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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**215**

**Jaime Hope**

Show Notes at: <http://www.aesnation.com/215>



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**John Bowen and Jaime Hope**  
**Episode #215**

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we all want to make a huge difference. With that, we've got to have the energy to do that. We want to create great value for our clients, we're running really hard. And, lo and behold, sometimes we stop running, and life beats us up. I know all of us are a little insecure. We struggle with this, and as entrepreneurs, we can't. We're not supposed to do this, we're supposed to be leaders, and inspiring our troops, and to really make a difference in the world, and definitely be type A.

Well, I've got a remarkable individual, and a fellow entrepreneur who's a physician, a professor, and a coach to entrepreneurs. She is an amazing individual I met at Joe Polish's Genius Network, and just really captivated the group with the presentation she made. I wanted to share it with you. Really, think of an individual who, first generation to go to college, and then finds herself in a top 10 level emergency room. Or, one of the top, level one ... Excuse me, of the top 10 hospitals in the country dealing with ... You think you have stress. The stress just coming at you every moment, and then takes the time to teach future doctors, and decided to get ahead of it all, and to help fellow entrepreneurs not show up in her emergency room. And, really be able to have the confidence to make a difference in resilience.

Stay tuned, you want to make sure that you're able to be the best you're capable of being.

So excited to have you here, Jaime Hope. You really, I think you're fairly new to the Genius Network. It was the first time that I met you, had the privilege of meeting you. You captivated the group, and there was a lot of interest there. First of all, thank you. I know you've got a really busy schedule.

**Jaime Hope:** Thank you for having me here John, I really appreciate it.

**John Bowen:** Well you know, I mean you and I had, before we turned on the camera, and when we were back in Tempe with Joe's group.

**Jaime Hope:** Mm-hmm (affirmative).

**John Bowen:** We had a chance to talk about all this. Before we go into kind of helping all our fellow entrepreneurs be really more powerful and making a difference, what I'd love to do is get a little bit of the backstory, because Jaime, this is kind of not the normal path of the surgeons that I know. Fellow friends that went to medical school along the way, your kind of taking a different path and really making a difference. Would love to hear how you did it.

**Jaime Hope:** Well, so, well thank you John. My job is so interesting. I get to see people essentially on the worst day of their life in the emergency department. I've seen so many patients over the years coming through. Everybody has stress, everybody's going through something. And, I noticed this interesting group of people. They were a little different than the

other ones. They're not the ones that were looking for a day off, they're the ones that are saying, "Doc, you got to fix this. You got to put me back in the game. I'm running the company, I've got to be on a plane, I'm making a deal, I'm giving a keynote." I noticed this interesting group of people were entrepreneurs. I was just so fascinated by that.

I started getting to know some, and learning about it, 'cause at that point I wasn't doing anything entrepreneurial. Hearing people's stories, and how interesting. I remember thinking, "Wow, being an entrepreneur is a lot like working in an emergency department," John.

**John Bowen:** Well, it really is. It's funny, I hadn't thought of it till you said it that way. My experience, unfortunately we've had some family members having some recent health challenges, so I've been spending more time in hospitals. The, just everybody brings their problems to you. Well, for most CEO's that's the case too. This is something we all have to work through, and it makes a big difference.

**Jaime Hope:** Yes.

**John Bowen:** Jaime, one of the things that I know you've shared with me, and I always think of entrepreneurs as, we get 2x4, sometimes it's 2x6, we get knocked down. You're as hard charging a person that I've ever met.

**Jaime Hope:** Yes.

**John Bowen:** You got knocked down. I'd love to have you share kind of that life lesson that you shared with me, to share with our fellow entrepreneurs on, just stuff happens to us all. Sometimes it's health, sometimes it's family. We have to deal with this, and it's kind of hard as a type A when you're just charging ahead all along the way.

**Jaime Hope:** Yes. What happened John, I mean classic type A, over achiever. Great grades, getting accepted to school. I was working, I was doing really well, I was going to every committee I could possibly do at work. Had a house, marriage, everything was going great, and just trying to do everything at once. Then, when I got pregnant, unlike the typical people who get a little bit sick, I got a lot sick. I lost so much weight, and I don't know if you ... You probably can't tell, I'm not very huge.

**John Bowen:** Yes.

**Jaime Hope:** I didn't have a lot of weight to spare. I lost so much weight, I ended up with a special IV going from my arm, all the way to my heart. Then, a feeding tube going from my nose, into my intestines. Now, when you have that going on, you're literally plugged into a wall to keep you alive. I'd be getting my IV fluids, and nutrition through these tubes. For the

first time in my adult life, I had to sit still. I didn't even know what that was like. I was physically attached to the wall, so it forced me, I was on bed rest, I was just extremely exhaustively sick. I was on doses of anti-nausea medicine that are usually reserved for cancer patients, and so I had to sit and just be.

A huge part of my identity I realized, was being this hard charging, hardworking emergency room doctor. And, I was stuck on a couch, plugged into a wall. I didn't know, how do I define myself all of a sudden? Now, I knew at some point the pregnancy would progress to its natural conclusion, pregnancy would be over, I would go back to getting healthy again. I was able to use that time to take the best advantage of it. Learn how to be still, learn who I am, what defines me. Is it the outcome, or the process? Then, I was always a compassionate doctor before that, but to really be in the shoes of being a patient, completely changed my practice of medicine. It helped me understand people so much better, 'because this was the first time I couldn't get back in the game, and it was so hard.

**John Bowen:** Yes, no. I mean, I can't even imagine. I got, one time I got walking pneumonia, and that knocked me out for two weeks. I guess that's as close as I can get, because I couldn't even talk on the phone the first week. I couldn't ... This is somebody, I've got three businesses, I've got an awful lot of-

**Jaime Hope:** Uh huh.

**John Bowen:** ... People I'm working with, and responsibilities. Great team fortunately, they didn't even miss me, I think business was better without me. But, this is hard as entrepreneurs, and being still. I mean, it's very nature of making a difference, or the dent in the universe as Steve Job said that he wanted to do and did is, we need energy. I always think of this as energy management, and stuff happens that we don't have that. I mean, Jaime, how did you ... I mean, 'cause one of the things I know you do is you're a great coach for fellow entrepreneurs.

One of the things we both want is for them not to have to get ill, not to have, to have this challenge, that they're couch ridden, bed ridden.

And, the whole thing. How do you help them take a moment to really think through this? Because, I mean when we have those quiet moments, I remember when I had walking pneumonia. I spent a lot of time thinking, "What do I really want in life?"

**Jaime Hope:** Yes.

**John Bowen:** I want life first of all, I knew that one. But, after that, okay, let's design our lives on purpose. Which is so important.

**Jaime Hope:** Yes. It depends on where I meet them. If I meet them in the emergency department, and it's something, "Doc, I don't have time for a kidney stone. I have this stuff to do." It's a good teachable moment. One, I'm trying to help them get healthier. I'm their doctor, so I'm trying to get them healthier, and get back in the game. But two, talk about what's going on with them. I recognize that they can't just get a work note and be off for a few days. They're the boss, so they're the ones that need to run it. But, what is it that led them to get there in the first place? If it's something from a heart attack, generally they're not eating healthy enough, they're not getting exercise, burning the candle at both ends. Just, giving them the opportunity to talk.

I actually ended up being a coach sort of on accident because people, my years as a physician, people feel very comfortable talking to me. What happened is, people would just approach me, and chat with me, and share personal things, and ask for advice. It just kind of evolved naturally from there, because I see them. Whether they're coming to me before they get that sick, kind of on the side as a personal thing. Or, once I see them in the emergency department, those are the best opportunities 'because those are the times in your life when you're going to be reflective and realize you need to make changes. That's going to give people the opportunity.

**John Bowen:** Yes, no. It is ... One of the, there's a great book, and I can't remember the author's name right now. He's one of the top consultants in the world, he's retired. But, he has, one of the most prolific writers. The book was, "The Strategy of the Fat Smoker." Okay, not a great title.

This is a guy who made millions consulting, the most successful. People wrote about books on how other consultants ... When it came out, it was David somebody. I remember picking it, saw it on Amazon, said, "I'm going to buy it. I don't know why. I don't really want a fat smoker," is I'm not thinking that's the thing. But, it was a personal story really about what you're talking about. This is a guy who was a type A, making millions and millions of dollars a year, consulting point at the highest level there is.

He was overweight, and he was a smoker. It's not like he didn't know that there's some evidence that he wasn't smart enough to deal with this. But, the book goes on. It'd be a very short book if that was it. But, he had the heart attack, had the timeout, and it was kind of like he would beat up his clients all the time, that they weren't moving, they weren't changing, they weren't transforming their practice. He was telling them exactly how they could do it, and they weren't doing it. They weren't leading the life. Then it was kind of like, "Well, why would they follow my advice if I'm not following it too?" It was a really powerful book. It wasn't very successful because of the title, but I think so often as entrepreneurs, we make dumb decisions because we're so hard charging.



**Jaime Hope:** Oh, that's absolutely true. I'm teaching my patients about getting healthier, quitting smoking. I've always done pretty well with diet and exercise. I was not doing quite as well with sleep, 'because we have odd shift work, and it's kind of hard to unwind when you get home from 2:00 in the morning, and you had just cracked open someone's chest, and brought them back. It's hard to relax. Then stress relief, so I got to the point where I was so stressed. I was actually becoming extremely depressed, and just almost rock bottom in terms of that. I was very functional at my job, I was still able to do that. But, personally I was so stressed I just wasn't functioning very well.

The same thing, being a fat doctor giving someone advice about being thin seems ridiculous. I know that my job is extremely high stress, extremely high stakes. I was teaching other people how to help grow their resilience and their confidence. I was teaching med students in residence, and it kind of smacked me across the face one day, that it's time to start practicing what I preach as well. When I really started developing my own resilience muscles, that's when my life just changed for the better substantially. Then, the most interesting thing started happening. I went to Verne Harnish's Scale Up Summit, I met my now dear friend Joe Polish, who has introduced me to a lot of people. And, things just keep getting better and better.

**John Bowen:** Yes, no. It's really, one of the things is when we let that opportunity to make things happen... It's amazing. Verne's a great guy, and I've had him out speaking at my mastermind group.

**Jaime Hope:** Oh, I adore Verne.

**John Bowen:** Yes, and he's a hard charging global player too. Some of the times I think, I'm a big believer in this concept of designing your life on purpose.

**Jaime Hope:** Yes.

**John Bowen:** That, success means different things to different people. I have, at one time I was doing investment banking, I had the private jet, and we were doing due diligence on 120 firms. We bought 28 firms in a year.

**Jaime Hope:** Wow.

**John Bowen:** And, I hated my life. I was making plenty of money. All this, and I can still remember, my coach at the time was my wife. She goes, "Tell me again why we're doing all this? We don't need the money, you hate your life."

**Jaime Hope:** Yep.

**John Bowen:** "And, all this." Taking that step back is hard to do. Particularly, we all think it's when you get hit by a 2x4 because things aren't working. But, a lot of times you're getting hit by the 2x4 because they are working, and there's so much opportunity out there. How do you help, as you're working with entrepreneurs Jaime, kind of take a step back? We just completed a study of 700 entrepreneurs making over five million a year. 17% are interested in what we're talking about here, okay?

**Jaime Hope:** Yep.

**John Bowen:** That's a pretty large percentage that aren't, and maybe they have their act all together. You and I know that's not the case.

**Jaime Hope:** Sure, yes.

**John Bowen:** But, it's not a priority right now. How do we inspire people to take that, be more thoughtful about designing their life so that they really can accomplish all that they want to and live that great life?

**Jaime Hope:** One of the best ways that I have found to word it to people, especially if they are successful. They feel like they're successful because of the beating that they're taking. It's almost like we wear it like a badge of honor. "Oh, I didn't get any sleep, I'm getting hit by 2x4's left and right. That means I'm even stronger." When you finally explain to somebody, "You can only be killing it in business for so long, if you're killing yourself." It gives them a moment to stop and pause, 'because you truly can't sustain that forever. Just because you have been able to so far, doesn't mean you're going to continue to be able to.

I know this very well. I see people at the end stage of that stress level when they land in the emergency department. This is not just my theory, it's that this happens all the time. Just continually reminding people, "If you're taking care of yourself along the way, then you can continue to be killing it." No, Verne Harnish is a great example. He takes Siesta sometimes, which I think comes from his years of living abroad, and in Barcelona. Takes Siesta when he needs it. He does the Tabata exercises very regularly, he eats well. He is one of the people that has incorporated his healthy lifestyle into his business, and it really helps him continue to keep going as far as he needs to, to reach the levels of success that he wants to. Verne's a great example.

**John Bowen:** Yes, and really in the group we're in. Joe Polish-

**Jaime Hope:** Yes.



**John Bowen:** ... One of the things that has been a benefit for me too is, being in that group because it's so health oriented.

**Jaime Hope:** Mm-hmm (affirmative).

**John Bowen:** There's a lot of individuals with medical, health backgrounds. But, there's enough hard charging entrepreneurs like myself that, I mean I had somebody one time tell me that, "John, you're going to do a really good job building a great estate for your wife's next husband."

**Jaime Hope:** Ah, that's brutal.

**John Bowen:** It's like, "Oh," you know? I love my wife, 38 years.

**Jaime Hope:** Aw.

**John Bowen:** But, you know I'm going, "That's not what I really ... My big goal in life," type thing. I can still remember when I was younger, I was that. I didn't exercise, I didn't ... I was a pilot in the Navy. I was in great shape then, and then just stopped as an entrepreneur, and had a lot of success. One of the guys, probably about my age now, 62, came to me. He said, "John, why aren't you running?" I used to love running, and skiing, and all this. I do now. But, "I don't have time." He goes, "John, you got to make time. We all have the finite resource of time and doing this."

I mean, Jaime, when your kind of working with entrepreneurs, and they're doing ... Verne's a great example, 'because I mean, I do a little bit. I'm one of those guys that if I could take a pill-

**Jaime Hope:** Yes.

**John Bowen:** ... And, it would make me be in perfect shape, I'd be the first one to do it. I don't even care what the price is, I'd buy it.

**Jaime Hope:** Yes, you can afford the pill.

**John Bowen:** Yeah, I would buy the pill. But, they don't have it, so I have trainers show up at my house, I have a masseuse, I have everything scheduled because quite honestly, I wouldn't do it.

**Jaime Hope:** Yes.

**John Bowen:** I mean, I love skiing, I love a number of other physical things. I find out if I don't stay in shape, I can't do 'em. That's my big motivation. How do you help people through this process, entrepreneurs?

**Jaime Hope:** ... Well, the concept of if you feel like you don't have time to be healthy and take care of yourself now, eventually you're going to take that time in terms of an illness. It's very, it's personal and specific to each individual. Some people are very good at the self-care, like I said, I was doing great at exercise and diet, but I was doing terrible at sleep and stress relief. So, speaking to the individual and finding out where they are.

Now, the people I work with like you, finances is not the barrier. You can afford the personal trainer, you can afford the yoga instructor, the chef, whatever it is that you need. It's a matter of getting those things, and incorporating it into your life, and finding out what the barriers are. But, most people when they're coming to me, although I do have a lot of expertise on wellness, and nutrition, and diet. They're really coming to me for the stress component, and the resilience part. Then, when I'm talking to somebody-

**John Bowen:** Let's, well let's talk about that. I think this is, there have been times in my life that it's been pretty stressful.

**Jaime Hope:** Yes.

**John Bowen:** I can remember, I'm a financial guy, so major downturns are never good. I can still remember in the, really the 2008, let's go 2008, 2009 major financial downturn. The average, the markets were down 45% or so. Actually, over 50%, depending on which markets you're talking about. But, so many businesses went under during that period, it was a global challenge. As that was going on, it was very easy to be ... In my business, it still all of a sudden, my clients, the big financial institutions stopped calling. They were going ... They were having their own challenges type thing.

**Jaime Hope:** Mm-hmm (affirmative).

**John Bowen:** I can still remember going, the Friday before Lehman Brother's went under, I was one of their consultants.

**Jaime Hope:** Oh.

**John Bowen:** I showed up in a black suit. I do have suits still, and even though I'm in Silicon Valley I showed up with a tie, and all that. I couldn't get through the reporters. All the reporters thought 'because I had a black suit on, I must be a senior executive. I call up and they say, "No need to come up." And, they went bankrupt on Monday. But, the stress of that stuff is just

... You're being asked to really make a big difference, no matter what your roles are there. It's easy to just be overwhelmed.

**Jaime Hope:** Absolutely.

**John Bowen:** How do you help somebody? I was ... I actually, I don't think I ... 'cause, I could hop on a plane and fly back. But, the guys in the building were overwhelmed for sure.

**Jaime Hope:** Yes, yes. The key is you can't take on everything at once. It's just like with weight loss. If somebody has 100 pounds to lose, you can't lose 100 pounds in one day. If somebody is in a place of complete overwhelm and stress, you start with one thing at a time. I have my resilience RX strategies that I go through, and some of them apply more to certain people than others. But, there are some that kind of seem to resonate a little bit more globally with entrepreneurs in general, from everybody that I talk about.

One of the biggest ones that we're definitely hitting on here, is that self-care is not selfish. You need to take care of yourself in order to take care of the rest of the world. That's one of the biggest ones. I assess somebody and see what they're doing in terms of their self-care. If that's not their issue, it's businesses and a lot of other things. Just, finding out where their resilience level is at. People seem to think it's some magic, genetic thing that you're born with, a certain amount. Like, "This is your cup full, this is all you get for the rest of your life." And, teaching people that resilience is a muscle, and then going through various strategies, and what resonates with the individual, and meet them where they're at in order to get them to that higher level of resilience.

'Cause John, you and I both know. The stressors in life are going to continue to come. We're not able to stop that, that's not what we're doing here. But, if you can help somebody grow their resilience muscle strong enough, then when that next thing comes along, they'll be ready, and it won't knock them down. That's the important thing about what I'm doing.

**John Bowen:** Yeah, I mean this is so important. I want to touch on both of them a little bit more, and let's go to self-care. I mean, one of the ... Worked with some of the neuroscientists, and there's a fellow that I really love his work. Where, he's convinced me, and it's very much what you've been talking about Jaime. One of the mistakes I think entrepreneurs make, and I know I made this for most of my career, is I wouldn't schedule time for myself. I'm out there, I've got multiple businesses, I've got to make sure everything happens. What I do is, I make sure I'm going to take six weeks of vacation, and schedule it. The only way I'll take it is if it's scheduled.

**Jaime Hope:** Yes.

**John Bowen:** I'm going to go ahead and, every day, I have two and a half hours that are blocked for myself-

**Jaime Hope:** Nice.

**John Bowen:** ... In the sense of 10:30 to noon, it's kind of a very high productivity, and I get to choose what I want. Then at 4:00, 'cause I'm an early starter. 4:00 to 5:00, I'm usually fairly tired. I just schedule it, and it could be anything from going out and playing golf, going for a swim, could be working on something that is kind of new creativeness too. I find when I'm really tired, I'm actually more creative. I'm not going to be able to get the detail. It's the same as I was talking about, with having everything scheduled. I went to the dentist today, and did the preventive, the cleaning, all that stuff. I have the concierge medical groups that monitor my health. The reason is, I probably wouldn't do it if I didn't have it in my calendar.

**Jaime Hope:** Yes. Yes, our mutual good friend, Joe Polish, is really good at that. He's such a great example. He'll schedule stuff in his calendar. He'll schedule free days, he'll have yoga classes, he'll go to meetings if he needs to, he's very open and talking about his addiction and recovery, and how that's benefited him. Also, our other good mutual friend, Jason Fladlien from the Genius Network. He's in the 100K group, he's the webinar expert. He had-

**John Bowen:** Well, and I even see Jason's book behind you too, to the side there.

**Jaime Hope:** Do you like that product placement?

**John Bowen:** His latest one, yes.

**Jaime Hope:** Jason's one of my besties, so I put that there for him.

**John Bowen:** Okay.

**Jaime Hope:** He's great. He schedules a yoga instructor to come on certain days to his house, so he'll be working, working, working creatively. The timer will go off, he'll walk out. The yoga mat will be ready, do the yoga, thank the instructor. Then she will clean up, but he goes back to his office and works. He schedules hikes, he's very good about doing it on the schedule. When people see these extremely successful people, these are both multimillionaire, high level, very well-known and well-respected entrepreneurs, are incorporating these aspects of self-care in there. You can see that it is possible to still be successful. They're successful because of these things.

**John Bowen:** Yeah, I think that's the right word, is... Yes, 'because I mean ... I think the selfish word is the right word, is that when we schedule free time-

**Jaime Hope:** Uh huh.

**John Bowen:** ... The trainer to come in, the masseuse, the yoga instructor. It can feel like you're not being fully productive. Quite honestly, you are much more. You're able to face the world, have the energy to do that. Let's just touch on, Jaime, a little bit on ... I get that, you shown me that resilience muscle.

**Jaime Hope:** Yes, so the muscle.

**John Bowen:** How do I build that up? Yes, 'because I know, and you know that stuff is going to happen. I would use a normal word, but stuff is going to happen.

**Jaime Hope:** Yes.

**John Bowen:** You're in an emergency room, I'm coaching top financial advisors, so it's a little different. I don't want to open up anybody's chest. But-

**Jaime Hope:** Yes, don't do that.

**John Bowen:** ... There're some major challenges along the way.

**Jaime Hope:** Yes. It is a muscle, and it's something that if you do your resilience strategies, it will continue to grow, and you'll be ready to face those challenges that we know are coming. There's a lot of different things that I do. Just very briefly, I do perspective exercises with people, I teach people how to soundtrack their life. In a movie, if there's two people standing next to each other, and there's romantic music playing, you know what's about to happen. Or, if there's other music playing, you know what's about to happen.

**John Bowen:** Yeah.

**Jaime Hope:** But, then if there's kind of scary, murderous music in the background, that completely changes-

**John Bowen:** When we hear the Jaws background music, we know what's happening.

**Jaime Hope:** ... So, we know that movies take music to give us the emotion of how we're supposed to feel in the moment, so why not use that to our advantage? I've got a whole bunch of different playlists on my iPod, whether I need to feel inspired and energetic, or do I need to, after a shift, calm down and stuff like that? Just, there's a whole bunch of strategies that people can have in their back pocket. They don't take necessarily a ton of time to do each

one, but every time you take to grow that resilience muscle, you're going to be stronger and stronger.

Entrepreneurs, just like my job, it's very high stakes, very high stress. You're lifting a lot of things, you've got a lot on your plate. If you don't grow those muscles, how are you supposed to be able to lift all the things that you're doing?

**John Bowen:** Yes, you know it's interesting. One of the podcasts on AESNation.com, a fellow that we worked with him, I'm just going to look at the number. Jason Campbell, who I met-

**Jaime Hope:** Oh yes.

**John Bowen:** ... At the same time. Jason, I invited on.

**Jaime Hope:** He's a good guy.

**John Bowen:** It's episode 205. It's on meditation. Well, why would I be having Jaime, and Jason? Normally I'm hard charging. What I'm finding is, I need to build up my energy. Jason, I was thinking of him because of the music. He writes his own music to make meditation easier. I'm from a small-town Upstate New York. I've lived in California my professional career. But, I'm not a soft and fuzzy guy. A lot of this, I kind of ho hummed. What I've found is, as you do this, the impact it makes, and one of the things ... We do a lot of research on the super-rich, people, 500 million or more of net worth. The number of billionaires doing meditation for instance, doing all the things Jaime, that you and I are talking about. It's huge.

Why are they doing that? Well, one of the reasons they're a billionaire is they're being effective in all parts of their life, and they're bringing in the top people in each of those areas to help support them. It's really, one of the things I want to encourage everybody to do, is to take the time to work with someone to help you. Because, a lot of this is hard to do on your own. I mean, I've found, left to my own devices, I would not do this stuff type thing.

**Jaime Hope:** Right. It's easy for people to just blow it off and say, "This is fluff. I'm not doing anything during this time." But, sometimes if you just give your brain a break for a few minutes. 'Cause I used to be, any time I had free time, I was listening to podcasts, I was listening to audio books, I was doing something. It was just a constant stream of input, going from one of the top 10 busiest ER's in the country. Which, as you imagine has a lot of input all day long.

**John Bowen:** Right.

**Jaime Hope:** Then, constant podcasts, audio books, and learning, which is great 'cause I felt like the only way to be successful was to be doing something every second. Then when I



finally just turned it off and had a little bit of downtime, when I would find time to meditate, and time to be still for just a few minutes. That's when my best ideas came. The best inspiration, the best creativity. Giving your mind a little time to take all this stuff in that you're doing, and be still, you're actually going to find that's where some of the best stuff comes from. It is productive time, to have a little bit of downtime. Otherwise, all those billionaires wouldn't be doing this.

**John Bowen:** Well, and I think the one thing, I mean one that we all do, taking a shower for instance.

**Jaime Hope:** Yes.

**John Bowen:** So many people have come up with their best ideas in the shower.

**Jaime Hope:** Yes.

**John Bowen:** Because, it's one of the few times you're isolated, and you don't have a lot of things going on around you. Well, why don't we be successful on purpose and create those environments? Whether it's meditation, hiking. I mean, we can go through all the different things. I mean, I like golf. I didn't play golf until about five years ago, and a top 50 golf course at the bottom of my hill, and I've been a member of since they built the thing. But, I never ... I'd just go to the social functions, that type of thing on occasion. What I love is, I can get out of ... One of the challenges for entrepreneurs is getting out of the, whether it's the emergency room, or just the business, you're always thinking. It doesn't have to be overly stressful. It can be meditation, it can be golf, it can be skiing, it can be a, love racing cars too. You got to pay attention to where you're going.

But, scheduling this stuff, Jaime, is just so powerful. I really appreciate all your insights. I mean, if somebody wanted to reach out to you Jaime, and interested. I know you have such a limited capacity for clients.

**Jaime Hope:** Yes.

**John Bowen:** But, how would they reach out to you?

**Jaime Hope:** The primary way people contact me is through my website, which is DrHopeHealth.com. I'll give you that in the links. You can reach out there and contact me for individual coaching. As John knows, I'm kind of at the beginning of my entrepreneurial journey. I've been working as a physician for a long time, and I've been doing professional speaking on things like resilience and confidence. Then, the coaching thing came because people wanted more, so I wanted to make sure I had a way for people to access me if they

need those resources. There will be writing on there. At some point I will do some group coaching too, if there's people who want to do it in more of a group setting if they don't have time on an individual basis. I'm growing too.

**John Bowen:** Yes. No, well this is one thing. I really appreciate Jaime, this is fantastic. Let me do a kind of key takeaways on this.

**Jaime Hope:** Okay.

**John Bowen:** The thought process, this is the kind of stuff, it's so easy for us as entrepreneurs going, "No, I'm going to go out and make some more money, I'm going to build some more widgets, or have more engagements, or do this, or do that. This is downtime." I got to tell you, maybe it's I'm at 62, I'm a little bit ... When I was in my 20's and 30's, never remember having any of these conversations. But, it really did hit me, and I guess the fat smoker strategy when I had walking pneumonia, and I believe I really got it 'because I was traveling like crazy, I was giving speeches all over the world, we were doing a few deals along the way. It just knocked me down terribly.

I had already designed my life how I thought I wanted it. I became clear there. Don't wait for the heart attack, the walking pneumonia. Whatever it is, deal with this now. Be successful on purpose. Make sure you have the confidence, the systems in place. You've worked, as Jaime said, the resilience muscles. So, we know we're going to get hit by a 2x4. Sometimes it's going to be wood, sometimes it's going to be steel.

You just want to be able to go through, because we are all so privileged. That, we get to have a really good life as an entrepreneur. If you're having success ... I mean, with the breakthroughs, Jaime, in healthcare that are going on, and longevity. We have the opportunity to live an awful long time and make a huge difference if we take care of ourselves.

**Jaime Hope:** Yes, yes. Just to say, I mean you can't be killing it in business for so long, if you're killing yourself to do it.

**John Bowen:** No, well said. Go to AESNation.com, and we'll have all the links to Jaime's site, the transcripts, the show notes. This is so important. I always end with, your clients, your future clients, your strategic partners are counting on you. I got to tell you, your family and friends are counting on you for this one too.

Don't let them down, go out, and make a huge difference. We wish you the best of success.

## A Second Opinion on Your Finances

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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.

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Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select