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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
190

Douglas Brackmann

Show Notes at: <http://www.aesnation.com/190>



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs, we have a lot of challenges. One of the biggest challenge is ourselves. We're all wired a little weird. We're a little different from the rest of the world. I mean, I don't know if you noticed that, but I certainly notice it, and many of my friends have actually pointed it out, and my spouse as well. One of the things we can do is we can understand ourselves, and by understanding ourselves, be even more productive than our businesses, or we can not and create tremendous disruption, not only our businesses, but our relationships.

Today, I have a remarkable entrepreneur, a psychologist. Just an amazing individual who's helped me a lot. One of the things that, we all talk about being in the flow and the power of meditation, but being a small town boy from Upstate New York, I'm in California now, but small town boy, I didn't like any of this soft stuff.

I never understood meditation, but our next guest taught me meditation through gunpoint, at gunpoint, and it was really amazing, and it's really made such a difference in my life and the life of so many of my fellow entrepreneurs. I wanted to have him join us, and he's got a new book coming up called Driven with his partner Randy Kelly, and these two guys have just made such a difference in my life that I wanted to have them come and share the message with you so you can accelerate your success even more. I'm John Bowen, co-founder of AES Nation. Stay tuned, you don't want to miss this remarkable ...

Doug, I was just thinking, first of all, thank you for coming. I mean, I had never meditated more than 10 minutes at a time, and I was out in the San Diego desert with you with rifles and pistols and a whole bunch of other fellow entrepreneurs, and you and your partner Randy taught me an awful lot. I want to share this message. You got this new book coming out, and it's all about my fellow peers, entrepreneurial peers, so thank you for being of such service to our group.

Douglas Brackmann: Oh, I greatly appreciate being on and having an opportunity to share what I got going on so anything I can do to help.

John: Right on. Let's take a step back here. One of the things that is, as entrepreneurs, I started in the introduction, we're all a little wired weird, and it's not unusual for many of us, we'd never admit it to our drinking buddies and friends to visit an office of one of your peers along the way and try to get a handle on all of this. I know you've had a very successful practice in San Diego, and you've evolved on how you're serving entrepreneurs and helping them to be even more focused. Before we go into how do we do it, what are the key things we do, the life lessons? I'd love to hear the back story.

Douglas: Okay, yes, I ... Right after you met me, so I've known you, what, about 18 months, little less-

John: Yes.

Douglas: ... than that? I had no idea how big the world was, so I'd been hiding out literally in this office for about the last 15 years, almost exclusively working with entrepreneurs and the highly driven, very, very driven people. I had my first website 18 months ago, and so here it is, 18 months later, so needless to say, my world's about to explode, I hope.

But, back, back, back story. Amazing time to be a psychologist. Actually, I have two PhDs, a PhD in clinical psychology and also a PhD in organizational business psych. I started working in the business world from the get-go, and I'd go from the most touchy-feely, BS, clinical psychology, give-me-a-hug crap classes into real-world business classes at UCSD, and just the contrast between the real world and this touchy-feely psychology world was staggering, and so from the get-go, I noticed that hey, maybe I don't fit into this as well. Then two primary inventions happened, or things happened over the last 20 years.

One is they cracked the human genome. I always suspected I was different, and the population I'd been drawn to about who I work with is different. We are different, and yes, John, you are very different, and we have-

John: I have had my genome sequenced by the guy who did crack at Craig Venter, and he's talked to me personally and told me I am weird, so I guess.

Douglas: Yes, you have different dopamine. We have a different reward system is the main difference. They used to call it the addiction gene, alcoholism gene, and all these different names for it, but it's one of the primary things that were different, and so ... The other they've done is the functional MRI, so not only are you genetically different, your brain is actually wired differently, so about 10% of the population is different.

I used to call it the entrepreneurial mind. Driven mind is kind of a little bit different because a lot of us aren't solely entrepreneurs. Finally, about 18 months ago, got my shit together and decided to write a book with the urgings of my new business partner Randy Kelley.

John: It's been so interesting, I think, watching the two of you develop, or in a mastermind group together, Jason Gagnard's Mastermind Talk, and Jason was the one first introduced me. Jason was kind of funny. He goes, "John, have you ever meditated?" and I go, "Ah, never really done it consistently," and he goes, "Would you be comfortable ... " because he had never, I don't think he had even fired a gun.

Douglas: He'd never fired a gun, never meditated, really. He's tried it, and most people, like I was saying, 90% of the meditations out there are not for us. They're designed by a different type of person, so-

John: I had grown up in Upstate New York, and hunting was a big thing, so I had plenty of guns, and now I'm married to an animal rights person, so I have a lot less guns and don't shoot things too often, but the ... I love marriage, we're just about ready to celebrate our 37th year-

Douglas: Congratulations.

John: ... so the idea of this what Jason started telling me about what you were doing and how you were doing it, it was really enticing. I want to come to that, but I want to go to, as you built this up and you're helping all of these entrepreneurs, one of the things that when we got talking about this, this is something that we all tend to do. It's driven individuals, I don't want to limit it to just entrepreneurs, but that's primarily who were our audiences, is that we're driven, and being so driven, we can get into this problem of self-sabotaging. I don't know how many stories we have of things blowing up along the way needlessly.

Maybe touch on that, what you're seeing both in your practice and now in your new business. How can we prevent that because that's not fun for anybody.

Douglas: That was my doctorate research was self-sabotage and self-fulfilling prophecies. Human beings, despite what our monkey mind tells us, we are not driven towards safety and better. What we're actually driven towards is the familiar. When our world becomes rapidly different, like if you win the lottery, five years later, your family hates you, and you're basically bankrupt. That was what I was really looking at in the mid-90s in my dissertation, like why does this happen, why do people have everything going for them and then tear it all down?

In the last 15, 20 years, all of the functional MRI research and the way the body and the brain interact together has explained it. That's one of the things I'm so pumped about this shooting meditation is that when I put you behind the gun, it actually puts the issue right in your face, literally. The, here I am, and I'm going to shoot something but then I have resistance and I have this fight within myself, and who are the two of us fighting in there, and that is the insight that's needed to stop doing this stuff, and so-

John: Yeah, no, I know it's-

Douglas: ... it's understanding that we're different and understanding that who is the one actually in control of me, and that is, once you can get that and experience it, then you can really apply the meditation to it.

John: Yeah, because we all have those voices. I mean, there's no question that we have those voices, and we can make a decision to kind of follow where they're going, which is usually not the right thing to do is that I always find that, and you've taught me some of this, is to honor that voice, but really, then, focus on what the mission at hand, and what the ... I had grown up shooting, hunting a bit, but I'm 61, I probably hadn't really, other than a few friends dragged me out skeet shooting once every 10 years, hadn't fired a gun in 30 years, 40 years. Coming out and seeing what you're capable of, going through this process of really getting focused. If I had just picked up the rifle and laid down to the distance shot and my mind would have been going all the things that I, I'd be lucky to hit the hill, let alone the target.

It's just so amazing as an entrepreneur that, we get caught up, Doug, so often on this. We're on this journey, all of us together, and as we start having success, so often, we question ourselves. I mean, that's that wiring. What are some of the things that you see if we want to have, use this wiring successfully, on the sabotage avoiding that, how does that come together more? How can we stop that because many of us are thinking our teammates, our spouses, our significant others, we drive them crazy with what we're doing.

Douglas: Yeah, let me ... Some basically biology, and the simple question about who's really in control of you or who's really in control of me, and we have two operating systems.

One below our nose, and the classic metaphor is that we are very much like an Indian elephant with a whole bunch of monkeys up on top of little sticks trying to control this elephant, and this is why sucks in January at the gym is because the monkeys seem to be in control of the elephant, and they're beating the shit out of it and they're, "Go to the gym. Go to the gym. Do this, do this, do this."

Come February, March, April, the elephant seems to have a mind of its own, and the resistance to going to the gym, no matter how much the monkey mind beats the crap out of you, you ain't going. That insight that there's two of me in here, and actually, that's a trick question because which one are you, the monkeys or the elephant? The simple answer is both and neither.

Then everyone pauses on that neither piece because it's the insight that I can hear the monkey mind chattering, and then also feel the impulse of the elephant. That's why I love that gun, because when you have the gun on your shoulder, the elephant doesn't want to pull the trigger, and then this thing's off somewhere else, but the concept of flow, which you mentioned a couple of times, is when the split between the monkeys and the elephant goes poof, and you become all three, basically the observer and the neocortex and the reptilian all become one and connected to what's happening in the outer world, and so you get into that flow state, and

part of our genetics and part of our wiring, we love it. Anything that brings us into that flow state, we get addicted to. We are just driven for it.

Problem with that is, is when we're going this way, we can't do all this other stuff around us, so until that gets loud enough, we come out of that flow state and then we go, "Crap, what about my wife?" It's this ability to actually go in and out of that flow state is really what I've been teaching for the last 15 years, and that it's not something that we have to get into a video game or get hyper focused on some spreadsheet. It's really a natural way of being, and that is meditation, and like I said-

John: I found that to be so useful, Doug, that the ability to get in the flow and to really, your productivity, your enjoyment, everything else just goes up so much as an entrepreneur. I mean, what else can we ask for is, have higher productivity, love what you're doing, and you don't need drugs and alcohol. I mean, that's not bad.

Douglas: Exactly. It's, I'm not a proponent of balance. I think balance is, as I always say to all my clients, balance is a nice 10 seconds a year, when I have it, and though not all in a row. I get two seconds here and five seconds, but I know that I'm out of balance, and that I'm gently coming in and paying attention to my wife and my kids and my life, and I'm moving between those, in and out of that balance state just so I'm conscious and aware of it, and-

John: I call it harmony, what you do, with the way that you teach it is that we're never going to have balance. Everything's not going to be perfect all the time, and some have harmony. We're going to flow with these things, and it never works to the level I'd like.

One of the things I want to ask you about is, as entrepreneurs, we want to be a very successful, we hold ourselves out as these successful individuals, and so many times in the back of our mind, we're feeling these, some shame and doubt along the way. Are we really up to it? Are we really that ... Are we doing what we should be doing? Jeez, we're not quite there yet, and then shame on some of the things, maybe a failure along the way. Boy, this gets so in way of moving forward.

Douglas: Well, that is our genetic gift and our curse is the dopamine receptor sites, and I don't want to get all science-y on you, but very simply, we're wired to feel like there's always something missing or wrong, or another way of saying that is we're wired to feel like the world, or ourselves, can always be better, and that propels us to great heights. As long as we are believing that there's a shiny thing off waiting for us in the horizon, we'll run at it, run at it, run at it, run at it well beyond anyone else, but if we don't achieve, or actually, when we do achieve, the reward is never quite there.

It always feels like we could just do something a little bit better, and I get people in my office ... What gets you in a psychologist office faster than anything else is feeling like there's something missing or wrong, but then you create an identity out of it. There's something missing or wrong with me. Entrepreneurs, we can be somewhat narcissistic or believing that we are needing to prove ourselves all the time, you know, I've got the Lambo and the hot chick and everything else, but I still feel there's something missing or wrong, and that is our gift and our curse, but it's not real or it's our wiring. It's not us, and it'll never go away.

Life can always be better, and that's ... I close all my retreats that I do with you guys with a, I hand out that book Mastery by George Leonard constantly because it is this life of mastery that I do believe entrepreneurs or people with our genetics are just gifted for, and it is, we're in a constant state of improvement for every area of our life.

John: Yeah, it's a lifelong journey, and I do remember that book, jeez, over 20 years ago, I think. I mean, it's timeless. It's a book that everybody should read once a year just because we are on this life journey toward mastery, but one of the things that you make a big deal about, and this is where ... I mean, I think we're aligned on everything, but this is what I feel really important, is finding your own wolf pack to hang out with.

I'm a big believer in mastermind groups. I spend over 100,000 a year being, I gotta pay to be in my wolf packs, but I have some that aren't. I got my senior team. I bring them up regularly, and we're staying at the resort next to my house. They're flying out tonight in ... I just, I have different wolf packs, but it's just, you need that because so many of my friends aren't entrepreneurs, and they don't, I mean, they're actually great friends and certainly family, but they don't get me.

Douglas: No, and that is ... A good chunk of this book is dedicated to that, and the way that I describe it in the book is there's two different kinds of people on this planet. Most people are wired, much more like gazelles, and when a cheetah runs into a herd of gazelles, what do they do? They scatter. Basically, good luck, and you're on your own.

What happens with a pack of wolves when a bear attacks one of the wolves is they all come together. The basic theory that I propose in the book is that hunting genetics, entrepreneurs and our genetics are really based on very old genome designed to live in a much scarier, harder world. We had to rely on each other for survival, where the farmers, those acclimated to becoming a farmer had green silos, and they all worked together and really loved that W-2 9:00 to 5:00 routine, which 99% of people listening and all of my clients, pencil in the eye before they tolerate that.

But because of that, we're wired for a different world, and so we really do need to seek out those. You go into those mastermind groups, hundred people in a room, and if, an ADD, just

a soup of energy and a soup of people, and we love it. It just feels like we're finally home, so I ... couldn't, it's not a choice. We have to find that.

John: If you're not a member of a mastermind group, that's one of the easiest for a CEO or it could be YPO, could be EO, could be Vistage, could be mastermind talks with Jason Gagnard or Dan Sullivan's Strategic Coach.

My partner Russ Prince and I are actually doing a big study right now on mastermind groups, and what we're seeing is, I know this, Doug, isn't going to surprise you at all, is that there's, those people are actually ... We, I didn't know your book, I'm looking it up because I've got the screen above me, is your book Driven, and we're calling it, initially, the working title was The Driven Entrepreneur because they're self-selecting, finding in their wolf pack, and when they come out of it, I came out of the mastermind talks with 38 action items that I was going to do.

Douglas: Oh, I know. Yeah, and it is so relieving for a lot of my clients when they walk into my office and they explain this stuff to them, and the light bulb goes on as, "Oh my God, you've just explained the last 25 years of my life," but we go out with our friends, those that don't have our wiring, and even, they look at us like we're crazy, and we're not. We are supposed to be this way, and no matter what you do, you're going to be wired this way and stay this way. It is that self-acceptance, but then we need to, we've got to find other people that think like us and act like us and normalize us.

John: Help me out and help out our listeners and our viewers here, our fellow entrepreneurs. One of the things that we're looking at doing is, you're a big believer in meditation-

Douglas: Yup.

John: ... and we've already agreed that we've got this wiring. It's not bad wiring. It is our wiring, and it's what makes us who we are. I mean, I feel like I get to enjoy life fully, compare ... I can't ... The pencil, I'd use something bigger than the pencil on the 9:00 to 5:00 job. Just, I couldn't do it.

Matter of fact, it's funny, I had one of the podcast interviews. I don't know if you remember Steve Sisler I met at last year's, when he's a behavioral profiler, and Steve goes, "John, I'll do a podcast with you. Why don't we ... It'll be fun. I'll do you, and I'll walk you through," and he walked me through, and I had not seen it. He didn't share it with me until on camera, and it was just really interesting.

Then we got off camera, and he goes, "John, you're in the 2% that if you ever applied for an EVP or a C level job in any of the companies I'm working with where I'm doing behavioral

profile, they say, 'Run from this guy.'" It's just, they've gotten really good at finding us out, but one of the parts that I think is so important is this meditation and putting yourself on the right path.

How do you do it? We've got our wiring. We're all over the place. We know the power of focus and flow and everything else, Doug, but how do we use meditation, particularly for some of the guys and gals who have tried it and not had success?

Douglas: Yeah, and that is ... I get that question a lot. The most important part of a meditation practice, and I'll watch your face expression as I say this, is to keep it.

John: Yeah.

Douglas: Here it is, it's to meditate every day, no matter what, because that literally, what it does, it shows our self-sabotage in our face first thing in the morning. I start everybody out with literally, I got high-powered guys doing one minute of meditation every morning, and the monkey mind will very quickly, "Ah, that's no big ... I'm, no need to. It's not important," but-

Guy like you, I would start with one or two breaths in the morning. I got guys filling their coffee calling it meditation because it demonstrates who's really in charge of us, and it is this subconscious body that is overdriven. We are just driving constantly in a direction not of our own choosing, and so it's really reigning that impulsivity in. What meditation, the classic styles of meditation, I go deeply into it in the book, is really learning to just be present.

For hunters, which is the hunter-farmer metaphor I shared earlier, we have something called occipital dominance, or we're visually dominant. We use our eyes to make sense of the world, and so these meditations that encourage you to close your eyes make us cuckoo. We close our eyes and try to relax, our heads explode because we are not-

John: I know, I've found ... I love that you did this, Doug, because I had to close my eyes, and it's like, okay, how long is this going to last, and what do I need to do, and they're guiding me through, and I got a million things and so on. What I did like, I mean, and when we first started doing it, we were in a beautiful setting, nature, and the whole thing, and ... getting focused wasn't hard to do.

Douglas: Yeah, and that's, focusing on what's happening in the present with your eyes open is meditation, and I go, and it's that simple. What the, I'm not going to talk crap about any apps out there, but there's a lot of apps that are wonderful, but they're not meditation. Those are relaxation training, you know, listen to my voice and it's somewhat hypnotic. They don't do anything to actually addressing our problem. The biggest problem I have, and as you said earlier, your problem, the biggest problem hopefully all of us are have is ourselves. Catching

myself sabotaging and drifting out of the present is meditation and catching that and gently coming back. The more you're focused on the present, a by-product of that is relaxation.

How do you relax shooting a target at a thousand yards away, holding a 308 is, you know ... In the present moment, there is no recoil. The more present you are, the more focused you are, and the focused you become, the more relaxed you become, and your efficiency just goes through the roof. I get, every day, I hear it, "Well, I don't want to give up my fear because it's the thing driving me forward." No, your fear is actually pushing you forward, and it's pushing this impulsivity, and it is sabotaging you.

" ... I give up my fear, I'm going to be lazy." No. If you give up your fear, you're going to go through, you're going to become efficient, and efficiency over busy is what I preach, so.

John: Well, and what I found it to do for me, Doug, is I use the term, I don't know, we haven't talked about this before, but I call it quiet confidence, that instead of that fear of like, "I gotta go out and do it," and that anxiety and everything else, I'm in the moment. It's a quiet confidence that I know either that I'm capable or my team or I have relationships that are capable of making almost anything happen. When you approach things from that perspective, and you can stay focused on it, jeez, that's a huge gift that you're given.

Douglas: Yeah, and I call it in my book "embodied emotional intention." When you're really feeling embodied with that emotion that I'm just here to help you or I'm just here to get this done, that sense of urgency, that sense of "I need to do something" goes away, and you're able to actually relax into that confidence that you're going to success. Not to get woo woo, but that is manifestation, like I said.

John: That's so powerful. Let me put up on the screen your book Driven with you and Randy, and understanding and harnessing the genetic gifts shared by entrepreneurs, Navy SEALs, pro athletes, and maybe you, if you're listening to this podcast, it is you. Tell me what they're going to find in the book.

Douglas: It's really a how-to, just enough understanding, and I cut out and cut out and cut out all the neurobiology as much as I could. You need that understanding about why we're different to build this logical container, that first, you're a monkey, we're in all a bunch of animals, and that narrative running in your head is not you, then to catch that impulsivity, and then it gets into meditation.

The last half of the book is really about mastery and how to apply this meditation principle to, I call them the six Fs: friends, family, fitness, finance, fun, and fate. It's really looking for and experiencing, as you would call it, harmony or balance. You never get it. It's something we're working towards the rest of our lives, and then-

John: I always think of we're working on perfection, but none of us are going to be perfect, and certainly, none of us are going to be the full mastery. This is a lifelong journey.

Douglas: Exactly.

John: Let me go to resources, and one of the things that I want to do is I'm going to pull up your website Highly Driven Life, and it just a, and we'll have all the links at AES Nation above me here at aesnation.com. The transcript and links for getting the book and the website, I mean, these are just so important assets, but tell us about what's on the website and how my fellow entrepreneurs, your fellow entrepreneurs can work with you to really accomplish what we've talk about.

Douglas: Great. I, like I was saying at the beginning of this, 18 months ago, I didn't have a webpage. Didn't need one. My phone's ringing off the hook, and I just have been doing a one-off thing. Met Jason, and he says, he came out and did one of my mediation shooting things, and he says, "What are you doing? There are so many people out there that need you," and pulled me out of, literally, pulled me out of his office and drug me into this, so rather than one to one, I'm going to one to many and developing a lot of amazing content on the webpage.

We do retreats. We do one-day, three-day, five-day shooting meditation retreats where you experienced the two-day where we were doing the rifles and the pistols, and it's basically meditation and shooting. A lot of insights and a lot of getting to know yourself, so to speak.

John: It's a great experience. I'd encourage people that if you are thinking that you might benefit from being more productive in having that quiet confidence, that embodying the ... What did you call it, Doug? The ...

Douglas: Embodied emotional intention, so it's really my intention, and if my intention is not to hurt my wife or get her pissed, and I'm really clear on that, no matter how hurt and pissed she is, I don't have to defend myself, so it's that ... It's a very, very, very powerful tool

John: Yeah, it really is, and this is, one of the things here at AES Nation we want you to do is to be even more successful. Let me wrap it up here on what I call key takeaways. There's just so many.

One, first of all, you are weird. You were wondering ... We're all weird. As entrepreneurs, you're a small percentage of the population where some people would say wired wrong, I'm going to argue wired to really embrace life, but we've gotta recognize how we harness it. We

gotta, as Doug talked about, and I definitely, pick up the book at a minimum, look at this, read the transcript again or watch the video, share it with your friends.

Stop self-sabotaging. I mean, it's just, we need to recognize those voices and the shame and doubt that we all experience. This is ... Of course, we do. I mean, that's what we're wired to do, and how do we deal with them. Particularly, one of the most important things is finding your wolf pack, that this group of fellow entrepreneurs that you want to go on this lifelong journey with. I mean, it's just, it's so powerful, and they can help you so much along the way, and then I'm going to go to the meditation. Doug, it's just phenomenal, and it really makes a difference. It's one of those things you can go back to for the rest of your life every single day to help you create that focus.

Doug, I want to thank you again for sharing your message and really making a difference for our fellow entrepreneurs. Go out, get the book in your own enlightened self-interest, and with that, remember your clients, your future clients, and your family and your friends are all counting on you to execute on this. Go make a difference. We wish you the best of success.

A Second Opinion on Your Finances

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Founder and CEO
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