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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE  
**218**

**Ben Hardy**

Show Notes at: <http://www.aesnation.com/218>



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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. There's so many different ways that we can add value to our clients and do well by doing well. But, I've got somebody, a very young entrepreneur who is making a huge impact, and a big difference that I met at Joe Polish's Genius Network Group. He's kind of taking it by storm here, and it's not that often a new member comes in and is able to do that. The reason is, he's doing something that most of us as entrepreneurs aren't doing. He's doing a lot of self-assessment on what's making entrepreneurs, his fellow entrepreneurs like you and I, more successful. But, he's doing something a little bit more. He's actually writing about it.

When I say writing about it, he's really writing about it. He's the number one writer on Medium, which is one of the major platforms out there. He's got millions of people reading his stuff. Matter of fact, when I walked out of Joe's meeting the first time I had the opportunity to meet Ben Hardy, I picked up his book, "Willpower," and read it on the flight back. I got to tell you, it blew me away. Well, I'd like to say I was the only one, but he's a best-selling author.

Even more important, Joe Polish, Dan Sullivan, and Michael Hyatt bought over 3,000 copies of this. This is, I wanted, I grabbed it. I said, "Ben ..." He's in big demand. I go, "Ben, I need you just for a few minutes 'because I want to share you with our audience, 'cause you're going to make such a huge difference." You don't want to miss this. I am John Bowen, you're at AES Nation. It's all about accelerating entrepreneurial success, and we're just about ready to do it. Hang in there and join us.

We're excited to have you join us here today. You're doing some remarkable work, so thank you for taking the time out of your busy schedule to share your insights with our audience.

**Ben Hardy:** Yes. John, I'm a huge fan of yours so it's a pleasure. Seriously, I love being here with you man.

**John Bowen:** Well, it's so much fun, fellow entrepreneurs making a difference. You've kind of come out on storm Ben. I didn't know who you are, were until the Genius Network. Then, all of a sudden, I see you everywhere. Even more importantly, it's great stuff. Maybe give a little backstory before we go on. Some of the life lessons that you've learned as a very successful entrepreneur, as well as some of the lessons that your kind of chronical, and you're seeing as you're studying this as well.

**Ben Hardy:** Yes. Just a quick breakdown of kind of my journey. I came from a very abusive background. Not necessarily that I was abused, but it was a really bad environment that I came from. My father was addicted to pretty heavy drugs after the divorce of my parents. I barely ended up graduating from high school 'because there was just no stability in my life. About a year after high school, I was 19 years old, I was living at my cousin's house. I detail this story in Willpower Doesn't Work, but I was living at my cousin's house, sleeping on his

Love Sac. My diet consisted of Mountain Dew, Little Caesar's Pizza, and I played World of Warcraft for about 12 to 15 hours a day. I didn't have a job, and I was just very depressed and sad.

I was basically the product of a really broken environment. There's a really cool concept in psychology called, "Transitional character." A transitional character, I'm actually going to read you the definition because it's something that I'm guessing a lot of your audience is. But, a transitional character is someone who in a single generation, changes the entire course of their lineage. The individuals who grow up in an abusive or emotionally destructive environment, and who find a way to basically take the terrible stuff from their environment, and not pass that on to the next generation. Basically, this is a generational breaking human being. They break the mould, they review ...

What I like is, when someone comes from a really bad background, and then just transitions in a huge way. That was kind of what I wanted to write about with Willpower Doesn't Work, and that's what happened to me. How I did that is, I ended up getting into fitness, I started running. When I was out running I allowed myself some time to kind of process what had happened in my life. From the divorce of my parents at age 11, till like ... There was a lot of negative events that happened through my high school time. While running and being alone, I actually allowed myself to think about it, and think about my future, and get out of the World of Warcraft, and kind of start to think about my life.

I ended up serving a humanitarian mission for my church, and it was during that time that I started reading stuff like Stephen Covey, self-improvement, a lot of philosophy, psychology, religion, spirituality. Importantly during that time, I started writing in my journal. I just, I have stacks and stacks of journals. We'll talk about journaling later in this episode, but during that time I decided I wanted to study psychology, I wanted to study human change, I wanted to become a writer. I got home from that experience in 2010, and so basically from 2010 till now I've been studying psychology. I'm almost done with my PhD in psychology. We got married, I got married to my wife. In 2015 something super pivotal happened.

That was, it was right at the beginning of my PhD program, and my wife and I became foster parents of three kids, siblings. That experience kind of shook my world, and it interestingly, it was a catalyst to my success. A lot of people would think if you take on these three kids, all your time's going to get sucked up. But, I realized very quickly that a lot of people think ... This is one of the things I talked about in Willpower. But, a lot of people think that who you are is based on, purely based on choice. But, what I've found is that who you are in a lot of ways is based on the situation you're in.

When I had this new situation where I had this enormous amount of responsibility heaped upon me, I became a foster parent, I was in school. That new found responsibility gave me a

ton of motivation. I talk about this in Willpower Doesn't Work, but motivation is very situational. There's a concept basically called, "Hysteric strength." But, you've probably heard the story of someone whose truck fell on their kid, and they were able to lift their car, doing crazy things. The situation kind of called upon them to do something different, and that's basically what happened to me when I became a foster parent and was in my school. I mean, it just led me to finally start writing, because I'd wanted to be a writer since 2010, and had basically done nothing about it until 2015 when it happened.

Then, so I had been studying, and writing in my journal. I knew how to write, and I knew how to think. I started writing in 2015, took an online course that taught me how to write headlines, taught me how to pitch articles onto places like Huffington Post, and then I just started writing. I found Medium.com, and in less than a year I was the top writer on the website. Basically, since then, I've just been writing ever since.

**John Bowen:** No, and I can vouch for you, that you have been writing ever since. We do a lot in our group. I'm more of an Author. I separate those two components, that I've got a team of writers working with me, and so I have a great appreciation for what you're doing Ben, and the quality of what you're doing.

One of the things, I want to go to the book you wrote. We'll talk about it a little bit later, but one of the things that just really resonated with me ... I've been an entrepreneur at multiple companies, I've been in large companies, I've had the corner office, I've had this and that. One of the things you talk about so much in your book, and it's something people, fellow entrepreneurs talk about, but they don't really, they're not as conscious about it. It's that environment, how important the environment is that they find themselves.

This is kind of the big picture, and maybe you can touch on that because that was a big lesson for you and your own personal situation, and the fellow entrepreneurs that you've had the privilege of working with and playing with.

**Ben Hardy:** Yes, so this is kind of a fundamental ... This goes to really the root of how people change. If you've read, "Seven Habits of Highly Effective People," and if you've read enough self-improvement, the concept comes up over, and over, and over again, that you must change from the inside out. Although that's true, very few of those books actually explain how it works, you know what I mean? They say you have to change your paradigm, but then you change your environment. Basically, the inside becomes the outside, but they don't really explain how it works. It's kind of mystical.

Really, from a psychological standpoint, people are actually more likely to change from the outside in. That's where the environment shapes you. That doesn't mean you can't be intentional, and actually my whole book is about being proactive and intentional. But, it's about

also being aware that your environment is influencing and changing you, and so the smartest people in the world actually proactively shape their environment.

There's a quote from Marshall Goldsmith. He's a famous Author and what not.

**John Bowen:** You know, one of the top coaches-

**Ben Hardy:** Yes, he's brilliant.

**John Bowen:** ... Yeah, I know. Yeah, I know.

**Ben Hardy:** He wrote a book called, "Triggers." In that book he said, "If you do not create and control your environment, your environment creates and controls you." He's a psychologist by profession, he studies what influences motivation and behavior. More than not, it's actually situational factors. But, these are the things that in Western society, we totally downplay because we're highly individualistic. We very much focus on ourselves, and we downplay the influences around us.

In the book, I specifically talk about the fact that the most successful people in the world, they purposefully create environments to show themselves from a lot of stuff. From a willpower perspective, willpower disappears with the more stimuli coming at you, with the more options, the more choices. For most people, first thing in the morning, they pull out their phone and immediately they're just putting information in their head, and they're having to make choices. We make way more choices right now than we've ever made before. A different definition of willpower is decision fatigue. This is one of the reasons why people like Steve Jobs, and Elon Musk and stuff wear the same clothes every day, is because they don't want to make dumb decisions because they know that it ... They would rather use their energy and resources on better things.

There's a book called, "The Paradox of Choice." It basically means that the more choices you have, the less quality those decisions become. What you want to do is, you want to create an environment that essentially shields you from a lot of the noise so that you can focus on the signal. You want to remove options. That's how you create and control your environment. You can do that in really simple ways. A really easy way is just first thing in the morning, don't look at your phone. Don't even have it near you, you know what I mean? Give yourself the space and time to think.

You can apply this strategy in really powerful ways. John talked about how you and I met at Genius Network. When you put yourself into a really amazing environment, where you're surrounded by people who are rock stars, who are highly motivated, who are collaborative. When you put yourself in that environment, it changes you. Basically, rather than just saying

that you change from the inside out. What I'm saying, is actually yes, you change from the inside out. But, you have to do that actually by changing from the outside in. What you do is, is you make decisions about what type of environments you want to influence you, and shape you, and alter you. That's why Jim Rohn said, "You're the product of the five people you spend the most time with." If you're intentional, you actually ...

**Ben Hardy:** ... product of the five people you spend the most time with. So, if you're intentional, you actually just decide who are those five people who are going to influence you. Zig Ziglar said, "Your input shapes your outlook, and your outlook shapes your output, and your output determines your success in life."

Go ahead.

**John Bowen:** I was going to say this is so powerful, Ben, and one of the reasons why before we turned on the camera, I said, "Ben, let's go over some of the life lessons that have been so important," and to me, this is one that ... I've had a private jet. I was flying around doing the investment banking stuff, really, probably the movie star kind of image of the outrageous job making a good seven figures and all that and hating my life. I met great people, but I was in the wrong thing for me. I didn't care that much about a private jet and the whole deal.

And then, really, I think of it as very intentional, Ben. I was fortunate. I had a pretty big liquidity event. So, a small liquidity event, but it was that I didn't have to work anymore. And what happened is I decided that I loved the entrepreneurship, but I wanted to design a business on purpose. And I'll tell you, I've never been happier, but one of the other things I learned along the way that you're really big on, and you touched on it, and I want to go a little further is this whole part of the ritual. I don't have ... I know you do morning and the evening. I only have a morning one, but I mean having that routine.

Everybody that knows me, this is my business outfit, a black polo shirt. I get asked all the time do I have more than one. Yeah, I have about 20 of them, but I'm a big believer in Steve Jobs. We also have a mutual friend, Dean Jackson, who wears the same stuff, and I'm like, "Let's get rid of all the easy things to get rid of, and then let's do really important work."

Ben, touch on the ritual stuff, because this has been a big thing for you and for a lot of successful fellow entrepreneurs we both know.

**Ben Hardy:** Yes, absolutely. Just one quick thought just to add to what you were saying is there's a really famous quote. It's in the book *The One Thing*, but also a lot of people use it, and basically it's, "What one decision can you make that would make all other decisions either easier or irrelevant."

And that's what we're talking about here. You make one choice. It eliminates all the other ones. Those are the best types of decisions. Just as a quick example, if I don't want to eat sugar, then I shouldn't put sugar in my house, because if it's in my house, then I have to consciously think about it, and I have to make a lot of decisions every moment like, "Am I going to eat those Pop Tarts?"

If you just don't put it in the house, then-

**John Bowen:** I'm with you on that one, because I do that, because I am one of those. Yes, many of us, particularly sugar, I love sugar. Sugar doesn't do good things for me, so it's really making those conscious decisions and having alternative things that are good for you. It's amazing what happens, but let's get to the rituals.

**Ben Hardy:** Yes, for sure. So, there's a lot of psychology research. So, basically, one of the fundamentals of why morning and evening routines are so important is because who you are is a product of what you do. So, basically, most people think that it's your personality that shapes the choices you make, but actually, it's the choices you make that shape who you are, and that's a concept in psychology called self signaling. Basically, what it means is that the choices you make signal to yourself the type of person you are. So, if you start waking up early, for example, you'll see yourself as an early riser. If you start getting small wins in the morning, something that Dan Sullivan recommends, you begin to have confidences.

So, there's a lot of research in psychology that says that confidence is actually an effect of success. It's not the cause of success. A lot of people think it's confident people who become successful. It's actually successful people who are confident, because they made the right decisions. So, when you start doing first things first in the morning, you actually wake up when you said you would wake up, because confidence is another word for self-trust. So, if you actually wake up when you said you would and you start putting first things first, you have an actual routine where you fill up your cup, whether that be reading good books, writing in your journal, exercising, doing creating projects. By putting first things first, you actually start having more confidence, which then translates to the rest of your day. And so, basically, just on the outside, most people think that confidence and motivation are the causes of success when actually they're the by-products.

There's a Harvard psychologist. His name is, I think, Russell Brunner, but he says it's a lot easier to act your way into feeling than to feel your way into acting. So, rather than waiting for motivation to kick in so that then you can do the right behavior, if you just wake up and do the right thing first, you'll be confident, you'll be motivated, you'll have inspiration, and you'll become the person you want to be.



So, that's the fundamentals of why my morning routine is so important, but on a behavioral level, we live in a very addicting environment. As I've already talked about before, about 80% of people between the ages of 16 and 60 look at their smartphone within the first 10 minutes of their day, and what that does is it triggers them into a reactive state where then their body and their subconscious mind take over, and they're not living proactively. They're not living on purpose, and they're not living by design. They just go through a subconscious loop, and then their day is pretty much a repeat of what they did yesterday. So, one of the core reasons for having a morning routine is it's giving yourself space to think about, meditate, ponder. I would recommend writing in your journal in an affirmative way the goals you're trying to pursue.

Think about the future you want, and then there's a really, really cool, and helpful strategy when you're visualizing or writing about the goals you want to pursue. There's a lot of research that basically says visualization isn't enough. You actually have to experience the emotions that you expect experience when you achieve a certain goal. So, if you're thinking about who you want to be or a goal that you want to achieve, and you're spending time first thing in the morning really thinking about it and even writing down, for example, in an affirmative way, "I will achieve X by this date." I'll make \$10 million or something by this date. You want to actually visualize what they are going to look like, and then you want to feel what it would actually feel like to achieve that goal. And then, you want to actually experience gratitude in the here and now as if you had already achieved it, because there's so much research about how gratitude changes your brain.

Basically, what you're doing is you're pulling your future into your present, and you're experiencing the emotions of the present right here and now. Dan Sullivan talks about how there's the game versus the gap and how he focuses on the gap, which is the distance between you and your goals that makes you feel upset. But if you focus on the gains you've made, then it allows you to feel excited and confident, which then allows you to move forward. Well, this strategy actually allows you to focus on the gain while at the same time focusing on your future rather than just on your past, because your focusing on the goals of your future, but you're actually experiencing gratitude as if you're already achieved them.

And this is what a lot of people, Tony Robbins and other, call a state of resolve or inner knowing. This is basically where you put yourself in a position to you know you're going to achieve your future goals. I call this a peak state, but this is the smartest thing you should do in the morning. Basically, you wake up first thing in the morning. Rather than being reactive to your environment, you give yourself space, and I would actually recommend you go to a pretty serene environment. It doesn't have to be you have to go to the temple. I mean, for me, honestly, a lot of times it's just my car, but I'm intentional about the fact that my environment influences me, so I go to a quiet place, and I pull out my journal, and I visualize, and I think

about the future I want to have. And I think about the emotional state I want to live in, and then I live out that state, and that's a concept called be, do, have.

Basically, you need to be a certain person, and you need to decide who that person is, and then you need to act as that person would act, and you'll have what you want. So, if you want to be a billionaire, well, what would that actually feel like? And then, how would that person act on a daily basis? How would that person relate? And that is what should shape your behavior every day, and if you are acting from that perspective, then you're not going to repeat your past. So, that's the core reason you should have a morning routine. It's to put yourself into a mental and emotional place of your future rather than your past. Unfortunately, for most people, because they're triggered by their environment, and they're allowing dopamine and all sorts of things to fuel their decisions, they're basically just repeating yesterday over and over and over again. So, that's a lot of the concept of doing morning routines.

**John Bowen:** Yeah, I just want to touch on it, Ben, too, because my experience, I do this every morning. I have a step by step and time, and so one, and I got to tell you, and I have the meditation and a little breakfast thing and then review what I want to accomplish. I have five business goals that I focus on and three personal ones, and there's not right number on content, and then I do journal, probably not as sick a journal as you do, but a journal nonetheless. And that's made a huge difference, because I'm starting every day focused on the big picture, and I am extremely ... The gratitude is just amazing.

I do love the concept from Dan Sullivan that mind the gap is so powerful, because we all want to be ... There was a time in my life if I ever made \$50,000 a year of net income, life would be grand. Well, the number's gone up. The goals and things change, and sometimes you look and something doesn't work out, or fails even, and you can get really disappointed in yourself, but if you look at the progress you've made instead of looking to what the ideal outcome was, you look where you started and where you ended up, there's so much progress made.

But Ben, one of the things I'd like to do, you've done a phenomenal job on culture, and we've got a mutual friend, Hugh, over at the, I forgot the name of his company now. Was it Gaping Void? I'm going to put it up on the screen. Why don't you describe what is this type thing? And we'll dive into a couple of them with the time remaining that are some great life lessons.

**Ben Hardy:** Absolutely. So, this is a culture wall. Right now, you're just looking at 20 images, but these images basically portray values that I have, and Gaping Void is a culture design company. I actually learned about them from Joe Polish. You'll see pictures of Joe's values and beliefs. All over Genius Network, Dan Sullivan has his own culture wall, and I love their work, and I'm lucky enough that they like my work. So, they actually made me that culture wall. I don't know. Do you have one yet?

**John Bowen:** I don't, and a matter of fact, Jason, and I, I just did a podcast with Jason a couple of weeks ago. So, he offered to do it as well, and I'm going, "Where would I put it?" My wife's a big ... The global headquarters of the three businesses I have in my pool house, and I go, "I don't know, Jason, if I can put it up," but I'm thinking really digital. I got all kinds of monitors all over the place. I love just showing what you're showing here. I mean, this is really impressive to be able to capture all those values that are important to you, and look, and wow. And I love the way that it looks at Joe's office as well.

**Ben Hardy:** Yes, if you actually scroll down a little bit on that article, people can get a scale of the size of that. There's a picture of my kids holding it. You don't have to scroll down too far on the article.

**John Bowen:** There we go. Oh, yes.

**Ben Hardy:** So, that's just a scale of the size they are. They actually are a foot by a foot, and they stick out an inch. They're really cool.

**John Bowen:** The kids like them, too, it looks like.

**Ben Hardy:** Yeah, I actually have it hung in my house, since I work at home, so I've got my huge culture wall at my house, so my kids can be reminded of these things all day. But you can scroll back up. I'll share just a couple of concepts from this wall, if you'll put that up.

**John Bowen:** Got it. Let me grab it here. There we go.

**Ben Hardy:** Perfect. So, I'm going to start with there's basically two, because I already went over the fact that success precedes confidence. ... basically two 'because I already went over the fact that success proceeds confidence, behavior drives motivation, and also behavior is what shapes personality. There's a concept on there, and it's on the left side, second one down, it says nothing happens until after the ships are burned. This is obviously a very entrepreneurial concept. A lot of entrepreneurs will understand this, that you have to actually make a commitment first, and then all the insights kick in.

Actually, Dan Sullivan he talks a lot about how when you write a check for example, when you invest in yourself then all of a sudden, the motivation, and insights, and stuff come in. During my PhD in organizational psychology, and I know that everyone listening to this podcast is already a highly successful entrepreneur, but I studied the difference between wannabe entrepreneurs versus successful entrepreneurs.

One of the things that was the initial starting point of what led someone to begin identifying themselves as an entrepreneur. 'cause if you're a wannabe at something you don't actually

see yourself as that thing yet you're like, "That's something I want to be." But, if you are an entrepreneur you say, "That's me." So, what was it that actually led to that reidentification?

Really for most people it was actually making financial investments in their goal. Once that person started making financial investments a few things happened. From an economic standpoint there's a concept called sunk cost bias. Once you've become invested in something you become heavily committed to it. A lot of people would say that Elon Musk is he's got this really amazing why he's got this motivation, and that's what's leading him to sink all of his money into his companies and make the strides he's making.

My argument would be actually that his motivation is because of the fact that he sunk all of his money into it. He invested himself heavily, and I think that, that's, and he's invested himself over, and over, and that's why his motivation is so high. That concept is just awesome for me. When you start investing money in your goals, and the more you invest the more committed you become.

There's another idea, and this is subconscious, but Dr. David Hawkins he wrote a book called, "Letting Go," it's a really good book. He also wrote a book called "Power vs Force." But, he talks a lot about how your unconscious mind will only allow you to have what you believe you deserve. So, if you look at your success right now, if you look at your environment, if you look at your partnerships, your collaborations, if you look at your relationships, they are all a product of what you unconsciously believe you deserve.

Tony Robbins would put it this way he would say, "You get in life what you're willing to tolerate." So, if you tolerate bad health that's what you're going to have. If you tolerate not impacting millions of people that's what you have. Basically, you have in life what you're willing to tolerate. You're okay with it. So, how do you actually shift your subconscious mind?

Well, you make bold powerful decisions because your subconscious is heavily connected with your memory, and your memory is attached to your emotions. If you want to actually shift your subconscious you have to shift your emotions by making bold decisions. When you make a powerful investment in yourself, or in your business whether that be doing something like joining a mastermind group, or just investing in education, and skills, or investing in a collaboration it basically shatters your subconscious belief system of what you can have, and it says, oh, wow, I actually know, and believe I can be, and do, and deserve more.

That is that concept is that nothing happens until after the ships are burned.

**John Bowen:** Well, and I think it's so important as entrepreneurs particularly successful ones because we don't have to burn the ships. You're at a pretty comfortable spot typically, and if

you want to accomplish something though you got to do it. I mean this is one of the reasons I spend a little over 100,000 a year on mastermind groups. When I start a project I'm a, my background's in economic, econometrics, and some costs you're supposed to ignore, but I'm a person too.

You end up having that investment you're going to really work, and so much of this is persistence. I want to finish on one more Ben and bring up the cultural wall. I'm going to go to the one that really there's so much that impresses me of what you're doing, but I think the better prolific than perfect is just such a powerful.

Tell 'cause so many of us as entrepreneurs want to be perfect. I mean we're working really hard doing everything. We've got all kinds of resources, we've got teams, and everything else, and what are you doing telling us we should just be prolific? I mean what does this mean?

**Ben Hardy:** Well, I'm going to actually connect this with the last one, and this is something you, and I already talked about, but the more successful a person becomes the more actually conservative they become with their resources. When you're first starting out when you're ambitious you're willing to take more risks because you have less to lose. From a psychological standpoint basically, what they say is that you have an approach orientation.

You're highly approach you're on offense not defense. What happens to a lot of people when they become successful is that they shift to defense, they shift to an avoid orientation. Rather than seeking rewards they seek to not experience risk. In the book, "Essentialism," Greg McKeown talks about how success is often the catalyst to failure. Basically, what happens is you become successful, and you lose your why.

Kind of by connecting this to "It's better to prolific than perfect." I actually got that quote from Joe Polish. But, as a writer, and as a creative I've been very surprised by some of the articles that I've written, that have gone viral. Another quote is basically "Done is better than perfect." But, you have to put out imperfect things, and this is very entrepreneurial, but Seth Godin he once told me, I asked him a question about just where he gets his ideas, and he says, "Plant a lot, harvest a few."

You put a lot of stuff out there, and you in a lot of ways you don't know whether it's going to work. If you're so focused on creating the perfect product you're never going to create it. I have friends that are like that. They've been working on their concept, or their idea for five years, and they've never put it out. They keep iterating it, but they're not iterating it based on any feedback they're just iterating it because they keep changing, and learning. You know what I mean?

**John Bowen:** Well, I think of just where you've gone 'because I've watched you on a number of things here Ben, that had you not put yourself out, and your material out none of the stuff that's going on right now would happen. There's no way you had an Excel spreadsheet that, or a business plan, that had the plan all done, that you're doing. None of us do, but if we don't let the market force us, we don't ship it using Seth, if you don't get it out there nothing happens.

**Ben Hardy:** Yes, so there's a really, really cool idea in neuroscience that's related to this, and basically, it's all about learning. Our brains are very hardwired to seek prediction. We want to be able to predict the future, we want to know that if I do X, Y is going to happen. If you have what neuroscientists call prediction error that's when you learn something new.

If a child for example touches a hot stove they weren't expecting that. They were not expecting that, that's why they did it, and when they touched it, and it burned their hand, it totally sent an intense signal to the brain. That's called a memory, and it's highly emotional, and that's what a prediction error is. If you're not experiencing prediction errors you're not actually learning, you're staying in your comfort zone, you're staying in your bubble.

One of the reasons why it's super important to just create a lot of stuff is that you actually get that feedback from the environment. Those prediction errors you realize oh, that didn't work rather than just living in your bubble and thinking that what you're creating is relevant. It's not for the most part. You actually have to put it out there, and you have to actually have your assumptions shattered over, and over, and over again. That's actually how you learn.

The reason people avoid that is because it's emotional, and that's another thing that Seth Godin says is that all art, or all creativity is emotional it's personal. The most powerful businesses are tapping into something emotional into humanity, the best writing, or art. Even if it's for the purpose of business it's still emotional, and if you're going to actually create something that's important you have to kind of feel the fear and do it anyway.

You have to step out of the emotions, that are keeping you blocked, and you just have to get used to creating over, over, and over again. The challenge about doing that is that you can't predict the outcomes always. Dr. Ken Robinson he has one of the most amazing TED Talks ever about how the public-school system is killing children's creativity. But, one of the things he said is that, "If you're not willing to fail, or be wrong you're never going to create something original."

Basically, as a creative, as an entrepreneur you have to step into the unpredictable. You have to do things that you can't fully predict are going to happen, you can't fully predict the outcome, and that's what freaks the brain out because the brain wants to be able to predict it. That's why entrepreneurship takes risk.

But, there's I mean this will be the last concept is there's just there's so much cool research on in psychology about a concept called tolerance for ambiguity, or tolerance for uncertainty. It's essentially a requirement for successful entrepreneurs. You have to develop a tolerance for the unknown.

That has to become your comfortable place is when you're experiencing the emotions of I don't know fully what's going to happen, but I'm going to move forward, and obviously making calculated risks. It's not just throwing it all out there, but you need to regularly be experiencing prediction errors, and that's how you learn, and that's how you then develop interesting connections, and new ideas, that then become very useful innovations.

**John Bowen:** Yeah, I mean I'm in Silicon Valley, and it's I used to do I worked with some of the venture top-tier venture capital, and nobody wants to talk to you until you have proof of concept, and proof of concept is usually revenue. The only way you get revenue is make a whole bunch of those mistakes along the way. If you don't get out there, and the most famous term I think on Silicon Valley is pivot is that it's really just reorganizing.

But, I mean Ben, first of all thank you for this. There's so many insights, and you, and I could go on forever other than we got to also create some other things as well. I do want to do another shout-out of your book. This is a great book. There's so many good insights, and lessons learned. I want to recommend it to everyone.

"Willpower Doesn't Work: Discover the Hidden Keys to Success." But, what I also really enjoyed Ben, is it's well-written so it's a very readable book along the way. 'cause there's a lot of good business books, that aren't well-written, but they are good enough insights, that you'll force yourself.

Also, in the links I'll go ahead, and have in case you want to be like, Joe, Dan, or Michael Hyatt you'll order a quantity, we'll put that link in there. With that Ben, I just want to thank you just great lessons, and keep up the good work. For all of our audience, AESNation.com will have the transcript, the show notes, all the links. Anything Ben, as we're leaving here?

**Ben Hardy:** No, man. Well, one last thing is this, and this is just to tie it all together is that because we're all entrepreneurs listening to this, the best thing you can do for your psychology, and also just for your success is to do something today that's unpredictable. You know what I mean? Don't just have today be a reflection of yesterday. Do something today, that you don't know exactly what the outcome is going to be, and that's where you'll start to create incredible stuff.

**John Bowen:** Well said, and a little outside your comfort zone. It's amazing what you can make happen. Your client, your future clients, all those future collaborations, and partners are

counting on you. Don't let them down, go out, and make it happen. Wish you the best of success.

**Ben Hardy:** Well, predictable is boring, right?

**John Bowen:** Yes, well, it's boring, and it's not very profitable either so that combination.

**Ben Hardy:** Thank you, John.

**John Bowen:** Let's go out and make a difference.



## 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