



AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
139

Isabel De Los Rios

Show Notes at: <http://www.aesnation.com/139>



John Bowen and Isabel De Los Rios

AESNATION.COM

Episode #139

Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

We hope you find this transcript to be a valuable supplement to the podcast and encourage you to share it with like-minded entrepreneurs in your network.

In addition to our five-times-a-week interviews with leading entrepreneurs, keep in mind that we have plenty of other resources to help put your success on the fast track:

- Our **monthly live, interactive webinars** co-hosted with Dan Sullivan of Strategic Coach feature today's top entrepreneurs. These are world-changing entrepreneurs who have the insight to help transform your business.
- Our **virtual conferences** showcase business leaders and experts in elevating your success and your life. These one-day online events give you access to the in-depth presentations and interaction that you'd get at a live conference from the comfort of your office or home.
- The **AESNation.com weekly newsletter** will always keep you on top of the latest interviews and events. [Sign up here.](#)

Thanks for being part of the AES Nation community. We'll see you online.

Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we all want to make a major impact. There's a challenge though. We've got to have huge energy to be able to do this, to inspire our team, to inspire our clients, to really make a difference in their lives. Well, to do that, we need help, and today, I've got a two for. I've got an unbelievably successful entrepreneur, who is an expert in beyond dieting. I know none of us really want to be on a diet, but what we want to have is a lot of energy. You will, in this podcast, not only learn how you can get energy, but she is a master of marketing. I met her just recently at Joe Polish's Master Mind group, and she has one of the largest communities, one of the most successful communities, so we're going to get two for. We're going to learn how to have high performance energy, so we can make a huge difference, and how we can get our message out even more. Stay tuned. You don't want to miss this. I'm John Bowen. We are at AES Nation, all about accelerating your success.

Isabel, I am so excited to have you here. You are an expert at two areas that I find challenging. One, I have no problem maintaining my weight. As a matter of fact, I think I've lost two thousand pounds over my lifetime, but the other thing is you're just such a great entrepreneur, too, and all the lessons. I want to get both of these, but, first of all, thank you for taking time to share your message and your experiences, hard learned experiences, with our entrepreneur peers.

Isabel De Los Rios: You're welcome, John. It's great to be here.

John: Let's dive in. One of the things I'd like to do is get a little bit of background, because what happens is we don't all start out as entrepreneurs, or fitness experts, or diet and nutrition, everything you do, Isabel. Maybe give us a little background before we start going into the lessons learned.

Isabel: Sure. I loved your introduction, because what I hope to share with everyone is not just strategies to help them feel better and have more energy, but, also, how they can accelerate their business, and that's actually I grew up. My dad was an entrepreneur, and my mother had diabetes, so it was like a combination of the two things that I do.

Everything that I learned was really in an effort to find the solutions for my mother, who was suffering from high blood sugar numbers, overweight, very fatigued, unable to keep up with her children, myself and my sister, so that's really what got me very, very interested in nutrition. When I became a personal trainer after college, I created a nutrition manual for my clients. That manual became the first book that I put online, which is The Dietitian Program, and that is now Beyond Diet. Really, I took those two areas of my life, which was trying my best to help my mom, and then all the lessons that I learned from my dad, who was an entrepreneur, and the result of that is Beyond Diet.

John: It's definitely beyond expectations, too, Isabel. When Joe introduced you to me, Joe Polish, said that you had six hundred thousand members. Most entrepreneurs would like to have a mailing list even approaching that, that they've had somebody open an email once type thing. I want to get to the entrepreneur side, but I first, health is so important, and one of the things we know, there's certain facts of life, we're all getting older. The alternative is not good. We're getting older. I'm just turning sixty, and the average age of the entrepreneurs that I'm working with that are successful is pretty close to my age. They're finding that they're no longer immortal, so they're a little bit more motivated to actually take care. What do we do to really manage this energy, some of the lessons that you've learned.

Isabel: I find that there's really no shortage of information. Once somebody makes the decision that they either want to lose weight, they want to feel better, they want to keep up, they can find the plan that's best for them. The first thing that needs to happen is you really need to figure out why is it that you're going to be doing what you're doing. For us, as entrepreneurs, my motivation was always I want to do more. I want to keep up, and during this time that I was building up my business, I had two children, so can you imagine? I had to figure out exactly what it was that I was going to do, so that I could raise these children and build up my business at the same time.

What I recommend to people, just some really tangible action steps is, number one, find someone who is has achieved the level of health that you want to achieve. The first thing people usually say to me is, "Oh, you, Isabel," and I'm like, "Okay, you could use me as a model." You could use Joe Polish as a model. He's very healthy, very involved in different exercise programs, follows a great eating plan. I think he's pretty much paleo for the most part, which I really think is a great way to go.

John: I've eaten dinner with him many times, and I could tell you he's about the cleanest eater that I've ever met.

Isabel: Right. We could use him as an example. We can use Dan Sullivan. If you're not thirty-eight years old, or about to turn sixty, but maybe you're a little bit older, you can say, "Okay, I can see that Dan really has it dialed in," and that's what I would recommend to entrepreneurs. No matter how old they are or how young they are, find someone who is as healthy as you want to be, and then ask them, "What are you doing? What are the things that you do when you wake up in the morning? What are the strategies that you use? Exactly what does your breakfast look like? What does lunch look like? What does dinner look like?" I find that that makes it a little bit easier for people to say, "Okay, that I can do. I can model somebody else's actions."

John: Isabel, I think that's great advice. Just before we turned on the camera, and I'm going to repeat this here, I mentioned Dan Sullivan, and it was funny. Dan, and I, and Joe are doing

some projects together. We've got a book, *The State of the Entrepreneur*, that you can get at the website, that we just co-authored, and it's funny. Dan, who is a little over seventy, came to me and he said, "John, you got to start taking better care of yourself if we're going to do a partnership, because I don't do partnerships unless they're twenty-five years or more life span."

Isabel, once you start thinking of that long term, and as entrepreneurs, if you love what you're doing, and I know you're passionate about what you're doing. I'm passionate about what I'm doing. I want to stay in the game as long as I can, as long as I have that energy, and I'm having fun, and I'm still passionate, and I look at some of my friends, who are pretty rundown. High tech, I'm in Silicon Valley. They beat themselves up. They traded their health for money along the way, and they're fairly miserable, and they're trying to buy it back now with money.

I look at guys like Dan or Joe. Quite honestly, Dan's about twelve years ahead of me. I want to see what he's doing to keep high energy there, and, at the same time, Joe's I think about ten years younger than me, maybe a little more than that, and I see this trade off, and that's been really useful, and that's been one of the benefits of just hanging out with successful entrepreneurs. There are some who don't really value health, but you and Genius Network, where we met, I mean the amount of weight ... If we added the weight of all the people have lost because they're hanging out with successful entrepreneurs, it's been huge.

Isabel: Yeah. We really need to remember that we're not a renewable resource, so when you're saying that you know a lot of people who really exchanged their health for money, you don't get that time back. Yes, you can change things, but you can't quite 100% make up for the decisions that you made along the way, and that's really what we need to remember.

To put both of my worlds together, I make every decision based on energy. Everything is an energy decision. Let's say, for example, my business partner comes to me and says, "I really think you should do this project." The way I figure out whether or not I want to do that project is how much energy is it going to take from me to do, and is that worth it for my team, is it worth it for what the bottom line is going to be, how much money we're going to make. Sometimes the answer is yes, sometimes the answer is no.

I do the same thing with my health and the choices I make. If staying up until midnight is an option, for whatever reason. Let's say we're at an event and everyone goes out afterwards. I make that decision based on energy. Based on what I need to do the next day, is this the best choice for me, and how is it going to affect me tomorrow. Same thing with choosing what I'm going to drink in the morning. If I have a sixteen ounce coffee, I'm probably not going to feel okay later on in the day. That's just me.

Making every single decision in our life based on the energy can really just transform all the decisions that you make throughout the day.

John: That's great. Joe introduced me to another person, Arianna Huffington, who wrote a book called Thrive. It was really interesting. You can read the book. The opening is she's in her office in a pool of blood, and things weren't going well for her. She's a super-successful entrepreneur, and very talented, and she changed her life, and the book's all about that, really what you're talking about, Isabel.

One of the things that really hit me, like many entrepreneurs, she's in the center of the universe, in New York for media. Getting all kinds of opportunities, and I don't remember exactly the time, but it's something like ten o'clock, she's in bed. It's total darkness. No electronic stuff, the whole thing. Even if she's got a great offer to do something, she's always doing exactly what you are, Isabel, and that was an aha moment for me, because I hadn't thought of it that way, and that began that journey that I've got to be much more careful and selective of this, because you really only have ... It's not time control. It's energy control. You only have so much energy between business, family, friends, and I'm a little stronger than you. Maybe it's my age. I have this hell, yes type ... If it's good and I want to use that energy, it's hell yes. Everything else is hell, no. As we become more and more successful, there's so many more opportunities, and as an entrepreneur, oftentimes we're flooded. We've got to be able to say no more often.

Isabel: Yeah. People think that you start to implement that as you become successful. I would encourage even the starting entrepreneur to implement that right away, because there are things in your life that are taking you away from fulfilling your dream, whatever it is, staying up late, your friends are doing things, and you want to go out and do that. I would say to implement the ... I'll call it heck, yes, and heck, no, right away, and then that really helps you to discern what's really important for me.

I do that with the activities with my kids. If there's something and I want to be there. I'm their mom. I want to be there, I will make it happen. I will be there. But if it's something that maybe they need a ride there, I'm not really going to be involved anyway. It's more about the kids. Then I put that energy somewhere else in my day, like doing something like this, which doing stuff like this for me, energizes me. We'll get off this call, John, and I'll be just pumped up, like, "Okay, what else do I get to do today?"

John: It does me as well. One of the things, we talk about fueling energy, and, certainly, podcasts and hanging out with our fellow peers or entrepreneurs, and just sharing ideas, and really making a difference. One of the things that I made a big mistake, and many entrepreneurs probably do this, is we're pretty driven. I used to be a pilot in the Navy. I was into sports, and in good shape, all that. I would go out and run and do all this exercise, but I

pretty much ignored my diet. I learned only in my late fifties that you can't do that. There is no exercise program that takes care of the diet.

Isabel, I'd love to have you share some of the things that you recommend. We all hear eat less and exercise more, but I was sharing with you off camera, some of the amazing things that's happened since I started paying attention to this. Getting off medications, not having to have some surgery, all this other stuff. That's big, and as we get older, I'm finding now that I talk about it, we no longer talk about the hot cars anymore, or even the hot computers and stuff. We're talking about health issues at my age with entrepreneurs.

What are some of the recommendations you would have for your fellow entrepreneurs, so that they can really have that energy from a diet perspective?

Isabel: Yeah. I'm going to share my entrepreneurs' diet plan, and I specifically came up with this for people like me, for people like my husband, who we really want to get the most done every single day. Let's say you go on Beyond Diet.com. We have tons of meal plans. We have tons of recipes for a busy person. It might seem overwhelming until you get the hang of it.

Here's the entrepreneurs' diet plan, and for people who are listening, you might want to write this down. You pick whatever program you're going to follow, whether it's mine, whether it's a paleo plan, whether it's one of JJ Virgin's books, which are phenomenal, one of Dr. Mark Hyman, whichever one. You pick two breakfasts from that book, two snacks, two lunches, and two dinners. The reason why I recommended all of those plans: Mine, and paleo, and JJ Virgin, Dr. Mark Hyman, we all teach the same thing, clean foods. Stop puddings and nasty processed sugar, chemicals, stop putting that in your body. You pick two meals out of these four meals that you're going to eat in one day. Some people five, but let me say the busy entrepreneur, four, and you master those two meals. You alternative them. You eat the same thing every single day, whatever it is.

Let's take an example. Let's say for breakfast the easiest thing for you to make is a bowl of oatmeal with some nuts and some fruit, and you eat that every single morning, alternated with maybe some kind of an egg omelette. That if you have a little bit more time, you'll make the omelette. Now you've taking the thinking out of what you're going to eat, so most entrepreneurs decide that they don't want to take care of their health, because they don't want to think about it. Their brain already has all this juicy good stuff in it, and it's related to their business. It's not related food. You do the same thing with lunch. Some people can actually outsource this. They can say to their assistant, "This is my lunch. I need for you to create this lunch every single day." You do the same thing with the snack. You do the same thing with dinner.

It might be boring in the beginning, but if you do that for the first thirty days, you will create momentum for yourself. You will have lost ten pounds in that month, so now you're like, "Oh, I'm not messing this up. This is great." You will get used to healthy food, maybe more so than you were before, and now you've taken all the time consuming thinking out of it.

My husband was never a health nut. He was kind of what you were describing. He played football in college, played in high school, always very athletic, never paid attention to what he ate. I will spend hours in the kitchen. I love to cook. I'll go outside and go in my garden, and I'll pick things, and I'll saute kale. My husband wants nothing to do with it. He just wants to know, "Give me this for breakfast. Give me this for lunch. Give me this for dinner." That's it, and I think a lot of entrepreneurs are really like that.

That is the recommendation I would make for someone who is like where do I start. Yeah. Just find a plan. Find two meals for each, and get that started.

John: I love it, Isabel. I've not had anybody ever explain it that simple, and I think it's so powerful, because, really, all of us are used to having a track to run on as entrepreneurs. We know what we're doing, and having it that simple is just amazing. I mentioned to you before we turned on the camera, that I did do that. I'm actually going back into it. I gained a little weight back, so we're going back on it again. I found out just because you lose some weight, and the exercise part I was always good at, it's easy to have it come back when you stop doing what got you there.

It's so funny, but what happened, I was scheduled to have surgery for sinuses, and for a number of years I had been taking all kinds of steroids to fight it and so on, having to do the surgery, and when I did the clean eating, and really did it that way. I did it exactly that way. I think for lunch I had three things. That was the only creative part I did. I've got a super wife of thirty-five years, who never gains weight and the whole thing, and she just wanted to get me healthy, and so we went over the plan.

Not only did I lose the weight, which was great, I got the energy. That was great. But, all of a sudden, I got off a lot of the medication, particularly the steroids, and the reason why I'm sharing this ... This is personal obviously, but nobody gets out of life without some challenges, and health challenges are there. Boy, the diet ... The things that we eat, all this processed food, all this artificial stuff. I know you talk about that, and just getting away from that, it's just amazing the difference that that can make in your life.

Isabel: Yeah. I agree. The testimonials we get inside the site every single day, I never get over it. I've been doing this for seven years. I never, ever get over it. People who say, "I was on diabetes medication for ten years, and now I don't need it anymore." Ten years. It's incredible the change it can make.

John: It's interesting. I remember telling the doctor, "I don't need the medicine," and he was the guy that was, also, going to give me the surgery, and it's just like, he goes, "Of course, that diet." Well, why didn't you tell me to do the diet change type thing? I thought I was going to buy a new swimming pool or something for him. I don't know what it was.

Let's switch gears. This stuff is so important. At AES Nation.com, we've got transcripts of everything. We'll have the show notes, the links that we're talking about, but, Isabel, I want to go to the entrepreneurship. Everybody's got high energy now. They're following your advice. They go to your website. We'll go to resources a little later. One of the things that ... Six hundred thousand ... My primary business is coaching financial advisors. There are only four hundred and sixty thousand financial advisors in the US. I do have that total database. Obviously, I work with entrepreneurs. I have a great database there, but six hundred thousand members, I don't have. How did you make that happen, and what were some of the lessons learned, kind of the breakthrough that made you so successful, you and your team?

Isabel: As much as I would love to say I went to bed one night, and I woke up, and it just happened, it's not really how it happened. We really built that up initially just very organically, getting the word out. The same thing a lot of new entrepreneurs are doing. To be quite honest, that's really not what moved the needle to get us to where we are now. We've actually sold over a million copies of the Beyond Diet program now.

The biggest learning for me is that we set our eyes on one thing, one source of traffic, and that was Google advertising. When I started seven years ago, Google advertising was very different than it is today, but it's still works. Now there is, also, Facebook advertising. What we did differently than other people and other friends that I had, was that we stayed focused on that traffic source, and we kept working on that, as opposed to, "Oh, this isn't really working for us. Let's try this." "Oh, this isn't working, let's try this, let's try this, let's try this." I think it's a little bit more challenging for entrepreneurs now not to always look for the shiny object, because there are more traffic sources now than there were seven years ago. I get that. But you have to have your laser focus, and you have to work on that.

My friend, Drew Canole, when I talked to him two years, he had started making videos, and these videos, but he was not really knowing what his traffic source would be. He just kept at it, kept at it, kept at it, kept at YouTube, and now he just masters his traffic from that one traffic source. I'm not saying to put all your eggs in one basket, but that's really what it was for us, and then once we mastered it, we went from two hundred sales a day to two thousand sales a day, which some people say overnight. That's not really the case. It was two years of working at it, and then we got to about two thousand sales a day, which is just incredible.

John: What was the price point or was or is the price point of those two thousand, because that's really important for everyone to see how you get people started in the passing that you're doing.

Isabel: The entry point is a forty-seven dollar Beyond Diet program, which is the baseline program. It's basically like if you're going to build a house, you need to have this foundation. We have a lot of other programs. We have a BD cleanse. We have twenty-eight day programs. We have exercise programs. We sell a lot of third party affiliate products that I am very passionate about, and have been involved in the development of. But you need the Beyond Diet foundational program is just know what is this all about. What is this thing all about? That's forty-seven dollars.

John: How many a day?

Isabel: Back then, it was about two thousand. Now I know this is probably a wide range, but during the week, we can average anywhere between three hundred sales a day during the week, and then on the weekends, it will be anywhere between, I don't know, like five hundred to fifteen hundred, depending if it's a holiday weekend. What does that math come out to be? Anywhere between two to three thousand sales every week. Consistently is the word that is a little challenging for people, so we've been at this for quite some time, and we've seen a lot of people come and go, because they can have a good number of sales in the beginning, and then they can't keep it up. I think it's the keeping it up part that is a little more challenging.

John: I might just echo how important it is, what you just said, it's kind of two parts. One, I was one of those guys that saw the shiny things, and my coaching financial advisors, I had worked with large corporations, and they would hire for us for six figure, seven figure engagements, and then what happened was 2008-2009, all these companies disappeared. They were focused on saving their companies type thing, and advisors need us.

As a matter of fact, that was when I joined Joe's group and a couple of others, and saw all these shiny things, and we decided to market directly to the advisors, and I tried everything, Isabel, and I got to tell you, one of the best advice, somebody put their arm around me and said, "Just do one thing. Do it well," and we did webinars, because we had the email lists. Our audience is all visible, because you have to have security licenses, and databases are acquirable, and we went ahead and did the emails. We do webinars now, and every webinar we do, each week, it generates now ... I'm just thinking the average, because it's gone all over the place. Six hundred people would sign up. Three hundred would show up. Two to seven percent, depending on the subject, would raise their hand to explore our twenty-four thousand dollar coaching program, and a hundred thousand or more would buy programs.

One of the things, just staying focused on that was just so powerful. One of the things, we're now on the entrepreneur side. We're doing some things in Facebook. I read all the top experts, and we are sticking with it, but I'll tell you, it takes a little while to learn these new things. There's a lot of lessons there.

Isabel: Yeah. You know what? Facebook will change their algorithms, and they'll change their rules, and Google will do the same thing, so there were huge lessons in that as well, because I think it was about a year into it, we got the Google slap, which is when Google doesn't feel like you're being compliant, and where a lot our internet marketing friends were like, "Oh, forget them," we were like no, I will embrace Google and its new rules, and we will continue to change our program and our video sales letter, and all of our marketing, to fit their qualifications, and we have done that consistently for the past five years. If they change, we change.

Continuing to focus on that one thing, because it works for us, and we're good at it.

John: You're good at it, because you work it. That ongoing. There's so many little nuances in all of this. Big advice here. Let's go into the next segment, which is the book of the day. Isabel, you have a book that you recommend to your fellow entrepreneurs that you had told me about, and I was a little surprised. I had not read this book.

Isabel: Yes. This book is really funny. I always get Uber black when I get Uber cars, because I find that they already have a car service, because there are so many qualifications to be able to be considered Uber black, so I get these starting entrepreneurs that have these car service businesses, and I love talking to them. I'm like, "How's business going? Can I help you anyway?"

They even let me talk or they listen to me, I always recommend this book, which is The Science of Getting Rich. You can see how little it is. It's by Wallace Wattles. I recommend it to everyone, and no one ever knows about it.

John: I'm going to put it up on the screen, the latest one, because you have your earliest version. This is the deluxe version of 2012, and its kindle price, I will be pushing the button as soon as we're done with the interview, for ninety-nine cents. I'm thinking, okay, the Science of Getting Rich for ninety-nine cents is a pretty good price.

Isabel: Yeah. I read it eight years ago. I've probably read it twice a year every year since. Sometimes I read it, and I actually already know what the next sentence is going to be. For me, it was exactly what I needed to stay focused, to know exactly what it is that I am doing, because as entrepreneurs, we can sabotage ourselves. The brain can be such a nasty thing

to me sometimes. Like, "No, it's not going to work out. You're not going to be this much successful for much longer." A phenomenal book. I recommend it to everyone.

John: I recommend it just from your recommendation, and I will read it, too. Let's go to the next segment, which is the application of the day. On your smart phone, what do you recommend to your fellow entrepreneurs that you've gotten some good value from?

Isabel: I have gotten great value from this Fitbit, and the app is on my phone, and I'll tell you why. I think a lot of us are deceiving ourselves in calling ourselves active, because we go to the gym for forty-five minutes to an hour a day, but then what do we do the rest of the time? We sit in these chairs, and I actually have an exercise ball that I sit on. It's almost like we're active, but only by one more hour a day than most people. With this Fitbit, what it really helps me to do is to get out of this chair, and go outside, and walk around a little bit more. It, also, helped me to master my sleep. I think a lot of entrepreneurs are not sleeping enough, and they're not sleeping soundly. I don't care if you're in bed for eight hours. What was the quality of your sleep?

Those really are the two things that this Fitbit has really helped me with. I know there are fancier models. This is like the basic one. I don't need fancy stuff. I just need to make sure I move and sleep. That's it.

John: I'm a big believer in that, because I'm sitting as we're talking, and it's amazing, since I started measuring, because we measure everything in business, the details are there. What's happened is I've found that the number of steps I take has increased dramatically, just the activity level. Forget about I have the trainer come. I have a gym here and all that, but I have made the commitment whenever I'm on the phone, I walk. Actually, I do a quick over the shoulder shot here of the office, and it's a global headquarters of a virtual business. It's a pool house.

I can have as many as twenty thousand steps a day, which if I just did the exercise program I was doing, even if I was really fully engaged, it was nowhere near that, and it's just that measuring. I love that.

Isabel, we're always in groups together, so I haven't had this much quality time. I really appreciate it. There's some great, great recommendations, and I know you have a lot more, so let's go to the next segment, which is resources. What I'd love to do is have you share with us, what's on your website. I'll pull up the Beyond Diet.com. Let me put it on the screen for a second, and maybe you could tell us what's on there.

Isabel: When you go Beyond Diet.com, there is a video sales letter on there, but different than a lot of other video sales letters. It is full of content, full of content. We've had people

email us and tell us that they have lost fifty pounds just by watching that sales letter, and that, for me, just makes me feel great, because if you're going to spend that much time watching this video, I want you to get something out of it. For the most basic starting point, you watch that. You take notes and you implement one thing from there.

If you decide to join the Beyond Diet program, you go on a site that is very much like Facebook, and that is a community. Yes, you have your original program on there. You have your meal plans on there. You have a share section, so you can talk to other people that are on the program, and you might even be able to find someone that's in your area. Like, "Oh, I live in California as well. Where are you?" We have that, and people really appreciate that.

We have coaches answering questions on there, and we are constantly, constantly updating it with recipes and new meal plans, because sometimes for people they're like, "I just need something new. I just want to eat something new." That's what's on there.

Then you can participate in one of our other programs, like we have a nine day cleanse. Usually people lose anywhere between ten to fifteen pounds on the cleanse, and it's all real food, so it's not drink this drink. It's all real food. Then one of my favorites is my five minute exercise program, because when I first had my kids, I really didn't have very much time to dedicate to exercise, so I created a program that are these little five minute workouts, and people really love it, because they're like, "I just get up from my office chair and work out for five minutes, and it works."

Those are all the things that are available for people on the Beyond Diet site.

John: That's great. I have known about your five minutes. I've been doing this seven minute one. There's an app called the seven minute work, and if you can't fit in seven minutes, you're traveling and that, something's wrong here.

Isabel: Yes, I agree.

John: I want to go to this last segment, which is the key takeaways. Isabel, you've shared some great things, and I've taken a lot of notes. The main part I want to talk about, and just some key things, is we started on energy, and all about energy management. So many of us as entrepreneurs think we need more time, and time management, and the reality is we all have seven days a week, twenty-four hours, a hundred and sixty-eight hours a week. Nobody gets any more. There are no deals you can cut, the whole thing, that's it.

How do you run your life? Isabel shared a whole bunch of ideas with us on diet and exercise that are just so important, and really the clean diet. I love, Isabel, what you shared. It's just picking one expert, whether it's yourself or someone else. Someone that you resonate, find

an individual that you really respect, a fellow entrepreneur that's walking the talk of executing that person, just having them for a peer conversation. Peer coaching can be invaluable.

Then really what I loved even more, is this concept of for the meals, just plan them out. You talked about breakfast. Going ahead with the oatmeal, and some assorted things in there, and the omelette. We all have time. If health is important to us, we all have time for that.

Then we bridged to the entrepreneurship. In one of the most crowded spaces ... Yes, we're all interested in being healthy, I mean varying degrees at varying times, but to build up such a large community, have over a million start with you on this path, is unbelievable. I didn't know how you were doing it. This is the first time we've talked about it, and just that focus, focus, focus. What's so great is in today's marketing, whether it's Google Ad Words, or Facebook, or webinars, or email marketing, however you're doing it, the analytics that come back to you are so valuable, and if you just take the time to learn and see what's working, the marketplace will tell you, and very quickly, and you've been a master at that.

Isabel, I want to thank you for taking the time with us. I want to encourage everybody to go back to AES Nation.com. We'll have the full transcript, all the pearls of wisdom. We'll have the show notes, any of the links that we talked about, and really we want you to make this extremely valuable to you. The only way we can, is for you to execute. Your family, your clients, all your strategic partners, they're counting on you. Don't let them down. Wish you the best of 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.

[Find out more about how Financial Advisor Select can help you and your family.](#)

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