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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
153

Kute Blackson

Show Notes at: <http://www.aesnation.com/153>



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Best of success,



John Bowen
Co-founder, AES Nation

John: I am really excited with, I mean I've got a remarkable entrepreneur who is going to help each and every one of us build a great life. One of the things as entrepreneurs what we all want to do in a free market, capital market, is we all want to create tremendous value for our clients in our own enlightened self-interest so we can build a great business to support a great quality of life. One of the things, let me just give you a couple of statistics here real quick, is when we do the research we find that just about all of us, as business owners want to be more wealthy. It's not about greed that we're talking about. What we want to do is we want to do it so that we can go ahead and really have the opportunity to help our families, the people we care about, and to go ahead in the causes we have.

Now here's a challenge, we're all so busy doing it. We're building these great businesses that we don't have the life that we should. I see this over and over again in so many of the clients I have, the businesses of friends that I have that were just working so hard. I have brought in today, someone who is a remarkable entrepreneur. He is really created a global following as a global brand. He is a transformation expert and it's all about how you can lead the life that you want. He's working with some of the top pop stars, celebrity billionaires, and he's here for you. You don't want to miss this, on how you can have the life that you want. Stay tuned.

Kute, I am so excited to have you here. You and I met at Joe Polish's Genius Network and I was blow away with all the things you and I were brainstorming, we just spent that time, and ... All you have done in your life. I wanted to share that with our audience. Because as I was saying in the introduction, life is so important and you're helping so many people build great lives. First of all, thank you for joining us.

Kute Blackson: It's great to be here man. I've been looking forward to it very much John. It's a real pleasure.

John: You've got some great life lessons that I want you to share but, you shared with me, just before we turned on the camera. I didn't know this part. That you came to the states with not a lot of money and I'm looking at. I know how successful you are and you've done a great job of transforming your life. Give us a little bit of back story on how you got to where you are no.

Kute: Yeah. I came to the states 18 or so plus years ago. I forgot exactly. I came with nothing. I came with two suitcases, and knew no one in the country, had \$1200 in my pocket. My passion was to go into the personal growth field. It wasn't even a job, it wasn't a

career, it was a calling. Cut a long story short my father's a minister, a healer, and has all these churches. I was supposed to take over his churches and my life was set out for me, but I knew that wasn't my path. I knew the truth in my heart I had a different destiny. I think so often we fall into patterns of living someone else's life or following societies expectations or someone else's expectations.

When I had the courage to leave everything behind I was 17. I decided to come to the US and won a green card in the lottery and showed up and landed in America. It was amazing, I found myself in a tiny 300, 400 square foot apartment. Paying \$250 a month. Knowing no, one, crying my eyes out and struggling. Really, really, struggling. I mean I was broke. I had nothing. I literally dragged a mattress off of the street that someone threw out and slept on that. I was so broke spending a dollar on food was a major business decision.

I would go to the Vons, John, and pretend to go shopping and put all this food in my shopping cart, eat the loaf of bread, and walk out. That's how poor I was. It was challenging times and I remember what really made a difference for me was being in my room at that point and feeling like I was in the right place. I was doing the right thing and I was as trying. I was doing multi-level. I was hustling, selling things, and nothing seemed to be working. I remember moaning, groaning, and complaining, and being made at life, being mad at God, being mad at my father he was supporting me.

I realized I felt like God owed me something. I felt like the government people owed me something. I started to realize how entitled I was and how truly ungrateful I was in that moment. How I was given so much but I was stuck in my own entitlement mentality and my own victim-hood, so to speak. The shift happened for me when I gave that up. I realized that no one was going to show up at my doorstep and give me a million dollars and no one was going to come knock on my door and discover me.

If I wanted to lose weight no one was going to show up and go to the gym for me and exercise for me. If anything was going to shift, I was going to have to shift it. My life really shifted in that moment where it clicked in that I had to give up entitlement and really take responsibility for my life. But in doing that there was a fear for me because I realized that if I really give up this entitlement, victim-hood, and took responsibility, I actually have to own my power. I have no one else to blame anymore. I have no more excuses. It's on me. But it shifted everything.

John Bowen: It really does. It's amazing, we look at this and we think about it. All of us have these ups and downs. It'd be nice if we had a straight line up and no wobbles along the way, but life intrudes constantly. You won the lottery getting the green card here but it didn't come with everything, the full package of the American dream. I want to go, because I think this is such an important lesson. This is one for all of us as entrepreneurs, as business owners, It's so powerful. Once we take responsibility, it can be ... I don't know about you but as a business owner, I've had a few times where things aren't working out. Sometimes I think I'm manic depressive, you know. We'll have some crisis hype and then things are going great.

But it's very easy to be that victim, no matter where you are in life. Taking responsibility for life. You are one of the top transformation coaches, life coaches, out there. There's so many people that are struggling with this one because it's so easy to blame someone else and give them the power. I mean, this is almost a universal thing.

Kute: It's so easy to blame because then we don't have to take responsibility. Two things I've seen with my clients, with myself, with those I work with, is the sense of when we give our power to those outside of us. It's the sense of life's happening to me, things are happening to me, that we're at the effect of life. The reality is we're not, we are creators. The specific statement that I constantly see, and it shows up in different ways with people I work with. There's a sense of I'm ... We often think to ourselves, whether we realize it or not, "I'm upset because." I'm upset because the governments this way. I'm upset because the weather. I'm upset because John is doing x. I'm upset because my wife said xyz. Or I'm upset because my employee did xyz. What we effectively do in that moment is we put the power in whatever we're making responsible.

We are depending on x shifting or xyz shifting in order for us to be free. That way of thinking has to shift where rather than ... Because what we end up doing is spending our time and our focus trying to shift the other person so they can show up a different way so that we can be happy. Rather than taking the responsibility and shifting our own perception, giving our own expectations, our own judgement, within ourselves and focusing on what's in here. I think that's what we all need to realize. We always have control over, and choice over how we respond to life, and people, and moments, and situations, and there's a responsibility. There's no excuses in that.

John: I know one of the things that happened to me that was really, this was a big turning point for me. I had sold a business for many millions of dollars and stayed on, on an earn out, and I was CEO of division and we we're doing acquisitions. The first year I loved it and afterwards I didn't. It was supposed to be a merger of equals and if you're not sure, it's an acquisition, who's running it type thing. I was so frustrated and it was one of those I put the blame on the other person. I can still remember talking with my wife about it and financially we were fine it didn't make any sense to do that. She says, "Why are you doing that? You have options."

As soon as I did that it was so freeing. It was freeing on the other side too. We both parted as friends. It was really amazing and I think ... I want to encourage everyone to think about, in their own life, that taking responsibility. It's not someone else's, we're universally responsible for this.

Kute: Yeah. Absolutely. That's the foundation of freedom and it's the key to owning our power. That we always have a choice. Each moment is constantly giving us choices, moment, to moment, to moment to moment, to moment, to moment, to moment. Yeah. I think one of the other things too as entrepreneurs, in dealing with life and people. Is taking responsibility for our thoughts and attention. Observing where is ... one of the key questions I've found that's really helped me stay focused and present amidst the craziness of life and building a business, and traveling, is noticing where is my attention right now.

Because many times our attention starts wandering into all sorts of stories and patterns and places. Into the past, into the future. What I should have done. What could I have done. Why did I make that decision? Why did I sell that? I should have done that better. Or we start going into the future. How am I going to make payroll? What's going to happen to my business? Before you know it we spin ourselves into a negative future fantasy or we're stuck in a projection of the past and we're not fully present, conductive, in this moment. I think noticing what happens in the moment is a really powerful thing. Simply by asking ourselves, "Where is my attention right now?" Focusing on the breath, connecting to this moment, looking around. Being present.

John: As we talk about being present, one of the things that I've found that was so important. This is your second life lesson that is that shift in success and I always talk about it as being successful on purpose, kind of define it because success means different things to different people. This is something that you've helped your fellow entrepreneurs be really

make major changes. Tell us a little bit about this. If we're going to have a great life, why this is so important.

Kute: Yeah. A lot of my clients are very successful, run multi-multi. Some are billionaires, globally known. They have a lot in the world, they've gotten a lot. What I've observed is many times when they came to me ... You might get everything you thought you wanted but still not be happy. You may get everything you thought you wanted based on who you thought you were but still not feel like this is truly aligned. True success isn't simple; it requires a paradigm shift. It isn't simply about what you obtain, or the goals you attain, although that's definitely a part of it and it's great. But I believe that at some point you might get everything you think you wanted but at some point you reach a point of dis-satisfaction. To me real success is really about who you've become in the process of building. Who you've become in the process of building your company and the pursuit of the goal itself.

I believe that dreams are actually evolutionary in nature. That the will actually take you on the journey. Because at some point we all die. We'll all face death. Nothing that we build, nothing that we create. I tell my clients this. Nothing you build, the billions of dollars, the Grammys, the Oscars, what have you. You will not take any of that with you. Even Tutankhamen, who had all this gold that was in Cairo. I went to the Cairo museum and there was all this gold and I realized even Tutankhamen the Pharaoh, could take none of it with him.

We take none of it with us other than what we give and what we contribute and who we come become in the process. The question I like to ask people is, who are you becoming? On a daily basis, who are you becoming? Are you growing, are you evolving, are you constantly stretching yourself and becoming the most authentic version of yourself and learning lessons along the way? Because I believe then that no matter what you are succeeding.

John: It's so interesting because so often when we first get started in business it's all these material things that we want to do and I was in Egypt not that long ago. Went to the valley of the kings and I saw a lot of the tombs and there were a lot of riches there but it didn't look like anybody took anything.

Kute: We take nothing with us.

John: Yeah. It's-

Kute: Growing and evolving then what are we doing? I always ask my clients too, sometimes success can be a trap, that we do something over, and over, and over, and over, and over again and it works. So we keep doing it. But the doing of it actually keeps us in the comfort zone, keeps us from growing, keeps us from the next level of expressing ourselves. I like to ask anyone listening in and my client what's scary for you? What scares you? What is the next level of to happen through you?

Because sometimes we create something and it becomes the trap. It becomes the prison of success, I call it. Sometimes the life we end up creating or the structures we've ended up creating is actually too small for who it is that we're seeking to become. I think success is constantly being in the process of re-inventing ourselves and being on our own edge and going where it's scary.

John: I think one of the most important parts is that reinventing ourselves. We have this opportunity to reinvent ourselves and really define our own success. It's either so many, you have a great business, I have a great business, we're in a meeting together, 50 great business people. Each of us has a different success that we're working toward in our lives. This is where if you don't define it, that you don't make that conscious decision that you're going to be successful on purpose. Boy, what a missed opportunity for a great quality of life.

Kute: If we don't define it for ourselves. First in order to define it we have to know who we are. Really know who we are, not what we've been told we should be. But really know who you are. That's the foundation of knowing who you are but if we don't define it then there will be no shortage of people, society, media, culture, parents, that will define it for us. I think part of a successful life is really living life in your own way. Living life in the most authentic way for you.

John: Let's move on. One of the things that I was so impressed with what you're doing. I've had a chance to look at a bunch of your work and you are a big believer in adding value.

Kute: For sure.

John: This is one of the things that so many business people struggle with. I think you and I are on line. I put out an awful lot of value to our clients and to prospective clients and really to the world in general. You give all away your best stuff. What I'd love to do is kind of switch a little bit from life coaching to business coaching for a second. Why do you do that? So many business owners are so tight, they want to protect their best stuff and they're worried about it.

Kute: Yeah I believe that for me, two things. It comes from, you could say a spiritual philosophy that I would say to me life is not about getting, it's about giving. I believe on a spiritual level, not to get to woo-woo. But I believe that when I give I open myself up initially to the same level of receiving what I've given. I've always felt like you cannot out give the universe. I feel that when I give, what that does is it allows me to develop the relationship with my audience.

From that point if they don't know me, in order for them to, let's say, use my services they have to know me. For them to then move to the next level they have to know me, they have to trust me, they have to like me. Then maybe they'll move into buying something. But I believe when I saw the shift in my work it was when I added value. I gave away my best stuff and I showed them. As a result, my clients around the world got to experience shifts in their own lives as a result of my videos, my blogs, my writings, things I put out online. As a result, the trust was built.

For me building the trust with the client and developing the relationship became primary and of utmost importance for me. More than just how can I get a sale right now. It was about the long term, you could say, lifetime relationship with the client. Everyone that comes to my events, and comes to my seminars, and uses my services. Most of the people that say they come to or they go to a 12-day event or a 5-day event. They've been in relationship with me for a while. To me it's a relationship, that's all I can say.

I see my relationship with my clients, not as a transaction, but as something sacred that I in some way. I'm in the coaching field, have the opportunity to serve another person's growth, another person's evolution. That's special, that's sacred.

John: This works in every business too; it doesn't have to be a coaching business.

Kute: Absolutely.

John: Giving that value away results in advance, if you will. You said it well, that know, like, and trust factor. This is so important because there's so many people in the world. There's over 7 billion of us trying to bring connections together so that we can have an impact. No matter whether you're selling widgets or you're a life coach or you're doing professional services. Whatever it is you're doing we've got to start a conversation. One of the things I see, Kute, so often people are guarding their best stuff and it's like no, just put it out there. Because really what you do, sharing that. People will resonate. You're nurturing relationships. They're going to go deeper with you as you were saying. That's the only way

they're going to know whether they're right. The two of you are going to match up and you've done that really brilliantly.

Kute: Thank you. It's really proving that what I have really works and they get to experience that. One thing it also did for me was it moved me out of scarcity. You talked about guarding oneself. When I realized, okay I'm going to give away my best stuff. At first I was like, "No, I'm not going to do that. They should pay for it." But then I thought, if they experience a result and their lives shift, and so many people's lives have shifted by watching my video and they write to me. "Cool. I don't know you, but I watch your videos."

Then their lives shift. Then the reality is when they're ready for transformation, or when they're ready for your service, whatever it is. Whether it's a plumbing service, a financial coaching service. Who are they going to think of? Who do they have a relationship with that's also been positioned in their mind as an expert that they trust that they're going to go to. I realized that's what started to happen too. It moved me out of scarcity place thinking, which opened me to the next level of abundance in the universe. But also it forced me to go up.

If I'm going to give away my best stuff, two things. People will also then start thinking, "If this what he's giving away for free, what's going to happen if I pay the guy? What's going to happen if I actually pay and go to an event? What would happen then?" It creates a whole other level of value then. Then for me what started happening is it forced me to go, "If this is my best stuff then I'm going to have to create more best things. Even better things." It causes you as an entrepreneur to grow and evolve and become better, so to speak, and innovate. That's what it did for me.

John: Did for me too. That's why I love that. One of the things we have to keep on the market place.

Kute: Keep on growing.

John: We got to grow. We got to keep on raising the bar, that lifelong learning, innovation, and we can build some phenomenal, phenomenal, businesses. One of the things that you're doing that is really impressive and let me ... the next segment is the book of the day, and what I'd like to do is I'm going to put up your web page. Depending on when you're watching this podcast. It's in pre-order when we're recording but it's going to be available. I want

everybody to reach out and get this book, 'You are the one.' Share with us what this is all about, how your book can help us really live that life on purpose.

Kute: Yeah the 'You are the One' book which I'm really excited about. I have a pre-copy right here. It's my first book and it's really about helping you discover your purpose, discover the real you, find the real you and love fully. It's really about helping you let go of self-sabotage, find inner peace, be yourself fully. It's framed around ... you know I started taking my clients, as I mentioned, on these crazy wild journeys to India. I started taking a lot of high level entrepreneurs, visionaries, to India.

What I would do is I created a 14-day journey and I take away your passport, take away your money. You're going to have a backpack and a pair of clothes and I take you through a 14-day immersion.

John: I want to just stop for a second Kute. Because I know you do this and I'm just thinking one of the biggest trips I ever did. I went 14 days through the Grand Canyon on kayaks and rafts and so on. But I still had my wallet, didn't need a passport, and I had guides and a whole bunch of support people there, and it was a heck of a lot of fun. Our fellow entrepreneurs are kind of wondering, okay why would I give up my wallet, my passport, and go to a country that I'm a little uncomfortable. Because most of us haven't traveled there, or if we have we've done it just on quick business trips. That sounds like that might be a little too much. Why would I give you all this stuff here?

Kute: By the way I make you sign your will in case you don't come back. Everyone in your life in case you don't come back. It's really about freedom. It's about finding freedom. A lot of us we think we're free but the moment we take away someone's gadgets or iPhone or identity. We're often so identified with being a certain person and we live inside of a prison sometimes of who we think we are. What I do is I create an experience and a process that really challenges people, and stretches people, and pushes our buttons so that it really forces you to find the real freedom that's inside of you so that you can come back into the real world and be free no matter what's going on outside. That zone, that someone like Mandela accessed, where he was put in prison. It didn't matter what his external circumstances where he was free.

To really get to that state where your freedom isn't dependent on what someone says, or whether someone responds, or a phone call, or the weather, or the economy, is what the journey is about. I've done 19 of these journeys in 6 years. One on one. They were intense,

they were amazing. The book, 'You are the One' is really a distillation of ... It takes the reader on these journeys, since not everyone can go, and I share some of the best lessons on what it takes to really transform yourself. what it takes to un-condition yourself. What it takes to let go of the past pain, self-sabotage. What it takes to find your true purpose and love fully, and live fully, and leave a profound legacy in life.

John: I want everybody to think about the impact that what would happen without all the electronic stuff that we have. I'm just looking around at all the electronic stuff that I have here. All the tools.

Kute: Who you really are.

John: Yeah.

Kute: Who are you really? Because we think were free. We think, oh this is who I am. But what I really like to do is I ask people the question, "Who are you really?" Really. Beyond what you've been told. Beyond what your parents have told you. Beyond what society- who are you really? I believe when you access that, that's freedom.

John: It's really powerful and you get to know who you are and that helps you have clarity. For us as fellow entrepreneurs, how do you design that business to support the quality of life that you want so that you can live the life that you want to live, as who you are. It's amazing. Let me go to the next segment, which is all about resources. I want to pull up the website on this boundless bliss. This is in bally, you're doing something. Tell us what this is.

Kute: Yeah I created ... A lot of people started asking me after I started doing these India journeys, "Take a group to India." I thought I don't want to take a group to India, it's just so intense. So I created a 12-day intensive leadership training where I take visionaries and those that really want to make a different in the world, feel they have gifts to give. I created a 12-day experiential immersion training in India for leaders and visionaries.

I create a unique process I use bally as a back drop. The seminar room without out walls and I designed processes, and experiences, and situations, and orchestrate a hero's journey that helps you strip away your limitations, strip away the fears, strip away whatever it is that's blocking you. That's in the way of you moving and expressing the next level and it's designed to catapult you forward in your life in terms of living your gift and your life's purpose. It's an amazing journey which I do twice a year in Bally.

It's like we go into the unknown John, and in the unknown you have to face yourself. It's the heroes journey. Then you face yourself then you come back into life. The whole goal is not just a vacation where you go to escape yourself but to face yourself, to find yourself. So that you can come back into the world and really give your gift, and make a difference, and build a business, and really add value to society and your community.

John: This is fantastic. Let me go to the last segment which is the key take always. I'll tell you, these are really powerful. I'm just amazed at what you've been able to accomplish and I shouldn't be because of the lessons that you've deployed. Number one you talked about taking responsibility for your life. It's just so powerful and so many of us, even if we're very successful, it's easy to still be a victim. If we take responsibility, it's amazing what we can accomplish.

That's number one, number two is shifting that success. Our definition of success and it's not material. It's not just building a great big business. It's going ahead and really being clear on who we are and designing that life on purpose. The third was a business lesson that you have been just so generous. We talked about gratitude. There's so much in this world, once you start seeing the world of abundance It's amazing what you can do by sharing and what comes back to you. Lastly the relationships. It's just the relationships themselves are so powerful. This is why we were together at a mastermind group. We know, we're working, we have the privilege of working with so many successful people and the different we can make.

I'm going to encourage everybody to go to asnation.com well have the transcript, the show notes, the links. Go out and get Kute's new book. This is stuff that as business people we're all so busy doing it, doing it, doing it, that we don't take the time to have this outrageous life that we've been blessed, we're privileged to have. What a different we can make in the world.

Kute thank you for making such a big difference.

Kute: Thank you for having me. It's been a real joy John. A real joy and pleasure.

John: Well, let's go out there and lead the life we should. We wish you the best of success.

A Second Opinion on Your Finances

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Best of success,



John Bowen
Founder and CEO
Financial Advisor Select