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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE
178

JV Crum III

Show Notes at: <http://www.aesnation.com/178>



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John Bowen and JV Crum III
Episode #178

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.

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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:

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

Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, each one of us wants to scale up our business. We want to grow. We want to build a business that supports the quality of life for ourselves and our stakeholders. That's all in our enlightened self-interest, but one of the big things in every research project we do, we hear repeatedly it's we want to make an impact, and today I have a remarkable entrepreneur.

He is a serial entrepreneur, like many of you, but, also, one of the top global business coaches out there, and he's all about helping entrepreneurs really make a huge impact as they're growing their business. I want to look at the notes here. It's amazing. He's a speaker. He's a coach. He's a fellow Huffington Post columnist. He's a bestselling author of the Conscious Millionaire, Growing Your Business By Making A Difference. He hosts a whole bunch of podcasts. I mean this guy, it makes me look like I'm a slacker. Conscious Millionaire podcast, and he's a founder of ConsciousMillionaire.com, global coaching program, wealth products, solutions. He holds an MBA, a JD, a masters in psychology, and he's built and sold. He's gone full cycle as an entrepreneur, and he's here to help us really scale up our business, so that we can make a huge difference. Stay tuned for JV Crum, III.

I'm John Bowen. You are at AES Nation, and it's all about that accelerating your entrepreneurial success. You don't want to miss any of this.

JV, I am so excited to have you here today. We've gotten to know each other. We've spent some quality time, had a little bit of technology challenges, so we've spent even more time together. You are doing some amazing things.

JV Crum: John, first, I want to give a shout out to you who are listening today. Thank you for tuning in AES Nation. John and I are going to have some great chats. John, I'm excited. I want to start with ... Because we have had technology challenges, and I interviewed you for my show. We had technology challenges that were unusual. My motto is trust perfect timing, and I think everything happens at the right moment, so here we are, and I think everybody, you're listening. You're going to get the information you're supposed to have.

John: I know they are going to get that, and one of the things that I really enjoy, spending quality time and we get to do it here together on a podcast, but face to face, working with fellow entrepreneurs like yourself, who have really gone full cycle on a number of businesses, but, also, have decided that they're going to make a bigger impact by helping fellow entrepreneurs really make a difference out there, to scale up their business and do it in a way that creates tremendous value for their clients, for the world.

One of the things that I want to do, I want to go into life lessons, because you've had so many of these, but before we do that, I want to go into the back story, because we don't usually start out as a bestselling author, global coach, and everything at five. How did you get there?

JV: Well, I grew up out in the country in Florida in the middle of the state. We're on a four by five-mile lake, so I was a little country boy running around and bare feet. At four, I said, "Mommy, mommy, mommy, daddy, daddy, daddy, I want a pup tent," and so I got a pup tent for my birthday, and we had a tangerine tree. I didn't have any siblings, but my grandmother lived with us, so I'm sitting there at four years of age, we don't have any money. Oftentimes we're not sure where food is coming from, and I said, "Well, how can I make some money," and I went, "Oh, the high school kids have jobs. I ought to sell them something."

I got my grandmother and I. We saved up egg cartons. That's all the containers we had, and one day, I squeezed and my grandmother and I squeezed tangerine juice into these twelve little compartments of the egg cartons, and I said, "Lucy's charging a nickel. I'm going to charge a dime," and I set up my pup tent where the kids got off the bus from the high school, and I sold them my tangerine juice for a dime, which, looking back, I'm sure they threw away, but that was the beginning of me sitting around thinking about how can I do something that I'm going to make some money from, and, first, I identified an audience and I found that I had something I could sell them.

When I look back, I go that was good for four actually, because I had no idea what I was doing. I just decided I was going to set up my pup tent and sell something.

John: It's amazing. When you start out like that, and I can still remember, I think I was a later entrepreneur than you. I might have been five or six when I had my lemonade stand, but that going out, making something, delivering value to your customers, clients, and so on, having that market feedback, having people that want to help you, your family and so on, friends. One of the things, once you get that taste, I have had so many people that have told me that they had that lemonade. I don't know anybody else that had a tangerine stand, but when you take that and ... Continue the journey, because you really have done some amazing things, JV.

JV: When I was five, I had been trained, because I grew up in this really disciplined home, where you did what you were told. I didn't even know you couldn't take out the garbage. I just knew I had to, but I knew I could wait about an hour before I got really in trouble because it hadn't gone out. I knew how long I could wait.

Anyway, I'd been trained not to go to the grocery store with my mom and ask for a candy bar, because we didn't have the money, and so I was literally sitting around contemplating that one day and I said, "What is the solution to this problem, because I'm not going to live like this," and, suddenly, I got this huge vision. I said, "Oh," and it was like it came over me. It transformed me in a way that was almost unspeakable in that every part of my body changed. My cells changed. I literally changed who I was and I said, "When I grow up, I'm going to be a millionaire," and I ran in the house to tell my parents I'd found the solution to life, which was

not too exciting to them, and I said, "When I grow up, I'm going to be a millionaire." The first thing, my mom shook her finger at me and said, "Don't tell anybody."

When I went to write my book, my editor says, "You got to tell this story, and you got to understand why I said that." I realized we lived across the street from the little church, and my parents, like a lot of people, had belief systems. Now they were very intelligent people. They were very giving and caring people, but they had a belief system, like a lot of people, that they didn't want their son to grow up to be a gangster, to be a criminal, to be a bad guy, and in their mind, anybody who made that much money was going to have to do something bad, because good people didn't have money like that. Of course, I went around and told everybody, because that's what little kids do.

But in my mind, I had transformed, and I never once questioned that that was my future, and literally daily, I'd be thinking about, "How am I going to become a millionaire when I grow up? When I grow up, I'm going to be a millionaire." It was like my private reprogramming dialogue that I was doing with myself from age five, and I think that made ... And literally, the kind of transformation or difference that I work at making with other people, I made on myself, not even realizing what I was doing, but it primed me that that was my destiny.

John: Tell me how you then made it real, because this affirmation, it is so important. So much of life is mindset, and once we make ... I always like Henry Ford's saying, "You're right whether you ..." What is it?

JV: You can or you can't whether you believe it, yes?

John: Yeah. Well, you know whatever you believe is going to happen, and I think so much in today's world of abundance, and all the tools, the technology, everything that we have, we're so capable of so much, but how did you have your first big success then?

JV: Yeah. Let me give you the prelude, because it leads into it. We're skipping a whole lot. I was doing a masters in clinical psych in LA. I was 20, 21, 22 years old. I was literally driving this yellow Datsun B210 stick shift, 40 miles to a gallon, it was kind of amazing back in the 70s, only because it was the cheapest vehicle in the world by \$100, and that's why I bought it, because it was the cheapest. I would go take my days off, and I would go riding in Beverly Hills, and I'd look at the mansions and I'd go, "I know I belong in one of these. This is where I belong."

One day, I came up to a four way stop sign. It's like it's filmed from a movie, because there I am in my yellow Datsun B210, and bang, bang, bang, three Rolls-Royces, and I'm saying to myself first, "I belong in one of those. I'm in the wrong vehicle," and then, second, I wanted to crawl under the seat, because I was embarrassed that I hadn't gotten there yet.

That set the stage, and then about six months later, I'm finishing my thesis. I go home, see my parents. My dad had always been an entrepreneur, but he had never been able to make money out of it. He'd go forward, and then he would come back and he'd just never add it up. His company was basically in bankruptcy, and he had trucking line which had no interest to me whatsoever. I had decided at that point I was going to go to law school.

But I loved my dad. We talked for a month, and I finally said, "Okay. I'll come work with you for six months, but that's it, and then I'm going to law school." It turned out I took over management of the company day one, because my dad just said, "Here. I'm going to let you take the reigns," and I had never had a business course. I had never even read a business book or business article, and the reason was I grew up ... Here I was, entrepreneurial. I was always starting little businesses, lawn mowing businesses, all that kind of stuff, but I never identified it as that, because I identified that the way you lose money in life is to go into business and be an entrepreneur, because in the little town I grew up with, everybody had a little business and everybody did not have money. I said, "Oh, people who own businesses are all the people who do not have money. I'm going to med school or I'm going to law school. I'm going to do something where you make money."

What was interesting is that it was like duck to water, because I just immediately knew what to do, and when I look back, what I really did was I just systemized everything, because I had been that 19-year-old senior in college who had the 4.0. How did I get there? I got there because I systemized how I studied, and how I prepared my papers and how I studied. I did the same thing to the business. I just didn't know I was doing it, because it's just how I thought.

Within a year, I paid off nine years of liens, gotten a six-figure profit, fired everybody within six months, because they were all stealing or lying, so I had to set up protocols for how we hired people. Ended up growing to 50 people working. I had a policy manual. After three months ... This is the fun story for all us as entrepreneurs, because we've got to laugh at this one.

I'm a numbers kind of guy. Ended up getting a tax law degree. But three months in, I couldn't figure it out. We were pulling hundreds of loads a week, and we had no money in the bank. I'm going, "Why is this?" I spent the whole weekend, I looked at all the numbers, and I remember calling my dad Sunday night and going, "Dad." It was like I figured out when I was five I'd be a millionaire and I'd solve the problems. I said, "Dad, I figured out the problem. We're paying out more money every week than we take in," and you got to laugh at it, but until you have the awareness of what you're doing, you can't do anything about it.

The next day, I literally raised rates as much as 25% by calling all of our clients, and a month later, I said if this worked on the revenue side, let's look at all of our expenses, and I realized we were paying too much to all of our suppliers, and I said, "Dad, we need to start another business that will be a maintenance business that will do all the maintenance for all of our

company, and we can service the owner operators as well," and within a week, we had leased property, hired two mechanics, and I set up a maintenance building business, which then all of our maintenance costs plummeted.

Now our revenues are escalating. Our costs are plummeting, and we're getting this big fat margin all of a sudden, and at the end of the first year, we had not only nine years of liens that had been filed, but we had a six figure profit, and we had figured out a program for how I could move forward, and then I built the businesses because I was totally into being an entrepreneur, because, first of all, it's the first time I had had any real money in my life, and I'm going, "Well, this is good. I like this."

Then, at the end of three years, I bought that brand new, customized it, four story townhouse on the water. Got the Mercedes when it was kind of like a Bentley, and then one of the most important things that could have happened did happen. Three months in, because what had happened is I had really fulfilled my little boy dream, but what was wrong with the little boy dream? It was only about the money and this great lifestyle, but there were no other pieces in it. There's no piece about quality, fulfillment, meaning, purpose, all those things that I now value far more than money.

Three months into it, I was in my living room looking out at the bay. It was a beautiful day. Palm trees are blowing. There's sailboats, and I remember specifically saying to myself out loud, "Wow. Something is wrong with this picture," and then I said, "And I don't even like myself," and then I said, "And I'm really lousy at relationships," and those were all true.

I just sat there dumbfounded and going, "This is a messed-up picture. I got all the things I said I wanted to get, but I don't feel good inside," and I'm so thankful that I had that breath long enough to actually feel that there was something at odds. That set me off to going to all these spiritual retreats, sweat lodges, Tony Robbins, Wayne Dyer, all this stuff for years searching for something more, and ultimately concluding that I wasn't doing anything that fulfilled me and that I thought had a purpose to it. Every day I'd go to work and I'm going, "I don't really think what I'm doing matters," and that was just ripping up my soul inside.

I ultimately decided I've got to sell the companies. I've got to on. I've got to find something different, and the good thing is that when I sold the companies, I knew that the answer I was looking for is this thing called purpose, and that I knew that purpose had actually nothing to do with me in terms of getting. It had to do with giving. It had to do with making a difference somehow, but I had no idea how to do that. I had this literally cornucopia of graduate degrees and skills, but I didn't know how do they come together.

I decided the first thing I was going to do was to go take this massive journey. I had read Jack Kerouac's book *On the Road* in high school and filed it in the back of my mind. It kind of

inspired me. I said, "Okay, I'm going to go take a massive road trip." I took a four month, 30,000-mile road trip. What's interesting about this road trip is that it took me a year and half to sell the companies. If you've ever sold companies, you go through multiple negotiations and you finally find the one.

I had this elaborate plan for this road trip. I don't want you to think I messed up the roadway, killed the environment, but an hour and half into this trip, I had to decide. I was going up 75, 175, was I going to turn right and take I10 or was I going to keep going up Iii. Which direction was I going to go? My roadmap I spent a year and a half making said I was supposed to go right, but instead, I said I'm just going to follow my bliss. I'm just going to find out what's going to happen every day. I'm going to throw the whole plan away, and I'm going to go left, and I did for four months, 30,000 miles.

I went up to Canada. I went to every province. I went to every major city. I came down the west coast. Every day I was learning about how to know what I was feeling inside and let that make the decision about what I did that day. I learned that I couldn't even make hotel reservations a week in advance, because I was one of these people wanted everything scheduled. I had to throw out that part of me, because I didn't know how to do this other part, and start learning to feel, because I realized that was what was so missing is how to feel who I was, how to feel while I'm here, how to feel what I wanted to do with my life, how I wanted to impact other people.

From there, I ended up in a Buddhist monastery for two months to learn how to meditate up in Cape [Brenton 00:17:05]. Went to Esalen on the Big Sur coast, which is a human potential place, and I did work study, and you had to pay to do work study mind you, and I was working in the gardens where I was literally weeding. My friends who knew me before were getting a little concerned because I was emailing them, and this was no longer fitting their reality too well, because they were sending me back emails that said, "JV, you used to have a gardener, and now you're a gardener and you're paying to be the gardener, and you're weeding things and clipping hedges," and I'd write back, "Yeah, and at night, it's even better. I go to these really intense groups, and I'm dealing with who I am and finding out what's inside, and ripping apart and weeding myself."

Out of all of that, came a clarity. If that wasn't enough, let's go to Boulder, shave our head, and let's live in Boulder and meditate for a while. We did that, me, all of me, and out of that, I began to get a clarity and started to do two to three-week camping trips, where I call it asking the universe. I'd go, "Okay, I'm here. I got these talents, but what am I supposed to do with my life? What can I do that's going to make the world better and improve other people's lives?"

I ended up spending six months, a whole winter in Lake Tahoe. I was staying in Reno, like a smart tax attorney, not to be taxed in California as Reno had no income tax, and I went over

to San Francisco for the weekend, and I saw this brochure for the Green Festival. Knew nothing about it. Picked it up. Bring it back, and I had this elaborate place with a fireplace and a jacuzzi tub, and I was in the jacuzzi tub that Sunday night, and I looked down and I saw the word conscious. I had been seeking and seeking what am I here for? What's that purpose? What am I going to do as an entrepreneur, and right in my forehead literally was the phrase conscious millionaire. In my spine, a tingling, and I said to myself, "That's it. That's what I've been looking for."

I just sat in the hot tub for about 40 minutes, because I knew ConsciousMillionaire.com was just waiting for me, and then I got out, and like a good attorney, I took it and every other URL I could think of, and within a month, I'd filed my trademarks, and that's how Conscious Millionaire came to me. Literally it was an inspiration, and I quickly realized it was about ... Because I had wanted to teach entrepreneurs how do you make that first million, but I didn't want it to be what everybody else was teaching. It's just that box and it's just the money, and then you're empty, and that's not really what I wanted to teach.

But, suddenly, I realized there's another path that I could teach that's about how do you make an impact with your life? How do you find meaning purpose in how you create your wealth, and that that was going to be the right path for me to teach?

What's interesting to me about this, John, is the farther I go down this path and the more people I help, the more I realize this is just practical, good business, because what are we really saying? Find something that you totally feel connected to. Take it out to the world in way that's going to make a massive impact and bring great value, and when you do that, what happens? You scale your business, because people want to buy your products and services. They want to be involved with you, because you're changing their life in a way they wanted. It just makes good business sense.

John: It really does. Let me unwrap it just a little bit, because this has been so valuable, JV. One of the things that I look at, we go all the way back when you were just getting started with your father's business, and these are some of the things that you say in your writing. I just want to repeat them, because you gave the framing, the mindset. Having your father, really an entrepreneur, working very hard, but never took the time to think the abundance and the systems, and once you start the systems and approaching both from an operational standpoint, client experience standpoint, you looked at what can we charge ... This is one the things that I love about financial ... A financial guy. You do the numbers and it is amazing when you do the numbers and you find out you can't make money doing this.

Something must change, and it's going through that, but the real big thing that you brought, not only the mindset, the systems, but the execution, making a difference, and you built your father's business. You could really turn it around, make it very successful.

I think is where so many of us, as entrepreneurs are, is that we get in this, we put our head down. We're working hard, and we start having some success, and we understand the systems or we got a good COO, or a team that's doing that. We're executing, and then we come to this realization, really what you've done, JV, is this whole concept of we're looking and we're going, "There's got to be more." I know I went through it personally, too. I ended up selling a few businesses along the way, went full cycle, and was making seven figures in a corporate setting, mid seven figures, and it was a private jet and all that stuff. I don't think I've ever been unhappier in my life.

It's only when we do this self-assessment and start looking at it that we can build. One of the lines I always like is we're in business not for more business. We're in business to build the quality of life that we want for all our stakeholders. I go you want to do it first for yourself.

JV: Exactly.

John: Enlightened self-interest, but you've got to do it for your clients. That's how capitalism works. We create tremendous value there. We want to do it for our teammates, our partners, our shareholders, if we have shareholders. This is something that's this big why type, why are we in business, and as we have increasingly success, and so many of our fellow entrepreneurs are having that, it's a great time to be an entrepreneur, that they're struggling with is this all there is type thing. They're riding that ...

Let me go one more step. They're at that corner in Beverly Hills. They're in the Rolls-Royce. They're looking over at that young guy. It looks like he's having a heck of a lot more fun.

JV: Yeah. Who, by the way, had grown his long hair and did that whole routine, which I'm so glad I did. Yeah, because that's the other group, but it's all the same question really, and the question is, how can I do something with my life that has a big impact.

I think what I did was typical, that my first goal was how do I make some money, because I had lived in this situation where we didn't have money, even where the food was coming from was a challenge, but look what happened. I got to the stage that I set up in my mind, let's go become a millionaire, and then I quickly asked, what's more, and I think the person in the Rolls-Royce is in the same place, and then people who don't have any money often look on and go, "Well, you see, people who have money are unhappy." No, they're only unhappy if they didn't find the fulfillment along the way, and that's why I teach the two together.

The person in the Rolls Royce who is asking that question, the real question they're asking is why am I here? That's really the question they're asking, what is my purpose on this earth, because until you come home to yourself, which I think that's what that process is about, you

come home to realizing who am I? Why am I even an entrepreneur? What am I in this business for?

The answer is always in the deeper parts of who you are, are much more than the money. Wealth is a result of that, and it's an opportunity for you to create even more good in the world, because, at some point, you have enough Rolls-Royces, whatever it is that you wanted. But that's the question you're really asking and it's not been answered.

John: Let's go into that, JV. What we have is you think about it, so many of our fellow entrepreneurs who are part of AES Nation, they've already had some success or may have a lot of success, and we all are thinking about what we do when we grow up and how can we make a bigger impact. I want to come back to that impact. We're scaling up our businesses. We're growing them. How do we go about making this bigger impact? We're scaling up, so we're going to be more profitable, make an impact, determine that why, so that we're making the difference in the world that we really care about.

JV: Yeah. I think it's reversing the typical way we look at business. When I think about when I went and got my MBA, what they talked about is you go out in the world. You find a want or a need, depending on how you want to frame that, that's not met. You find the unique way to meet that need, and you build your business. That's what I call starting from the outside in, and that's the typical way we build businesses.

But what I'm talking about is you have your business. It doesn't necessarily mean you're going to need to go sell your business. You might want to transform it some, but you got to start from the inside out, and ask yourself ... There are these three questions, and I don't care where you are in your business, I ask people to ask the same three questions.

The first one is what are you deeply passionate about? I did an interview, oh, gosh, about a year ago, and 7%, the top 7% of millionaires are all doing this one thing. They only built something that was built on their passion. They're deeply in love with what they're doing, and there are really three keys, because I have a lot of people go ... It doesn't matter how much money, they go, "I'm burnt out. I don't know what my passion is."

I love to journal, so I'm going to ask you to journal, and here's the three keys. First, there is some activity that you do that you get completely lost in it time wise. You think 30 minutes passed, but it's been four hours, and that's cool, unless you told you partner you were going to meet him in 30 minutes, in which case you need to pick up your cell phone and set your alarm. But there's an activity you do.

Second, when you do that activity, you literally change state. I use the word joy, but it might be excitement. It might be bliss. It might be some positive emotion, and when you change

that state that you're in from doing it, because you really become one with that activity. It's not like you're even separate. You're all together.

Then people will look at you that you know and they'll go, "You look different." You know what? You are different. Your muscles are different. Your blood is flowing different. Literally the energy in your body is coursing through you differently, and it's like you see somebody and the energy's pouring off them and their emotions, and it's positive. That's what I'm talking about.

Then the third thing, and here's the joke of it all, is that you've done this to help other people for free, because you meet strangers and you probably help them to do this for free, because you love doing it so much. That's the passion part.

The purpose part is a lot harder to find, I found, but then I discovered how to find it and now it's easy to find. I took two or three years, and I was going through all this stuff, and I read books on purpose. They all say things like when you find your purpose, you're going to know your purpose, and I go that's great. I kind of figured that part out, but how do I find it?

Here's what I discovered. I want you to think of purpose as your gold coin in life, and on the front of it is the word purpose, but on the back, is the secret for how you discover your purpose, and it's quite simple. It's a difference that you want to make for someone or something outside of you. That is your purpose. You might have several of those. That's why I like to journal about things. But there's going to be something that you go, "I am passionate about making this difference, and I'd love to find out ways that I could do it."

That group of people are going to be your best strategic partners, because you're going to both be working with the same kind of people, but here's the part that's going to set you apart and really give you that strategic direction that you want, and that is your natural strengths. Everybody has at least one, two or three natural strengths. These are things you can do with your eyes closed. You do them when you're asleep. I literally go to bed and I wake up with ideas for clients. For me, obviously one of those is systems. I just think in systems. I wouldn't even know how not to think in systems, but most people don't. Systems informs everything that I do, because I know that that's what I'm about.

When you get clarity about that, now you can look at your business and say, "Oh, given this difference I want to make," which, by the way, is the solution that you want to provide, but now you got to match it with your niche market, and I say there's at least a hundred niche markets, because the difference you want to make is your solution. Now you're just going to work backwards and backward engineer who has a problem that that solution will provide the right solution for.

Now there are a couple of things you want to look at, because this is where we get all messed up in building business that we aren't in love with. First, are you going to feel joy or whatever other positive emotion that you want to feel every morning when you wake up to solve those problems for that niche market, and, second, you got to look at your financial goals. Will that niche market, just a very small sliver of that niche market, buying what you want to sell at the price point you want to sell it, allow you to get to the financial results that you want, and if not, it's not a good niche market for you?

That's how you need to be looking at your business, and almost nobody does that, even the guy or the woman in their Rolls-Royce who is not yet fulfilled inside, and that's why.

John: JV, this is so good. The reality I think that one of things that happened is human longevity is increasing dramatically, and as entrepreneurs, we're in a unique situation that we can live a great life in this time of abundance, and designing our business to fulfill our passion and our purpose so that we can do this for as long as we want to do, is just a real opportunity.

You go into a lot more detail, and what I to do in this next segment is the book of the day. You have written a bestseller, *Conscious Millionaire, Grow Your Business By Making A Difference*. I've got the Amazon webpage up. Tell us a little bit about what's in the book.

JV: Yeah. The book is 14 chapters, and I must say I put my life blood into this book, in that it's that foundational book that you really need when you're going to write books. It's 320 pages. It's 14 chapters. But it takes you through all the different areas, including leadership, including a unique approach to your business model that you need to take and grow a business that's going to literally make a big impact and give you the big profits that you want.

I go through habits. There's a whole chapter on consciousness, and looking at it from a new perspective and looking at wealth from a new perspective that will make you more money and give you more fulfillment while doing more good in the world. I like to bring everything together in what I call the triple win, that you ought to be winning. Others ought to be winning. That's your clients. It's your family. It's your stakeholders, and the world should be better off from what you're doing, and when all three are going on, that's when you're on the right track for yourself.

John: It really is. As you're saying this, I'm thinking of situations when I wasn't, and how miserable I was. I can still remember my wife one time. I'm yelling at a guy who had bought one of our businesses for many millions of dollars. We were going in different directions. He was really looking to consolidate and flip. I was looking to build a business that really made a difference. I'm on the phone yelling and screaming. We're both yelling at each other, and my wife walks by and then afterwards goes, "Why are you doing that? We don't need the money. You can go build your own business. You don't have a noncomplete or anything like that,"

and it's like, "Oh." Then I had the time to reflect, as you've done, and I think the book is a great way to help fellow entrepreneurs to do it.

Let me go to the next section, which we call resources, and I'm going to pull up your webpage here, and this is the ConsciousMillionaire.com. All the links, everything we've talked about is at AES Nation, but go ahead and tell me what you have on the website, because you've got all kinds of resources. I think I've done probably about 250 podcasts. I think at the time of this recording, you were saying ... I don't know, you're approaching a thousand-darn quick here, JV, so you've done that.

JV: I'm right at a thousand. I've done about 850 between my two shows as a host, and been on about 150 shows in the last two and a half years. I must say, first, I love doing this.

If you go to the website, you get both the Conscious Millionaire podcasts, which is for entrepreneurs, and then the Conscious Millionaire Health, which is specifically for entrepreneurs who want to be super healthy and thriving in their life, because that's so critical, and has now turned into the reality show now that I have diabetes and I'm healing it. I turned it into a weekly reality show on how I'm healing my diabetes and exactly what I'm doing to get healthy and thriving again.

But the focus we do is for the large group, we do group programs in First Million Academy. We have the group coaching, the trainings, and the master minds, and that's for people six figures when they go to seven. Then my elite coaching is one on one with me. I love working with clients who they're in the upper six or they've got multiple seven figures, and they really want to massively grow that business and make a big impact and bring the two together, and those are the people I work with in helping them dig down and find out what's the next level for them, and how are they going to best get there.

John: That's great, JV. I want to thank you for this. Let me do the last segment, which is key takeaways. In listening to this, what I would do, because one of the things JV is all about and I'm about is results. Nothing happens unless you make it happen.

I want to go back to the early stories. We talked about the power of mindset, this tremendous abundance out there. There has never been a better time to be an entrepreneur. We've got so many tools. There's a lot of noise out there, but your ability to rise up above the noise and putting the systems in place, the execution. So many of us as entrepreneurs, that's all we do, and we're running really hard, and we can build pretty good businesses doing that, but if we take the step back to some of the lessons that JV shared with us on the Conscious Millionaire, with the idea that we really get clear on our passion, our purpose, and then take those and put the systems in place to the right clients, to the right niche, we can build a business that supports a quality of life for all of us.

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A Second Opinion on Your Finances

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