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EPIISODE
116

Philip McKernan

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John Bowen and Philip McKernan

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Episode #116

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we have huge opportunities. The more success we have, the more opportunities come to us. We're just so often charging, charging, charging trying to make a huge difference in our client's life that we forget to examine our own lives. I've got an unbelievable guest here today, a really remarkable individual who's a serial entrepreneur.

Some people would call him a philosopher, I would. He has not only examined his life, but has created a framework for all of us to examine our lives so that we can really live to our full potential, not only creating value for our clients and all our future clients, but living the great life. Stay tuned, you're going to be amazed.

Philip, I am so excited to have you joining us today. It's pretty amazing I saw not that long ago with a mutual friend, Jason Gaignard, you doing a video together and you were named the number one speaker at his Mastermind Talk. One of the motivations for me to go recently to the one he had in Napa and you were there as well just really sharing your insight. I think there were about 150 fellow entrepreneurs and they were just kind of wowed by it. First, I want to thank you for joining here to share your message with our audience.

Philip McKernan: I appreciate the invitation. It's a huge honor, huge honor.

John: Philip, we'll talk about the unexamined life. It is one that so often we all do as entrepreneurs. We're just you know that classy ... Classic, so busy doing it, doing it, doing it. You've been on a journey really to help your fellow entrepreneurs make smart decisions about their life so that they can really live the life that they want and make that difference. This is not something we usually start out as a young, getting started this isn't what we do. How did you get to where you are today as one of the world leaders in this area?

Philip: Well, I suppose there's combination of ... I do agree to some extent. I think there's a humble nature or whether it's my wife that keeps me in check or whether it's my mother's background growing up in Ireland. I don't consider myself an expert in anything and I think that does serve me. It keeps me kind of grounded.

I think the other thing is that's what allowed me to get to a point where I do see the world in a particular way, not right and wrong which is maybe sometimes different is through the lives of the clients that I serve around the world, but also the many pitfalls, mistakes that I've made myself. I really do believe I've lived three lives.

I reinvent myself in a regular basis. I try different things. I travel all over the globe to probably almost 80 countries around the world extensively. I think I have just really put myself out there and I think as a result of that I have just been given this opportunity and this gift of being able to serve people around the world and it's not about me.

John: No. It is great. It is out of our own experiences that so often we're able to share life lessons. One of the messages I heard during your presentation that was very powerful is this whole concept of letting go and as entrepreneurs, we don't want to let go of anything. Yeah. We're often very controlling. We want to have access to everything all at once.

We want to keep building on the foundation we've created and we don't want to let anything go. This letting go of self is a little scary when you first brought it up. I could see everybody, the little tension in the room here. How does that work for your fellow entrepreneurs?

Philip: Yeah. I think when you say to an entrepreneur, you even bring up the notion of letting go. They automatically assume it's giving up and I think they are two completely separate things. I'm massive advocate of creating space in my life and in order to do that sometimes it requires me to let something go. For example, I made an announcement at the beginning this time of the year that I'm letting my number one core coaching program go, which is a big chunk of our revenue.

My wife is a little bit skeptical because she is an accountant by nature and is a bit more in need of that financial security. My client's, the combination between, shit, I don't want that to go. Second, yes, they thought it was a marketing stunt, but the answer is, no. Because intuitively, I know in my heart that I need some space in my life. The biggest thing that entrepreneurs assume is that letting go and giving up are the same thing.

A lot of entrepreneurs don't necessarily see themselves as an individual that wants to be in control of their destiny, but they don't realize that often means that they are in control. Control and the need for security, is often driven by ironically the opposite which is often insecurity.

John: See, one of the things I think we all are, is a little insecure. An entrepreneur is even more because we're being held the high standards, our own standards. We spend a lot of times setting goals and we're driving not only ourselves, but our whole teams to achieve

these goals. How can we not get into the cycle of...? You know, I think of it that my background is initially on the financial services side.

I remember when I first started I grew up in a small town in Upstate New York. If I ever made \$50,000 a year, life would be grand and all that. Much like other entrepreneurs, the numbers get higher each time you set these goals, the aspirations. I see some unbelievably successful entrepreneurs that I have had the privilege of working with that are miserable.

Philip: Yeah.

John: They're not hitting their goals or something, they're straining to do this and like they're letting life pass by. How do we deal with these things?

Philip: Well, I think the classic example is I was actually attaining my goals rather than achieving my goals, but when I hit the top of that summit, I hit the top of that mountain, like up to that top of that peak. I would look around and I go, shit, this is it, this is what it was meant to feel like. There was kind of almost an eerie emptiness, an emptiness that I almost didn't want to feel because it didn't feel nice.

My immediate response was to look across the horizon, obviously the mountain being a metaphor and the peak being a metaphor for life and achievement in business and so on. I would look across the horizon, I would pick another mountain and I go, ah, that's the problem, I've climbed the wrong mountain. I would come off that mountain, go across the valley which represented often 2 or 3 years of my life, new different projects. I climb that mountain; I get to the top. I would look around and I would feel the same eerie sense.

For me, I would rather work with somebody who has no goals than set goals that belong to somebody else. We don't wake up in the morning and say I'm going to take on goals, dreams and aspirations of other people, but often internally we're being driven by the need to validate ourselves to seek validation from others. Somewhere along the line, we start putting on a mask, before we know it we're living other people's lives and therefore, chasing other people goals and dreams and aspirations.

Meanwhile, we're not nurturing ourselves at the core and we're not aligned to the work we want to do. We're not aligned to core relationships from the lies. It can get a little bit complex and somebody will lose control.

John: Yeah, it does. We do a lot of research here and one of the groups recently, we surveyed some extremely successful financial entrepreneurs and everybody is making mid-seven figures and a couple making even eight figures of net income. The one thing everybody is scoring real high on so many things. Then when we came to how happy they were in life, it wasn't and in some cases many of them were thinking of retiring early just to try something different. Part of it, I really think they were struggling with the goals.

They wanted to be the top people in the world. It's easy to lose track of is that really what you want or is it someone else? So many of us, as entrepreneurs ... I was doing investment banking for a while I had the midsize jet and flying around and hated my life for the past ... I was making a lot of money and the whole thing. It's amazing what you can give into yourself off in the moment that's a right thing and if you can just take a step back oftentimes it's not.

Philip: Yeah. I mean I think that's probably the biggest challenge in my business is that people are often drawn to my work, drawn to my retreats. Either that or even taking timeout and starting to ask the questions now rather than life unfolding and find themselves in 10 years' time or 15 years' time or what someone commonly referred to as a midlife crisis, which I don't believe is anything other than our life catching up with us, the decisions or indecision that we've made. I think it requires a lot of courage for people to actually stop when things are going well.

The time to work in a relationship is when it's going really well. The time to work on not your business, but your personal life and to make sure that your goals are aligned to who you want to be as a man or as a woman as opposed to constantly obsessing about your business, but the courage you're required to take a step back and ask this really simple questions. I'm dealing with so many really uber-wealthy people.

I have been very fortunate to deal with everybody from Olympic athletes, to Mom & Pops, to couples, to a tremendous amount of entrepreneurs that represent probably 95% of my business. In more recent times, the profile from a financial standpoint has grown substantially, but some challenges applied. The challenges just maybe look and feel a little bit different, but we all know money doesn't buy happiness, yet that doesn't stop us actually chasing it because we know it intellectually.

Emotionally, I think we're driven so much by this need to be seen as the number one as opposed to wanting to give ourselves to actually do the things that we want to do. I think

happiness, that notion of chasing happiness is a bit of an illusion. What I do is I encourage my clients to chase and bring in nothing of the meaning. Let go of happiness. Chase meaning in our lives and then the happiness is the by-product of that.

John: That's great. We were talking because we're getting ready for the interview and one of the things you mentioned to me felt that I thought is so important is the desire for most entrepreneurs to have a lot of complexity in their lives.

Certainly, there have been times in my life that I was extremely proud of how many things I could handle in the worldwide companies and all this stuff. I'm 59, I think I'm learning how little capabilities that I have as I get older. This is one that as you have more success you have more money and more capital, you can just really make it very complicated. Have you seen it in your practice?

Philip: Absolutely, absolutely. I always remember one client who sat in front of me one day, John. I put him up in a big white board and he outlined everything that was going on with his life. He was so good. It was like this incredible presentation. He was so convincing I found myself at one point wanting to interject and question him. Then I finally said going this place, but it makes sense this business feeds that business and this business is enough to financial piece and this is the freedom piece and this is the ...

Then finally, it was almost like I virtually slapped myself in the face and I stood up and said hang on, you're so good at convincing yourself that you almost even had me going. I said this is chaos. He looked at me and goes, but no, it makes sense. He says Philip, you don't understand. I can deal with this. If I had a video camera on that map, I would promise you 6 months later bit by bit he paired away, paired away and let go of some things. He was afraid that he would lose money. He was afraid that people wouldn't come.

He was afraid that clients wouldn't ... He ended up making more money, less complexity, way more simplistic view of his life. His relationships deepened all around him by the sheer fact that he was more at peace, his family were more at peace. I repeated it back to him. I said do you remember when I said, do you remember that first day? He's like, oh my God, I don't know how. It's almost like he said who was I? I was so convinced that I was doing the right thing and he looked back now with almost shame and embarrassment.

We're incredibly good at creating complexity, but I often wonder I don't want to tell people ... I don't want to help people get rid of the complexity. I want to know why it's there. Because someone comes to work with me and gets rid of us, says no 50 times delegates, gives up things and then they go away. Let's just fill it up back again 3 months, 4 months later.

What's going on emotionally for that person that they need busyness in their lives? What are they running from? What did they not want to face? What did they feel that busyness is giving them some sort of sense that they're successful or perhaps they don't feel it? I don't know. It depends on the individual.

John: Yeah. I'll tell you I have been there and I know certainly a lot of good friends have been there. One of the things that have been so powerful for me, Philip, is that the whole concept of that simple and elegant, it's not letting go of things, not to make less of an impact and you're saying that one fellow that you're working with as he gave up more things.

He's actually more successful because it's really more valued to the market place and having a great quality of life. Sometimes we kind of doing bad as an entrepreneur, we forget about how powerful it is to really focus on making things simpler that we don't need a tremendous amount of complexities. Often times, three or four things that we do that are tiny that can make the huge impact that can have us be even more successful.

Philip: I think the biggest challenge is in which respect is probably going to be people that are going to watch or listen to this. They're going to be going, yeah, yeah my friend John. You should be listening to this. My cousin Mary, I mean my God. I think that complexity has become so normal that we're unaware of how complex our lives have actually become. The knowledge of the news is my mother has severe arthritis and I would ask my mother, how bad is the arthritis today? She says oh, today is not a bad day.

If I could plug in some sort of mechanism that I could plug it into my body from each experience the direct pain that she's experiencing, I would probably fall on the ground and roll around crying with agony. She's become so used to the pain over her long period of time. We don't realize how complex our lives have actually become.

Therefore, don't see the need to change us, but eventually it catches up in the form of either an emotional and mental or physical breakdown of sorts. Then and only then it's like going

to the chiropractor when your back is out as opposed to going to the chiropractor for maintenance before you actually put it out. That's the biggest challenge for people is they don't actually see the complexity in which they live in.

John: Let me go to other areas that really you brought up along the way in your writings and in your lectures and presentations in your programs. One is, we're overloaded with information and as entrepreneurs we want to be fully prepared to be able to do everything exceptionally well. I could grab my smart phone. I'm surrounded by computer monitors and cell phones. There is just a flood of information coming to us. How do we deal with that in our lives, Philip?

Philip: Well, I think we could do a whole session just on that, but I suppose what comes to mind is you say that when my wife was pregnant with our first child, Charlie. I always remember coming home one day and it was like overnight and maybe they just crept in, I don't know, but the most of it about eight or nine books sitting beside her bedside. I'm not suggesting that books. I myself have written books. I'm not suggesting they're useless that's not what I'm suggesting.

I think that we've lost trust in ourselves that we're capable of way more than we actually believe and that we've entrusted and given amazing gifts as entrepreneurs, as people with creativity. We often say that, oh I'm not that creative, my cousin is. We're incredibly creative. I prove to so many entrepreneurs how creative they can be. I prove to so many entrepreneurs that tell me they are a starter and not a finisher or vice versa that that's not the case. That if they get into something that is aligned that they derive tremendous meaning from that.

It makes an impact that makes it about other people that they can be a starter and a finisher. I remember just sitting down with my wife and saying so what's the purpose of the books? Because she has a lot of academic background and she's a lot more heady than I am. She says, but, I want to learn, anything else? I said, but where is the space for you to just trust that you're actually built, made, created to actually do this. I'm not getting all spiritual necessarily.

But you're, you're this incredible human being that's ... You can be guided by books, but guided and living by other people's words are different things and ironically turns back to the goals thing again because people read various books. They go to model those individuals,

but in order to model them they have to almost extract goals that are driven, are inspired by these people that are not often their own. To me, it's not about turning off all information.

For example, if somebody says to me I read a book a month or a book a week, I go great, but what did you get from that book? John, when was the last time you met somebody and went, oh my God, this book is amazing. It changed my life. You will stop and say, okay what one thing did you do? No, no, but it changed my life.

I said, no, I appreciate that, but what one thing did you do as a result of this book that changed your life? Well, I mean I'm not sure. I would rather somebody have a book or four books on their shelf that they really sit with for a period of time and implement and bring in to their lives as opposed to someone who has read 4,000 books, but still is treading water and struggling in life a little bit.

John: Yeah. I was giving a lot of presentations on this subject in Stephen Covey had written a book, The 7 Habits of Highly Effective People. I would ask this audience how many of you thought it was a great book. Some had double hands up and they're great book and everything and then, who knows three out of the seven habits? Not all seven. I didn't want to go ... It was almost no one knew three out of seven and then it was like it really goes to what you're seeing how effective is a book that's entitled, The 7 Habits of Highly Effective People if you can't name three.

This is so often we see that. I want to go because this is something we're talking about when we were at the Mastermind Talks with Jason and the group. I think kind of that self-awareness, authentic ... Being an authentic individual as entrepreneurs we're kind of almost putting on the Superman or Superwoman cape and we've got to be tough and be able to ... Everything from being a former SEAL, former SEAL, to a Ranger in the military, the professor. It's just ... Boy, it's just makes life pretty complicated trying to live up to all those things.

Philip: It makes it complicated, but also makes it absolutely exhausting. As you say that, you nailed it, this expectation that we place up on ourselves, what a great indicator. John, this to me all comes back to something and I wasn't sure we were going to get here or maybe this a little bit too deep so be it, this is what I believed. You opened up the interview by introducing about how entrepreneurs creates so much value while we spend so much time trying to create so many value to our customers, to our services or our products.

How often do we as individuals, as humans, forget about entrepreneurship, but as humans, but as also as entrepreneurs take timeout to actually create value within ourselves? If you're somebody that has listened to this that's really hard on yourself so no matter what you achieve in life, it's never enough. No matter what you do, it's never enough. No matter how much money you get, it's never enough. No matter how many relationships you delve into it's never enough. How many businesses you create that are successful, it's never enough.

Ultimately, you have to at some point or at least the opportunity to ask this beautiful question not because it's coming out of my mouth, but because it's a beautiful opportunity in the world is am I enough? This might sound very fluffy to a lot of people, particularly some busy entrepreneurs who are just getting going and they're rolling up their sleeves and saying, listen, I'll deal with that shit when I've made my first hundred million, then I'll have the space. It just doesn't work like that. Am I enough?

If you're really hard on yourself, people can use that hardness to drive themselves, but I think it comes at a cost because you don't get to enjoy life. You don't get to impact people around you. You don't get ... You go and get the opportunity to con this inspirational beacon that you can become if you strive to balance between driving your business and actually making sure that you have value within your own skin.

When you do that the most powerful work I have ever done in my life, the only thing that I ... The key thing to any success that I have achieved was doing the inner work, the inner dialogue, the inner conversations so I could create the clarity that I wanted so my businesses didn't define who I ... I didn't become my business. I became who I was and my businesses were an extension of who I was and wasn't who I was as an individual if that makes any sense.

John: It does. I always think of it as we're not in business for more business. We're in business to support the quality of life that we want. You've got to get clarity around that.

Philip: Correct.

John: We've been talking about letting go of all the stuff, Philip. What do we let in then?

Philip: I think when we can start to let go and even if it starts with one or two things. Even if it you know again, attachments or a great insight, a great gateway into understanding some

of the things that we need to let go off. What am I attached to in life? Often, we're attached to the business that we're in. We're attached to a monetary value of our business. We're attached to a monetary goal. We're attached to the product that we sell et cetera and sometimes those attachments are very unhealthy.

What is said recently is have a desire, have this desire as a human to better yourself as an entrepreneur, but let it go and don't allow that to control you. Think about that just physically I'm holding it. It feels like I have contracted it. It feels I can control it. If you let it go you open this beautiful opportunity not just to be more inspired by what you do yourself. Forget about all the people around you, but intuition. You start bringing intuition into your life.

You start to experience something that is not mutually and should not be mutually exclusive to athletes and that is a state of flow. I have worked with Olympic athletes. I went to London, whatever 3 years ago with a group of athletes. I have been in that space. We sometimes think that flow is only available to athletes. It is available to every single human being in this world.

Clarity, ensured of clarity starts to show up in other words it's not a case of you have to sit down and intellectually think and strategize about what you want. You wake up and you start to ... You know what you want, not overnight, but you know what you need to nurture yourself. There is just a few of those things that start to come into your life when you create space.

John: Being in the flow as an entrepreneur, it's so powerful. What we can accomplish, what our team can accomplish we can inspire people around us and live a great life. Often, we let ourselves get caught up in our own success in the picture of what other people have that we talked about goals, the information overload, the complexity. It's amazing all the things we can do to screw up what is a great life of an entrepreneur.

Philip: Yeah.

John: Philip, you write about this. Let me go to the next segment which is- you are prolific in getting, pulling this information. I don't let the authors that have written great books. Why don't you share your favorite one that you've written and that you think would be so helpful for entrepreneurs here?

Philip: Yeah. It's a bit self-serving, but I appreciate it. I say self-serving from my standpoint, but it's called, Rich On Paper, Poor On Life. That doesn't mean that if you're rich on paper, you could be poor on life. However, the book was written ... I'm very proud of it because it's not the book that I totally would sell the most, John, it was the book that I felt I needed to write and they're very, very different things. The ironic thing about that is it's the very book that I wrote that has sold way more than the other books, which is interesting.

It is just basically a collection of very simple real stories. The only thing we changed was the names of the individuals. Real stories broken down into three segments, three elements of a human beings' life, three relationships; the work that we do or the business that we run, the relationship to self and the relationship to others. What I simply do is illustrate using five stories in each of those how we can transform an aspect of each of those elements or how we can just simply grow and develop awareness in each of those elements.

Not to tell you, it's not a book to tell you how to live. It's a book that shows you how potentially you could live if it's something that's you're drawn to. It's inspired by the Celtic Tiger, the economic juggernaut and in your financial background, I'm sure you're familiar with art of becoming one of the first countries in Europe to the second wealthiest country in the world in a space of 12 years like there was blip, there was a sneeze, a blink of an eye in historic terms and economic terms.

The social invoice, the social cost of that growth, I'm not saying don't ... You'll get rid of money and denounce money and we'll all be happy. It's like, yeah, pursue your financial goals, pursue your business dreams and aspirations, but know the cost of who you are as a man or a woman in this earth. Basically, that's the question, that's the challenge and that's the support the book gives you. It's a very simple read. It's not going to win a Pulitzer Prize, but I believe it's an important message.

John: No. It really is and it's one that we all struggle with that. I don't like the word balance, but harmony between those elements. Work relationships with ourselves that's another, and how can we structure it. The worst thing that we all can do as successful entrepreneurs is not address it. It's a great book to get you thinking about it. Let me go to the next segment.

We did talk about this earlier, Philip. You have a unique suggestion for the smart phone for our fellow entrepreneurs.

Philip: Yeah. It might be unique, it might be silly to somebody I don't know, but if I don't have an app that I would recommend. If I could build an app, I'd build an app that would actually turn off all the other apps for chunks of time or periods of time. I'm not suggesting, again John, people to jump to conclusions. Oh this guy is knocking apps and my life wouldn't be where it is if I didn't have the apps. That's just when you throw it all out the window.

I just think that we become so reliant on technology. When I run my retreats around the world, I don't ban technology, but we encourage people to disconnect. The depth in which they get to in the retreat is often direct representation of the depth or the ability that they have taken to unplug from the world. Technology and accessibility is wonderful, but it comes at a cost. I don't have an app and if I did it would be one that would turn off all the rest of them. I know as you rightfully said there is an off button.

John: Yeah.

Philip: The off the button has proved not to be an off.

John: There's an on switch too that goes with that.

Philip: Yeah. I shouldn't be laughing. I told you I just had surgery. I shouldn't be laughing, but there is an on switch and that's the downside of the off switch. That's correct.

John: It is. If we're having significant others of entrepreneurs who aren't entrepreneurs, they would agree with you very quickly. I think it's one that all of us as entrepreneurs have to work on even more because technology is so empowering. Today, we're talking over Skype. You're up in British Columbia, aren't you?

Philip: Correct, yes.

John: Yeah. British Columbia and I'm in Silicon Valley. We could be a halfway around the world. It doesn't make difference. It's no cost technology to put this together. It's an extent of it. It's very valuable and it's empowering for many of us if we use it correctly, but it's so easy to get distracted and add complexity to our life. It really ... I know my wife has pointed out to me on a few occasions and hope that it is distracting. She uses different words, but distracting some of the technology.

Philip: Even on that John, I appreciate your honesty that often you have people who either run podcast or teachers themselves and they're too busy trying to pretend that their lives are perfect so I love your vulnerability. Thank you for that and it's very refreshing. It's interesting. I literally, now I don't do this as a practice so heads up. I remember one day working a group of clients that I have been working with for some time.

This guy was convincing of like as we do as human beings and entrepreneurs particularly well that everything that was going on in his life served him and that his wife was on board. I said so if your wife is sitting here, what would she say? He says oh she'd agree 100%. I said, okay give me your phone. He goes what? I said, give me your phone I'll call her. Now don't just in case you're listening to one. I don't do that on a regular basis. I have never done that since. I literally with his permission told her on the spot.

I said this is what this gentleman has told us. He tells me you're on board. I just want to check in because my sense, my intuition is telling me that you're not. She goes I'm not even close to one right now. Now that I have you can I just give you my perspective? Again, our spouses, we often discount because they're often very close, but their perspective on us because we're so close is that is very interesting, very interesting.

John: I don't know if you remember a presentation by Garrett Gunderson on his meeting with his wife.

Philip: Yes.

John: I have a podcast with Garrett and he does bring it up. His wife was in the back of the room. I had a drink the night before with both of them and I was asking Carrie, his wife whether or not she was going to be aligned. She said no, we are if he had ... His early presentations were quite true.

We've been now doing it for enough time many years that it's powerful and really just when we talk about letting go of certain things and letting some things in. Putting a little structure around to make sure that you're meeting with your significant other and checking in what's working well or not. They're great sounding words. They're not reading the PR, the positioning and everything else.

Philip: Yeah. I spoke in Fort Benning. I was invited down to work with some of the U.S. Military. My wife and I came in with my two young kids. She hadn't heard me speak for probably about 3 years. There was a big evolution I suppose between where I was before and where I am now. I'm not saying better or worse that's for everybody else to decide.

It was really interesting to debrief afterwards and get her perspective. That was really interesting. Thankfully, she was buying on the same lines. Everything I buy into, but for a moment I forgot she was actually in the audience. I looked over and I was thinking, can I say this?

John: No, all good. Well, we've been talking about your business, what I'd like to do in the next segment. Let me play it here is resources and what resources are available at your website and kind of give us a broad picture of how if one of your followers on Twitter wants to take it further, how they could reach out to you?

Philip: Yeah. People often think they need to jump off the deep end. If nothing else go online and I just download one of the free books on the free book club Dead Man Walking which is about getting out of your head a little bit which is huge. It's an epidemic in the world today, people just living on their heads and intellectually lost, I suppose to some respects. Dead Man Walking is short read, 30 pages. It gives an introduction. It gives you a sense. There's also a blog that I have, a video blog that I put up videos. Then you can get a sense and I just trust people to use their intuition.

If they're drawn to my work, great; if they do not trust that, move away because I may not resonate with you. I think the biggest thing I did, John, my specialty is working with individuals, entrepreneurs primarily in small internet settings in different parts of the world to extract the greatest resource of all and it's not their time, it's their creativity, it's who they're.

I can bring about in a way that, with respect I'm not saying nobody else can, but in a way that often the entrepreneurs have worked with me didn't believe is possible and then use that resource which is there not to tell them what to do, but for them to decide what it is they want in this life and to go and get it. That's really what I do best, but people just go to the website, download the book and that's a great place to start.

John: What are the key takeaways that really are jumping out at me ... We have taken a bunch of notes. We have the opportunity like no one else as entrepreneurs to build the life

that we want just as simple as that. Often we let other people build it for us. As Philip was saying letting go, not getting caught up in the goals and particularly other people's goals, deciding what that life is that you want, not being distracted by all the information the technology of the world not getting caught up with complexity.

Hopefully, you're relating to a lot of this because I know I am. I have done it over and over again. I think I have a great life. I have simplified things. I use the term simple and elegant. I'm always looking at what's the smallest change that I can do that's going to have the biggest impact for my clients, for my team. This is really going to be transformational. As we really let go of other things as Philip was talking about, we can let other things in. Our important relationships that meaning and purpose that he talked about.

This is for really what we're in business is to make a difference and every one of us has had the opportunity. Philip, I want to thank you again for joining us and I want to encourage everyone to go out and take action. Philip had to write about and talked about taking action without clarity. There is no clarity in life. You go out and take action. You have the opportunity to build a great life to support all your stakeholders, your clients, your future clients, strategic partners, teammates, they're all counting on you, don't let them down. Wish you the best to success.

A Second Opinion on Your Finances

A Complimentary Service from Financial Advisor Select for the Members of AES Nation

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.

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe has the ability to address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

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Why do we offer this service? Because at Financial Advisor Select, we have just one purpose: to help successful individuals and families achieve financial peace of mind by connecting them to top financial advisors in their communities. We look forward to assisting you.

Best of success,



John Bowen
Founder and CEO
Financial Advisor Select