



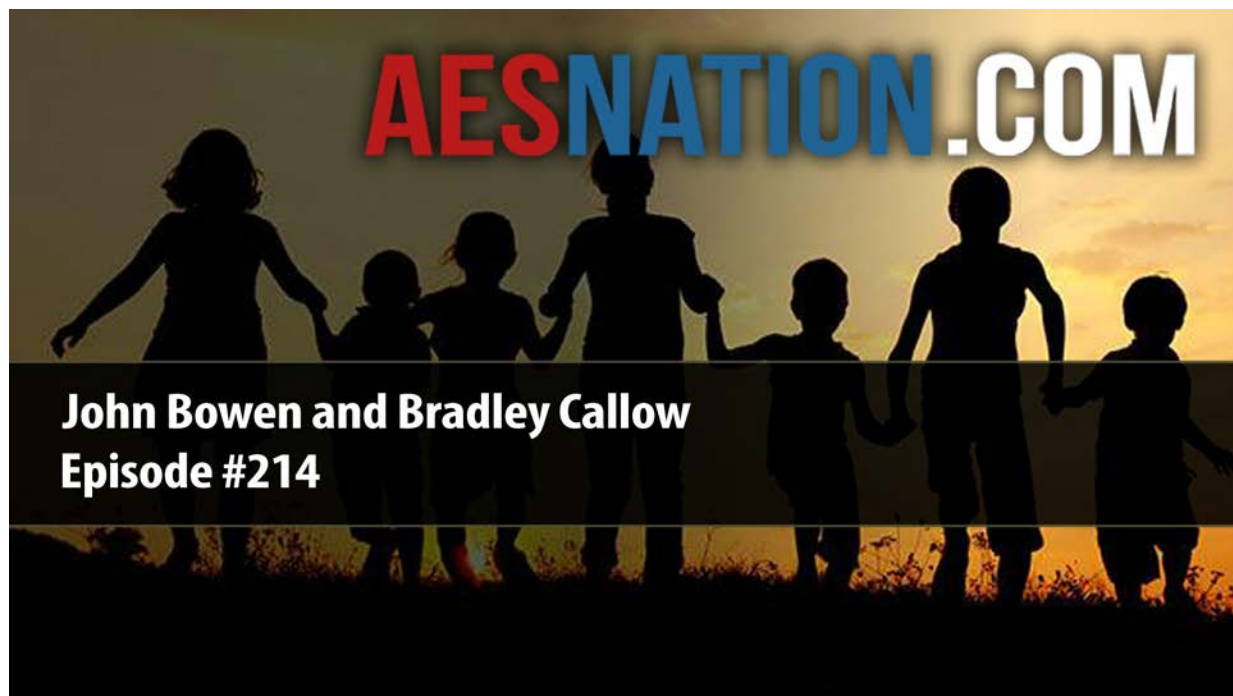
AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
214

Bradley Callow

Show Notes at: <http://www.aesnation.com/214>



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.

We hope you find this transcript to be a valuable supplement to the podcast and encourage you to share it with like-minded entrepreneurs in your network.

In addition to our five-times-a-week interviews with leading entrepreneurs, keep in mind that we have plenty of other resources to help put your success on the fast track:

- Our **monthly live, interactive webinars** co-hosted with Dan Sullivan of Strategic Coach feature today's top entrepreneurs. These are world-changing entrepreneurs who have the insight to help transform your business.
- Our **virtual conferences** showcase business leaders and experts in elevating your success and your life. These one-day online events give you access to the in-depth presentations and interaction that you'd get at a live conference from the comfort of your office or home.
- The **AESNation.com weekly newsletter** will always keep you on top of the latest interviews and events. [Sign up here.](#)

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 all want to make a huge difference, and we're working so hard, running so hard, creating tremendous value for our clients, our prospective clients, our strategic partners, our teammates. The day is just going, going, going, but there can be one really big challenge. Our family. Nobody gets out of life unscarred, and there is no shortage of challenges among family members of entrepreneurs. I wanted to, I had the privilege of being introduced to a really remarkable young entrepreneur, a fellow entrepreneur just like yourself, who's gone down a journey and path of being a very successful entrepreneur, but not without some bumps in the road, being raised one of the most affluent areas in the country, and I'm going to let him tell the story, but did not go the ways that his parents, and certainly most of us, would want him to do.

One of the things I loved when I met Bradley was that he's dedicated his life to helping others, fellow entrepreneurs like you and I, bring our families along with what we're doing and help them make smart decisions about their life. This is something, if you've got kids, if you've got family members, you've got people you care about, you do not want to miss this, because your productivity, when you go home, and life intrudes, and stuff happens, it's a major, major challenge, and it takes the joy out of what we're doing. I'm John Bowen. We are at aesnation.com. It's all about accelerating your success. Can't think of a more important subject than our families and having them hugely successful. Stay tuned. You don't want to miss this.

Bradley, I want to really thank you for joining us today. This is a subject area that, as soon as I met you, I go, "I want to feature you in some of our publications." This is, I don't have kids, but I have enough friends with kids that have offered me rent-to-own programs. I have not done any, or lease-to-own, but thank you, first of all.

Bradley Callow: Yeah. You're quite welcome, and I appreciate the introduction. I also appreciate your diplomacy in saying "bumps in the journey." Yeah.

John Bowen: Yeah. They're-

Bradley Callow: That was very kind. For me, I grew up in one of the most affluent counties in the country, like John said, and despite having a family and parents that were really engaged and focused in empowering and supporting me, I started using drugs at 11 years old. Then because, like many of you, I'm an entrepreneur with every fiber of my being, so I also started selling drugs at 11 years old. My lack of self-esteem and lack of confidence and self-loathing, in a lot of ways, came out of my experiences at a very young age, many of which I've been able to pinpoint back to my relationship with my parents and the community that I grew up in, and so now I've chosen to, through my own recovery process, decided to start helping people instead of hurting people, because at 26, I was on my knees, put the gun to my own head, ready to take my own life.

Not long after that, I was facing three years in prison for shooting a gun out the window in Baltimore City, Maryland, and all this from a little blue-eyed, brown-haired boy growing up in Howard County now.

John Bowen: No, it's a ... When we first met, you shared that story, and it was like there's so many other kids and entrepreneurs, and I'm in a number of mastermind groups, Bradley, and it's just one of the things ... Actually, I want to give a shout out to Kevin Thompson, too, he introduced us, who's an unbelievable-

Bradley Callow: Great guy.

John Bowen: ... matcher. Yeah, and Kevin wrote me an email and said, "John, you got to meet this guy, and for your members and audience, this is such an important subject." This is one, yeah, most people don't talk about, or when they talk about when we're at a CEO group or a mastermind group, it's at the bar and drinks, and how are things going, and really, when the spouse or the kids, things aren't working, nothing else really matters. Bradley, this is something ... I mean, and there's a huge amount of credibility that you've done it, and particularly sharing it with fellow entrepreneurs and their kids, it can really make a difference, but let's go kind of some of the entrepreneurial essence, because I know you're getting a lot of traction in what you're doing and building, and it's something that is so important.

One of the things, I'm in Silicon Valley, so we always talk about pivoting, but you talk about adopting and pivoting, and when I think of the life lessons learned as a fellow entrepreneur, tell me what you mean by that.

Bradley Callow: When I speak about pivoting and adapting, and to preface this, a lot of the things that I do, and one of the reasons in just two short years since I started the business, I've spoken all over the world. I've worked with Inc. 50 founders, Fortune 10 executives, and even a royal family in the Middle East, which, to me, is still mind-blowing, but the reason so many of these, especially the business folks, are connecting with what I'm doing is, I very often speak in parallels to business, and so that parallel in business with family makes it easier and more relatable for folks to understand that work and that world, especially entrepreneurs.

That being said, to pivot and adapt, if you look at 300 years ago, if someone had come to you and said, "You know what? As an entrepreneur, you need to have a business plan." Keep in mind you're the only mason, or blacksmith, or cobbler in your whole community. You're going to look at that person like they're crazy. Fast-forward, now, if you don't have some form of business plan, people are going to look at you like you're crazy. The market's changed. The economy's changed. This idea of a global economy, lower barriers to entry, all these things, have changed the need to be very intentional and have a plan. What we've proposed here at

Rich Legacy is the idea that family has become no different. 50 or 100 years ago, you might not have needed a business plan, or, as we call it, a family plan for your family, because you had a tribe of people that were supporting you and raising your children.

There was more of a respect for work-life balance and what that looked like in the culture. Not to mention you didn't have the internet trying to undermine every value and life skill and important characteristics and character traits you want to instill in your children at every second of the day through whether it's social media or just the filth that's online. Times have changed, and so to pivot and adapt and start looking at your family with a similar lens and say, "What are my goals? What are my missions? What is my mission? What is the vision? What are the values? What are the goals for my family?" It's just incredibly powerful.

John Bowen: Yeah. It's one of the things that we see, Bradley, the ... We do a lot of work with the family offices and the super-rich people with 500 million or more of net worth, and what we've found is, many of them are doing this. They have a kind of family governance. They bring their group together, create mission value statements, and really get the family involved. I'd be the last one to say that that solves every problem, but it certainly goes a long way toward opening the communication, and by doing that, in today's world, so many people feel so alienated, and particularly if your parents are really successful, they're high-profile in the community or maybe globally, that can make such a big difference. So often, some of us who aren't in that super-rich category, we really have the same challenges, but we don't have the same resources. That's where I got excited about what you're doing in coming together.

One of the things, when we were talking about this, we talked about the process of assessment, action, and accountability, so it's one thing, "Okay, we're going to get together, everybody together. Oftentimes, we're going to bring somebody in to facilitate this meeting," because it's much like the CEO shouldn't lead the meetings, because the dominant position. Well, the same in the family. Whoever, the leader of the family, shouldn't really do it. You want to facilitate and make sure everybody's heard, but how do you use this process you have, the assessment, action, and accountability, to kind of make all this come together?

Bradley Callow: Well, just like in business, those three elements are critical, but for us, what we've seen in families is the idea of trying to put a plan into place. When we don't have a clear understanding of where the family is, is a waste of everyone's time, and we know that's the most precious commodity we're working with when we're working with these high-performing and affluent families. We're really specific around, "Well, what are the unique needs of the family in terms of their relationships, or their communication, or the leadership styles, the personality types within the family?" All these sorts of variables that very quickly determine how we're going to put together a plan, which would be the action component, that they're going to get really clear on what those goals are.

A big thing that we're going to look at that you're probably not going to find in a traditional family office setting where they might do mission, vision, values, are going to be really life skills specific goal setting, so what is the character trait or life skill you're going to work on as an individual or as a family for this quarter? Maybe mindfulness. Maybe exercise. Maybe nutrition. Communication. Whatever it may be, but if you choose just one of these each quarter, over time, they really begin to add up and start to shape and sculpt and mold some really impressive young people that are empowered to take on and cope with the inherent pressures that exist in these families, because you're actually twice as likely to struggle from depression or anxiety as an adolescent if you're in an affluent family, which, to me, is just mind-blowing. Right? It's absolutely mind-blowing that that's the case.

John Bowen: Yeah. It's amazing. We think of, with the affluence, that's going to solve problems, but my experience is, whatever challenges you have, the more money you pour in, it's kind of like gasoline on fire.

Bradley Callow: Absolutely.

John Bowen: I got to tell you, Bradley, one of the things that jumps out, and I've been in some of those meetings, and I've had this conversation with my fellow entrepreneurs, I'm saying, "You should bring everybody together," and as I'm saying that, I can see the moment of panic that, "No, I don't want to do that," and-

I want to highlight one of the things you said is, "This one meeting isn't going to solve everything."

Bradley Callow: No.

John Bowen: This is just part of the journey, and you mentioned working on one thing at a time. You can pick some easy things to get momentum going, but how do you overcome that? Because, I mean, I've sat with enough entrepreneurs at bars, and the family stuff come up, and I share what the family offices are doing, and they go, "Oh, that's good for them. Okay. Let's have another drink."

Bradley Callow: Sure. Well, it brings up a good point, too, is the accountability piece, because it's easy to move family down the list in terms of importance, and it's just a natural thing that virtually, not everyone, but almost everyone does, because there's this feeling that family will always be there, but kids, they grow up, and that relationship is very much solidified before they leave the home, if not sooner, so there's this fleeting moment in time, and then you really have to put some meaningful effort to this and change that dynamic. When it comes to motivating people, though, another thing that we've talked about, John, is this concept of easy-hard hard-easy.

When I was in a wilderness treatment program, I spent three months in the woods. It's the best thing I ever did. It saved my life, as far as I'm concerned. One of the things I learned from one of the guides there was this concept of easy-hard hard-easy. He said, "You know what? You can not take care of your feet while you're out here hiking all the time." We were doing five to 10 miles a day with full packs. "If you don't take care of your feet, because let's face it, it's a little bit more difficult to bend down there and do all that. You're tired, keep your feet dry, all these things. It's going to be really hard in the long run, because you're going to get blisters. You're going to get sore, and then every one of those miles is going to hurt like hell." He said, "Or, you can take hard-easy, take that little bit of extra time and effort to take care of your feet so those miles are easier. Right? Easy-hard hard-easy."

Same thing with families. You can put this off as long as you want, but I can't tell you the number of times I have heard, and this still makes me emotional, is, "Not my kid." This is great, these sort of scary statistics, the idea that the adolescent suicide rate has quadrupled since 1950. "Oh, not my kid." Well, one in five kids have considered suicide in the last 12 months. That's something to pay attention to, and when I'm speaking to a room full of 100 people, that means a lot of people in that room are just not being honest with themselves. It's hard, because emotion is the enemy of logic. If that doesn't motivate people to take action, then they're probably not right for working with us. We're interested in taking people that, yeah, might be on the fence a little bit, but if you're not ready to put in the work and take the time and energy it takes to really help shape and guide your family in a direction that's going to help keep them out of rehab and off your couch, it's just not a right fit for us.

John Bowen: Yeah, and I see this over and over again. When I was a financial adviser, I had the privilege of working with very, a whole bunch of successful families, and I got to tell you, the number of families that were touched by attempted suicide, I don't think I had any ... I can't remember any clients where the child was successful in suicide, and so often, for me, it was like a shock that these are some of the greatest parents. I mean, my favorite clients, I loved getting together with them, and to tell me this, because it did have some impact on their financial affairs and trying to recover, and ... I always think of, I mentioned it in a podcast the other day, a very famous book by one of the top consultants the world. It was the strategy of the ...

The title of the book, and this is a guy who made millions and millions of dollars, and the title of the book was The Strategy of a Fat Smoker. He's got all these brilliant books and then this book, and I've always bought all his books, and I bought it. It wasn't a successful book. Title, I think, was it, but it was really about him. He made millions sharing all this great advice, and he ended up having a major heart attack, almost didn't live, and it was because he was fat, and he smoked, and he did all the things ... It's not that he didn't know what he needed to do.

One of the reasons I wanted to have you with us, Brad, is, a lot of times, as entrepreneurs, we're that fat smoker. I mean, we're just marching right along. The kids, they kind of look good. They're growing up. We haven't had the, the police haven't showed up in a while, all those things, and then all of a sudden, the heart attack to the family happens. How do we prevent that? I know we can quit smoking, we can start exercising more, great nutrition, but the kids aren't that easy to do that.

Bradley Callow: It's a challenge. Right? I mean, the work that I get to do is not always easy. Every family is different. Every kid is different. It depends on how old they are. It depends on where the parents are in their journey to success. If you just need a simple justification, though, for taking action around something like this, if you can't find it in your heart to see the value of improving your relationships with your family and improving the trajectory of your children and your family as a whole, you can tie it back to financial gain, if you want to, because I can tell you right now that when you reduce stress at home, you, especially in employees, if you look at employees, I'm starting to work with some companies in conversations now, we haven't implemented anything yet, around training their employees around reducing stress at home, because the reduction in sick days, and turnover, you name it, all comes down to family stress.

I mean, think about any one of you, the last time one of your employees was having some issues at home. Maybe they were struggling with a divorce, or their kid wasn't doing well, or whatever it may be, how that impacted their performance at work, and entrepreneurs who all think they're invincible are no different, and the amount of stress that is usually inherent in an entrepreneurial family is extremely high. You combine that with the natural stress in an affluent family, because even if you aren't the, "You have to go to Harvard, and get straight As, and be perfect, and do eight million different things to be a child that is worthy of love and appreciation," society by nature, if you come from money and resources, expect you to be great at everything, and so the children internalize that and have this huge weight to bear throughout their entire life that they often struggle to deal with.

John Bowen: Well, and I think one of the things, I love that easy-hard hard-easy. I hadn't heard that before, and it's just such a natural ... I'm thinking of one individual who went through hell with their kids. One daughter, in particular, and I just, I mean, forget the emotional, the lack of productivity that you just talked about. I'm going to guess they spent somewhere around \$400,000 on various rehab programs along the way, and really, if we include all the hard costs, forgetting the emotional part, it was millions of dollars. I can-

As I'm going through, as we're talking, Bradley, I didn't prepare for this part to name names or anything, I'm just going over, and over, and over, and over, and this is where we can deal with it now, or we can deal with it later. I'm thinking of the old commercial with oil filters, or air filters for cars. You could pay me now or pay me later, and with the one's a few dollars, the

other is replace the engine. It's not as easy as that with families, and because of that, we tend to put it off and put it off, put it off. I mean, when should we start on this?

Bradley Callow: The sooner the better. I mean, you can think of it as insurance, and very astutely said, John, \$400,000 is not an unheard-of number, by any stretch, when it comes to treatment. Treatment, especially good treatment, is extremely expensive, and it doesn't always take the first time. It's a very long journey. It goes back to that old, simple saying of, "An ounce of prevention, worth a pound of cure." This couldn't be more fitting for this scenario.

There is a sweet spot, in my experience, between eight and 13 that is where the child has become aware of how their actions impact those around them and kind of what their places and role is in the world and where that relationship becomes really critical, that if you focus a lot of energy during that time, like we do father-son retreats specific for eight to 10 and 11 to 13-year-olds because of that very fact, because if you can shape that concept of personal development, and self-love, and self-esteem, and goal setting and all these kind of things at that age while simultaneously ensuring that the relationship with the parent is strong, that's the trajectory for the rest of the life in such a meaningful and powerful way before they become teenagers. It's possible, but much more challenging at that point.

John Bowen: They kind of start disowning you at certain ages along the way here.

Bradley Callow: Well, and it's really madness, and this goes back to adapt and pivot and how things have changed, because historically, when you became a man or a woman, you were essentially turned over to the rest of the tribe and the other elders, who helped you become independent to help you become an adult. We don't have that anymore, so we're, if anything, more siloed and disconnected than ever. If somebody talks to someone else's kid or tries to tell them how to do something or not do something, very often there's an argument or, "Don't talk to my kid like that," but there's a huge benefit to that, because now you're having kids who are trying to become adults and become independent, but they're trying to learn that from the parents that they are dependent on, and it just creates this vicious cycle and this back-and-forth that is just toxic, and unhealthy, and exhausting for everyone.

John Bowen: I can't forget there was a time I was in several years ago, but I was in a mastermind group. There was about 50 of us, and pretty successful or very successful CEOs, and we got discussing this, with the chair or the leader of the meeting brought it up and kind of asked how many of us in the room had some of these challenges. This was back when you didn't ... You couldn't pick up a smartphone. You couldn't get access to all these different things. You didn't feel as alienated, because you didn't, you were usually, you were almost always involved somewhat in the community. I want to say about three-fourths of the hands went up. I mean, I've been a boss. I had great parents. I lived in a small town, entrepreneurial family, and great relatives. It was one of those family businesses, for the most part it worked

for a long time, at least for my early childhood, but I just, we went around the room and started sharing stories.

It was kind of heart-breaking, and I think about that, I'm 62. Probably the average age was right around mine, maybe a little younger. In today's world, fast-paced with all the things going on, it's a wonder that any of us aren't totally dysfunctional, and then, again, as you shoot in money in excess, and as you said, I mean, this is one of the craziest things, because you're a rich kid, it's assumed that you're more talented, which there's not a high correlation with because you're coming from an affluent family that you ... You certainly have some advantages, but it's not necessarily the genetic kind type thing.

Bradley Callow: Sure, and there's things that come from getting almost everything that you want, and the impulsiveness. The greatest sort of trajectory that I've seen that's the most beneficial is for when the kids are young, the entrepreneur is still struggling, and then they make their big break long about right when the kids go to college. Then they've still developed that work ethic, and that grit, and that resilience, because resilience, to me, is the number one thing you can teach your child, and it's oftentimes hard to teach within an affluent environment, but if you can teach your kids those things, and then all of a sudden you have the resources when they hit college to support them in exploring all these things and the connections that go with having money, that seems to be the magic recipe, which you can't necessarily create that, so you work with what you have.

We don't ask a whole ton for our clients in order for them to see success. I mean, we're big on doing an annual family retreat, which we help facilitate, or just doing a quarterly one-on-one with each kid, even if it's just a few hours of dedicated time, uninterrupted, right, where you're really focused and engaged, and something you put on the calendar, plan ahead for, and we build in the life skills element, so what are the logistics? Depending on how old they are, how are we going to get there? What's the budget? What are we going to eat? What are we going to do? Okay. Surprise. We've just cut the budget by 20%. How are we going to pivot and adapt and do something differently here? Or, how much would it cost, or how many hours would it take at minimum wage, to be able to have and experience life like this? What are the taxes on something like this? It just evolves as they get older.

That's not asking a whole lot of folks, but it makes a world of difference. It'll save you that 400,000 to several million dollars and ensure a strong relationship that you're going to have with your kid for the rest of your life. To me, that's a small investment.

John Bowen: Well, and I think what so many entrepreneur's kind of go the other way, Bradley, where they say, "I'm making all this money. I'm going to protect my child from all that." To learn lessons, we, as entrepreneurs, we're out there in the marketplace. We're getting hit over the head by two-by-fours. We're becoming very resilient. They don't have to

be. It's very easy, with money, to insulate people and our children. We want to give them every advantage. Well, it's, we set them up for failure. I want to go into kind of how we get our kids ... It's one thing for us to want to do this. How do we get the kids to take ownership of this process as well and really want to play a role in it?

Bradley Callow: It starts small. I'll go through this quickly. We have five principles at Rich Legacy that most everything we do centers around in some way, shape, or form. The first one is connection. That being said, it's similar to a sales process. Right? If you don't have connection, trust, and rapport with a prospect, you're not getting anywhere in that sales process. Same with a kid. You've got to do that one-on-one time. You've got to start listening in a more meaningful way, asking better questions and nurture that relationship in a way where you can then move into our second principle, which is understanding. Seek first to understand and then to be understood goes a really long way with any human relationship, but especially with kids.

The third one is balancing and looking for those opportunities to give options and collaborate. That ties into exactly what you're asking of getting some ownership. Right? "If it's my idea, get out of my way. I'm going to make it happen. If it's your idea, I'll get around to it." Kids are no different, so how do you get more creative and get that buy-in from them? Then influencing is the next principle, and it's about that leadership piece. How are you inspiring your kids and your family to take action versus making it a command and allow that as role modeling and also this idea of ownership, and balancing, and getting them to buy in and be part of the process?

Then empowering is, to go to your point, John, is all about letting them fail. We use the analogy of a bicycle. Think about all the things you learn from learning how to ride a bike. You learn that you can fall down and get back up again. You learn that if you go too fast around that corner that you're going to fall, and it's going to hurt, so you learn boundaries. You learn the independence and freedom of being able to just hop on that thing and go. You learn all these things, but if you never get a chance to ride that bike, if your parents never take the training wheels off the back, that they've never let go of the back of that bike seat, you see a 40-year-old man riding down the road, and their mom's hanging on to the back of that bike seat to keep them upright, you're going to be concerned. That's essentially what's happening with kids these days, and it's understandable. The fear that is instilled in our media and everywhere that you turn that something horrible is going to happen, it's understandable.

John Bowen: Well, I do still have that scar on my knee from my first bike ride without training wheels, but I lived. Yeah. It's so funny, going out and really going through this process. I'm big on leading a life so that we're successful on purpose. This is why I wanted to have you on, Bradley, is that so often, as entrepreneurs, we build these great businesses, everybody

looks around like, "Wow, how successful they are," and then you look back to see if your family's still there. They're not.

The spouse isn't there. The kids aren't there. All that you are building the business for everyone else, it just, it's, we don't want that to happen, and that really, really makes a difference. Bradley, let me, let's go to the concept of resources. I'm going to pull up your website, and why don't you tell us a little bit about your business and what's on the website and how somebody could reach out to explore this further and see whether you're the right ones to help their family address these issues?

Bradley Callow: Sure, and to speak to the website, like any good entrepreneur, I'm constantly pivoting and adapting so the website's always a little bit behind what's actually going on, but that's part of the fun of being an entrepreneur, especially in more of a blue ocean environment, but yeah, so we're all about helping entrepreneurs to empower their kids, to really deepen their connection and relationship, improve their communication, improve their goal setting, really get everyone on the same page and do it in a way that's relatable for the entrepreneur, as well as fun for the kids and for the spouse. We do that through private family retreats. We do it through father-son retreats. Father-daughter retreats are in the works, and then we also do private family coaching to help increase that accountability for folks after they've done a private family retreat or a father-son retreat to just continue on that journey, because again, it's easy to move this down the list in terms of the priorities, despite knowing in your gut and in your heart how important it is.

John Bowen: Well, and one of the things that really came out, for me, and seeing families that actually have been proactive on this, is, there's a difference between quantity and quality, spending some time sitting on the TV, watching a baseball game with your son, or a soccer match, maybe, with your daughter. Not a very high and creating some of these events where they're driving it. I mean, the response I'm hearing from my fellow entrepreneurs coming back, and it doesn't take that much to-

Bradley Callow: No.

John Bowen: ... really move the needle a lot.

Bradley Callow: No, and that's, I love that you brought that up, because so many entrepreneurs I work with, they get genuinely excited about that, because they love their business. They're passionate about it. It's a huge part of what moves them. Right? They love momentum, and when it comes to this family stuff, like I said, we're talking about five events a year, depending on how many kids you have, we'll call it 10, right? To take that quality time is way more important than quantity. I mean, they've even done studies that support that quality of time is more important than quantity when it comes to kids, and every entrepreneur

I say that to is like, "Really? Can you tell my wife that? Can you tell my husband that? Please, please tell them that." It's amazing how much you can accomplish and do and how quickly you can start to see changes just by taking some of these steps.

John Bowen: Well, I've had the opportunity with some of the guys that I've worked with, where they're, worked with groups like yours, Bradley, and they've taken their, they've done these events with kids, and I'm meeting the kids after, and they're talking about how they changed their lives, and they're really taking ownership. I'll tell you, it's really amazing, just as a bystander, watching this and seeing the difference, but let me go to kind of key takeaways from... There are so many lessons. I'm going to just go, I love the easy-hard hard-easy.

If nothing else from this, I want to motivate you to take action. Whether it's Bradley's firm, or somebody else, or you decide you're going to try to do it on your own, which I'm going to recommend really strongly not to do it, even though everyone, as entrepreneurs, we're tough, and we can make it happen, but having somebody provide a little framework and guidance, this can change the world. There's nothing more powerful than coming home to an extremely happy family after a challenging day at the office. Nothing's going to happen immediately, but you can put it on a path. You can avoid the half a million dollars in rehab fees. You can not have to visit any jails along the way.

There's so many things, and what happens is, it's going to make a huge difference in everybody's life, so take the assessment, the action, hold everybody accountable, make sure that there is that ownership on the child side. You want to work with people who can help and really professionally facilitate this. Bradley, I want to thank you again. This has been phenomenal. Well done and wish you the best of continued success. Also, for everyone, aesnation.com will have Bradley's links, if you want to reach out and connect with him, as well as the website, the whole transcript of everything, and all the show notes. Remember, I always end these on your clients, your future clients, and your strategic partners. They're counting on you. Don't let them down.

I should be adding the family. You should be, too. This is the most important part. This is, the people, whenever we survey entrepreneurs, we ask them why they're doing what they're doing. It's not about the money. It's the people they love, the causes they care about, and making a difference in the world, in that order. Let's take care of the people we love. We wish you all the best.

A Second Opinion on Your Finances

A Complimentary Service from Financial Advisor Select for the Members of AES Nation

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe can address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

We look forward to assisting you.

Best of success,



John Bowen
Founder and CEO
Financial Advisor Select