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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
114

Harry Massey

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John Bowen and Harry Massey

AESNATION.COM

Episode #114

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs we want to make a huge difference. We're in it, most of us, for a lifetime to make that dent in the universe that Steve Jobs talks about. I have a guest today who is doing just that. Along the way, life has definitely intruded. Some great lessons on how you can overcome unbelievable obstacles by reacting well at each of the Choice Points. I'm John Bowen. We are at AESNation.com all about accelerating your success and making a huge difference. Stay tuned. You're going to be glad you did.

Harry, I'm so excited to have you here. You've got an unbelievable story. You and I met just really a little while ago at Joe Polish's Genius Network. A bunch of fellow CEOs were sharing stories of what we're doing to change the world and I was inspired by you so I wanted to share you with our audience. First of all, thank you for joining us.

Harry Massey: Thanks, John. It's great to be here.

John: One of the things, I love working with serial entrepreneurs. You've got that. You're an investor. You're an inventor and even a film maker. I think at a young age, you've pretty much covered everything. You're making a real difference in the healthcare industry and I want to get to that, but before I think it's so important to hear your back story because you weren't always a picture of health. What inspired you, Harry, to go on the journey that you're on?

Harry: I had quite a tough 20s. When I was 21 I ended up with Chronic Fatigue Syndrome and I spent about 7 years of that pretty much completely bedridden or mostly house ridden. I basically tried all sorts of cures from conventional medicine through to alternative medicine to try and get myself better. Really I got to this point where I wasn't really getting anywhere in my health journey, so I thought I'd better try and take it on myself. I had this crazy idea. It was really crazy because I was completely bedridden with no energy and really no support, but I had this idea that you could create a home wellness system. It would be able to both get me better because I would be provided with the information and knowledge I needed to get myself better, but also if that worked, it could help other people too. That was really the thing that spurred me into business was really to try and get myself better and hopefully other people better too.

John: One of the things that we see over and over again as successful entrepreneurs, what happens is, we're going ahead and we have a passion. I can't imagine a passion stronger than getting healthy, particularly being knocked down that hard for so long. We want to be a hero to other groups. A lot of times it's in our enlightened self-interest that we want to be a hero to ourselves as well. It's a broad audience. There's a lot of lessons because you've built a great business and really the business plan is really amazing what you're doing. But, I'm thinking, okay Harry, you're in bed. You're having this vision. I live in Silicon Valley now as you do now too and picking up the phone call and getting research people and investors to

back your idea when you're in your 20s and have Chronic Fatigue. How did you make this happen because it's almost mission impossible?

Harry: It was. It was mission impossible, but I think the context is that I was so desperate and so ill. I was basically trapped in a bed in a bedroom in my parents' house. At that point, you have absolutely nothing to lose. So in my mind, I was like, I had already been lying there for 6 - 7 years reading books, being on the internet. I was learning huge amounts about health and I was getting into these physics ideas. I just went well, I've got absolutely zero to lose, but to try. It's really persistence.

But to your point about getting investors and all that type of stuff, I didn't even try because I knew that would be completely hopeless because who's going to back someone who can't even go meet them, let alone probably sound really dreadful on the phone because they didn't have many social skills from being so completely out from society.

I was very fortunate. I looked around on the internet to see who the most prominent researches were in this field called Energy Medicine, which is basically looking at how energy works in the body, or if you like the physics of biology. I was very fortunate because this scientist is from Australia and he did answer my email. We picked up a relationship on the phone. He was in Australia. I was in England. We ended up meeting in Los Angeles. He basically liked this idea that I had of creating a Home Wellness System. We both had enough knowledge between us that we thought we could pull it off.

We basically did it completely shoestrings. No cash whatsoever. What I mean by that is these are what we have today are ceuticals, but we inkjet labeled all the labels. I used a turkey baster to fill up the bottles. The first machines I used to buy silver buttons from Marks & Spenser's which is a retail store in Britain and I used a drill and put the buttons in. It was done completely and utterly bootstrap with zero dollars. Peter did it for equity and Nicole did it for equity. Obviously I did it for equity. It took us a year to create this first device and piece of software and these first ceuticals.

It was an extremely tough time. I was still really ill. Peter was basically healing me. We were basically inventing solutions for health while we were making it, while I was getting better, but trying to start a business off the ground. I'm not sure I'd recommend people who are really ill to get businesses off the ground, but on the other hand, also having a purpose also rises you above how dreadful you're feeling. Having a purpose can pull you out of some incredibly tight spots in life. I know for me having a purpose was immensely helpful.

John: It really is. I actually think it's critical for all of us as entrepreneurs that we have to have a purpose. I think most of the entrepreneurs listening here, we're talking largely to very successful entrepreneurs who are looking on how we can accelerate our success even more.

I think taking a look back at what you went through, when you have nothing to lose, it's amazing what you can accomplish. So many times as entrepreneurs, we have accumulated some wealth, reputation, ego, all that, and we're not willing to take those risks. We play the safe game and in today's world, it's such a competitive environment, so if you have nothing to lose, you have purpose. A purpose, boy, Harry, I can't think of a bigger one than energy management, energy medicine. As an entrepreneur, I know how important ... I always think of it as we're corporate athletes. When we look at an athlete: they're training at least 90 percent of their time. They're managing their energy and so on. Most of us don't do that and whether we get Chronic Fatigue Syndrome, we just aren't as productive. Boy, if we can do that. I love that. For the whole 7 billion other people hanging out with us. The magic of bootstrapping. Sometimes I think it's a competitive advantage when you have no money. You become really creative. When you told me buying silver buttons and drilling holes, turkey baster. You can make things happen. You don't need a lot of money.

Harry: No. You just need ideas and your brain really. It's really interesting for me because I just moved from England to Silicon Valley and I look around at these millions of dollars and people being paid huge amounts of money. I do just think, my goodness, if I had the budgets that go into the Valley, hey I'd ... Well I don't know. It might be insane what we'd achieve, but also the huge amount wasted. We've created this whole new model of biology based on physics and then built all the technology around it over a few years for a relatively cheap price. For only a few million dollars but those dollars have come out of cash flow while we've been paying all our operating expenses. It's a completely different world to the Valley here where they put in hundreds of millions into something.

John: One of the things is it's an acquisition culture is because they're acquiring businesses like yours and the reason for it is that it is unlikely that they can really accomplish. I know for most of my professional career I was a financial advisor and I had the privilege of working with many of the successful entrepreneurs in the Valley and some of the guys who are bootstrapping or had small midsize businesses- Microsoft would make an announcement that they were going after that market and I'd ask them are you worried and really they were worried if there was only 10 people going in that group working. If there were 100 or huge amounts of resources, nobody worked, because it's very hard to marshal major teams, but if you get 10 motivated people with a clear purpose, boy you can change the world. yYou're doing that.

Harry: Yeah, absolutely. I love that bootstrapping thing. It's always just a few people, small teams, manage to create amazing things. I think as soon as you get more than 10- 15 people trying to do some product development thing it gets a bit crazy.

John: What was prompting you to move from the UK to California here, Silicon Valley?

Harry: There's a couple of reasons. Partly we've been making this film called Choice Points which a lot of people in that were over here. Partly our co-founder scientist also died a couple of years ago. But also, really, I knew to take these ideas much further that really America was the place to do it. America, and especially the Valley here, is just extremely supportive for new ideas. What we're trying to do here, which is we're basically at 100 years of a biochemistry system and genetics, what we're doing here is really looking at the physics of biology and to do that it creates an incredible amount of R and D and forward thinking people. Europe's a great place, but I was just in a small seaside town in England and wanted to play on a bigger field really.

John: Tell me one of the things that's been impressive Harry in the short time that we've known each other is that you're a long term player. You have a long term horizon. When you told me what you went through in your 20s and your vision of where you are, the purpose of what you're doing. It's pretty amazing. Maybe share what your purpose is. What you want to do, big picture that long term horizon. How do you have not only yourself, but your team really focused on that with all the challenges early on and the challenges as you're scaling up your business?

Harry: That's a really interesting question. Overall we really want to transform how healthcare is done and how it's looked at. That's both from how it's done and how people get well, but also the actual research and the science ideas behind it. We're really trying to change a paradigm from biochemistry through to biophysics. Because if you start looking at the physics of biology, how a cell is actually generating energy. Cells get energy from all these other sources that aren't just food and nutrition based. Some cutting edge people understand those ideas, but certainly not understood it in broader society whatsoever.

It is interesting, I look at that as a 20 - 25 year game plan. Partly, when you first get going, you just have to make something that works. We made a product that worked. Then it's like okay we made this, but we don't have any training for it and no one understands what we're talking about. Okay we'll create a training program for it. The next phase was well these ideas are not very well understood and that's when we got into film making and we made this film called the Living Matrix: the New Science of Healing to get those ideas out to a broader sphere and that helped quite a lot.

If you project forwards again, like another 10-15 years, having a strong research institute that funds really fundamental research that may or may not have product that comes out of it, but it's extremely important to biology and how physics relates to that.

We also have other pieces. We're building out an animal business. 1., I do love animals and 2., it is a relatively save cash flow business that can fund the more fundamental areas on the human side which is a far more political hot potato and when you're looking more long term

you have to look into lobbying to be able to change how regulation are done to allow these things to come to the fore.

Ultimately if you provide enough solutions and get the ideas out there. That's why I'm really into film making. We're making another film called Super Charged which goes much deeper into both the bio-hacking movement and the biology movement? And perhaps more interesting for entrepreneurs we're really looking at how you can get peak performance out of using these bio-hacking ideas and how your bio-hacking different energy systems in the body. None of these things can be done in a traditional three year plan. You know plunk x million dollars in and sell out to a big pharma company 3-4 years later. That isn't our game. We're looking at a broader longer term game.

John: Harry, what I'd love to have you talk about, because you have that long term vision and it's amazing. Really in silicon valley, you've been here long enough to know that's not always the case, there are definitely some people doing that but there's a lot of young entrepreneurs male and female that are looking to just flip their business very quickly. You're doing some pretty non-traditional. I think the thing that jumps out at me when you and I were talking you go by the way I'm doing some film making and I'm thinking like today where we're doing over skype over video, that's film making to me. You're doing feature films. That's not traditional. What got you into doing that along the way to get this message out?

Harry: I think it was about 4 or 5 years in. I don't know what we got to the few million dollar turnover. This wasn't in the States this was basically within Britain and Australia and dotted around Europe and I just went well it's great. We've got something that works. We're getting great clinical success stories from our practitioners. We've done a few preliminary studies, but nobody in the broader world knew what we were talking about. I don't think there is a better median. You can write a book. But books, if you play the game you might get to an amazon top seller for a week or 2 and then it drifts off again, but movies if you make a good movie you can really get across a message in a much more understandable way. People just like watching movies. That's really why we decided to do it.

I guess the next question from that is how on earth do you go about it and why did you even think you can even make one? It's just the same as when I was ill in bed thinking can you make a home wellness system. At the time you don't know how to do something but if you have the willingness you find a way and the people turn up to make it happen. In the Living Matrix case, again I was fortunate to meet someone who had a video advertising business and actually they were a customer of ours and i got to know them and we decided to partner up to make that first film which was great. I did the script writing and the interview and he did all the camera work and the editing and that worked out really well.

If you don't know something yourself you can always find a partner to do it. As long as the purpose of what you're trying to do is worthwhile. I think you'll always meet nice people at some point. I don't particularly worry about going out and searching these people. I just put those ideas out there. When you talk to people you mention it and the universe seems to sort itself out like that. I don't go on linked in and search I need a film maker I need this. Maybe I should.

John: It's amazing. The meeting we were at, Jeff Hayes was there too. Who is an unbelievably talented filmmaker and he's helped getting a lot of messages out. The part that's really interesting to me, Harry, I want to go just a little deeper and then come back to the big picture again. I know there's a lot of entrepreneurs who are listening to you and going maybe I should get my message out using this medium. You had this purpose you have very clear motivation to get it out, you want to be a hero really to the world, and in doing that you found someone who shared that, had the talent to do it. How did you distribute it? Its one thing, you can do the film and the old word would be to put it in the can and forget about it type thing. There's another part where we got to actually have a few people that watch it that are inspired to action.

Harry: Sure. Firstly the absolute rule of thumb is you've got to make a really good film. If it's good, the people are going to come to you to help distribute it. The first thing we did before we actually finished the film, we organized a premier in London where we invited all the stars and that type of stuff. We could only have 400 people in the room, but I remember we had to turn away 200 people at the door. The film was still being edited by Greg on the plane as he came over to London, so it was a little bit risky, but it worked. And with all those people, they spread the word quite quickly.

I think the first people we hired were some guests and PR people who were just putting PR releases out onto the internet. I think through Newswire and obviously on Facebook. Those are really great because they get taken up by other online media. We did pretty well out of that and then we also ran screenings or screening packages where we let all of our fans run screenings and they could buy a whole load of DVDs and they would keep the ticket prices, but they would sell DVDs on our behalf. That helped a lot. Various radio shows and that type of thing. The distributor, The Secret, picked it up within a month. We picked up 18 different distributors around the world and sold the DVD rights.

We're not really in that DVD world. It's moved on. I think it's 5 percent of what it was 6-7 years ago. Now it definitely should all be focused online. Some people give away the film for a two month period in their launch period to get the numbers to get it to go viral. They give you the first half hour of the film and then you pay for it afterwards. There's all sorts of social sharing models like that.

John: What do you see the impact that had on your professional career, your businesses and so on?

Harry: It was really interesting. It was quite tough trying to get people on board in that movie because we were an unknown. We were a product company rather than people who were trying to change the paradigm. They released 2 or 3 people, I won't name them, but they were incredibly hard to get on board in that first film because they were worried we were going to use them to promote our product. We did convince them in the end. Afterwards the tables completely turned. They would do anything. They also spread the movie through all of their lists and all that type of stuff. We got a huge amount of support afterwards.

Now of course, people want to know us because we make films and they know the films we've made. We never abused. We didn't just plump mess throughout it. We could have done really awful product placement and abused the position we had. I remember talking to Dr. Micova, he also distributed soft films that helped quite a bit. I remember him wringing me out. He couldn't understand or believe ... He didn't actually realize it was made by anyone to do a nest or anything and he was like how come you didn't do that? I explained why. I said, "Well, because we want the film to have a broad reach and that would have narrowed it down." I remember him saying that was an enlightened viewpoint and he was quite surprised.

John: That's great. I think having that long term vision is just so critical. The connections and the relationship that you've got. The positioning for yourself. That's a big part. You're a new member to our group and I asked what does Harry do, they didn't say the health side they said he makes movies and everybody loves movies. How does that all come together. I think it's amazing when you're doing that the connections you can get and the access to people who are aligned with the purpose that you have and you've done a great job.

Harry: I would. It's an incredible way of doing it. I wasn't really aware of things like Genius Network and I guess that's another way of meeting people really. For me, because I had this whole Chronic Fatigue story, and the conventional way of meeting people is to go to networking events, go to conferences, or get on a speaking circuit and although I got over a lot of my illness, travel wasn't really an option for me because my health suffered if I traveled a lot. That's also one of the reasons we thought if we make a movie we can get the message out without traveling anywhere and then it's easy to pick up the phone to people. I get other avenues you could just join a network like Genius Network or your group or etc. instead. That's another way of doing it.

John: It may be easier to join a mastermind group if you will, but it's a little bit more interesting to do it the way you've done it.

Harry: A bit more expensive to be honest.

John: Yeah. Writing the check for mastermind group is a lot easier. We're a product of our journeys and you have a huge destination you're working to. It's pretty amazing. I want to bring it back to the health side. Let's go to a segment here and this is the book of the day. I'm very prolific on a lot of fronts. I'm going to pull up on Amazon your book, "The Decoding the Human Body-Field: The New Science of Information as Medicine." What's in this Harry? Why would some of our fellow entrepreneurs enjoy or find this valuable reading this?

Harry: It's really about Peter, who's the scientist, and my story of how we decoded the map of the human body-field. It's that story of how we were looking at the physics of biology and basically how we both got ourselves better and ended up turning it into an overall health system. I think for other entrepreneur's though the Choice Point book might be slightly more relevant because the Choice Point book's sub-line is called Align Your Purpose. That really looks into these three main principles which are called: Understand your world, align your purpose and be the change.

That really came out of in my own story when The Secret came out it was all about if you visualize millions of dollars or if you visualize this then it all just happens. I was a little bit funny about that because I knew my own story had come out of a really significant crisis or what we call a Choice Point. This purpose had come out of that crisis and it was really the purpose that created everything and then people and the universe conspired to make it happen. Really because our purpose was aligned with what other people want.

That was an even more incredible movie project because we Richard Branson, Gregg Braden, Desmond Tutu and Jack Canfield. There's like a list of Jean Fougere. I think we had 4 billionaires in that film. That was an incredible project. I was really curious if they had the same Choice Points or crises in their lives that gave them purpose to make this happen.

It happened to be the case. Jean Paul Dejure is a very classic American example- he'd been homeless twice. He'd really fallen down right to the gutter twice to get himself up. Richard Branson spent I think just one night in jail but that was also a significant turning point for him and how he viewed the world and how he should be doing this. He's always been an extraordinarily aligned person because he got into it by setting up a student magazine because he didn't like what was happening in the Vietnam War and then the records came out of that. Obviously now he does all this work with Virgin. The same was true for many other people in that film.

John: It's so powerful. I hadn't thought of it as Choice Points. I really love that terminology. Let's go to the next segment. One of the resources I'd like to pull up is the choice point website. www.choicepointmovement.com what are they going to find here, Harry?

Harry: You can basically watch the movie with all of those people in it as a stream. There's also a course. We've made this, it's an unbelievable amount of work, and we basically took those 1,500 hours of footage and created 23 smaller films on all of these really significant steps that helps you to align your purpose. We also created a whole load of lovely beautiful written documents and all of these exercises. In other words it's really a self-help course that helps you through your Choice Points and to align your purpose. It's just full of wisdom from all of those incredible people. It's an incredibly deep experience.

John: One of the things that I'm so impressed with what you've done Harry is that you've gone ahead, the connections you've made, what you've accomplished. There are very few people who have done anything like that. Let me put up if you mentioned your company NESHealth.com and I've got that up and if they're interested in learning more in your solutions what will they find here?

Harry: What they'll find there is an overview of the Total Wellness System which comes in 4 parts. We have a device where you can see into the energy of your body so you can look at the health of all your different organ systems and emotions and nutrition, etc. going on. We have another hand held device called MI Health which is featured on the doctor show that can basically trigger a response in any part of the body. We also have these liquid drops that are called infoceuticals which came out of the research that Peter and I did of mapping the information of the human body. That's basically what's on that site.

John: This is great. Let me go to the last segment.

This is key takeaways. Harry I got a whole bunch of notes. As fellow entrepreneurs what I want all of us to be thinking about, it's just such a reminder of the power of small groups. When you're passionate and you have purpose, you have nothing to lose, you're bootstrapping, sometimes when we have more success, we've got a lot more money. We can throw resources and quite honestly waste things. Getting that group that has a purpose, a long-term, they want to be a hero to a group, and it's amazing how you can find a way. Harry you really demonstrated that.

The power of connections and bringing a group together that shares your mission. Outstanding. I want to wish you the best of success in continuing this because it's going to make a difference to the 7 billion plus fellow human beings here and certainly help all the entrepreneurs maintain the energy to make a difference. I want to encourage everyone to go to AESNation.com there will be the transcript. All the links that Harry and I talked about during the show will be there and above all, go execute. Take these nuggets that Harry shared with us to your clients, your future clients, your future strategic partners, all those connections are counting on you. Don't let them down. We wish you the best at success.

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John Bowen
Founder and CEO
Financial Advisor Select