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EPISODE
205

Jason Campbell

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AESNATION.COM
John Bowen and Jason Campbell

Episode #205



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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: Well, I am terribly excited to be with you today because I've got an amazing, amazing fellow entrepreneur that ... I've done over 200 shows, I haven't done anything like this. And this is one that I want you to stay with me, because you're going to be thinking, if you're like me, a driven entrepreneur, that we're going into some of that soft stuff. And I know I live in California and have for most of my professional career, but I grew up in upstate New York in a very small town. So, I'm not into that soft stuff. But when I've been doing with my partners research on what we call the super-rich, 500 million or more of net worth, I'm finding this, what we're going to talk about today, is one of the big things they're telling us that's making a huge difference in their life. And it's about meditation.

And I've got a fellow entrepreneur who is one of the top experts in meditation. He's going to share with us some of the key areas in how you can do it, and one of the things that he does so well is he is renowned around the world for his music. To aid in meditation. Matter of fact, last two years he's had the number one in its category on Amazon. He's been doing it for over 40 years, and he's a seventh-degree black belt. So, you'd better pay attention. And it's Jason Campbell, you may know him if you do meditation, and you want to be here if you haven't. Most of us have tried, and I'll share along the way how it's making a big difference for me, as well. I'm John Bowen, and I am the founder, co-founder of aesnation.com. And we are here to make a huge difference together. So, stay tuned, and we're going to find out how we can get that huge lift in productivity.

I am so excited to be here with you. We had the opportunity to meet first time at Genius Network, we're both in Joe Polish's mastermind group. And I'll tell you, everybody knew you but me. So, I was feeling a little left out, but when I learned what you were doing and the difference you were making, and particularly, as I said in the introduction, our research on so many successful entrepreneurs that are driven meditating, I had to have you on. So, thank you for taking the time.

Jason Campbell: Hey, thank you so much for inviting me, John.

John Bowen: Well, Jason, one of the things I want to start ... obviously you are at the piano. And I've never had an interview at a piano. I've had one exercise expert on his treadmill the whole time we were doing this. He didn't know it was a video one, but we left him on their 'cause ... It's Ben Greenfield, and very talented individual. And I know you are, too. But before we get to the piano, what I'd love to have you do is share some of the backstory, how you got involved and really became one of the top people in this wellness period, particularly the meditation side.

Jason Campbell: Well, my earliest entry into meditation was as a child. 40 years ago, at the piano, at age eight, I was taught by my teacher, said to me, "A master never listens to notes, a master always listens to the space in between the notes." And at age eight, I thought okay,

I can do that, that seems very simple. And it wasn't until a decade or so later that I realized that was my entry point into zen meditation. 'Cause what that does is ... and is what she explained to me, she said, "when you listen to a note, you hear nothing. When you listen to the silence in between the notes, or if the notes are being played very fast, the silence underneath the note then you can hear everything. And then your mind becomes very, very clear."

And so, as a child going through all my music studies, I learned that, and I practiced that. And I developed, at the time, a mastery of that. And then it was not until my late teens that I got really into the martial arts, into the tai chi, into the qigong, into the yoga, that I said, "Well, wait a minute. This is all the same thing that I've been doing in music with the meditation." And so then at that time I went to music school, I went to Boston, Berkeley College of Music, and I was-

John Bowen: Pretty good music school.

Jason Campbell: It was an amazing program. It really was. I learned so much, I was able to learn from the top teachers in the world there. And at the same time, I was really involved in the zen training, the Eastern training, 'because I saw it as the same thing. I just thought whether you're swinging a sword or you're playing a piano, it's the same thing because it's about being present, and the piano just becomes an extension of you or a sword becomes an extension of you. I really saw no difference.

And then what I did is after I graduated from college, I had my music career going, but I really needed to choose which one am I going to focus on and make my primary focus? So, I built an organization, Zen Wellness with my partner of over 20 years Michael Leone, and we teach the meditation, we teach the yoga, we teach the qigong, we have local centers, we have a lot of online classes that we do. And we do immersions, we have a retreat center out here, and then it was about five years ago that I got back into writing the music and really what happened was that there wasn't any music that was being written that fit what we did. I mean there's plenty of wonderful music out there, and there's lots of mediation music that's out there, but it really didn't fit. So really, at the urging of my business partner, I started writing again. And really could customize music so that it's going to help you do your meditation and help you do some of our tai chi, and what's called qigong, and yoga training.

John Bowen: I mean, Jason, first I was blown away when I first met you because you're such an unassuming individual, and you've had so much success along the way. And some of the best training in the world. I didn't know Berkeley, I have several friends that have musical careers and went to school at Berkeley as well, and it's just a phenomenal school. But every step of the way, and that's why I wanted to bring you here. Because what I see is an opportunity for us, talking with our fellow entrepreneurs as we are today, is that there's an

opportunity to get a better understanding of mediation and why would we even want to do it? I mean I'm looking today my calendar is full, just like everybody else's. And then life intrudes along the way every single day, and more things are there, and we're busy, and help me out, and our fellow entrepreneurs, Jason, on just from a standpoint what are the benefits of meditation? Why should we take X amount of time every day to do this when life is so full already?

Jason Campbell: Yes. And that's a good question, so there is a reason that the super-rich do this and make the time to meditate. So, there's a whole host of studies. If you Google benefits of meditation, you're going to get it reduces the blood pressure, it increases the dopamine and serotonin, those are the feel-good chemicals of the brain. It helps with anti-aging. It slows down the aging process. It helps with ... basically it helps with relaxation, or let's say stress and all the negative things that happen with stress, and even brain chemistry. Like cortisol, we call cortisol the death hormone. So, it drops some of the cortisol levels in the brain. It makes you a little bit more patient. It makes you feel better. I mean you'll get this whole list of studies.

I like to keep it very, very simple. And this is the analogy I like to use. It's the snow globe analogy. And we have a snow globe, and we shake up the snow globe, and you can see the snow globe, it's very turbid. You can't see anything through the snow globe. I take the snow globe, I put it down, well, after a couple minutes, the turbidity settles and when the turbidity settles, then we have clarity. Now, funny analogy with the snow globe, but it's true. 'cause if we just get into the habit of just making your body still and connecting with your breath, which helps to strengthen the nervous system and helps to regulate the emotions, what happens is the mental turbidity starts to drop, and then you have more mental clarity.

We live in a funny time period where there's so much information that we have, you probably know of the Microsoft study that was done a few years ago, the average attention span over the last decade went from 12 seconds, to eight seconds. They say a goldfish has an attention span of nine seconds, and now humans have a shorter attention span than a goldfish. And so much of it is from the media and the bombardment of just of information. There's a lot of, you can call it mental static, or mental turbidity. Sometimes that turns into mental overwhelm. And the simple practice of just making your body still, you don't have to sit in a cross-legged position, you don't have to go to the top of a mountain. So, we can drop a lot of those myths. But just making yourself still and breathing, I tell everyone five minutes. And I have music that corresponds, we can talk about that later. But if you just sit for five minutes and are still, and can do it consistently, the mental turbidity starts to settle. And then you have more clarity.

And then what really starts to happen is you have a little bit of space between action and reaction. And that little tiny bit of space can mean so much. It can mean so much just in your overall, your feeling, in your behavior, in your interaction with others. It's very, very powerful.

There was a book written a few years ago called 10% Happier, and I'm forgetting the author's name, he was a news anchorman. And he makes the point about meditation. He was a mediation sceptic, and it was his journey of going from sceptic to avid meditator. And he makes the really good point that it's not necessarily going to solve your problems, however it can make you 10% happier. And a lot of times, that 10% tips the scales and it tips the balance. And a little 10% does a whole lot.

John Bowen: Well, and one of the things why I've gotten so interested in this, Jason, is I actually started on the research on happiness. And there's a lot going on there. And I want to be happy, everybody wants to be happy, but as a driven entrepreneur what happens is a lot of these happiness show ... I'm thinking of Shawn Achor at Harvard has written a couple books on this where his research shows that productivity increases 30%. And so not only ... I want all my teammates to be happy, too. I want my clients to be happy. And you start going, and this is not as much as sometimes it feels soft and fuzzy to some of us, this is kind of a big deal.

And I want to go back to the snow ... what do they call them? Snow globe, yes. And today, with everything going on, Jason, with the politically, economically, socially, and then life, there's no problem. I don't have to shake anything, it's there already. And I know some of the times I've tried doing meditation, find the quiet spot, just a short period to build up, there's just so many things in the mind it doesn't feel like I can get ... I can now, but I just want to bring it up because this is one of the big challenges for ... You don't even have to be a business owner or entrepreneur, there's so much for everybody. And the benefits are there, the clarity, the focus, the health issues. But how do you get there? And then really repeat this on a daily basis?

Jason Campbell: And that's one of the reasons that we wrote the music and I put together some of these CDs and this music. And here's what I tell everybody when they get started with the meditation, is you start with five minutes. I mean, we live in interesting times. A year ago, you could get a DVD, and you put in a DVD, and you watch it for an hour. Nowadays, well, we see a video on our phone that's more than five minutes we don't want to watch it 'because we don't have time. So, there's really a shortening attention span. I couldn't imagine 10 years ago that I'd have to write five-minute pieces of music to meditate. I mean it used to be you'd sit for ... we'd sit for two hours. I mean this was a long time ago, this was like temple trading-

John Bowen: Well, and I remember the three martini lunches, too. I mean where did they go?

Jason Campbell: That's right, that's right. Different times. And so, if you can start by just being still and connecting to your breath for five minutes. And see, here's what happens is ...

Because if I say, "Hey, you got to sit and be still and meditate for 30 minutes a day," nobody's going to do it. But five minutes is very doable. Everybody can invest the five minutes in themselves. And what happens is there's a cumulative effect. And day one, day two, day three, you may not really feel anything. But once you start to get to day seven, day eight, and you start doing it consistently ... And it is okay, you're going to occasionally miss a day. When I say, "Do it every day," let's call it five days a week. You miss a day or two, that's okay, but once you get some momentum and get rhythm in it, you really start to feel it. You start to feel space between action and reaction.

Another way of looking at that is we call it a little bit of space in the incessant stream of thinking. Because the mind goes, blah blah blah blah, but it's always thinking. I mean even right now; the listener is having an inner dialogue with themselves. And maybe commenting, or there's something going on inside about what you and I are talking about right now. And what meditation ... it's a learned skill. You learn how to create a little bit of gap, or pause, in the incessant stream of thinking. And the other benefit that that does is that supercharges creativity. Because I don't care what industry you're in, if you are an entrepreneur, you are required to be creative. And have some type of creative solution to whatever problems are in front of you. And a lot of times, it's very hard to be creative when you have too much mental static. It's hard to be creative even when your schedule's too full. When you're just booked up so much and you don't have any space in your schedule. Well, it's hard to be creative when your mind is too full, and you don't have any space in your mind.

John Bowen: Yeah, and I've had the chance to work with some neuro scientists on this, Jason. One of the things I do, is I have kind of two creative times that I schedule during the day, and they're blocked, and you can't do anything. So, I open it up.

I want to go and ... You're a big believer in using music to do this, and there's a lot of different ways you can do this, and so on, I just don't see most of my fellow entrepreneurs doing chants on top of a mountain type thing.

Jason Campbell: Right.

John Bowen: Even positive chants type thing. But why don't we go through a little bit of how you do it with music, maybe take a couple minutes and just kind of walk us through an exercise. 'Cause I mean it was so powerful when you did it with our fellow entrepreneurs at Genius Network, and it wasn't that big a percentage that were doing meditations, but there was a very high percentage who wanted to do it.

Jason Campbell: Yes.

John Bowen: And they wanted your music, too, once they heard it here.

Jason Campbell: Yes, since that I've been getting emails from a lot of the members in the group. So many of them have started meditation practices and are already feeling the benefit. And what they are saying, "Okay, finally this is something I can do. I can put in one song, and I can be still, and do the breath work, which is very simple, breathing in and breathing out, for one song. And that's something I can do every day." So, a lot of this is making it accessible.

John Bowen: And Jason, that's really why I wanted to bring you on, 'cause for a lot of us, we have to be live with somebody, and spend a bunch of time to get it started, at least learning. And there are all kinds of different types of meditation, you know them better than I. And there's week long workshops. And so, what I loved was you were getting everybody going within a minute or two. And making it easy and accessible. And this is why I wanted to share you with our AES Nation group, because my fellow entrepreneurs, we can use this. Life keeps on intruding. A little bit more clarity could increase productivity dramatically.

So why don't you show us where to go from here?

Jason Campbell: Yes, well okay, so very simple is here's what you do. And we can give some download links. Most of the music I give away on Amazon, I make it for free so that nobody has an excuse. So, if somebody has \$1 stopping in the way from doing it, no, I eliminate that barrier. I give away ... most of the music is free. And so, the songs are five minutes long, and they're one beat per second. And the reason they're one beat per second is when you play them, even if you have them on in the background, it starts to regulate the heart. You could put this music and put one of these CDs or MP3s on in the background while you're doing something else, while you're working, and then 30 minutes later check your Fitbit, or your iWatch, or whatever it is, and you'll see your heart rate starts to drop because it lines up with the music.

The other thing I put in the music, is every four seconds there's a bell. And so, you just hear the bell, it goes off, and when you hear it, you inhale, and then four seconds later you exhale. Some people have big, giant lungs, they need to inhale and exhale for every eight seconds or 12 seconds, it doesn't matter, every two or three bells. For some people that gets to complicated, then don't even worry about it, just breathe naturally, and sit still for five minutes. But the idea is that you put on one song, and then you just make your body still. You can't be moving around. It doesn't work if you're moving around.

Now, there's other types of moving meditation, and we teach moving meditation. Actually, our entire protocol is sit, stand, move. And we have moving practices where we ... literally we're moving, we're moving to the music. The tai chi, the yoga, the qigong, then we have postures which you build up strength. You practice those, and actually it builds up the circulation. You feel a burn in your body. So, you can do the strength, and then we have the sitting practices.

I mean right now we're obviously focused on the sitting practices, which is another way of saying meditation.

And so, you just put on one song, you just breathe to the bell, and you make your body still. And usually what happens in the beginning, there's still a lot of mental static. I mean it does take a few times before the mental static starts to drop. And what'll happen is, is you'll experience a moment of space between your thoughts. And it's just blah blah blah blah ... blah blah blah blah. It's like you'll have this little part in your thinking where you actually stop thinking. And usually what happens, and this is the emails I get of oh, I finally had the moment where I actually didn't think for a moment, but then you realize you're not thinking and you start thinking again. So, the moment you realize it, you lose it. But that's okay. And that just happens over time. And a lot of times it just happens naturally. It's not something you really have to force.

I mean, there's different exercises that we could do for that. For example, a really simple one is I'll go for my music lesson as a child. So right now, I'm talking, but there's little gaps in between my words. If you take your attention and focus on the gap, in that moment, you can experience less thinking. Or maybe a gap in thinking. And even right now, and so for the listener, as you're listening to this, try it now. And see if you have that one moment where you don't have the same mental static. And that's a little exercise. When you're doing-

John Bowen: Yes, no, and you find that just kind of a lightness for a second as you go in between. And it's starting with that clarity, and it's just amazing how just these little things can make a huge difference.

Jason Campbell: It really makes a big difference. And the hardest part is just remembering. That is so simple to do, and anyone can do it, you just listen and focus on the little silence in between words. But the hard thing is to remember it throughout the day.

John Bowen: Now, one of the things, and I do remember from when you shared at the meeting, and there are times when you're in stressful situations. And just being able to use that technique to stay in the moment, but also bring down the anxiety, is just ... it's really powerful.

Jason Campbell: Yes, and most of the issues, or a lot of issues, or where pain comes from, or a lack of happiness, is the emotions. And the emotion's basically not being regulated with the emotions. And part of the music, and what I've put in the music ... this is a very deep subject, it's called five elements, and it's the five elements, maybe some have heard of it, or listeners have heard of it, wood, fire, earth, metal water. But it's not literal wood, not literal earth, it's metaphor. And its metaphor for repeating patterns that we see in nature. And this is thousands of years old that they've figured this out, that most things you can divide into

five. We have five fingers, we have five senses. We call it the five elements, or it's really from Eastern medicine 12 organs, but we can divide it into five organs.

You have five vowels, we have the decimal system is in fives, it's in two. So, we have these repeating patterns that go over and over, and there's five different emotions. And when we get into Eastern medicine, different emotions connect into different organs. And so, what I did is, giving a simple explanation here, but I put the five elements in the music and that does help regulate or calm some of the emotions. Because you spoke about happiness, the Dalai Lama talks about happiness as being a learned skill. I mean if you just randomly wait for happiness, or wait for happiness to come to you, well, good luck. But it's really something that you have to practice. And like all skill sets, it's something to master.

John Bowen: Yes, it really is. Jason, one of the things I'd love to have you do is you've got that piano there, and you know a little bit about meditation. Maybe lead us in kind of a short exercise, while we've got everyone here, and if you're listening, if you're viewing in, you're sitting at a desk, or a chair, you're fine, if you're driving the car, don't close your eyes and zone out. Okay? Or if you got a big, heavy weight lifting. But why don't you take it from there, Jason.

Jason Campbell: Yes, let's just do one minute. And so, when I said earlier, I said listening to space in between the thoughts, let's do a slight variation on that. And you say to yourself, so in a moment I'll play music, we'll just do one minute. I'll tell you when to breathe, we'll get some breathing rhythm going, but then you say to yourself, "I wonder what thought I'm going to have next." And what that does is it activates what we call the observer. Because you have the thinking mind that thinks, but then you have that which observes your thoughts. And if you can watch your thoughts and say, "Hey, I wonder what thought I'm going to have next," it's the same concept of it can create a moment of not having a thought. It's kind of like a cat looking at a mouse hole. And just waiting for the mouse to come out.

So, we'll do it to music. So, we're going to breathe. A little trick for breathing, here's a little wellness technique. In Eastern medicine we say, "Make the face moist, the mouth moist, and the hands warm." And a lot of exercises that we have are to bring heat into the hands, because we bring heat into the extremities. There's a saying in Eastern medicine that death begins in the big toe, and that's the reason. Because it's the farthest away from your organs, and that's literally where death begins. So, we bring the circulation and we bring the heat into the extremities.

What we'll do right now is we want to make the mouth moist. So, see if, in 60 seconds, you can make your mouth moist. It's so simple. Here's all we do, is you keep your mouth closed and you roll your tongue back. And we're going to breathe through the nose. Inhale. Exhale. Inhale. Exhale. Now keep that same breath. Inhale. Inhale.

John Bowen: Jason, it's ... yes, the music is just guiding you along the way. It's very, very powerful.

Jason Campbell: Well, thank you.

John Bowen: And really, I mean this is where it's relatively effortless. We've got to make time for it. Help me out. I want to go fellow entrepreneurs, then I want to touch on our teammates 'cause in our own self-interest we want them to be more productive. And with our families, too. How do we introduce this concept? Because some people embrace it right away. And others, you do enough workshops, and entrepreneurs, and working with so many, they don't embrace it right away. And how can we help ourselves first, and then put the oxygen mask on ourselves first from the airplane, and then the rest of the people we love and care about?

Jason Campbell: The best thing, with the oxygen mask analogy, is to start to make it a habit for yourself. And, again, I'll keep coming back to five minutes. And do it as often as you can. A lot of times you can go find yourself, once you get into the rhythm, it actually becomes one of your favorite parts of the day. Because it becomes so calm and so still. And so many entrepreneurs deal with stress, or maybe, more accurately, distress. And stress and lots of things going around. I mean you need some stress. And it's the analogy, it's like the center of a hurricane, where you learn to be very, very still, where you have all this movement and turbidity going on around you. So, it always starts with you.

Then, if you can even put it in your team, if you can, again, put on one song and just have everybody sit and just be still, whether you do it as a group, it's pretty cool when you do it as a group. I mean I've obviously ... that's part of our culture and our staff does that. I mean we do physical movement together, we do meditation together, I mean that's just part of working with Zen Wellness. It's in the culture. But most places you don't have that culture. So, it always starts with you, but then it's five minutes. Just making them do it for five minutes. And if you can do that over a period of time, we talked about happier people are more productive, or when you have less stress or less distress, you become more productive. I mean so it's in everybody's best interest for everybody to be happy. It's a rising tide lifts all boats.

John Bowen: Well, and Jason, you know what I want to do is let me go to your website and pull that up. And it's at zenwellness.com, you can get it, and it's a great website. But one of the things I did right away, and you've got ... one of the things you do is you make music available. And you've got some instructions here, and some access to content. And you can buy it on Amazon. Obviously, you can Google you on Amazon and you've got a whole bunch of very highly rated, and if they're Prime members, which I think everybody in the world is at this point, they can go and just get this. And I know when I left, I downloaded some stuff for my flight back from Phoenix to San Jose, and just really got into it right away.

So, I mean one of the things I'd encourage everybody to do is just get started. But is there a particular part of one of your musics that you would recommend for them to get started on?

Jason Campbell: Yes, if you go to the zenwellness.com/music page, it's the simple ones. I mean it's these two that I showed earlier, it's the Five Elements of Om Mani Padme Hum, and Om Namah Shivaya. You don't have to remember that, those are just the first two ones that pop up. I mean any of the music will work, and I have a bunch of projects coming out. I have Five Elements for Solo Piano Volume II comes out next month, and I have another Five Elements of Om Shanti Om, that's with the choir and orchestra. That comes out next month as well. You'll hear some beautiful vocals on it as well, this is actually my sister who's singing on it. She is a Broadway singer, and she does the Hugh Jackman show, and she tours the world with Hugh Jackman doing the vocals, and the singing, and dancing with him. So, she's an amazing singer, you'll love her voice.

John Bowen: No, and you will, and Jason I want to thank you, 'because this is a special treat. And many of us are so focused on making a huge difference in our business, and what's that new sourcing wealthy clients, or delivering a great client experience, or this or that, and we don't take as good of care of ourselves as we should. And being able to be creative, 'cause it's the creativeness that we all do that's the winning thing. It's not the next widget by itself. And so, this is really powerful, but let me ... I want to go kind of key takeaways from this, and when I think about it, most of us, at least many of my entrepreneur friends, we've all been told that we should do a lot of things. And one is meditate. And I got to tell you, it really hit me when I started ... my partner Russ Alan Prince, we're doing so much research on the 500-million-dollar net worth and above. So, billionaires. And I'm seeing ... it's one thing my poor friend's telling me to mediate, it's another as a driven entrepreneur having these super successful people tell us that ... talk about busy lives. Some of them have as many as 50 companies, and some have more than that. And they're flying all over the world, they've got homes everywhere. And they're making the time, and they're saying it's one of the most powerful things that they do.

So, Jason, this has been great. Definitely go to aesnation.com. We've got all the links to what we showed you, and get Jason's music, and get started. You're going to love it, your clients are going to love it, your teammates are going to love it. All the stakeholders. It's going to make a huge difference. Thank you, Jason.

Jason Campbell: Thank you, John.

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