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EPISODE
197

Jordan Rodgers

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John Bowen and Jordan Rodgers

Episode #197

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

Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we got a lot of challenges. And one of the things that we really need is to be able to perform at our best. Now how do we do that? Well we make sure we are our best, and today I have a remarkable entrepreneur, a former NFL, a quarterback who has really done a great job not only making himself high performance, but now with his partner, helping entrepreneurs like you and I, become unbelievably successful by having the energy to really make a difference in the world.

You don't want to miss this. Stay tuned. I'm John Bowen, and you are at AES Nation, all about accelerating success.

Jordan I am so excited to have you hear, Jordan you've done some amazing things and I'm 61 so I'm going to say in your short life, and I mean you're not that short of life at all, but the amazing parts being successful in the NFL, we all know the small percentage there, but you were involved in, and very concerned about being in great shape, and then you continued it, you're helping guys like me! So, thank you for coming and sharing your message with my fellow entrepreneurs.

Jordan Rodgers: I appreciate you having me on, it's something I've been passionate about for a long time. I obviously took a little hiatus and went down a performance career of my own. But back into what I'm passionate about, which is helping out guys like you and people sitting around not knowing exactly what the answer is for them, their career, their lifestyle, their energy, their weight. Everything we get into.

John: Now, you know it's so important, and Jordan I wanted to, because I mean you and I have had a chance to visit, and you've been working with some of my great friends in our industry as well, and I just got some super reports with you and your partner, what you guys are doing. But, one of the things that everybody's always interested in when their meeting a fellow entrepreneur like yourself, and getting some of the life lessons we're looking to apply so that we can have that high energy to make a difference.

Quite honestly, I can't even imagine having a high energy. I was in high school football as a line guy, that was as far as I got and I did work in sports and entertainment as I told you. But just a huge respect for that energy and bringing even part of that to entrepreneurs makes such a difference, but give us a little bit of your background, how you got to where you are today.

Jordan: Yeah, so, I'm an owner and a coach and a specialist with what we do here at MetPro, I work for metabol profiling. Quick background on that, as a collegiate athlete in college, I was always kind of the, and you'll be jealous, but the more slender body type. So, I could never gain weight that I wanted to gain, and I came back one summer and my parents, and actually

my oldest brother who still plays in the NFL, were working with this coach. And they were like, "Hey you got to go work with this guy, he's fantastic." And I'm like, "really?"

You know, I feel like I work with a lot of good coaches. So I went and saw this guy named Angelo Poli. And he's been doing metabol profiling and working with professional athletes, men and women, especially busy business men and women for a very long time. And so, we did some work with posture, and sustainability for how much I traveled, and some of the aches and pains I had as an athlete. Then we also worked on my body. And I actually ended up gaining about 22 pounds and losing about 4% body fat, which was my goal at the time. Now, I go in the opposite direction, I try and keep it thin and trim now that I'm done playing, but you would go back a very long way. And once I was done with my NFL career, and I continued to work with Angelo all the way through, I was passionate about the performance professional athlete side, so I jumped on board, started doing some work with our athletes, but then more importantly, we work with about 400 men and women on a daily basis. Predominantly in their 40's and 50's, that are busy, they've been putting themselves first for a very long, or excuse me, their business first and their family first, for a very long time.

So, we do a lot with body composition change, energy, working on your metabolism, getting you to a place where you feel better. And you transform. Whether that's pounds on the scale, or whether it's energy and how you perform on a daily basis in your meetings and with your family. So, something I'm passionate about, and obviously you can tell, it comes over the screen.

John: Yeah, very much Jordan. And this is something, you know I wanted to have you on because this is something quite honestly I've struggled with all my life. I did not, you're right, I did not have that slim body, or slender body structure. Yeah. And so, it's always been a battle and I'm one of the guys that quite honestly that could pay someone to go out and do 100 pushups for me, I would. I mean, go do the hardest exercise I want, and I would get the benefit, I would be the first guy in line. Or if there was magic pill. I have looked, I haven't found it. And what you guys are doing is really what works, and that's why I wanted to bring it in.

Cause, to me, about three years ago I had walking pneumonia. I had never been sick really, anything beyond a cold, and it was just like a two by four hitting me, I couldn't breathe. For two weeks I couldn't have anything to do with business. I have multiple businesses, and I've been really blessed and privileged, and all of a sudden I couldn't do it. And really then I started to get very concerned about my health, and make some of the things that you've shared with me, happen. And I want to take it step by step, because I don't want any of my fellow entrepreneurs to wait until they have the heart attack, or the walking pneumonia.

Let's deal with it now. We all want to take care of the people we love, the causes we care about, where our businesses have a great quality of life for our all stakeholders. But, if you

can't do it then, there's a real problem. So, Jordan, what I want to start with, and in any part of starting, you and I were talking about this, that the power of doing a self-assessment, because, we're all different. How do we do that? There are probably a few entrepreneurs that are slender, but particularly as you get up, I'm 61, 40, 50, 60's, it's a little harder there making this all happen. How do you customize it, deal with that self-assessment?

Jordan: It's important. No diet, no one philosophy, no one modality works for every single client, and where every single client's goals or metabolism. So, we really break it down into two things. There's a lifestyle component. Everything we want to institute needs to work with us, as we are working with our clients. Then, when we're done working with our clients and they graduate on, eventual patterns that they're going to continue to implement, for that lifestyle change that works long-term.

So, every travel schedule, every business day, what your days look like when they start, when they finish, what you have access to, what meals you can control, what meals you can't control. Building a consistency and a structure, that fits each lifestyle on a daily basis, that's first. It's got to be something you can do daily and something that works.

The second aspect of that is evaluating your metabolism. And unfortunately, you can't put a number on it, right? And what we are, what I always say is, what we're interested in, it's we're not interested in weight loss. We're interested in maintenance, and whether your goal is energy, or body composition change, or weight loss, in order to maintain it at some point, you don't diet your way to a better metabolism. The metabolism's adapted. So as you eat less, if you are dieting, your metabolisms slow you down, and going to make it more difficult to actually maintain that at some point.

So, we start with an evaluation. We need to understand how your metabolism actually responds to caloric adjustments, carbohydrate adjustments, structure, timing, frequency, glycohemoglobin, a lot of things that play into how you feel on a daily basis.

You want your energy to feel better first, and then we'll start to address the body composition change. But knowing that each step of the way as you learn more and more about you and get data on a daily basis, our coaches are evaluating how that's producing results. Positive, negative, and continually readjusting.

There's no one thing that's going to work the entire time for all of our clients, and more importantly you travel sometimes. Your schedule's different sometimes. Certain days are tougher. That's where we start. Evaluating, assessing, and adjusting to fit that.

John: Yeah you were saying Jordan, I'm thinking of days I really traveled a lot. I did some investment banking and I did 120 due diligence meetings in a year. And, we had access to

private jets then, but just the quality of life. It sounds like wow, it's a phenomemon. It's not, and-

Jordan: There's no pill, there's no one diet that works for everything, so, our clients get on the phone when they're traveling and they call their coach. Hey, I'm headed to an airport. Hey, I got a bunch of meetings today. And our coaches put things in place to help them be consistent. If you can be consistent, we can always evaluate what's working, and how your metabolism's responding. You'll be successful, but there's not a magic pill, trust me. If there was, it'd be every infomercial.

John: I'm not even sure. I think word of mouth would spread quick enough, we wouldn't even need commercials here.

Jordan: Totally. Much easier.

John: Yeah. So we're got the self-assessment, as number one, and because all of us are different and we have different goals, we have different foundations we're starting from, our bodies, and so on. And we were talking as we were getting prepared for the interview, the key drivers, and I got to tell you, this one for me is the most important. Cause I can get excited about doing the assessment, okay we got the commitment, we're going to do it, and then. Particularly entrepreneurs, we are pretty tough guys or gals, we think we can muscle through anything. Cause the two by fours have hit us so many times, and we get back up and we get going, and the thing that you said to me, and I haven't had anybody start that way, but I think it's so important is, you can't do it alone. Tell me what you mean by that and the power of really having that accountability.

Jordan: Well yeah, MetPro at it's core, is a system. It's a system of diagnostics. It's an evaluation based system. Seeing how your body responds to intake ranges and different modalities that which your coach will implement. But, you've been successful because you've grown everything, brain space time, did everything other than yourself. Right?

The best athletes, the best businessmen and women in the world have coaches. For what they are best at. So why should it be any different with your body? And so that's what we do. There's a sense of adaption that is needed. So, we will evaluate daily. How your energy and how your weight is responding to these changes that we're making, or responding to your consistency or your lack of consistency at times as well. We'll always get the best adjustment in place, but there's a sense of relationship as well. You need somebody that understands you. Understands your schedule. Understands what's realistic to implement from a nutritional standpoint, as well as a fitness standpoint.

It'd be nice to for me to tell you over the phone or right now that you should be working out five days a week. Well, what if that doesn't work one week? What if you only get one or two in? How do we adjust things, so. Our coaches are there really as a relationship. Obviously we're going to be educating, and telling you along the way why your metabolism, why your weight, why things are working, or aren't working. But there's a sense of accountability as well. And when you're held accountable, so you wanting to make changes in your energy, your lifestyle, your health, you're going to be the most successful when someone on the other side is saying, "Hey, I know it's tough, but here's what we need to do, here's how you're going to be successful."

So it's a big reason our clients are successful, because of their coaching. Right, I had a coach my entire career. I had actually multiple coaches my entire career, that's why our program has nutrition, fitness, lifestyle coaches, all that have a different hand in making sure you're successful., because you can't do it on your own.

But hey, we're going to make sure that you don't have to guess on a daily basis. You know your meetings, you know your phone calls, you know what you have to do when you wake up in the morning. We're going to make sure we take care of everything else.

John: Jordan, I think of, go back to your professional career, all the way through as an athlete, and ending up in the NFL, and being successful there, you're surrounded by coaching and training. And I don't know what the percentage would be, but I'm going to take a stab that 90%, probably closer to 95% of the time you're training and doing the things we're talking about and then 5% on Sunday, as a pro athlete, you're performing. And you're only performing for a small number of days really in the whole year, but we're spending so much time training and getting in shape and making sure we're ready to perform at a high level.

And when we take it to the entrepreneurs, what we do is, we perform constantly. You are on stage, you're in meetings and conferences and on calls and video conferences, you're on traveling. And what we don't do, is we really don't take the time. I might go, I flipped probably, we're performing 95% of the time and maybe 5% training, and getting ready for this, and how do you help people get that balance? Cause most of the time actually, we're performing at 110% of our time, or we're committed 110%, we can't commit 24/7, that's all any of us get, type thing.

Jordan: Well and I tell you what, it's a good point because we've presented and talked to board rooms and investor groups and partners in companies and, our first question is always, "What does your day look like tomorrow? Do you know your schedule tomorrow? Do you know where you're going to be, what meetings as I alluded to and what phone calls you have?" Now, raise your hand. And everybody raises their hands. And then we say, "Okay,

how many of you know what your plan is tomorrow for eating? How many of you know where you're going to be or what you have access to?" Hardly anybody raises their hands.

It's about having a plan in place. It's about having a structure in place, and so that's mostly what our coaches are doing for our clients on a daily basis, making sure hey, you know what, if you have five minutes before you run out the door in the morning. Food prep may not always be the answer for you, right? It may not fit in your lifestyle so how do we put things in place that you can still be successful and structurally consistent with whatever is most realistic for you. And you can't do that without a coach. You can't have a continually adapted plan without somebody on the other side knowing what's working and how to implement something that's actually realistic. So that's what we find most beneficial for our clients.

We also have a tool, we have an app that we use. Now, it's not the program but it's how our clients see their meal plan, if you're sitting at a restaurant, you know exactly what to eat based on your plan that your coaches put in front of you. You'll know what your day looks like, that's important. For our busy, busy executives, medical professionals, business men and women, it's how you play.

John: And tell me Jordan, I think about this, and I go, having been a guy I think I've lost over 2,000 pounds in my life.

Jordan: Over and over.

John: And I did not ever weigh 2,245 type thing. So, we all chase, I don't think I have any diet books back there or exercise books for that matter, but it's been something I've always been really interested in, and what I've found, you're talking about this continuous adoption ... That adapting is this idea that what happens so often is we do this, our body changes. We start getting results, all that, and then all of a sudden now, what worked in the beginning, we got all this excitement, things are working, and then they're not.

How do we adapt to that? Cause, I mean, there's nothing more disappointing than when you're doing something, and it doesn't appear to be getting results. We all like to play this entrepreneurs, we're long term thinkers, but I got to tell you, you know this, we are long term thinkers but we also like instant gratification as well.

Jordan: Well and that's the problem. The reason that there's a million diet books out there and philosophies, is cause frankly, they all work at some time, for some one. But even more importantly, what we found, having done this with thousands and thousands of clients, is, what works initially for their energy, for the weight they want to see come up, is not what ends up working long term. Your metabolism's adapted, right? If you eat 1,000 calories a day, you're going to be for one, really miserable. You won't have any energy, your days will suck,

you'll lose weight but eventually without changing your nutrition or the amount of fitness you're doing from an expenditure stand point, you're gonna stop losing weight.

And metabolism's adaptive, it's a survival instinct at it's core, continually re-regulates how your body expends energy, stores fat, and functions in relation to the food you've provided. So, eventually, as I mentioned earlier, you can't diet your way to a better metabolism. If you lose 20 pounds, by only eating 1,000 calories and you stop losing weight, well let me tell you, you're only going to maintain that weight loss if you don't eat a gram over 1,0000 calories and you keep the exact same exercise that you have.

So what we do, we have a periodized nature to what we do, at times if your body and your metabolism allow, we're gonna push for sustainable weigh loss. But at some point, the amount or the benefit of the short-term pounds that we're seeing, it's gonna be outweighed by the metabolic effects, and how your metabolism is slowing to re acclimate to this new environment, so that's where we do the opposite.

We start to actually retrain, we're reconditioning your metabolism, train your body to eat more, and be more efficient with the amount of food that you are offering it, so eventually we can start to push for sustainability again, the end result, is the fact that you're going to have whatever your goal is. Body composition, weight, energy, and you're going to be sustaining that on more food. And not just the diets. But if you've actually tangibly changed how your metabolism operates, and you can't do that by restricting, restricting, restricting, restricting, all you can do is prove that you're stubborn. And that you can do something for a short period of time, and that is why people continually diet. Cause everything works, at times. But not everything works every single time for every client. And not everything will work, for the duration of the results that you're looking for.

John: Yeah Jordan, one of the bigger challenges for many entrepreneurs, and as I'm saying this stuff, I think everybody recognizes this is my challenge, but my guess is, it may be your challenge as well. As a fellow entrepreneur, it said you get off track. Whether you're at the airport and everything's closed other than a fast food place, or you're stuck somewhere, or you're at this three star, or two star or one star Michelin restaurant with friends and clients, and "well just this one time" and, that workout at the gym ... Gym's over there, I got to walk a long way to go to it type thing. But it's so easy to get off track, and then, I don't know about most of my entrepreneur friends, I got a group that are all tri-athletes too, so I got a lot more that aren't.

It's easy to get in this cycle, and it's not good for the body but it's not good mentally, and you lose energy. How do you keep from getting off track, or if you get off track, how do you get back on?

Jordan: Well let me tell you this. Any client that I talk to, and I talk to thousands and thousands of clients every year, educating on what we do. Every client says, "Yeah, my big problem is, once a week I go out and I have carb-laden dinner, or I had some ice cream," and I go, let me tell you. You're 30 pounds overweight not because of that one meal a week, you're 30 pounds overweight because of the 50 meals in between that one meal a week, so.

John: It wasn't the one ice cream cone that I had the other night?

Jordan: It's all your decisions that you make periodically between that, so from a standpoint of getting back on track, this is one thing we talk about with our clients. You're not going to be perfect, you're not.

Right? You're going to have times where you're entertaining clients, you're going to have times where you're out to dinner and you don't want to be the weirdo that orders nothing but a piece of plain grilled chicken and asparagus, that's fine.

So, it's about understanding what is best. Maybe not what is the best, or not what is the worst. But understanding where you can afford to have a little movement and a little freedom with what you're choosing and what you're eating. And more importantly understanding that when you go out, and you have a few drinks, or you have a dessert or something like that, what are the steps to get myself back on track. Understanding that, look, we didn't just throw everything overboard now, oh we gained two pounds, we're never going to be able to get back on track. Getting back to consistency, and getting back into a rhythm and a lifestyle that works, so that those times that you do eat out, you do enjoy yourself.

That dent on the fender is a lot smaller, because you've been consistent between those Saturdays, and so your metabolism is operating a lot better. So, you eat through those moments inherently, through a metabolic standpoint, a lot better.

So, there's no secret. Even our clients that come with us are very, very successful, trust me, there's days, there's weekends, there's times where emotionally, or just based on where they're at, the environment that they're in, that they have to make choices that aren't the best. And it's educating about how to get back on track when you do see that scale up a pound, and you want to freak out, but here's the steps you can take, it's okay. It was a minor fluctuation those people have and educating from a behavior standpoint on how to get back on track.

John: Ah this is great. Jordan help me out with one of the things that I see of my friends, and myself, and others, that there are certain things we like doing. Some exercise, there's a few fun things that we enjoy doing, the same though that we got some vices on the food side. Some of us enjoy wine, or maybe it's an ice cream or this or that, how do you help people

deal with these, not always ... I'm pretty sure if I drink two bottles of wine each night that's not good, okay.

Jordan: Right.

John: But there's some, between not ever drinking ever again or, the ice cream, or this. This is something ... Particularly as an entrepreneur I want to have high energy-

Jordan: Yeah.

John: But I want to do whatever else I want to do, too. So how do you help entrepreneurs through this?

Jordan: Well sometimes I'll talk to clients that are thinking about starting the program, they go, "Hey, but I enjoy a glass of wine a couple nights a week." And I tell them, I say, "Okay, so when you're done with us, when you reach your goals, you envision yourself still having a glass of wine a couple nights a week?" And their answer is always, "Yes."

So what would be the point of teaching you how to do it in a vacuum, or controlled environment, when you're done, you're going to get back to some of those habitual patterns.

John: Right.

Jordan: So teaching clients how to be successful within that. Teaching clients how to incorporate some balance, right? We don't want you having, like you said, two bottles of wine a night, that won't help any kind of physique that you're going for. But understanding when you can afford to, and also how to offset and balance that. Right? One thing I say, we are not carb-phobic. Carbohydrates are a very, very important aspect of how your metabolism functions, how your energy responds on a daily basis, if you have performance goals, fitness goals, very, very important. We're going to continually push your balance. So, at the end of this, you're eating a regular amount of calories, carbohydrates, vegetables, and fats, and incorporating something that is a lifestyle.

So, there's no one way to skin this cat. We need to make sure that there are some things that are necessary, whether it's work and entertaining, or just lifestyle choices that we teach you how to be successful within that, so when you're done with us you don't relapse, you don't go back down in the wrong direction because we taught you how to do it in a vacuum.

That's important. This is a lifestyle change. Your metabolism has to change in order to do that, you just got to be consistent. Put something in place that works.

John Bowen: Jordan, help me with, the one thing as an entrepreneur, what I really want is, I want to perform life. As you were a quarterback, performing, there's no question this is my mission at that moment, but as a, I'm going to say a corporate athlete,

Jordan: Yeah.

John: Cause I mean that's really what most entrepreneurs are. We don't train, we don't diet, we don't exercise as much. What kind of differences are people seeing on energy, performance, and their business, that type of thing, when they really get involved in this? And stay and really follow the process that we've been talking about.

Jordan: Energy is probably the sole most important aspect of every one of our clients, regardless of goal. Whether you're trying to lose weight, gain weight, performance, energy is at the core of making sure you're doing something sustainable. So, the manner in which we design meal plans, from a frequency of meals to allocating certain carbohydrates or macronutrients, values throughout the day to make sure we're regulating blood sugar and your energy throughout the day. So, you don't go over six hours without eating, and your blood sugar starts to crash and your energy starts to tank.

So really regardless of goal, as you go through this evaluation process and as we talked about it before we got on, really the first three to six days first ten days or so, it's really evaluating how your body responds to nutritional changes, fitness changes, or weight from an energy standpoint. We track energy every single day. In relationship to weights, we need to make sure your energy is responding to these nutritional adjustments positively. And if there's ever any dip or spike in that, we need to make sure we know why, and understand why, cause if you don't feel good, and this is what I always talk about with clients, when they ask you a ton of different details and questions, I go, "You know, if your weight is headed in the right direction, if you are interested in weight loss, obviously there's a lot of goals. And your energy is positive, and better than it was on a daily basis, are you going to be happy with what you're doing?"

Absolutely. So those are key ingredients to making sure we create a successful environment. So, energy is the very first thing we'll address. We address that by how much you're eating, what you're eating throughout the day, consistency to the pattern or cadence of eating is going to pay huge dividends energy-wise. Now it's not always easy, right? Every schedule is a little different. So, building that into whatever your busy schedule is, trust me, there is a way you can get your energy to head the right direction and within that, we'll start to see the body composition change into whatever that goal is you have.

John: Well the thing that I love about this is that the reality, we're going to live our life, whatever our life is, nobody gets out alive, but we're going to live our life. We have a choice.

And the choice is, we can be high energy, high functional, and really do the things we love doing, which would include being very successful in business, taking great care of our family, the causes we care about. And if we can't perform, it's just such a hit. What I'd love to do, Jordan, why don't we go, next segment is resources. And I want to pull up your website. Tell us a little bit about what's at the website, metpro.co, you're concierge, nutrition, fitness, lifestyle coaching.

Jordan: So, yeah you go to metpro.co, you're going to get a lot of information. Obviously, and I tell clients this all the time, there's not a philosophy, there's not one guy that you'll see. And that, I think is a selling point, right? Because you're getting on there with a very unique set of circumstances, of genetics, of lifestyle, fitness capabilities, etc.

So that's the evaluation design that our coaches, our nutrition, or fitness or lifestyle coaches are going to do for you. But you'll understand, if you get on metpro.co, a little bit more about the attention to detail.

You're going to understand a little bit more about the metabolism, if you toggle onto that button at the top, which is the metpro system, we kind of go through what this looks like, why we address the metabolism, why it's important, and also the great parody across the board. How you track and how you understand your metabolism. You can see some transformational stories, and some feel good stories as well, but the biggest thing to do is towards the bottom of the screen there, you have the ability to take a portion of our metabolic profiling test.

This is going to get the first set of diagnostics about your personality, your lifestyle, your dieting history, your goals. This is what we initially evaluate off of. Now, we don't have it all figured out, it will take a personal consultation, which is the first step for our clients, it's a one on one consultation with your dietician, which you can schedule an appointment with a metabolic specialist, like myself, will get on kind of go over your set of circumstances, talk about how individually this could be tailored and built to fit your goals and your lifestyle.

And then if it's something you so choose, we're going to get this party started and get you on board, and that's where the fun really starts. It's where the education, the evaluation starts, but the metpro homepage is definitely educational in nature. But I always make sure people notice we're not advertising a supplement, there's not a diet. We don't have supplements, we don't have one diet that works for every client. It's about understanding, evaluating, implementing, tracking and then continually evaluating so we can make those adjustments to help you be successful.

So, a lot of clients always tell people get on there, read a little bit, understand. Take the assessment, which is that questionnaire, so we can get some information. And then if you'd

like to, right on that screen you can schedule a consultation with me, or with one of our metabolic specialists to talk a little bit more about what could work for you, and if this is a fit.

John: Now, this great. One of the things, Jordan, I see-

Jordan: You'll also a picture of a before and after of me on there, so-

John: Yeah.

Jordan: Go to the transformation page, don't laugh too much. But it was, eh, it's not bad.

John: No, no, no, I did see it when I was taking look at it, and getting prepared for this interview. And, I'm not sure you can guarantee that transformation for every client, but-

Jordan: Not every client gets a six pack, trust me. We've got a successful client that feels good, lose the weight they want, we don't need everybody to look like a body builder.

John: No, and part of what I love about this, is the concierge part, it's really customized. Jordan you talked about it, almost every body in this is selling a supplement, or a particular diet, or I've got the solution, and I, like everyone else, I want the solution. And the solution is your solution.

Jordan: And yeah, maybe biasedly so. But, just from a standpoint of, I'm not selling anything. We're selling the fact that we're going to implement change, we're going to assess and evaluate and figure out what's working best. And that's important. You said the concierge parts, that's partly coaching. Everyone of our clients has a metpro phone number that they text, the call on, with their coach, sometimes on a daily basis. We're reaching out, on a very frequent cadence to evaluate and assess.

But there is a relationship aspect to this as well. Not that everybody needs a feels-good, but trust me, this is also not just a, hey here's what's healthy to eat, or hey, here- We're going to get specific. This is not easy. If weight loss or your goals or energy were easy, you'd have done it a long time ago and those ten books you have on your shelf all would have worked. But it hasn't. And that's a reason.

So, if you're ready to make some change, and you're ready to have someone work through this with you on what makes sense, that's actually what we're selling. And that's why we're able to be successful with our clients, so. That's what I enjoy, because as an athlete, I was eating so much more than I'm eating now, but my metabolism, my body is changing, and I'm 30 pounds less than I weighed when I played. Not that this 30 pounds, not that I got shredded

up and I got a complete six pack now, I mean there's obviously still things I got to make sure that I eat and exercise well on a daily basis, or whatever fits, so.

Goals change. Goals are fluid. Your schedule's fluid. That's why we developed this. And my goals, and my daily routines are much different than when I was playing. Because now I'm on this side of it, I'm on your side of it, obviously my age I still got a few things working in my favor a little more so than a lot of our clients, but-

John: You don't have those linemen trying to get at you too, which is a whole different experience, here.

Jordan: That's part of it, I don't got to run through people anymore.

John: Yeah. No, no, Jordan, and thank you this has been great. We're going to have the show note to the station, I have it above me here right now dot com. And all the links to Jordan's stuff.

Let me go to the last segment, I just want to summarize what I heard and this is one of the things, I'm a big believer in coaches and concierge. I'm not sure, I probably have, if I count the concierge services and coaching services, I've got about ten different people, and the reason I love it is, there's a solution, you can buy a book for ten bucks, and it's a solution-

Jordan: It'll sit there.

John: Yeah.

Jordan: It'll sit there, it will.

John: Well, you might flip through it and usually 5% of people read the first part, a few pages, and the back few, and then it sits getting ready to go. And the challenge with that is that it's not customized, nobody's there working with you. Jordan's starting with self-assessment, each of us we're a little different. And that's what makes the world really interesting, is that we are different. But, we've got to take that luck of the draw, picking the right book for everything isn't going to happen.

And then, I don't know about you, some of us are extremely self-disciplined. I like to believe I'm very self-disciplined. But in this area, I do need that interaction. I was telling Jordan just as we came on, my trainer, just reminding me what I have to do the rest of the day type thing.

Do we all need that? No. Do I need it? Yes. And so, again designing the program for yourself that continuous, really adopting, recognizing the world is changing. Stuff happens. And that

you're going to have different levels of success, mile stones, but also life is going to change. Business is going to change. Family. Travel. And then you recognize that it's okay to get off track. You don't want to go out and do it, I was joking about all the wine, but you want to be able to get back on and restart this. You are on a lifelong journey, and I love, if we're going to perform, Jordan, at the level you did as a professional athlete, as a corporate athlete, and really make the difference, we've got to have that performance. And you've shared with us how to do it.

I want to thank you again, encourage everybody, go to show notes, and check out metpro.co and your clients-

Jordan: We need to get you on the team!

John: Go ahead.

Jordan: Get you on the team!

John: Yeah, no I mean-

Jordan: You can sell this!

John: Well I look at this and I go, you got clients counting on you, customers, future clients, you've got your family, your friends. Let's make it happen. Wish you the best of success.

Jordan: Thanks John, appreciate it.

A Second Opinion on Your Finances

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