did it and I was amazed how much fun it was. It's something that I will repeat any time I'm near warm water.

Jim: Yeah. Good. Now I know we're getting you out soon. You didn't even know this.

John: No. Yeah, no. You talked about the confidence. I always think of it as kind of the, I always like the term quiet confidence. We have the privilege coaching some of the top financial advisors in the world in one of our businesses and it's not, as you said, arrogance, but having that quiet confidence to face life and be appreciative, share the gratitudes and so on and these are lessons that we're teaching probably 40 to 70-year-olds and some of the most successful people in the world in finance. To have that early on, to have that confidence mindset so that they can face challenging really parts of life, because no one gets out of life unscarred, but having that positive mindset is so powerful.

The other thing I like is the second one, the entrepreneurial vision pillar because as kids, unless your parents were entrepreneurial, and actually both my parents were, you don't learn that in school. I didn't at least and to my knowledge other than a little passing of it, it's not done. You introduce it right away. Why do you do it and how do you do it, Jim?

Jim: A couple of ways we introduce entrepreneurial vision, which is something definitely not taught in school, when you go to a Mastermind, John, and you go home, it's pretty hard to explain what happened to your wife or a friend or whoever and same thing for your clients. I'm sure if they've been involved with good Mastermind groups where you go and you expand your businesses, your creativity, it's tough to go home and explain it, but especially to a child. A big part of our retreats is not only getting out into the ocean, but coming in and having focus reflections of what happened and also letting each entrepreneur in the group share a little bit about their story, a little bit about their scars and where did they come from? Some of the people were how their business were formed. You joke, entrepreneur in line does not go like this. The entrepreneur in line is all over the place. Just to hear these short stories from each of our people allows the children to start saying where, they came out of nowhere.

Then, we actually bring them through an exercise where they're allowed to dream as big as they want and go into a talent that they have they might not talk about it and what could they do with it. I don't want to hear that it's never been done. It's probably one of the most powerful things. A lot of the parents get to tears when they see their kid get up. You know how Walt Disney created Disney World.

John: Mm-hmm (affirmative).

Jim: He created them in dreaming rooms. He put himself in a room. He said you're not allowed to talk to me about labor issues, accounting, this problem, that's problem. I'm going to create something that's never been done because I didn't like bringing my daughters to the creepy amusement parks where these crazy guys are running rickety down rides. I'm going to change the whole thing. By putting himself in this space and asking some powerful questions he was able to create things. I want kids to be able to start doing that at a young age. It also rekindled some things in the adults. I told you we just did a retreat this weekend.

We're saying, I've created this big successful business, I want to keep running it, but there's always been this passion of mine that I know I could do. It's a reawakening. It's a pretty exciting double plus concept if that makes sense. Just letting them hear other entrepreneurs mastermind and tell their story and then going through that exercise, that's a huge way where we start entrepreneurial vision at a young age.

John: This is something as entrepreneurs we all take for granted. Really, AES Nation is a virtual mastermind. I've had the privilege of being around a lot of entrepreneurs like yourself, Jim, and I love just sharing, bringing what you're doing to make such a difference in the world. The kids don't get that. It's a huge missed opportunity. I know you well enough to know that it didn't have straight up. It didn't go exponential. It was a little wobbly and you and I both had wobbles along the way. This is the entrepreneurial story and that's part, its cliché, but it's not the destination, it's the journey.

Jim: Yeah.

John: As kids start hearing this, all of a sudden they come alive, too.

Jim: It's funny, John, remember in school, and I agree there's reasons for this, they say don't look on the guy's paper next to you or the girl's paper next to you. That serves its purpose for doing your own work, but in the real world, I'm looking on your paper, I'm looking on whoever, I'm looking on all my-

John: There's no economic stuff here at all and I want to promote you. The cooperation among entrepreneurs is just huge. You get your hand slapped with a ruler, at the school went to a nun would hit you-

Jim: Yeah.

John: -if you did that. The seed, that all coming together is so amazing.

Jim: Yeah. It is. It opens their minds to say, wow you guys aren't in competition. A few kids asked that this week, and I said competition? No way. There are people that some that did exactly what we and did and we said we share ideas and we help each other in down times and they've given me an idea that they didn't use, but I used. It's sharing each other's paper. You're not hiding it, you're sharing it, and that's a totally different way of creating vision. I'm sure with the Masterminds we've been in, there's been better visions that have come out from it if you'd been sitting at home trying to do it on your own. That's why you and I are here.

John: Yeah. That's why we write the checks to be in these meetings to do that because we know the power of it. I think both of us have this vision of abundance and it really goes to the

third pillar that you're talking about, the financial empowerment. How do you help children with this? Young adults with this, because money means so many different things to different people.

Jim: Yeah. It means a lot of different things but I believe money can be a source of freedom and space to do the things you really want to do. We hear all this bullying, bullying, about the issue with bullies in school. I believe the biggest bully in life is lack of financial intelligence. If you don't get a grasp on the basic fundamentals of money, your children will be bullied their entire life. I know you work with a lot of very successful wealth managers and financial advisors that are working with high net worth people and handling their money, but we have to pass it down to the children. You know it, even wealthy kids, if they don't learn the fundamentals, they can lose that money in one generation. Unfortunately, that's a common theme.

John: It seems almost overnight, because so often what happens is that is where I was talking about the isolation. We've had success. We're affluent. We want to protect our kids from going through all the pain that we did, but we protect them from the life lessons, particularly on the financial side.

Jim: Yeah. Exactly. They have to feel pain and I feel the best way for them to experience this is we play financial games, so they get to understand how cash flow works, how expenses work versus the money that you have in flowing. I graduated from a four-year college, which we were discussing before, which we both drank beer at many years ago, but I had a degree in business and I didn't understand, John, when I left school what a return on investment was. There should have been classes upon classes. I think there was one definition discussed in an economics class I didn't even understand. I think that financial intelligence has to be able to be applied to the everyday life with mortgages, with investment opportunities. There's three real ways I know to make money and that's to own businesses or parts of businesses, to own stocks and bonds and to own real estate. Those are the three ways. We start to teach the kids the three main ways to make money, on how to leverage off of it and also do you live off of principal or interest. Your people know, as successful advisors, who wants to live off their principal. You want to grow your interest and grow your interest.

These are simple concepts that if we embed in our children early and do it through games where the risk is fun and the losses is aw, man, but they catch the lesson, then I think we can change things.

John: Yeah. I know you are. I'm hearing the feedback. I want to go to pillar 4. We talk about financial and so often people get these, it's kind of greedy and all this. As entrepreneurs, we know that's not. It's creating value and that's the only way we get paid for doing it, but also for

making a difference to the world. So many of this have this higher purpose that we want to do. You call it conscious contribution. How to you bring that in to the kids?

Jim: Conscious contribution, when I interviewed again tons of entrepreneurs, a biggest concern, John, for a lot of successful entrepreneurs that I'm sure your clients understand is they want to appreciate what they have. We've work hard and, like you said, we've protected them, but no one want to have a spoiled brat. No one want to have the next Ebenezer Scrooge. They want them to have connection and quality connection. What we do, is we want the kids to actually say we appreciate what they have. For example, at our retreats, we figure the best way to express this is to pay a gift forward. For the first two days of our retreat, we need to teach people how to surf that have never surfed. On the third day of our retreat, we bring out friends of ours that are severely handicapped or actually paraplegic or quadriplegic, so these are paralyzed people, children mostly, that cannot surf on their own, and as a group we teach children how to take these people out into the ocean, which is a very serious situation. It's a huge group effort.

The inspiration that we get from this is incredible and then we bring them back in after a few hours in the ocean with these paralyzed, disabled surfers and we have what we call a focused reflection. We do the activity and that's experiential education. We come in and we talk about it. John, if I had a dollar for every time a kid said, wow, I never really appreciated what I have. We were talking about the basic function of your hand, or your legs, or being able to just walk out in the ocean by yourself and take a swim. For these people it was a huge ordeal to even get to the ocean and then have to be carried out and put on the board and have 25 people around you going down each little part of a small wave to makes sure you're okay. That's how we teach it.

I know another person from Tom's Shoes, Blake Mycoskie, with his shoe drops, if you read about those.

John: Mm-hmm (affirmative).

Jim: We hear about shoe executives and go down and actually deliver the charity shoes and break down in tears for the first time when they're children have said in interviews, it's the first time I respected my parent. It works both ways. Entrepreneurs, we know, John, I don't need to argue that for us or our audience, we're some of the most generous people there are. In our creation ability, we don't want to keep it for us, we want to give it out to the world. For children, who haven't built it on their own, it's so important to instil that. We think we shouldn't over shelter them and we try not to by showing people with these disabilities and these issues. The results, they're lifelong. We have kids from years ago saying that one day of helping so-and-so on the surf who couldn't walk changed my life. It carries into other areas of life.

John: It's a big wow. I didn't know that part and I could see just how powerful it would be. So much of what you're doing is connections and the 5th pillar is quality connections. With today's technology, parents and kids are connecting, texting, Skyping, Face Time and geez, even the phone. It's so much more. They're not quality. How do you help with this superficial connections that we all have. Not only with the kids, but just in life in general, how do we prepare? Really, the richness of great connections.

Jim: Yeah. Connection is so important. There's a lot of tough guys out there, John, that try to power through it and like we discussed, Ned Hallowell from Harvard Medical School who was in the Mastermind group with us said lack of connection causes early death, causes depression, lethargy, loss of purpose. I think that could affect anyone's performance and overall value of life. For connection for us, we found a recipe that works really well. The format for our retreat and our board meeting strategy, which I'm happy to share any book with your people so that they can run with it for their own family, share with their clients, and it works. It works very, very well.

For quality connection, we came up with three steps. Our retreats do three things. They're one on one, meaning the whole family's not coming, which might sound selfish, but it's going to one parent, one child, so it might be you and your son, you or your daughter, but not all, because we've learned through lots of science you've got to separate the parts of strength from the whole. Get one on one with your children or your spouse or whoever. You have to be one on one. That's the only thing to really deepen the connection of a relationship. The second thing is without electronics. That's the second rule of our retreats. Everyone's phones have got to be off. Technology is wonderful. That's why I'm talking to you from Florida to California right now, but man the studies that have been going to back to Ned Hallowell, who is really is a hero of mine how he's pioneered this.

It's awful what it's doing. We feel more connected than ever. We have thousands of friends on Facebook, but if we're really in an issue and there's tons of people out there, they cannot make one phone call to a true friend that they can talk to. They can thumbs up them but they

John: They might even like them.

Jim: Yeah. Exactly, because there's no thumbs down. Without electronics, you want to deepen a connection, get one on one, turn off the phone, not even one text, one email, can totally shatter the focus. We've all learned about how to focus and get our best results. The same works in relationships. You've got to have the emails and the phones off. The third thing we do is experiential education, which we've been talking about this whole time. To have a quality connection, especially with children, for any of your clients out there, get one on one. Turn off your phone for at least four hours and do something fun of their choice and at the end, talk about it. It's really that simple.

John: It's so great. Let me go to the 6th pillar which is energetic health. We all know that part of the technology that I think is causing it where we have all the ability to play games. The game industry is better than the movie industry by a pretty big factor and the kids aren't as active probably as you and I were when we were young. How do we help them? One of the things that I see so often among entrepreneurs is they're charging, charging, charging all their life and they're trading their health really in the early years for their wealth and then as we get older, something happens and we go aw, now we've got to regain our health and we're willing to trade all that money for it, but we can't.

Jim: Exactly. It's crazy. It's like having a car and never getting the oil changed. How long is that car really going to last. With the kids, again turning off the electronics and say, aw they want to do is watch video games. Is that all are you just allowing to do it. We have to make a clear thing of boundaries of how much they can do and get them outside. At our retreats, we do yoga and all sorts of body stretching and strength exercises, surfing and paddle boarding, which are incredible exercises. We're actually doing now, which people thought at first was crazy and saying it was great and the kids love it. Not all of them will try it, but we had massage and a chiropractor and an acupuncturist there, things that I believe in holistically that can help. It's not only the activity, but the recovery, which I think is so important for kids to learn. My kids, they love acupuncture. People think that's crazy at that age, but I'm a believer in it.

We try to just do the act of doing. When we tell people to get together with their kids, I say to try to make it an outdoor activity. I understand some kids aren't outdoors kids and we have to encourage them and also lead by example. How many successful entrepreneurs out there are carrying around the spare tire and to talk up a flight of steps is too much work in itself. The kids see that. You have to lead by example. In fact, it's very rare I see fit parents that have fat kids, just to be blunt. I'm not saying anything mean about that, but that's just the way it is and we've got to lead by example and if we're all entrepreneurs, we have the space. We choose our schedule. You can choose to exercise and fit it in for yourself. Another example we try to do, everyone does these things, not just the kids, and all the parents are doing these things at our retreats as well. I think it awakens some people to get back into the training mode.

John: Listening to the responses from people who have gone and they can't bring all of their kids and they have to make a choice, but by doing it the life lessons they bring are just so amazing to the rest of the family because these 6 pillars are not just parent-child. This is every relationship. These are all important. Jim, you made an offer, so let me go to the next segment. I want to take you up on it. This is the book. Jim, you've got a great e-book that you're going to make available to everyone and we'll have the link in the show notes, so you can go to aesnation.com. Jim, tell us a little bit about this book and how your fellow entrepreneurs can use this.

Jim: Great. It's called the Family Board Meeting and the strategy, the board meeting strategy, the family board meeting strategy is what our retreats are built. Again, like I told you, our retreats are all about getting in a beautiful one on one, without any electronics using experiential education to deep the relationship and to learn things we weren't taught in school. That's what our board meeting strategy is all about. I can explain it and, again, I think your people will be able to pass on to their people because it's so simple that it sticks and you can keep doing. The way the board meeting strategy works and what the book is about is, I decided along with a group of entrepreneurs a long time ago that I was going to treat my children or my closest relationships, we'll use my children for now as the example, I was going to treat them with the same level of respect and importance as I did my largest clients and investors. That might sound simple, but for us go, go, go entrepreneurs, it's a game changer. You start to treat your children with the same respect as your largest clients and investors, I think you're going to see a change in how you actually react to them. Most people I know would jump on a plane in a heartbeat for their business, but not for their child. It's pretty interesting.

What we thought was, well look, we all know what a board meeting is. Usually that was every 90 days, a company would get together and they would have their board meeting to track results and you reunite the team and go out the next 90 days. That's what I do with my children. There's only three rules to it. Every 90 days, I've been doing this for years now, every quarter I have a board meeting with each one of my children and it has to be a minimum of 4 hours and there are only 3 rules to it and I described it with quality connection. You're going to be one on one. You're going to be without any electronics, that's both of you, and you're going to do a fun activity of their choice and save time at the end for what's called a focused reflection. That's basically fun activity with focused reflection. John, that's the shortest definition of experiential education you can use. Every 90 days, you're having a board meeting with each of your children, one on one, no electronics, and fun activity of their choice with focused reflection. I usually let my kids miss school once or twice a year for these board meetings, which makes them extra excited and it's something they remember.

You want to talk about conversations of overcoming fears, dealing with peer pressures, dealing with confidence issues. These things always seem to come out at the end of one of these board meetings, after we've been together, the phone's been off, we've planned this thing, we've done an activity that they were really excited about and we spent some time talking. It's the same way in a company, these board meetings, but it's doing it for my closest relationships. That's what the book's about. I get into some very personal things. Two of my sons are adopted and we had to overcome some real challenges that they had in their earliest life before I was here and these board meeting sessions were absolutely pinnacle to that deepening and we share some other stories of what happens. It's something that I look out, John, and I know people that are doing it now for years. When my son turns 18, I'm going to hand him a log of all of our board meetings for the last 15 years.

John: Oh wow.

Jim: It's a yearbook. Now you're going to be able to look back. A lot of times and entrepreneurs, we turn around and go, holy shit it's October and I really haven't done anything or I don't feel like I have. I never feel that way because every 90 days, of course in between I'm spending more time and the time in between is even more meaningful, but if I'm getting together with that format every 90 days with my children. We have thousands of testimonials now. It's a game changer and it keeps you grounded in the relationship.

John: I love the concept of being successful on purpose and we talk about that in business all the time. The way to do that is get really clear on the outcomes that you want and schedule these progress meetings and bring the board together, your executive team on regular frequent events and, again, we go to our most important relationships and we don't do that. I don't have kids, but I actually do do that, Jim, with my wife and initially there's a little push back because she didn't like the idea that I would treat her as if she worked with me on business. She was successful at Hi-Tech on her own, but once we started doing it, it's pretty magical because the issues are addressed right away and you're working on fun things together and life is good.

Let me go to the next segment, which is app of the day. Jim, you have a little different app. normally I'm asking for the app on the smart phone. You're using one not on your smart phone.

Jim: John, you're politely saying I'm a dinosaur.

John: I think there's a lot of power in writing, so why don't you share what you do.

Jim: I've read so much about writing being crystallization. I still write in my 5-minute journal every morning and I just, when I was 20 years old I started using the Steven Covey planner, you know, planning around your biggest roles in your life and executing around them and you've probably seen that big beat-up black thing that I carry around. It comes to our Masterminds. I just haven't left that. I do use a lot of technology, but for that one thing there is some crystallization writing down my biggest responsibilities and things I'm working on that I'm just not willing to give up yet. The science hasn't shown me yet that I should be all app and not writing-

John: There's a lot of power-

Jim: Covey planner.

John: I do use the 5-minute journal, so we're part of the way there, though. I did give up the Covey one along the way. This is whatever works for you. Jim, the power of your meetings, the information. I want to give the next segment, which is resources. Jim, would you share your website, what they'd find, the kind of services you guys offer.

Jim: Again, the eBook is free, but the strategy discussed involving it, it's only about 38 pages, will change your life. That's a starting point. If you really want to have a deeper, better connection with your children, read this, apply the strategy. You won't want to stop. I know that for a fact and it makes a difference. If you want to go to a deeper level with your children about their education through an entrepreneurial mindset, you can go to www.boardmeetings.com and learn more about the retreats that we do and why we do them. I think it's pretty important as well. There's not many things offered out there for that and even just reading through the website, John, as I know you do, you can start to teach your kids around these pillars. The hell with what they're saying we need to learn in school, I don't think they need to know Abraham Lincoln's stepsister's cousin's name. I just don't believe that. I love Abe Lincoln and his message, but there's too much abstract that they're not going to apply in life. You need to take it into your hands. Another hero of mine, Richard Rossi, who's in our group, said stop subcontracting all of your child's education out to the government. So look at these 6 pillars. See what you can do to get involved to teach them.

A book that I'll say, boardmeetings.com, but a book that I really like, John, for parents out there looking for a different relationship was *Outwitting the Devil*. Have you heard of that book?

John: I'm not familiar with it, Jim.

Jim: It's actually fascinating for us entrepreneur nerds because it was written by Napoleon Hill 78 years ago. He never released the manuscript because it was too controversial at the time, but the Hill Foundation after the meltdown, the 2008 meltdown allowed them to release and it was released about three years ago. Phenomenal book. It hasn't been marketed very well, I don't think. But it talks about overcoming struggles and things we can help ourselves and our children to do through struggles because he actually wrote it just post the depression. When people say you get jazzed about your children and learning and education, and I love Napoleon Hill and *Outwitting the Devil* is a very quiet achiever book that I highly recommend you read.

John: That's great. Let me do the last segment here which is a key take away as I'm walking away. I've got to tell you. This has been pretty amazing. I've got all kinds of notes here, Jim, and I'm going to just run through the pillars real quick just to remind everyone and I'm going to encourage everybody to go to aesnation.com. We'll have all of the links so you can download the eBook. You're going to want that. It's going to help you with your family

tremendously and really in life lessons. Number 1, that confidence mindset and that's something that we as entrepreneurs are always working on. We know how important it is, but for all our connections and certainly our kids. Second, the entrepreneurial vision. We live in such an abundant, beautiful world for entrepreneurs. There has never been a better time to be entrepreneurs, but most people don't understand it, including your kids don't understand what you're doing. You've got to bring them along. Financial empowerment, this is something I can tell you personally. I have the privilege of working with thousands of successful individuals in all walks of life and how often their kids didn't understand both the power and responsibility of money and it created friction in the family. Deal with that early.

Conscious contribution. There is so much research on this. I just can't even imagine helping someone who is paralyzed, experiencing the ocean and the board and so on, really appreciation what we have and helping your kids get there. So much of life today is entitlement and we've got to work hard on that. The 5th, quality connections, Ned Hallowell, a good friend of both Jim and I and there is an earlier podcast you can search on the site to listen to, but he calls this connection the vitamin C, it's the other vitamin C and we'll all need it. Your kids need it. You've got to have positive really connections and show them how to do it. Lastly the energetic health. This is one that's as easy for many of us as entrepreneurs to not only neglect our health, but our kids' health and we've got to inspire leadership. Jim, you've done a great job of inspiring so many people, making a different in the world and I want to thank you again for sharing your insights and at the same time I want to encourage everybody out there. The only way this gets taken care of, our relationships become powerful and productive is if we take action.

Jim: Yeah.

John: Your family's counting on you. Don't let them down. Wish you the best of success.

A Second Opinion on Your Finances

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