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EPISODE
173

Jason Treu

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John Bowen and Jason Treu

Episode #173

Dear Fellow Entrepreneur,

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs we are social beings and we know to create any value in the world, we have to connect with others. Well, it's easier said than done. I got to tell you, I have a remarkable fellow entrepreneur, remarkable author, number 1 bestseller on Amazon. Social Wealth is his book. We'll talk about it later. He sold over 40,000 copies of this. He is the expert.

20 years of experience working with some of the top CEO's and I got to tell you, being in Silicon Valley, I know some of who he's worked with: Steve Jobs, Mark Heard. I mean, these are not necessarily the easiest ones in those connections. One of the things, he's walking his talk. We're going to talk about how you connect and so on, and he's done over 400 podcasts, radios, TV shows.

I mean, he is very much the expert and he's sought after. He's got a law degree. We won't hold that against him, but he also has a Master's in communication from one of the number 1 schools in media, branding, and influence. You do not want to miss this because you're going to see the power of social capital. Stay tuned.

Jason, I am so excited to have you here. We've got a mutual friend in Jessica Rhoades, and Jessica suggested I should have you on and when I looked at your book and everything you're doing and then we've had a chance to talk before this, I was kind of blown away that I didn't know who you were until I got the introduction. That's one of the big challenges we all have as an entrepreneur, which we'll talk about. First, thank you for joining us.

Jason Treu: Hey, well, thanks for having me in the show and speaking to your fantastic tribe.

John: Yeah, no, and it is. We're creating a community, and this is a mastermind of fellow entrepreneurs, Jason, and they're all having success but we could be even more successful in serving each of our communities, our clients, our customers. What I'd like to start out with, and it's kind of tradition here, is a little bit of the back story. I don't know how you were at 5 years old but I know I wasn't the best at social capital, interaction and everything else. How did you get started on this journey?

Jason: I've always been an extrovert and I think part of it was growing up, my mom worked overnight as a nursing. I was on my own, so I had to do everything by myself and my parents got divorced, I didn't have any family close by, and I didn't have any siblings. When you must do things for yourself through all your schooling, through high school by yourself most of the time, you start having to get out and do things, be social, try to find connections, try to find things and figure things out on your own and it's through other people that you do that. It started back then.

John: Did you go ahead and did you make ... I mean, you're learning it and we're getting the foundation and as we get that ... Did you know at the point, like you went to school, this was

the area you want to focus? You've been doing this work for a while now. How did that come about?

Jason: Well, growing up in high school, I went to a Jesuit high school. The mantra of the school was being a man for others and serving other people. That's something that helped me because a lot of people get a lot of social anxiety because they're worried about what other people are perceiving of them. When you're in the spirit of giving, helping, and inspiring other people, you just go out and talk to people and do things because that's what you do and you don't have all this anxiety or worry or attachment to all these outcomes.

You just go out to help people in everything that you do, and that helped me growing up and doing things through high school and college and elsewhere because I just focused on how can I be of service to other people. That helped me figure out how to make the connections with people, how to do different things, how to take more risks, associate with building relationships and meeting people, than I think normal people would do.

John: Really, it's coming back to the Jesuit ... I was raised Catholic at Jesuit school, as well, and it's kind of interesting is when you get comfortable with this concept ... I mean, we're all insecure. I mean, we're very different degrees of insecurity but we're all insecure. You don't have to be an entrepreneur, just a person. That comes with the package.

Jason: Yes.

John: When you change it around, I don't care what religion, spiritual you are, but when you start thinking outside of yourself and you're going to be of service ... As entrepreneurs, the only way we create value is being of service of someone else. Suddenly those dynamics change and it's powerful and I think that's one of the missing elements.

So often as entrepreneurs we sometimes think we must be perfect in everything we do and there's no way that we're going to be. Nobody believes you're going to be perfect and once you make that change, as you said, to be authentic and who you are and to serve, boy, you could take off.

Jason: You can because the reality is as I've interviewed hundreds of successful entrepreneurs, and I ask them a question. The first time you do anything, how many times out of 10 times are you right? They told me between 5 to 7 things that they do for the first time that they're wrong on or they take a major misstep, whatever that might be. I think in life you've got to realize that life is about taking the leap of faith for the experience, not for the landing.

Because eventually when you land you're going to have to pivot, because most of the time you're not right, and you must learn from that and figure out what to do. The same thing is

like building relationships and being social, right? You must go out and try different things with people, and that's one of the things that I've always treated it as, as an experiment, right. If I try something, whether it works or not it doesn't matter, I'll learn something from it.

I may never meet that person again so what does it matter anyways? That's helped me figure out a lot of things that I could do in a repeatable fashion to meet a lot more people and build deeper relationships with people throughout the course of my life. It's been pivots. I've been learning stuff incrementally over time and that's kind of helped me, and I still do it today. I still try different stuff, do different things when I'm out, and I just see if things work or they don't work and then I use the things that work more and less of the things that don't.

John: It's so funny. As entrepreneurs, we all do that. I mean, the market tells us. It's a great feedback mechanism for business but we don't think about it on the social side. Then once we start kind of testing things ... Sometimes they work, sometimes they don't, and the single most powerful word in communication, marketing is "next". I mean, if it doesn't work, try something else.

One of the things we want to do, Jason, I want to leverage off your experience. Let's just start with lessons learned. You do a lot of speaking, you're out there, communicating, you wrote a great book, and building these social, emotional, influential, communication skills. This is where people get a little uncomfortable. How do they do it on purpose? How do you become that expert kind of out there in this communication?

Jason: Well, I think the first thing that you must realize is all these skillsets are learned behaviors. Sure, you can have some innate ability and growing up, if you're in a more social household, that does help you, but it doesn't matter whether you're an introvert or extrovert. When you get out in the real world past college, you're operating on your own and you're forging new ground. The reality is everyone's on somewhat of an equal footing.

The difference is some people practice it and some people don't. What happens with most people is they take this personally? They go out and they meet someone and if they don't have a great experience, well then they think it's all about them and someone doesn't like them. They don't take in consideration well, that person may be having a bad day, something may have happened to them.

That's how we take these interactions with individuals that we meet. It creates problems because then people don't want to go out and meet people. They feel bottled up. They start falling back and leaning too hard on social media and doing things where they're not building the in-person skillsets that we need to have.

John: Well, let's just talk about that a little bit, Jason, because when we say social capital, what so often our fellow entrepreneurs think is "Oh, Jason and John are going to talk about social media." Geez, I don't have a million followers on Facebook or 10,000 LinkedIn close friends type thing. Social capital, that can be a part of social media but that's not what you're talking about here.

Jason: Yeah, it's the value of your connections and then the indirect connections, I mean the connections through the people that you know. The reality is that that makes it limitless for all of us. I mean, we can access these different connections and you just must learn how to do that and then how to ask to meet the people that they have in their lives. Some of it are through figuring out who those connections are.

Some of it's just spending time with people and then you'll run into other people. You just must manage these connections and add value to them, and do it in a little bit different way, and you can really fire up these connections at another level that most people don't. I think that a lot of people also just have a lot of misnomers because other people have told them that it takes a long time to build a relationship. You can't access this. You can't do that.

The reality as an entrepreneur, you realize that anything's possible. You just haven't necessarily thought of it or you don't know how, but if you keep that in mind, you can build a lot of connections, meet a lot of different people, and have a lot of success in your life doing it. It's just you got to have a plan, a strategy, and then model after success and then just keep doing it on a consistent basis.

John: Let's talk about that. Let's say that some of our fellow entrepreneurs want to connect with well-known influencers, potential strategic partners, because one of the things we know, Jason: if you're with the right person ...

Jason: Yes.

John: By having these great strategic alliances and I've got several them, I have been worth millions to them and they have been worth millions to me, as well. I mean, it's interesting. We weren't childhood friends. I mean, oftentimes we're able to start something very quickly, but I'd like to get your thoughts on how do our entrepreneurs go ahead and do this on purpose, connecting with someone. Because so often they don't think they can.

Jason: Right. I think first you've got to get in the right room. Because if you're not in the right room with the right people, then it doesn't matter. I think that's a huge piece of it. We don't understand where to go and what to do. One of the things I figured out a while ago was the power of groups. Groups help you because people show up to them, they're usually more

inviting, they must give a reason to be there, they'll introduce you to more people, it's easier to follow up because they'll come back to that group.

That's a real key concept here as busy people that we need to leverage. On a local level, the best places to go typically are through charity events and through non-profit, meaning museums, symphony, and opera. Because that's where social influencers lie. That's where wealthy people are, that's where people who are making changes throughout the world are living and breathing when they go out and do things.

I mean, all you do is go look up the board of directors of charities or non-profits in your area and you'll see the influence that those people have and who are on there. Most people don't even know that they're in there. Well, that's a great opportunity to meet people through that. That's at local level. Then the other level is going to high level conferences, masterminds, other groups that have all these influencers in, because like-minded people go to these things consistently and they go to many of the same things.

That's why a conference like the TED conference, if you look at the attendees, most of these people have been there at least 5, 10, 15, 20 or more years and gone every single year. Because of the value that people get out of those events in meeting up with people that they can't keep track of or that they want to meet new people and they know that environment is conducive to doing those things. The first thing is you've got to figure out the rooms to be in before you do anything else, otherwise whatever skillsets you have, it's going to be difficult to consistently meet the right people in the shortest amount of time.

John: Yeah, Jason, I couldn't agree more with you. I mean, this is one of the things that I've learned along the way of my career, too. Currently I spend well over 100,000 a year to be in several CEO groups and mastermind groups. I'm going tomorrow for a 2-and-a-half-day kind of a race car in the dirt with a whole bunch of CEO's. I do some of the social things with CEO groups, I do a lot of mastermind solving each other's challenges.

This has been invaluable for me. It would be a huge difference in my level of success. The same in other businesses I've had where I was actively involved in the associations, and I have been involved in the local charities, as well. If you go in for the right reason ... I mean, there's a lot of people that join with just the idea that they're going to have this huge success, they're going to meet people instantly and make things happen and it's all about them.

Jason: Yes.

John: I don't know what your experience has been, Jason, but mine has been when they do, most of those people aren't there for the next meeting let alone the next, if it's a year program, a year. They're gone because they don't fit in.

Jason: Because they're attached to the outcome. It's just like if you take a leap of faith and you must have this specific landing that you come into. If you don't make whatever that landing is, you're disappointed and you see that it's failure and you see yourself as failure. That leads to shame, and that's why people stop doing it, because they take it personally as though there's some fault of their own.

That's the problem and I think when you start being of service to other people, you don't worry about what the outcomes are because you know that the key is relationships are going to define your success and fulfillment in life. The first relationship is with yourself, and so that's the problem with people like that when they get attached to the outcome. They're worried about external validation and comparison with other people.

That leads them to do things that are going to end up not being positive for them and negative eventually because people will look at them as takers or someone that are matchers, not people that are giving in the spirit of giving because they want to help and inspire other people. That always falls apart. People can see that because their authenticity meter starts to go way down. Most of our communication is non-verbal so people can sense that.

They can feel when things are off. We've all been at a point where you've met someone, you thought, "There's something wrong with that person," or we can tell that they're looking to get something from us or we feel uneasy or our emotions become high sensitivity. These things people can tell. I think the first thing is you've got to learn that you must give to other people without wanting anything in return.

Now, you must have boundaries. It's not endless giving, but you need to lead with giving. Because end of the day, the thing about leading with giving that's so powerful for people is that if you don't know someone and you do that, what you do is psychologically put yourself in someone's inner circle. Because the only people that give first typically for most people are people that are close to them:

Their best friends, business partners, co-executives, their family, deep friendships, whatever it might be. It's a real powerful way when you're going into groups or meeting people to start doing that, and giving could be something small. It could be an idea, it could be a book, it could be a contact, it could be just following up with that person.

John: I mean, I find some of the most valuable things, Jason, in the masterminds men is just somebody giving me an introduction or a solution of what they've had. I hadn't thought about it the way you said it, where it's like family or friends that do it. I mean, there's a friendship that's right away, the more giving. Now, one of the key things, and you said it earlier and I just

want to reiterate it, is you got to be in the right rooms. There are certainly a lot of people that are just takers that are not going to be good for you.

Well, they're not going to be at any of the CEO groups, long term players or mastermind groups or social type things and charities that you talked about. This is where to think about, at least for me, something I'm passionate about that I know I can contribute but that I'll learn, I'll get connections from, that I want to be involved in a long time. Boy, the social capital just takes off.

Jason: It does. The groups weed these people out. That's the great thing about it. That's why these groups are so powerful. That's an important thing, so you don't necessarily have to worry about it as much because they will eventually take care of themselves and leave. Because other people will ferret them out and will either ask them to leave or they're going to have to modify their behavior to the group, and so that will work also in your favor.

John: Let's talk about another area of social capital where ... One of the things that's so important as fellow entrepreneurs is to go ahead and influence other people. A lot of times it's inspiring them to take the right actions for themselves. How can we get better as entrepreneurs and skilled at influencing people, Jason?

Jason: Well, I think one of the key things is when you're trying to influence other people, you must gravitate and move through different sort of coaching styles with them, and build some fundamental relationship in beginning. That's the hard thing for most people, is they can't jump around very quickly. They're not very agile. They are always worried about what they're going to get out of the relationship and how to impress someone else, especially if it's someone influential that they want to influence.

What I tell people is if you understand the basic tenets of how to build a relationship, you can then create enough intrigue for someone to follow up with you, and it's based on rapport, it's based on likability and trust. When you can build enough of that in an engagement, and you can do that within 5 minutes or less, you can build enough intrigue for someone to want to follow up with you and prioritize you no matter what level that person is.

The key thing is when you're talking about rapport, is you either can do it 2 ways, verbally or non-verbally. I won't go non-verbal, but non-verbal people like Amy Cuddy, professor at Harvard, talks about body language. Tony Robbins talks about NLP. There's a lot of things you can do there. For most people, that's a difficult step initially because there's a lot you must do and it can take away from building a relationship because you can be not present in the relationship because you're worried about how you can perfect that.

The second part in building rapport, which is finding common ground with someone quickly, right, and that's the key ... We've all had situations where we've met people who we've

suddenly felt the instant click like we've known them a thousand years. Well, the problem is that most people can't do that in repeated fashion. The key thing is they're not asking the right questions to find that connection.

Because building rapport, the key is an emotional connection with someone and asking them questions that they care about the most, because then they're going to like you more because they have an opportunity to talk about what they like and what they want to talk about. I love asking 2 sets of questions. One, what's exciting that's going on in your life right now? Because then you find out what that person's actually got high on their list and you can talk about it.

You can ask them a question: What are you passionate about? What products are you working on that you're passionate about in your life? Because either one is a deep emotional connection right there. When you're thinking about relationship building you must think about it. Emotions are driving the car and behavior and cognition are in the back seat, and that's what people keep forgetting. That's the key thing: emotional connection.

Then at that point the great thing is you've built common ground because you're finding the common ground where that person cares about the most, so that's a huge anchor that you're putting in the ground with that person. When it comes to likability, the quickest answer is listening. I mean, we just don't listen. We try to sell ourselves to other people instead of just actually being present and listen and not worrying about what's going to happen tomorrow, what's for dinner, what you're doing next, what the person across the room is.

If you're present with someone, you create a very strong bond because again, very few people are present and listen. I mean, I found out from doing these hundreds of thousands of times. Little that I had to say to other people and they didn't even know me and started to like me a lot. I remember when I started doing this in Dallas, I started going out and people would introduce me as Jason's this great guy, wonderful person, he's the mayor of Dallas, and I know that there were people, a lot of them, that knew maybe a couple things about me.

Probably I met them 30 minutes or less and I may have spoken 5 minutes, right around there, minimal time, so I couldn't believe people would say that. It's because of the power of listening and being present. The third thing is trust. The easiest way to trust, the components of it are reliability, sincerity, and competency and then caring. Caring by far is the most important thing, and people know that you care about them, they'll do anything for you.

How do you care? You lead with giving. That's what you do and we talked about that before. If you just lead with giving ... Giving could be giving your time, could be your smile, could be anything. It doesn't have to be something that's complex or difficult. If you don't know how in the moment, just get someone's business card and send them a book that you love or a

magazine article or something. Spend a dime on it. The key is to do that in the process and you'll create enough intrigue, and your relationship will be off to the races.

John: Yeah, no, I mean it is amazing, Jason, how little you must do to connect with someone. Sometimes I'm embarrassed it's so little. I would say I'm not an extrovert, I'm not an introvert, I'm kind of in between. I wouldn't go to social events unless there was a good reason to do that. It's something I care about. Asking somebody what's exciting in life.

I ask, "What are you passionate about you're doing right now?" Well, suddenly you just see the energy level go up, they share, and usually it's interesting. I mean, people don't talk about their passion about doing something, collecting matchbox covers. I haven't had that one. You can build that rapport quickly.

Jason: And ask questions about it, right? That's the easiest follow-up questions to ask are what's something like that, because people can go on and on and on about that, which is great. You don't have to do much talking. Frankly, if you're an introvert it's way easier for you because you don't have to think about what to say or how to try to impress someone or figuring out how to describe your background because they'll do almost all the talking themselves. That's what is so great.

John: They're going to think you're smart, Jason-

Jason: Of course.

John: Because they're talking about their most favorite subject themselves. Let's take it just a little different level. I mean, one of the things as entrepreneurs we all have is we have teams. We think of social capital for connections and all of this for the outside world, but it's important for our team, as well. How do we influence the performance of our team members?

Jason: This is something that I've been working with clients and I'm rolling out a pretty innovative program with a large client here. It's about spending more consistent time with people in groups of people, meaning executive level people underneath that and building a level of trust with people that you care about them and create deep emotional bonds with people, both personally and professionally.

Because the reality is there's no work-life balance. It's work-life integration. What people don't do ... They start this and they stop it all the time, so what they'll do is they'll have an off-site once a year and they don't do anything else. Then some people might go to lunch with each other or happy hour, have coffee, but it's not haphazard. Then what happens is is you have an executive team or teams of people that are fractured, they don't work as well together, they don't have common bonds.

The reality is the more we care about the people around us, the harder we'll work because we don't want to let them down. That matters a lot. One executive, or the company I'm working with, is we're going to have a program starting with the top couple layers is every 6 weeks we're going to do an activity just with those level of people, and there are going to be opportunities for people to share things about themselves. Also, to have fun, and it's going to be a combination of that.

You can be vulnerable. People can get to know each other. They can talk about common ground experiences in their life and get to know each other on a much deeper level over a period. That allows people then to talk to each other, care about it if someone's not having a good day or they see there's problems, the teams then can help themselves without having the senior leader must step in. These things work all the time, because our social problems and our personal problems come into the business and cost businesses massive amount of money.

You need to have help and need people who care. Also, when you do this, you can much more vulnerable. You can show up and be yourself and share your failures and success with other people and not worry about people laughing at you thinking you're an idiot, mocking you, or thinking less of you. That creates an opportunity for people to perform at a much higher level because they can be innovative, they can be creative, they can throw out ideas. All that stuff is what leads to more profitability and more revenue in an organization.

John: I think that's so powerful, Jason. I think of every high performing team I've ever been part of and several them I've led, but it's always been we've built those relationships. One of the things you said that just resonated with me is we didn't want to let the other people down. There was just no way that was going to happen.

Talk about high performance, that the team will rise to the occasion. It's just amazing. Let me go to another segment. This is the book of the day and I want to put up on the screen your book, *Social Wealth: How to Build Extraordinary Relationships by Transforming the Way We Live, Love, Lead, and Network*. Jason, that's powerful. Tell us what's in the book.

Jason: Well, I go through some stories about myself. I learned from my dad on his death bed that he told me not to waste my life and build relationships, because end of the day that's the only thing that matters when you're in your last hours and you're looking back through your life and it's something that stuck with me the last few years especially. I go through where to go, what to do, how to meet people, the psychology behind it, the social capital and why that works and why you must invest in this overtime.

Everything from business application to some personal application to leveraging conferences and events. Pretty much, I want to make it a blueprint. Someone could read through the book and then if they were on the road or they were going somewhere, they could quickly flip through and read the things that were valuable to them. I took out a lot of the fluff.

I took out a lot of the stories because I found that other books just weighed me down. They're 300 pages, you can't get through them or to look at them again and find information is impossible. My goal in writing it was to have a book that was under 150 pages, which it is, and to make it just a blueprint that was simple to do. Use things that I had tested out myself, I had tested out on clients, and I knew that worked and it worked well.

I talked to other people on the little things they were doing and then added them in, as well, to give you expert opinion from people across the world that are doing this in a multitude of venues, from people that were in financial world, from the art industry, from Hollywood, from everywhere else, and just combine it together in one place so people could just be successful in both of their relationships, personal and professional.

John: Yeah. I mean, and you did. What I love is very actionable ... Really, if we're going to create value, the way we create value is by taking action and I encourage everybody ... One of the things about books is for the amount of effort that goes in to buy a book at the prices they are today, it's the best value in town. Let me go to the next segment, which is resources. Jason, I'm pulling up your website. Tell us a little bit about what you do and ... You've got the CEO's secret weapon. How can you help our fellow entrepreneurs if they want to reach out directly to you?

Jason: Sure. Well, you can go to my website. It's my first name, last name. It's Jason T-R-E-U dot com. That's Jason T-R-E-U dot com. What I do is I work from individuals and groups and do some sales leadership training, and I operate from the principle of working from the inside out, that the number 1 relationship you must have is with yourself and then with the external world.

Part of when I go in is a little bit mini therapy, mini psychology, because the key thing is your blind spots are the things that are holding you back. There are the things that if you can't see, you will never get better and you will eventually hit a plateau. That's an important thing. Along with it there are patterns underneath it that are not serving you anymore. We call those survival patterns and those are keeping you safe.

Really, those are the things that if you don't identify those survival patterns, you need to turn them into patterns of purpose. You must do that through a variety of exercises and actions to take. Then when you get out in the real world, you'll be able to be vulnerable, more authentic,

can speak your own truth, and can be generous within boundaries which makes you extremely powerful.

I have a lot of clients and they've had some major breakthroughs from doing this, and it's much different than other coaches do. Because most business and executive coaches won't go do the inside out theory because it's a lot harder. If you don't get it right, then that's a problem with staying on with a client for a longer period. I want my clients to be authentic in the things that they do and be themselves and be powerful as their unique self and not try to be someone else, or not trying to copy some other skillsets to fit it in to what their purview of the world is.

I do that with individuals and with groups and with salespeople. I find those things to be fun and interesting, illuminating. You learn a lot about your patterns and your past and, it allows you to take massive action and get a lot more hungry and passionate and enthusiastic about what's happening around you to get the evidence all the stuff is going to work.

John: Yeah, that's great, Jason. It's one of the things I encourage everyone to do. Being your authentic self ... We're all a little weird. We're insecure, we're weird, all this. You got to celebrate that because that's what makes you unique, and what people want are to work and connect with real people. Jason, what you're doing to help people do that ... We're only 1 connection away oftentimes from some big breakthroughs in life but we got to let them happen.

Jason: Yes. That's the challenge, right? You must have these connections and you don't know how to do them. Eventually what happens if you don't do the things like you're doing, investing in yourself and meeting other people, and I see this all the time and it pretty much without fail will happen to every person who doesn't do this ... They'll eventually reach a point where they hit a point where they're plateauing and then things are going downhill.

Eventually they'll hit their rock bottom. You don't want to do that. You want to take proactive action now and be joining these group and investing in yourself, because you don't have to have that precipitous fall. The problem is most corporate executives and successful people, after they've done something successful they don't know what to do next. If they don't have that next thing in line and the next level set up, they go to negative behaviors.

Meaning they'll go out drinking more, they'll go do things like gambling, they'll go waste their time, there's other things, and then they create drama and problems in their life because they got to have something going on. Eventually what happens is they fall off the side of the cliff. I've yet to see that not happen, right. The other thing that happens too is very successful people have very difficult times being successful twice in a row.

They usually do something the next time that's not because their ego gets in the way and their blind spots and they're unable to connect the dots. These are things that if you do them will save you a lot of time, a lot of money, and a lot of heartache, and a lot of problems, but people just don't gravitate towards this naturally, especially people that are in corporate America. I mean, entrepreneurs do it as well but corporate America people are far worse.

John: Yeah, I mean, therefore I love being part of groups because they can kind of call you on the B.S. and everything else along the way. I have empirical research for everything you just said being true: the failed businesses, failed relationships, and all that. Because we do let our ego and we're not part of a community, a group, and the right group to propel this. Let me do this, Jason. I want to thank you for being on AES Nation. Go to the website.

I've got the website above. We've got the transcript, we got the show notes and so on. Let me go and cover kind of what I would call my key takeaways from what Jason shared, and I've got a bunch of notes here. Number 1, I want to be successful on purpose. This is where I'm going to learn these social wealth skills, social capital, to connect with people and do it consistently. Jason had a whole bunch of ideas.

I'd go through the transcript and highlight some of the conversation, the wording that he shared with us. Second thing, I want to connect with movers and shakers, the influencers, the strategic partners. One of the problems with connecting with fellow entrepreneurs, particularly high level ones, is they're typically in business. They're just running hard, but they do take time to get together in different CEO groups, involve socially, so on, charities and things that they care about.

Be very selective, be successful on purpose, find the right groups you can give first and receive later. Also, listen to what Jason was sharing on influencing other people. I mean, it's classic no like and trust, but you've got to be able to share that you care about them. One of the best ways to do that, to have empathy, is to listen. You connect.

These lessons, they work for the outside world but they work even more powerfully for the inside, your team. They want to help you. They want to be successful. Show them who you are. Jason, this has been great. I appreciate all the help. I encourage everybody to go get your book and if it's applicable to them, to reach out because it's a tremendous resource, you are, Jason. Wish you the best of success.

Jason: Thanks for having me on the show.

A Second Opinion on Your Finances

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John Bowen
Founder and CEO
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