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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

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Isaac Jones

Show Notes at: <http://www.aesnation.com/129>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we all want high performance. We want high performance of our marketing campaigns. We want our sales campaigns, our client experience, everything, but most importantly, we want high performance from ourselves. We want to be superhuman, to accomplish everything. For so many of us, it's a huge challenge. That's why we have this remarkable entrepreneur joining us today. He is a pioneer in healthcare. He is doing some amazing things to help entrepreneurs. His focus is on entrepreneurs, helping them to be superhuman. Dr. Isaac Jones is going to be joining us and sharing some lessons. Every single one of them, you can execute. Stay tuned. You do not want to miss this.

I am so excited to have you here today. You are a remarkable entrepreneur individual. You're making a huge difference in the healthcare and I had the opportunity to meet you at a mastermind group. Our friend Jayson Gagnard at Mastermind Talks and we ended up sitting next to each other and I was blown away. I so appreciate you sharing your insights with our audience.

Isaac Jones: Really appreciate that and I'm excited to add a ton of value to your listeners.

John: What so excites me and I'm getting a little older. I'm 59, I'm going to turn 60 this year and that's a lot of excitement in that. I feel really good, mainly because I've done some things that I need to do and you gave me a few more things I could do to really be able to make a big impact. I wanted to share that because you are working with some of the most ultra-affluent, high-profile families around the world. I wanted to bring you back to earth just a little bit to help out our super-entrepreneurs here. Maybe before we get there, though, with the specific recommendations, what I'd love to get is the backstory, Isaac. How did you get to where you are today, that journey?

Isaac: Yeah, that's a great question, and it's really the driving force behind why I do what I do today and why I created superhumanentrepreneur.com and am creating the change in people's lives that I am. In high school, I ended up struggling in school. It was something that just hit me. It came on slowly, but it ended up affecting me in my ability to focus, in my ability to concentrate, and I wasn't able to finish tests at the same rate as everyone else was. I ended up going in, getting a psychological assessment. My teachers said, "Hey, you should really get this done," so I did. I ended up getting diagnosed with ADHD and dyslexia, which is a very common thing that a lot of entrepreneurs actually could use as their strength.

John: There's a Dr. Ned Hallowell, one of the earlier podcasts you can find at aesnation.com. He really says it's a huge advantage and that most successful entrepreneurs have it, so congratulations.

Isaac: I appreciate that. Now what was amazing is that I learned a lot through the process of dealing with the dyslexia and the ADHD, having the brain fog that I did. I went on all these

different medications. I was on Adderall for the ADHD and Accutane for my acne. I was on different medications and in the medical system, a lot of the medications are designed to treat symptoms. They're not designed to actually address underlying cause and then maximize performance, especially neurologically. I started working with a doctor that was really into holistic healthcare and was a physician that was ahead of his time. What was an amazing blessing to me was that in 4 months of working with him, I completely overcame a lot of the neurological focus issues that I was dealing with and just created some incredible progress. It was like downloading a new software into my body, into my brain, just like you would in a computer, so I got an upgrade in my brain, upgrade in my body.

I was a better athlete, and academically, I started to thrive. I went from being in special needs to starting to get as in classes. I got out of special needs and I ended up getting both some academic international scholarships as well as some athletic scholarships. I chose the academic scholarship to study at the most prestigious health and Wellness University in America, to really help other people like the way I was helped. That was my driving force, but I've always wanted to work with influential individuals like entrepreneurs, like yourself, and people that are making a difference in the world because I know that if I can help magnify and multiply their capabilities, their confidence, their health, their vitality, their brain function, that they're going to be more creative, that they're going to get more done in less time, and they're going to make a bigger impact in the world.

John: Yeah, and this is so important, this backstory. I want for all of us, everyone, we need to really focus on as you think about your own personal health ... I want to just share a quick story on my own is last year, early last year, I got walking pneumonia. I'll tell you, I was a pilot in the Navy, I've always been in really good health, and never had any major things go wrong, pretty good about exercising always, not very well on nutrition though. I got to travel around the world, great food. I enjoyed partaking in all this. This is what Isaac and I were talking about over dinner and when I got slammed like that and it was one that I was knocked out totally for really 2 weeks, about a month before I was back at least semi-effective, and probably 2 months before I was really back going at it.

Okay. That was a real wake up and this is one of the reasons why I wanted to have Isaac join us is that there's a great book by one consultant. It's called The Fat Smoker's Strategy. Think of a terrible book title, but what it is, he was one of the most successful consultants. He's retired. It's David and I'm forgetting David's last name right now, but it's a great book. It's all about he's advising multimillion dollar engagements, he's helping really successful entrepreneurs in their business, and lo and behold, he's fat, he's smoking, and he doesn't do anything about it until what? The heart attack. Now he's slender, he's in great shape, all those things. He's following all the lessons that you're going to share with our listeners and viewers, Isaac.

I want to encourage everyone not to have the heart attack. I wouldn't wish anybody to have walking pneumonia. I found out how important breathing is. This is a type of thing, Isaac, my guess is a lot of people who reach out to you have had an event. One of the things I want to do today is not have people wait because you were talking about the clearing the mind. This is before you and I met, I hired a nutritional coach and I've got a wellness group working with me and all that. All of a sudden, I had been taking steroids for nasal spray because I had terrible sinus problems. I had all kinds of things with inflammation. I didn't even know what they were, and they've all gone within like 6 weeks or so. My energy, my health, it's just so improved, so I want to make sure we get that for everyone else. How do we do that? How do we help people get this ultimate, you call superhuman, entrepreneurial performance?

Isaac: Yeah, absolutely. If anybody's watched the movie with Bradley Cooper, Limitless, it's pretty amazing because in the movie, he is functioning at such a high level and is being able to do all of these things that you wouldn't think that normal people could do. Now obviously, it is Hollywood. There's a heightened level of just over-exaggeratedness in that movie. However, it is possible for people to reach levels of limitless. I see it all the time and to reach a superhuman level of cognitive function, of physiological function, and reverse diseases that could be silently developing within your body. Like you said, John, this is such an important point.

Disease starts 15 to 50 years before its diagnosed. Alzheimer's is 40 to 50 years before its diagnosed. Cancer is 15 to 30 years before its diagnosed. Heart disease is 20 to 40 years before its diagnosed, so the question you have to ask yourself is what am I doing now to prevent these things from taking place in the first place? With 1 out of every 2 people dying from heart disease and 1 of every 3 people dying from cancer and 1 every 2 people getting cancer, this is serious. A lot of people think hey, it's not going to happen to me, but you have to recognize that entrepreneurs are like sports cars. A lot of the sport cars that are flying around the track, it feels really great driving around in a Bugatti or whatever car you're driving in at full speed like so many entrepreneurs do, but at that speed, the engine still can break down and there could be other issues going on.

It's essential ... Of course, when those cars crash, and a lot of entrepreneurs, as you know, when they crash and burn their health, it's devastating. It's the number 1 cause of bankruptcy in America, with over 56% of businesses going under because of medical expenses. You have to look at doing the process of being preventative, learning how to maximize performance and prevent disease as something that is paramount to your lifestyle. It's something that, obviously, I'm very passionate about.

John: You know what? For some of us, this prevention stuff, we feel like we're immortal as entrepreneurs or so many people think we're super and all that. I know, geez, I was a pilot in the Navy. That was 100 years ago, you know what I mean, could run 9 miles, 7-minute pace,

all this stuff. Can't do any of that stuff at that level anymore, but I coasted and then what really started changing for me is when I started looking at the research people like yourself are doing and the whole thing on human longevity. I started thinking about boy, this opportunity that to live longer and not just live to 100 and have a terrible life the last 20 years, but live to 100 and have a great life. As I mentioned, I'm just turning 60. 25 years is my business plan, to really want to make a big difference. To do that, I've got to stay healthy the next 10 to 15 years to get all these medical advances.

For some of you, you're better, you want to prevent all these things, and you want to really be conscious of it now. For some of us, the other entrepreneurs in my corner, you go geez, next 25 years, if I'm going to perform well, I got to do everything that Isaac's going to share with us. Isaac, let's start. You have 5 lessons that you want to get across. Let's start right at the top. What's the number 1 thing that we should get started on or think about as we're building this superhuman entrepreneurship?

Isaac: Yeah, absolutely. One of the biggest things that block high performance is the exposure of environmental toxicities and so it gunks up the engine. It's kind of like your automobile's just getting exposed to unhealthy fuel. A lot of people, they get exposed to unhealthy toxins that block their performance, so some really practical strategies that you could implement is number 1, swap out the personal care products that you're using that are completely covered, if it's conventional, with a bunch of toxic products and chemicals within it, with organic, natural products. You want to do that with your food and you also want to do that with your cleaning agents. If you have some maids coming in like I have at my house, we actually buy the type of cleaning agents that they use in our house to minimize the exposure of these chemicals.

Now how serious is this? It's absolutely serious. The US has got an incredible amount of toxic bioaccumulation, as well as in Australia, Canada, and in England. The research shows that in the child population, neurological disorders are completely skyrocketing. If you just take autism, for instance, 1 in every 3000 kids 20 years ago had autism, now its 1 every 50 kids in America. It's even lower in the UK, so you have to ask yourself where are these kids getting these challenges. It's multifactorial. It's not just one thing, but toxicity does definitely play a role and it affects your body just as much as it does the younger population.

Since World War 2, we've had over 100,000 chemicals that have been brought onto market that have not been properly tested for the effects on your nervous system and your cardiovascular system, so it's important to do whatever you can to control the exposure. By shifting your cosmetics products to something and your personal care products, both men and women, to organic, natural, by eating foods that have not been sprayed with pesticides, organic, natural foods, freshwater fish, grass-fed beef. A lot of you eat out at restaurants,

you're getting exposed to a lot of this, so make sure that your home is a sacred place for just the healthiest and the purest foods possible. That's the first thing that I would recommend.

John: Isaac, it's funny, because I'm one of those skeptical, I'm a financial guy at heart. I used to hear this stuff and I, quite honestly, would dismiss it a little bit. Then finally had the health issue, really went overboard a little bit, and I looked at it and I go I don't know what's going to work, but I don't care. I got to get something. It's not working. I looked at it. The incremental costs that we're talking about ... I always thought organic stuff, geez, it's a way of making a little bit more money. The incremental cost for most successful entrepreneurs, it makes no difference. The same with the healthcare or the personal care products you were talking about.

I'm not sure what made the difference for me, and quite honestly, I don't even care. It does and it's made a huge difference. Isaac, one of the things that I struggled with is how do you find these things and how do you know what's right and what's not because it's great to have high-level concept, but then you got to execute it. We're going to leave, you and I, we'll finish our podcast, we'll go off, great lives, and we're going to make a difference, but how do we help all our entrepreneurs do that?

Isaac: That's a great question. There's an advanced version and there's a basic version. The basic version that everyone can do is go to ewg.org. That's environmentalworkinggroup.org. They have what they call the dirty dozen there. The dirty dozen is a list of the most heavily sprayed toxic vegetables and fruits on the market, so the goal is to just stay away from those 12 and make sure that you're consuming them in organic sources. If you're not wanting to consume everything organic, that's fine. I also want to share with you a very powerful strategy that can help you save anywhere from 25 to 50% on 300 of the top whole foods products.

Before I say that, I just want to piggyback off the comment that you just made that living this lifestyle is actually an investment. Any money that people invest into what I do, into one of my health programs or into the advanced lab testing that I do, I always tell them that it's going to pay dividends in the future because if you look at the alternative, if you get cancer, heart disease, Alzheimer's, diabetes, all of these are 6-figure diseases. According to the Alzheimer's Association, 1 every 4 people will get Alzheimer's by age 60 and 1 every 2 people have Alzheimer's by 85, so what are you doing to prevent that now? One of the best things that you need to recognize is that by living the things that I'm talking about in the next 5 points, 4 points that I'm going to be reviewing, these are things that can help prevent and even reverse the diseases within your body. Alzheimer's is \$175,000 disease. Cancer is over \$200,000 disease. Heart disease is 300,000, so keep that in the back of your head because...

John: Wow. It's not even just the money, Isaac. You say Alzheimer's disease, was it 1 out of 5 at 85? It is...

Isaac: 1 every 4, or 1 every 2 people.

John: 1 out of 2. It's 50% chance. Most of us as entrepreneurs think of ourselves as lucky. I don't like that odd, a 50-50 chance of getting it. One of the things that so many of us do is we're willing to give up our youth to accumulate wealth, but then what happens is we want to buy our youth back, our health back, when we're older with all the wealth. This is just such a great investment along the way to avoid these as much as possible because most of us would write any check to have ... We've all been touched with family members going through terrible things and let's stop that. Let's go to number 2. What's number 2 on your list?

Isaac: Yeah, number 2 is maximizing micronutrient sufficiency inside of your body. Now we all know that our world has been heavily sprayed with pesticides and according to the World Summit, all the research that they've accumulated of soil depletion of micronutrients is up 90% now in America and the industrialized world across different countries. We are literally getting vitamins, minerals, amino acids at very low levels that are really suboptimal for optimal body performance. It's kind of like a car without oil. You need these essential micronutrients to function at a high level, and we know that there are certain micronutrient deficiency profiles for Alzheimer's. We know that there are certain micronutrient deficiency profiles for brain fog and fatigue, so if you want to overcome a lot of that, you have to eat micronutrient-sufficient foods, again, getting back to the organic.

Then it's also important to look at what kind of deficiencies you may have. The advanced version of that would be to get a lab test done through ... You could work with me to do that or you could work with another doctor, but I look at what kind of intracellular micronutrient deficiencies you have, what kind of toxicities have bio accumulated inside of your body. The simple way to do that is control stress. Stress is one of the biggest depleters of micronutrients that really inhibit your ability to function at a very high level to maximize your performance.

Getting on a good multivitamin that is a whole-food-based multivitamin is essential. On my website, designerhealthcenters.com, there is one called Spectra and that is by far the best intracellular micronutrient supplement on the market that has the highest bioavailability. It's very rare to get these types of micronutrients because most supplements, unfortunately, you go to a Walmart or a GNC, they're synthetic, USP-grade supplements, which means they're analog supplements made in a laboratory and most people just urinate a lot of the vitamins out. It's important to get what is natural in nature to create micronutrients.

Then another little tip, I'm reading through a book that has not been released yet. It's called The Micronutrient Miracle. It will be released by the time that you're most likely listening to this audio or watching the video. My friend's a PhD from Harvard in nutrition, saw that this is such a big epidemic and it's blocking people's ability to maximize their performance, their brain function, their health and vitality and so if you just go ... I have an interview with them

that goes in-depth on this one point and then the solutions behind it. You can find that at superhumanentrepreneur.com. What's so cool about the interview is they gave you \$200 worth of coupons to be able to get access to a lot of the health-promoting foods that exist out there, so websites that will give you a lot of the organic products and organic personal care products, organic foods that will help benefit you to create micronutrient sufficiencies in your body. Again, that's a really, really, really important point.

John: Let's go on to big number 3.

Isaac: Yeah. This is important aspect, a really important point. Now when I was going through my doctorate program, what I realized is that people oftentimes do not create sustainability in the change that they want to make in their life. If you want to create long-term sustainability in your transformation, you have to recognize that habits take time to form. This third point is maximizing your psychology because when you shift your identity to somebody that is healthy ... John, I'd love to just know from your perspective, after you started making healthier decisions, did you feel like your identity has shifted to that of somebody that is "making healthy decisions"?

John: No, it's funny because it's a very conscious decision. Now I think if I have a question on any decision whatsoever, as a healthy person, do I do that, and really as a high-performance person do I do that and the answer, sometimes yes, sometimes no. Exercise, nutrition, all the things we're talking about, but it's a total mind-set because in the past, I really wasn't being conscious about it and that wasn't who I was. Now I am and this is that mind-set reinventing ourselves. It's amazing what we're capable of.

Isaac: Yes. Absolutely. Understanding what your limiting beliefs are around living a healthy lifestyle, like oh, I really don't want to work out at the gym. I really don't want to become as physically active as I know I should be or I just like my lifestyle. A lot of executives and entrepreneurs that I work with, they tell me, "I'm just really comfortable." At first, they say, "This is something that I really just enjoy doing. I like my wine. I like my chocolate. I like my dessert." This is the reality. Then they get their labs back, right, and then they see the reality of what's going on inside of their body, the level of inflammation, the micronutrient deficiencies, the gut symbiosis, etc. They realize they need to make change and so when they do, and they start making those changes, they realize wow, it's not that bad after all. They lose the weight off of their body. They increase their energy. Their brain function goes through the roof. They think to themselves this is who I am now. This is part of who I am.

Looking back on the way that they used to live, this is the comment that I get a lot of is that they are addicted to the new way of being and so when you shift your identity and you get all the benefits of maximizing your health, like having all-day energy and creating increase in productivity where you're effortlessly getting more and more work done each and every day,

that comes along with increasing your performance by maximizing your health, it is an addictive process. Shifting those limiting beliefs is essential. If you don't nail those limiting beliefs and if you don't challenge them and you don't monitor your own thoughts to create shifts on a psychological level and recognize that adopting these new habits can take months, perhaps even years, depending on how challenging they are, then it's not going to work for you and you're going to find yourself like the 97% of the people that try to adopt New Year's resolutions, looking at themselves 3 months later either heavier or the same weight they were before January 1st.

John: This is where I'm a big believer in coaching. I own a large coaching organization financial services, but this is where I went out and hired people to help me. You can have the mind-set and so on, but life intrudes all over the place and having both knowledgeable people and then people who are going to work with you on the accountability, it's amazing the progress you could make. Let's go to number 4, lifestyle strategies. How do we start making this all come alive in our lives?

Isaac: Right. I'm a real big geek around anti-aging and looking at centenarian lifestyles and how they live their life and how communities around the world, like the Sardinian community off the coast of Italy and the Okinawan community off the coast of Japan and the Loma Linda community inside of California in the United States of America. Why is it that these people are living to 100 on a regular basis, what are the "lifestyle strategies" that they're implementing, and how can we adopt these really powerful lifestyle strategies?

Lifestyle strategies are beyond just nutrition or fitness. They're compounding what I call steroids to high performance, these steroid factors that will completely take your performance to higher and higher levels. One of the lifestyle strategies that a lot of these centenarian communities use is they eat until around 80% full. A lot of them actually put their meals on a smaller plate, so they don't overeat and it gives their body an ability to digest the food that they're eating. Another common thing is they put the food in the kitchen, so they don't bring the food to the table because when people bring the food to the table, you can overeat on a regular basis because you're not giving that hormone regulation in your gut a chance to communicate to your brain that tells it that it's satisfied and that it's satiated. That's one of the common things that these centenarian communities did.

There's a popular thing in this space called intermittent fasting, which is a lifestyle strategy that helps to decrease the amount of calories that you're consuming each and every day. As a high-performance expert myself, I don't intermittent fast every day. It's probably 5 days a week, 4 days a week, but it helps maximize my performance and I do it Monday through Friday most weeks because you just get the benefit of increased brain function. I have my first meal around 12:00 and my last meal around 5:00 or 6:00. What that enables me to do is I'm consuming food for a 6 to 8 hour time frame in the day, and then for 16 to 18 hours, I'm

fasting, which means that human growth hormone, the anti-aging hormone, your body's increasing. You're also maximizing your ability to reduce inflammation inside your body.

These lifestyle strategies, they're more powerful than medications. I've seen people reverse high blood pressure and cholesterol just by implementing some of these lifestyle strategies. There's probably around 60 very powerful lifestyle strategies that I help people implement into their life. We've only touched on a couple of them, but these are extremely important when you're wanting to access high performance and essential to maximizing your all-day energy and brain function, as well.

John: There are so many things that we can do and it's so powerful. This is where each of us, we have to take responsibility. Let's go to the last one, number 5 is nutrition. It's one of those basic, it's one of those blindingly obviousness', all the ones, really, we're talking about, but we're not executing. The fuel that we put in is going to have some effect on our performance. Now how do we make it have great effect?

Isaac: Yes. There's a whole field now called nutrigenomics, which means how nutrition impacts your genome, how does nutrition impact the expression of your genes. What we're actually realizing is that food is information, that when you consume food, that all of the molecules in the food actually communicate to the cells and actually impact the expression of your genes. Every meal that you have has an impact on what they're calling now the epigenome, which is this new kind of field of research that is very, very exciting and what I consider the future of healthcare.

Now when it comes to nutrition, the average medical doctor, unfortunately, has around 15 hours of education on this. I consider this a foundation to maximizing performance and overall health. In contrast, I've had over 4000 hours of education and I'm constantly going to learn more and more. I'm reading books all the time, connecting with PhDs from Harvard or Stanford, interviewing them for my podcasts, etc. This is something that I'm obviously very passionate about and I know can have a major impact on your health.

Now the argument is what is the best diet or what is the best nutritional thing that I should be implementing? There's people that are in the vegan camp and the people that are in the vegetarian camp and people in the Paleo camp and the people in the primal-type-of-lifestyle camp. There's all these different camps and nutritional philosophies and ultimately, all roads will end up leading to Rome. If you understand this analogy, it'll help you recognize the power of this. Back in the day, when they built Rome, all the roads would end up leading to Rome, so that if you just followed the one road in, it would end up bringing you to Rome.

What is Rome nutritionally? Rome is a diet that gives your body all the micro and macronutrients that you need. When some people are so hard on a vegan diet, oftentimes,

they're deficient in B vitamins. If they're so hard-core eating a Paleo diet, there can be a decrease in other micronutrients. It's important to recognize that maximizing your micronutrients is essential and that you can do that through a lot of these different diets.

Now the diet, the lifestyle that I think maximizes your performance the most is what they call the primal-Palaeolithic lifestyle. Cutting out grains, sugars, and inflammatory-inducing foods like conventional dairy products, as well as GMO soy and corn is paramount to maximizing your health in the 21st Century. You do not want to be consuming GMO products because they impact your neurotransmitter levels in your brain, they impact your gut health, and there's a number of other things that they negatively impact in your health.

What do we eat? I really am a huge fan of minimizing the amount of sugars that you're consuming. We are consuming way too much sugars and if you look at our Palaeolithic ancestors, our ancestors were consuming anywhere from 15 to 30 grams of sugar a day and so you want to do your best to minimize the sugars and increase healthy fats, healthy proteins in the form of freshwater fish, free-range animals, as well as grass-fed red meats. These are primary, as well as really maximizing the kind of vegetables that you're eating and really focusing on creating a variety of different foods that you're eating. There's so many people that will just eat the same foods over and over and over again, but it's important to what we call diet vary.

When you do this, you can shift your primary energy source from being a sugar-burner, which is a low-performing energy fuel that's kind of the same as leaded fuel for your car, and shift it over to diesel fuel, which is a fat-burning state. When entrepreneurs maximize their ability to get into fat-burning state, their brain function skyrockets, their cholesterol decreases, their inflammatory markers drop. It increases their energy levels, etc., so those are some major concepts nutritionally that will help to maximize your performance.

John: Yeah. I am going to ditto all that because I did make most of those changes and just a huge impact, both on weight lost, about 35 pounds, the energy level, and just sugar was hard to give up and dairy was, too. As you do that, the impact on your health and your energy are amazing. Matter of fact, let's go to the Book of the Day because this segment I always ask our guest to make a recommendation of the book. You have one that you're recommending that really falls into this. We think of not typically having a high-fat diet. You're recommending the Keto Clarity book. Why don't you tell us a little bit about that?

Isaac: Yeah. My goal is not to get people into ketosis, which means fat-burning state, 100% of the time. It's important to decrease inflammation and to maximize your overall health. This book called Keto Clarity gives you a lot of clarity around how nutritional ketosis is not the Atkins diet. It's not an unhealthy state of physiology called ketoacidosis. These are different things, but you can get into what they call nutritional ketosis in a very healthy way that

maximizes your performance and then you don't need to stay there all the time. It's just a really great tool to use to maximize your performance, your brain function, your energy. This book goes in depth into how to access a nutritional ketosis, the benefits of accessing nutritional ketosis, and all the common questions.

Now I have written a book summary and I do a video summary of this book on superhumanentrepreneur.com, so if you're interested, you could just, in the search column, check out Keto Clarity and it will show you that summary. If you don't have time to go through the book, it's just a 15-minute video. You can watch it and then I give you, essentially spoon-feed you, all the key concepts of the book. That would be one of the top books that I would recommend to understand from a nutritional level how to maximize performance.

John: If you're exercising, you're driving your car and listening to this, or you're watching and you don't have convenience taking notes, remember at aesnation.com. Isaac is shooting out an awful lot of great information. All the show notes, the links will be there, the transcript of everything. Let me get one more piece of insight, another segment, of the Day. Isaac, you do travel. We met each other traveling. What's the application on your smartphone that you would recommend to your fellow entrepreneurs?

Isaac: Mm. I do travel so much. I do a lot of work in Japan and London, England. I'm traveling all over the world, Sydney, Australia, etc. One of the things that entrepreneurs deal with, including myself, is increased level of stress, so what can we do to minimize stress? There's an app called Muse, M-U-S-E. You have to buy a device and for people watching the video, I'll just throw it on my head right now. It's essentially neurofeedback and what it does is you pull up this app on your phone, you open it, and then you get immediate feedback on the level of stress your brain is in. You close your eyes and then because you have feedback on if you're getting into a calm state or a stressful state through a meditation or breathing exercise, what you can do is you get the benefits of a 1 or 2 hour meditation session in just 10 to 20 minutes.

For executives and entrepreneurs that are really wanting to maximize brain function, if anyone looked at the recent article in Time Magazine, there's a baby on the front cover and it said this baby will live to 142 years old. Obviously, an article on anti-aging, so I wanted to look at what it said. I opened the article up and there was a PhD from Harvard, this woman that did all this research into meditation and stress reduction. Again, stress reduction does 2 things. It helps you actually increase telomerase inside of the nucleus of your cell, which helps to increase the telomere, which will help in anti-aging, but it also helps to decrease all of those micronutrients that you're burning through because of the stress that you're experiencing.

Muse is a neurofeedback device. The actual device is something that you have to purchase separately. If you don't want to purchase it, there's another app called Calm, C-A-L-M, and

then you wouldn't have to purchase the device, but it's better to get the device because of the impact that it has on the benefit through meditation and getting that feedback.

John: Great. Resources now and I'm going to pull up your first website here, which is ... I just love the picture, the superhuman entrepreneurs and you are definitely modelling here and looking pretty dapper. I know you're in great shape sitting next to you. I know that you eat healthy because I was sitting next to you and so on at a dinner meeting, but what's on this website? How can our fellow entrepreneurs really take advantage of this active high performance, as you call it?

Isaac: Yeah. There's that one article, or excuse me, there's that one interview by the Caltons, the PhD from Harvard, and in nutrition on micronutrients that gets you that \$200 gift certificate. All you need to do is search C-A-L-T-O-N and you'll find that actual episode. It's not out just yet, but by the time that this gets out there, you'll be able to see it. There's a lot of really great interviews that I have on there. There's a lot of really great resources on flow hacking, how to get into flow state, how to maximize body health and performance. Brain flow and brain hacking is covered in depth in that website, as well as productivity hacks, how can you maximize your productivity, so I covered a lot of the top issues that entrepreneurs deal with.

I'm writing articles, I'm shooting videos, I'm doing book summaries, and I'm interviewing the top experts in the world in high performance. I actually just finished interviewing the expert in flow. It was Mihaly Csikszentmihalyi, the author of the book Flow, his top pupil, I interviewed, so it was a pretty interesting interview. He's a researcher at one of the top universities in America, but that's what I'm committed to for sure. Those are some of the great things that you can learn on superhumanentrepreneur.com.

John: Isaac, let me go to the last segment and play back all the key takeaways that I have from our interview for our entrepreneurs. The big thing, what I love about this is you meet really Isaac and others who are all dedicating their lives, they're so passionate about superhuman performance that we can take advantage of this. We're all in it together because you can go study one disease, but we're all aging. That's the one thing. We're all looking at how can we become high performance and the amount of resources being shot at this now, there's never a better time to be alive and in good health. There's never been a better time to be an entrepreneur, too, so what do we want to do?

Number 1, toxics. We want to remove them as much as possible. Number 2, be aware of our deficiencies. Do the tests. I remember the very first one I did, I will not hold up on the screen what it was. I thought I was in pretty good shape and there were opportunities, let's say. Third, that whole mind-set. We can really reinvent ourselves. You may not have been the super-jock in high school. You may not have ever thought of yourself as an athlete. You are an entrepreneur athlete. You have to be. You don't have a choice, so how do you perform?

Lifestyle strategies. We got a whole bunch. Again, you can go ... There's so much research. One of the things that I wanted to have Isaac on is he's doing all that research, he's making it really convenient for us at his superhumanentrepreneur, go to the links, and nutrition.

I got to tell you, I was a great example. I was pretty good at working out and all that, but didn't really mind the diet. I figure I could work my way out of a bad diet. I can tell you that will not happen. Isaac, thank you for sharing all this. It's so important for all of you out there. Go to aesnation.com, look at the show notes, the links, and the transcript. We want you to be superhuman. Your family, your friends, your clients, all those future clients, they're counting on you. Don't let them down. We wish you the best of success.

A Second Opinion on Your Finances

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