



# AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE  
**161**

**Josh Felber**

Show Notes at: <http://www.aesnation.com/161>



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:** I've got a remarkable entrepreneur to work with you today to help you accelerate your success even more. The challenge that we all have, I know at least I have them and I'm pretty sure you have too is we've got so many things going on. As we have more and more success, guess what? We attract more things and this is a huge opportunity but it's also really a big challenge. Our next guest has started 15 businesses and he's been a high performance coach. He has helped all kinds of start-ups. Our fellow entrepreneurs had a good fortune to meet him at Genius Network, Joe Polish's Mastermind Group and just some amazing insights that I wanted to share with you so you want to stay tune. I'm John Bowen. We're at AES Nation all about accelerating your success.

Josh, I am so excited to have you with us today. You have so much energy. I've started a lot of company. I don't think I started 15 though. First of all, welcome to AES Nation.

**Josh Felber:** Thanks, John. I appreciate and it's an honor to be on your show.

**John:** It's really exciting to have you. Josh, what I love to do is, you have some great lessons that you are sharing with the Mastermind Group and you haven't had the chance to talk about these. I wanted to make sure our fellow entrepreneurs, our business owners, they're out there. They're facing a lot of these challenges just as you have and share those lessons but I wanted to have a little bit of background of how did you get to where you are today because none of us get that straight line. It's a little wobbly at best.

**Josh:** Yeah. It definitely wobbles along the way. Initially, I first started out just when I was a kid and doing little things, selling, whether it was toys, I would go get toys and I would be turning on selling to other kids at the school and everything but along the way I would consider my first real business when I was 14. I wanted to buy the Commodore media computer so it's like the real high-end, high performance computer back in the day and they're around \$750, \$800 range and I had about 400-ish saved up from just my small little business. I thought, man, I got to figure out a way that I can buy this for less than \$800 and I started thinking about, other businesses out there, they got to pay less than what they're already paying to make some money.

After checking things out, reading a little bit, and investigating some more, I found out, okay that you can buy that whole sale and sell it at retail. I called the company, they sent me a vendor's license or a vendor application and I got it in the mail, the snail mail which took a while back in the day and then my dad helped me go down and get an actual vendor's license from our local area, fill it out, sent it back, long story short, as they approved me about 60 days later and I was the first dealer in my area and so I bought mine and then the other friends around me, they started checking like, you got this.

I'm like, I can get you a discount. You don't have to go buy it for retail. That's how it all started and then we started going to different computer users group surrounding the local area and then it branched out further. Now, they sell the floppy disks, accessories, all different stuff that would go with it and had it all through high school and everything and ended up selling to somebody who used to buy a lot of stuff from me and he took it over.

**John:** It's funny, Josh because we have a little similar background. I'm a little older than you so there weren't PCs. I've grown up professionally in Silicon Valley but I did with stereo equipment so I got all this, this is too expensive of stuff. Is there a way to get it cheaper and I got a couple of the distributors to treatment as a retail and did that in high school and college and paid for an awful lot of things that way? This is as entrepreneurs. We all have different ways that we come into this but as you've been doing all these different businesses and we keep on scaling up and we're trying different models and going full cycle and so on, what are the things that you and I have talked about and I want to go into this, this concept of focus energy.

You and I, I think you're a little higher energy than me but I'm pretty high energy and the challenge is, if that energy isn't focused, we can get ourselves into trouble pretty quickly and how do you do that? Because everybody, particularly we have multiple business. You got so much things going on, you spread yourself too thin and get yourself in trouble.

**Josh:** That's correct and one of the things along the way is having these different businesses and I think over the last probably two years, I was trying to figure out what is that next big drive? What is that next big purpose for myself so down the hole, I started multiple businesses to try to figure it out and run in these along the way but then I ran into that whole problems. I'm like, okay I thought I was super entrepreneur and I could spread myself all over the place and be able to make them all really work and blow them up really big the long story short of that is even though my attention was on four different businesses and they were each getting roughly 25% and even losing more productivity based on having a switch between those other businesses.

Each one may have been getting only 15% of my focus in time. None of them were really actually growing significantly or even okay and so one of the things I had to do, how can I best serve the one that I care about most or the one that is doing, creating what I want to have created at the time? For me, I ended up having to park all of these different businesses and a good friend of mine told me at one point it's a great business now, it will be a great business in six months unless it's an Uber then you might as well just go without one. I ended up parking all the other businesses and putting my time and attention on health and wellness skin care business that that where we make, manufacture, and sell products all over the world. By doing that, that has allowed me to really focus and ramp up and scale up our Biz Dev JB Affiliate side of things of that business.

**John:** Josh, I think this is so important. I've phoned prior to it and I'm pretty sure every entrepreneur has done this and for our listeners and yours. If you haven't done that, then you're not out there trying. One of the key things I've always found is the market is really good about telling you. As you said, you want to have that passion and the ones that you feel most strongly about but I always like the concept of largest check. Whoever is writing the largest check, the market is telling us and that's one of the best resources.

Early on as entrepreneur setting, a bunch of things is fine to get a little feedback from the market but Josh, just as you have done in your skin care health business, that's the one that's both the market has told you that, over here, pay some attention and you guys enjoy it and you're making a big difference. How do you keep because I mean many entrepreneurs have ADD and we get this, this is really working well, let's go over and just, when we parked, let's just get it pushed a little forward? How do you keep from doing that?

**Josh:** Sure and we all get that entrepreneur shiny object syndrome and I have this too and I want to do this too and so for me, what I've started doing is I start putting it all down. I just have a notebook and I just fill it and I put my ideas in there because I come up with them on a daily basis and I see something and I'm like, I can do that better. I like to do it like this or this would make a great company and so I just put it down.

By putting it down then it gets out of my brain and then I'm able to keep focus on what I need to be stay focused on and then I can go back and flip through that at a later point when I know, okay, time is coming up. I'm ready to move on to that next thing because I got things stabilized here and I trained somebody up to take over my spot. Just having it in there and putting it in a notebook clears out my mind and allows me then to stay focused on the current situation.

**John:** I do really close to the same thing. A lot of, I mean the event we're together at, everybody got journals. I use, I'm probably one of the older guys in there, I turned 60 last years and I'm using the technology. I'm a little worried about it. I love having, I write on a computer. I'm using a, Microsoft Surface Book product but I use one note to do it. Some people use every note but getting it out of your mind, I don't care what you use, technology, you use a journal. Getting their place, not only it's out of your mind but you can go back to that. I find just so much power in just reviewing these things and having establish times to go back because there are some really good ideas that, let them process and germinate and wow.

What I want to go to, you do a really good job of making your day efficient and this is a challenge every business owner has. How do we make our day that really productive with everything going on, the no ways and so on? What are some of the insights and particularly

because you're doing all these high performance coaching and then you redirected? Now, you're focusing on your businesses as well.

**Josh:** Yeah, definitely and that's a great question because the cool thing for me is I actually learned it when I was 14 years old and I happen to read Tony Robbins, Unlimited Power, Awaken The Giant and grabbed that concept of chunking or breaking my days up. I've always applied it over the years and just whatever I do and so for me, the first thing in the morning and this is something I used to train a lot when I was doing high performance coaching and business consulting and so many of us and I was that person too and when we first get up, we're checking our email, we're checking our social media, we're checking all that and it just becomes natural with technology and think, I'm going to get it all done in the morning.

One of the things that they've proven by doing that, you actually reduce your day's productivity by at least 30% and why that is, is because we put ourselves in a reactive state instead of an active state or offensive state and you are now being defensive where responding, this email, I got to get back to this one, I got to get this, or somebody post this on Facebook and I need to reply to this. All of a sudden, you lose multitude of time or especially first thing when you get in the office. A lot of people check their email or check their social media.

**John:** How do we flip it around? The defensive because I mean everyone has, if they're not doing it now, it's a small percentage but almost everyone, I mean the temptation, the technology is ever present. We've got it in our pocket, we got tablets, we got computer screens, and there's a lot going on. Most of us have tons of emails coming at us. On occasion, there's something worthwhile. Social media is really entertaining and all that and some business stuff. How do we, this flow of information is just huge and it's tempting. It's a little sexy on occasion.

**Josh:** The cool thing for me, I know everybody talks about zero inbox and all that but a lot of people because they're always checking their email throughout the day. They can get to that or maybe they don't but for me what I do is I break up so the first thing right after I get up and get re-hydrated, I actually have a one-page productivity sheet that I utilize and so it's my top three things that I need to accomplish today or one big project and then two, supporting pieces of that and then it's who do I need to contact today and move this project forward and then who do I need to follow up with that I never heard back from. At the bottom, there's three big wins so which I pulled from Dan. Dan Sullivan is one of my three big wins for the day.

I fill it out in the morning and at the end of the day then I fill out what my big wins are and by doing that, that allows me to get focused on what the tasks at hand are and who I need to contact and then I actually a set time a couple of times throughout my day where I give myself roughly about 45, 50 minutes and I check my email and social media and that thing and I

knock it all out but then I have a timer that goes off and then notifies me, you're done, move back on to that project and keeps me focused and moving forward with everything.

**John:** It's funny. I do something very similar. I do Dan Sullivan strategic coach and big on the three wins, that works really well and then have you seen Amazon Echo or Alexa yet?

**Josh:** I've seen it, yeah. I haven't ...

**John:** I bought them and I got them in different places in the house and all that. It's only, yell Alexa and you can't say it too loud or it will go off but and set the timer and I found that just to be really effective. I used to have a little timer on my desk but this way, that chunking, I want to encourage everybody to do this because this was something I didn't do early in my career. You're just running real hard and there wasn't email and everything else. The pile of papers I had and then all those phone appointment or messages, it has changed and now we've got, I think on an average day I get over 500 emails that junk and all that. You can have filters, I love SaneBox for doing that and then so only the important emails come through which is for me only about 30 or so.

It's a whole different thing. I think 30 out of 500 and you can have other people deal with it or you can deal with it later. It's being organized. I always call it being successful on purpose and you're doing a great job of it, Josh. One of the things I want to go and you mentioned this. You said, John, one of the first things I do as I get started, I'm taking care of my health because I want, you're a corporate athlete or an entrepreneurial athlete where we've got to train, we've got to have that energy, and so on. You're starting the day hydrating. What are some of the health lessons you've learned to keep yourself in that peak performance?

**Josh:** For me, to utilize it almost since I was 14 I had a gap where I didn't do it for a while and I noticed a huge difference but for me it's working out and that can be whatever it is for use. Some people love the runs, some people want to do cross fit, Yoga, or whatever that is but find something and it doesn't matter if you take 7 minutes or it takes you 30 minutes to do it, whatever that is, figure out a way and implement it in what you do. If you can do it first thing in the morning, do it first thing in the morning. If you can't, do it mid-afternoon. Just find the time and make the time to do it because if you're working as entrepreneurs, we're grinding, we're hustling, and we're really pushing to move our businesses forward. If we have families, we're trying to take care of our families and make sure everything is balanced there as best as possible or integrated, I like to say instead of balance.

**John:** More on harmony because you and I both know nothing is totally balanced at the time.

**Josh:** I like to go with integrated. I'm not used to the word balanced and stuff but integrated is much better. You got to stay in peak health and that's taking care of yourself through like

you said, fitness, exercise, Yoga, whatever that is and whether it's massages. I try to get a massage at least once a week or once every other week based on my travel schedule and I think that's important because it helps you rejuvenate and helps your mind refocus and it increases productivity and it increases your output and that's one of the big pieces for me that's really kept me moving forward day in and day out.

**John:** Josh, this is one of the things that I've always been a little bit of a jogger and do a little exercise, inconsistent. Did enough because I love certain sports and to be good at it. For skiing, if you go ... You're not doing any exercises at all. It's pretty painful that first day if you're an aggressive skier and so on. Mind will do over the body, won't do at the second day I guess. What I found and this is, it's a little bit of the chunking. I will be the first guy if there was a pill you can take and you didn't have to ever do exercise again. I would be there. I would pay a lot of money for that so if anybody has that, let me know. In the meantime, one of the things I have really found and you mentioned it, it's just, you can be very effective.

I have to chunk it, I have to schedule it. I've got a trainer coming over twice a week. I get a massage once a week. I go ahead and I use a 7-minute app. There's no excuse for you not doing that. I've got the 7 minutes, I can ... It's hard not to say, okay, I can't fit 7 minutes. You got 168 hours a week, all of us have 7 minutes a day, not too big and I use an Apple watch in whatever fitness. I want to make sure at some minimum certain calories, active minutes, and obviously steps, and so on. I got to tell you Josh, I'm planning, I love business, I love being an entrepreneur. I feel like I got to make that investment so that I can continue to play for an awful long time and particularly the breakthroughs and health that are going on human longevity. We better take care of these bodies. There may be around for a long time.

**Josh:** For sure. Have you spent time with Peter Diamandis? That's what they're working on.

**John:** I'm having a hard time having him come in two weeks speaking on human longevity at my Mastermind Group and then also my wife and I went down about five weeks ago and did their health nucleus, a full day of everything and we just got to preliminary part. I spent two hours in an MRI machine so it's a whole body MRI. They do everything and it's a great baseline and some insights and they were all, none of us are perfect and they'll find some imperfections and some things for you to work on but it's just really the opportunity and let me go from there because it's something you feel strongly about it, technology.

You and I, we got this big mic spots. We're talking over Skype. It's just, technology is a big part of what we both do as a facilitator. You talk about letting technology go and becoming even more productive in live. How do you balance or harmony or inter-rate technology? Whatever word we use to be effective enough but not let it take you over?



**Josh:** That's a great question and for me, I'm on my iPhone a ton so it's not like, I use limited technology. I love technology so I'll be the first to say that but one of the biggest things for me is when I go out to dinner especially when I spend time with the family and things like that, I set it away. I don't utilize it because I know I have set times that I schedule stuff in to get it done and make things happen. Whether it's out, after the kids go to bed and my wife is doing some things, then I spend 2 or 3 hours working on the business, responding to emails, connecting and getting those things done, and also need to get done that day.

I think as technology keeps evolving, one of the things is, we need to be present in what we do and whether it's sitting down having a business lunch or business meeting or out ... I work with consulting and one of the CEOs used to come in to his meeting all the time and he would sit there and be on his phone and everybody else will be running the meeting but then he wants to know why that nobody really follows his leadership because he doesn't pay attention to him and he's on his phone. As soon as he eliminated that piece of it, it was a dramatic change in employee morale and connection and being able to feel like they connect with the owner of the business.

**John:** I always love, I'm sure you have the experience. You go out to lunch and you see the next table over this four business guys and they're probably with ties and everything. They're not entrepreneurs but they each have their iPhone or Android or whatever device and they're holding it and talking to somebody and all four of them. I always wonder if they're talking to each other and that's the only way they can do it but a tremendous I mean I love technology as a facilitator. It's just, it is so phenomenal the ability to in today's world have like what you and I are having, a conversation together and have 10,000 of our friends, our business friends join us. You couldn't do that a few years ago without bringing the satellite truck in or you and I would have to be in some studio and so on.

Now, it's such an enabling but because it's so enabling, it's very easy. I'm always amazed, the number of people who sleep with their phone on right next to their bed and unless you're on-call and you're, I don't know, some type of surgeon that could be called any moment. I don't know anybody that I would really want to reach and get that phone at that point and time.

**Josh:** I agree. When I go to bed, mine actually ends up going into airplane mode because I use... I actually have app tracker from my bed and I have a strap that goes across it so it monitors all my breathing and heart rate and everything and so it allows me to really dial in and make sure I'm getting the maximum, most efficient sleep because sometimes I don't get a lot of sleep and so if I can compress that quality of sleep into assuring time spending for myself then I'm all for it.

**John:** Josh, let's talk about that a little bit because that's something that most people aren't doing. I'm a big user of technology, I did try a couple of sleep things. I found it was interesting but it wasn't able to really use the information. Is this something that's helping you so that you can be more effective? Everybody, hopefully you're getting a minimum of five hours as an entrepreneur but ideally six, seven some feel eight, whatever the number is, we want to get it I mean this is important to all of us as getting that high quality sleep. How are you using it to do that?

**Josh:** For sure. I look at the data; I try to look at the data on a lot of different things that I do especially with my sleep. I look for the certain deep sleep peaks and things like that and then I go back and really look at okay, where's my heart rate and my respiratory rate and things like that. What did I eat the night before? What I consumed and what type of workout did I have today? Looking at all these different factors and that's how I figure out, okay, when I sleep then if I'm getting 5 1/2, 6 hours of sleep but I've also gone into all my REM states and everything else and I wake up and I feel totally refreshed and rested then I know cool, that was a good day.

I try to duplicate that and then the days that I, maybe only get 5 1/2 hours of sleep and I wake up and I'm just dragging for a little bit first thing in the morning, I look and say, okay, what did I do that I don't want to do again? It has really helped me start to work to dial in the level of efficiency.

**John:** The tools are just amazing. I don't know if you can see. I will pull up my shirt here as a special but I've got, actually I have Peter Diamandis' heart monitor underneath this for the full week tracking through 24 hours a day. There are so many tools and I mean it's interesting because even people, my wife is not big on technology but has the smartphone and all the other things that we all have and she's now monitoring and making adjustment in her life based on this. Boy, you can dial it in and can be extremely effective.

**Josh:** For sure, I mean the technologies just starting to get there and there's a lot of different applications that are coming in the shorter end of things really quickly.

**John:** Yeah. I think this is one as business people even if you're not. You're like me. Not like Josh, you're like me. If you didn't have to exercise, you would. I have a trainer come over at 6:30 twice a week, a massage early in the morning, and then I have a morning routine miracle morning I'll recommend ...

**Josh:** That was awesome.

**John:** Yeah, phenomenal and I did... Earlier, I did a podcast with him, just a great guy. There's a real opportunity. Create the structure going back to what Josh was talking about is chunking

all this stuff. I want to have a great life. I want to be successful on purpose. The way to do that, I found and Josh, you found is the more you can structure. I even structure all my creative time. I have box on my calendar to do that because if I don't do that because if I don't do it, life intrudes and it just fills in. I schedule the family time and it's less romantic that you wanted to be but it seems to work for me.

**Josh:** For me, it's all about quality and if I can spend a quality 90 minutes and I'm just connected right there with my kids and enjoying that moment and everything instead of five hours of not there in 90% of it.

**John:** Quality over quantity in everything we do in life and certainly in the family appreciates it a lot. Let me just do a segment on, next I want to do a breakthrough resources and Josh, I'm pulling up your website and again for those of you who on listening to us on the audio podcast versus the video, you can always go to AES Nation and have all the links to transcript of the complete interview and some of the real action as Josh and I are talking about. Josh, tell us a little bit about your website and what's available or resources. People are thinking, okay, I want to be like Josh. I want to have that high energy. I want to be really productive. What do you have there?

**Josh:** Sure. On the main page, I have a productivity cheat sheet that I talked about briefly and it's just a free download and you can download and start using it.

**John:** Josh, I did download it. I have it in front of me and I would encourage. It's one of ... These little simple hacks sometimes are some of the best ones that you can do because you can get yourself organized in every day being productive. Boy, that builds upon itself.

**Josh:** Definitely. I'm actually in the process right now. We have some really cool updates coming to the website. I've been going back and forth the last few days with our web guys to get them up but we have, we'll have some different recommended products that utilize or just on a nutrition side of things and really keep me focused and dialed in day in and day out with that as well too. We have some technology hacks for social media and things that are coming up there as well.

**John:** This is great. Let me go, I want to just summarize my key takeaways from this because this is really valuable. One of the things, entrepreneurs, business owners, we're out there doing it, doing it, doing it, and we, quite honestly it's coming at us at a fast rate as you have more and more success. Josh had some really good recommendations. I want to highlight four of them. The very first is going ahead and that focused energy and not trying to do all things. What is a market place telling you that is resonating with you as well that you want to make that dent in the universe as Steve Jobs talk about but the market is telling you, this works? I found I mean when I do that, boy, it just takes off. Our business has been growing

like crazy because we usually start each year with three words that are going to summarize what we're going to do.

This is simple, elegant, and focused. The more you can have focused in the little levers in our business and your business, it just can be amazing. Second thing was having efficient days. I don't know who got me started on this but Josh has methodology that he's doing. I'm doing something very similar. I don't care what tools you're using but really organized and Dan Sullivan strategic coach have three wins. If you have a three wins every day and you're on this life long journey, you're going to have an amazing life and that's what we want you to have. Health nutrition, I can tell you don't let yourself get run down. I did, I was traveling awful a lot, I got walking pneumonia, and it's amazing. I found out how important breathing was.

It's just, when you stop breathing, it's bad. This is taking care of yourself. We all, you can't abuse your body for so much but do you know what? We're in this for life long journey, human longevity. If you can make it to the next 10 to 15 years, you're may be able to live certainly to 100 with a high quality life and some people think much longer than that. Then technology, use technology as a facilitator. I got tons of tools surrounding me here. Josh does too, you do as well. Use them so actively, make sure the time in your business, your family, your friends, it's quality. Don't let that disrupt it. Josh, I want to thank you. I want to again remind everybody. I got above me the aesnation.com, go to the website.

You can get the transcript, you can get the links to everything Josh and I talked about and go out and execute on these. Become more productive. Your clients, your future clients, and your families are counting on you. Wish you the best and 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