

THE TRULY AMAZING LIFE SHOW

with Aaron Kennard

EPISODE # 4

TAKING RISKS AND GETTING UNCOMFORTABLE ARE KEYS TO A FULL, HAPPY LIFE – JOAQUIN CORDERO

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Aaron: I'm so excited to have Joaquin Cordero on the phone here with me today. Just as a brief intro, Joaquin is a good friend that I met recently in the entrepreneurial master's program at MIT. And I was just inspired by what he is doing and how he lives his life so fully and I wanted to introduce you all to him. Just to give you a brief, brief overview and then I'll let him introduce himself a little bit further. But he is got a few different companies. He's a very successful entrepreneur in Guatemala. And he is in advertising and production. He's got an advertising and production company doing TV commercials. He's got a sales outsourcing company over there and he's also got a value-added service company that's throughout Central America and the Caribbean. And Joaquin is just the person that lives fully and just loves life and it just shows in everything that he does. And so I'm just excited to talk to him about why that is today. And Joaquin, thank you. Thank you for being here.

Joaquin: Thank you very Aaron. It's pleasure to be here with you.

Aaron: Tell me real quick...Yes. Go ahead and just introduce anything I may have left out and tell me a little bit more about who you are so that we can get to know you more personally and then we'll jump in here.

Joaquin: Thank you. Well, like you said we had a great time in the entrepreneurial master's program. I was really happy to have met you, over there, and some of the other friends. And it was a very good experience and thank you for having me here. My companies, I'm in communications. I started with a production company doing TV

commercials that I'm hoping to advertising. I have an advertising agency, digital agency. I'm very involved in mostly advertising.

Aaron: Cool. And tell us a little bit about your personal self, family or what not. Joaquin: I am married with my Mexican wife, very multi-cultural family. Aaron: And you live in Guatemala, right?

Joaquin: And live in Guatemala.

Aaron: Yes.

Joaquin: Yes. I'm from Guatemala. I was born in Argentina, actually. But I left there when I was a year old. And I have a daughter, her name is [03:57][xx]. She's three years old. Today she went dressed as a princess to school.

Aaron: How nice.

Joaquin: As you can imagine.

Aaron: Is she in pre-school then?

Joaquin: Yes. She's in school.

Aaron: Nice. That's fantastic. Well, thanks for introducing yourself. So, what the

topic of this conversation is, is discussing what is a truly amazing life. And like I said, I invited you on because I'm intrigued by...I'm inspired by the way you live and how full it seems your life is, and how happy of a person you are. And so, I want to explore a little bit further what makes it that way for you. Why is your life amazing? Let's start off with that. Just tell me what is it that makes life amazing for you right now?

Joaquin: Thank you. Yes, that's a very interesting question and I've been thinking about what to answer, thinking about truly amazing life to talk to you. I like living my life...I'm a little intense kind of guy. I'm a rock climber like you.

Aaron: Yes.

Joaquin: And I love rock climbing and that type of experiences. Being in a place where you thought you'd never be. I don't know, three-hundred feet off the ground. That makes it kind of intense and it give you experiences. And lately I've been thinking about this thing that I came into it by myself. So, I kind of like it because of that being like perceptive.

How you perceive life. I've been thinking about time and if you think, my daughter is three years old and she asks me every day, when is my birthday. And it's a year away. And a year for her is one-third of her lifetime.

Aaron: Yes.

Joaquin: A year for me, I'm 35. So a year for me would be about, what would you say? Let me get my calculator here.

Aaron: Three percent, right?

Joaquin: One in 35, two point eight percent of my lifetime.

Aaron: Yes.

Joaquin: So, you see, life starts already late when you think it's like that.

Aaron: Yeah. I guess so in that perspective, right?

Joaquin: Yes. So, I think that life is about sharing good experiences and having good experiences, and about learning. I think also, I am believer of other lifetimes and I think that we come here to learn to live life for the next one.

Aaron: Interesting. So, life is about sharing good experiences, and about learning, and then preparing to live a good life to prepare for the next one? Does that sum that up for you?

Joaquin: Yes, I would sum that up.

Aaron: That's good. Thanks for sharing that. So, for you sharing good experiences now and learning, give us more detail on what that looks like for you right now. If that's kind of what makes your life full and rich.

Joaquin: OK. I've been thinking a lot about feelings. For example, what we share

[xx] [07:25] or what you are sharing when you're an entrepreneur, and you start every meeting about saying how your feeling is. And then you went into about saying how your feeling is. And that is raising awareness toward feelings.

Aaron: Yes.

Joaquin: I started doing that here in my office and it was impressive because I started sensing the feelings of all my people who collaborate with me. And then I started thinking about that, about how life is the experience, the amount accumulated, experience of feelings. And who would like to be unhappy? Everybody wants to be happy. Being happy is probably one of the best feeling that there is but there are many other feelings. And how you share with other people you come in contact with and how you enrich their life. In all those minutes that every day goes faster, I think it's a little bit about that. Does that make sense?

Aaron: So, what was that last point? So, you said, how you share with other people and how you enrich their lives on a daily basis. And then what did you say after that?

Joaquin: Oh, I was saying that, I think finding meaning for my life would be like having good experience and having good feelings constantly. Also bad feelings sometimes make you learn. But if you think about how every minute is shorter than the last one because of our own perception because we compare it to many more of those units. I think that is very important to make that time the most valuable. And that's why I think experiencing good feelings is a thing I would like to live up to.

Aaron: Yeah. That's cool. I like that perspective. It's just kind of that...I get a sense that you just feel like your time is getting shorter every day. That you're got to really maximize every single moment. And that if you're feeling bad, your goal is to get out of that. And to be having good experiences with people you love and feeling good and working toward that because there's just so few moments in the day, and in life and it seems to be getting shorter all the time. Is that kind of what you're saying?

Joaquin: Yeah. Kind of like, don't waste time because it's the most valuable asset we have.

Aaron: Yes.

Joaquin: It's something that we cannot get more of. Like [xx][10:00] time.

Aaron: Yeah. Absolutely. I totally feel the same way. I feel this urgency like every day when I wake up in the morning. I just can't wait to get out of bed because there's just so much life to be lived. That's the sense

that I get that there's just that. And I get the same sense for you that you feel that, this urgency to maximize the moments in life because they're precious. Is that kind of what

you're saying?

Joaquin: Yeah. Yeah. That would be it. Definitely. Aaron: Don't waste your time.

Joaquin: And also thinking about one of the things that I learned over there at [xx][10:40], was a very good experience I had over there. There was a thing about asking the right questions. That really blew me up because when you think about it, with all the things that I already told you about time and having good experience and all that. And sometimes in life you're stuck. They say like [xx] [11:00] which means like a fly against the window.

Aaron: Yeah.

Joaquin: You know, like hitting the window, hitting the window, hitting the window.

Aaron: Yes.

Joaquin: And you have sometimes those moments that are not as positive. And when we think about how much if your brain was a computer you'd be almost like revving it. Like if you rev a car and you have the RPM in the right lane and when you think back to those moments and you say, was it worth it? Was it worth it? Dealing with that issue and giving it so much of what is my most precious thing that is time and my thoughts. And then you think we should ask ourselves the right question and in that way start in one profession that I want to do. Getting the impact that I want to have in this lifetime in this [xx][11:51]?

Aaron: So, when you're saying, asking the right questions, the thing that made the impact for you, what are those types of questions? What are the right questions then that you're referring to?

Joaquin: I don't know, maybe to just question, how do I make a dent in the universe? You know?

Aaron: Yeah.

Joaquin: Maybe a question would be, how do I enrich my loved one life?

Aaron: Yeah.

Joaquin: Or what makes me happier. I read something about affirmation, a book, and it said about affirmations are OK. But you don't really believe them. If you go home and say, oh, I'm so happy because I have a lot of money. Then your subconscious will say, no you don't. And then you say, no, I really don't. And then it didn't work.

Aaron: Yes.

Joaquin: But if you do affirmations, you're forming the affirmations something like that.

Aaron: Yes.

Joaquin: So, you're making, you're giving form to something. It's something like visualizing the secret, the royal secret. Did you see it?

Aaron: Oh, absolutely, yes. Yeah, I've seen that multiple times.

Joaquin: So, you give affirmations. You ask questions and your brain is going to try to respond to them. So, you think how do I...like you already happen, how do I get to be happy all the time? And then your brain is going to try and respond from that and it's going to make it happen.

Aaron: Yep. So, yeah, so you're saying the thing that's important though, is to ask the right questions. Because if you're asking the wrong questions, or if you're asking questions that aren't really directed at getting what you truly want then you're just not going to be...you're not going to be as fulfilled as you could have been, right?

Joaquin: Yeah. You'd be wasting time.

Aaron: Yeah. So, let's Segway[?] then, was there a time in your past when you were asking the wrong questions. Or was there a time in the past in your life when really life wasn't all that great and you had an experience that you could share with us that shifted that for you and that helped you move into this state of life, kind of where you're at now?

Joaquin: Oh, yeah, definitely. A lot.

Aaron: Probably lots throughout your life, right?

Joaquin: Being...I'm sorry.

Aaron: So, you say, lots of them throughout life?

Joaquin: Yeah. I think I had many. You know you do that exercise. I don't know if you've done it. Kind of like connecting dots.

Aaron: Like a timeline?

Joaquin: Yeah, like the timeline. And you do the strongest emotions in your life, that's a very interesting thing. And many have come. I've had many accidents in my lifetime that have made me almost lose my life. I have broken my neck twice.

Aaron: Wow.

Joaquin: Once in three parts. The A-1 which is, I don't know the medical name anymore. But the one that holds the cord, or the head, the C-1.

Aaron: Yes. It's at the top of the spine. Right?

Joaquin: Yeah. And then I had the bee sting that I spoke of [xx][15:20] Four hundred or more bee stung me in Monterrey. It was a rock climbing accident that had a strong impact in my life. And at a time of life when you are young. I

was around 23, 24. Aaron: Uh. Uh.

Joaquin: And that had a very strong impact on you. And once I went to a psychiatrist. Once I was not very happy and I was in a deep depression. How you call it, depression in English?

Aaron: Sorry. What was that?

Joaquin: How do you call depression in English.

Aaron: Oh, depression. Yeah. Depression. You said it right.

Joaquin: OK. And they wanted to give me Prozac and I didn't want to take any of that stuff at the time. And I have been many times to a

psychology and psychiatrist. And there's been times when you question, why you're here? What you're doing here? Why things happen to you, bad things happen to you? Why you almost lose your life. Why a friend lost her life? And it puts everything into perspective and you see in a different way. And I guess, those were not very nice times. But they did make me be who I am today.

Aaron: Interesting. So, there's multiple different things that have happened? You've had numerous different near death accidents where you've broken your neck. You had shared this story with me previously about how you were up on a cliff and you've got these hundreds and hundreds of bees stinging you as you're stuck on a cliff and your friend abandoning you and you had to let yourself down, somehow, and then you fell at the end. And did you break your legs, or one of your legs or something?

Joaquin: Yeah. I did break my ankle. And my ankle is bothering me now. I went the other day to the hospital because I sprained it. And the guy came into the room and he said, I'm looking at your x-rays, and I thought I was going to meet an older man because you have the ankles of an elder person. You have hurt them so much.

Aaron: Oh, because you've hurt them from falling. Yeah.

Joaquin: That time about the bees, I threw myself down about four [xx] [17:56] down, 12 meters, [xx][17:58] 36 feet and I jumped down.

Aaron: Yeah. Because you were kind of stuck and you didn't have any way to get down. The bees were stinging you, hundreds of bees, right? So you had to get off the cliff somehow and you fell. You said you let yourself off 36 feet?

Joaquin: Yes. I have to say, one of the things I remember mostly is having my face full of bees. Grabbing them with both hands and just crunching them. And then I did it like a hundred times because they wouldn't stop coming.

Aaron: Yeah.

Joaquin: It was dark. It was dark. Aaron: Wow.

Joaquin: Because there were so many bees on me that it was dark. They got into my ears. They got in to my throat, stinging my throat. Got into my nostrils, into my hair and it made sound like...I had nightmares for a year and a half later...

Aaron: [laugh]

Joaquin: That I dreamed that bees were following me and I was running. It was a very intense experience.

Aaron: Weren't you allergic to bees or something, somewhat allergic?

Joaquin: You know, that's funny. That's a good question because I'm allergic to everything. I'm one of those persons that has asthma, sometimes, not a lot. But I have asthma and I have a lot of allergies. If I get out in the sun a lot, I have a runny nose, stuff like that. So, the first stung I had, I thought, oh, my God, I'm going to die. And then about two or three minutes passed before I had the intention to throw myself down. It was a very long two or three minutes. Time went by really slow by then and then I just had to do it because I had like a eureka. I thought, nobody's going to come up and take me down. So, I better do something about it. And I threw myself out of the [xx][19:40] and just grabbed a rope. I thought I was going to be able to come down by the rope but the rope slipped really fast. My weight was very...

Aaron: It was too heavy.

Joaquin: I was much than I could handle. And I burned my hand to the bone. My finger, I burned it to the bone. I burned my forearm also. I still have those scars. And when I got down, I remembered this guy, a friend of mine from [xx] [20:10]. He's a soldier. He used to be a soldier in Mexico. Now he's a [xx][20:13] in France. A very interesting story. And this guy comes to me and he had been strung before me but not as bad.

Aaron: Yeah.

Joaquin: He came down to me. And he looks at me and I saw his face and he looked like hell raiser. You remember that movie?

Aaron: Yeah. Yeah.

Joaquin: And I said, wow, we have to take you to the hospital. And then I saw the face he made when he saw my face and I knew I was in trouble. And it took about an hour to get in control when I saw his reaction, you know.

Aaron: So, his reaction was worse than yours to you? Joaquin: Yeah, definitely.

Aaron: Yeah, I can only imagine.

Joaquin: And I have many stories like that and coming back to the point... Aaron: Oh, you have more of those?

Joaquin: I don't believe you. [laugh]

Aaron: Yeah. Coming back to the point, let's do bring this back in.

Joaquin: The psychiatrist, he told me, you know, these kind of trauma, the kind of trauma you have when the bees stung you, and the trauma you had when the car crashed, where one person died from the other car, and the other car crash that you had here in Guatemala, where a friend of mine got very hurt and I broke my neck. I had to wear a suit for three months, you know like nailed into my cranium in my head.

Aaron: So, you've experienced a fair amount of pain it sounds like throughout some of these experiences?

Joaquin: Yeah. I guess. And this guy said, it's not easy to deal with that. It probably takes a year, and you've had it every six months. Someone told me that it was like a death wish. To be interpreted it like a death wish being hurt a lot. I don't think I have a death wish. I do extreme sports. I like doing extreme sports. I like doing rock climbing. I have climbed dangerous routes. I like taking things to a limit. Rock climbing, see Aaron, you understand it. It's not for everyone. It's very uncomfortable.

Aaron: Yeah.

Joaquin: And sometimes living very uncomfortable and very dark moments in your life, when you get out of them and you look back, it's a positive thing.

Aaron: Yeah.

Joaquin: It makes you grow. It makes you be a better human being.

Aaron: Yeah, absolutely. So, is that part of the reason why you'd say you do those things from the standpoint of putting yourself in a place to grow and expand rather than feeling stagnant or something?

Joaquin: I don't know. I've done it since I was a kid. I didn't have any idea. I was doing it unconsciously. I did it unconsciously.

Aaron: Yeah.

Joaquin: My cousins, we would go somewhere and they'd be like, hey, watch out with the hole, and then I would say, I already saw iiiiiiiit.

Aaron: [laugh]

Joaquin: [xx][23:14] We would go to the lake and one would jump from a palm tree and then the other one and then the other one. And when I would do it, the palm tree would break and I would go down with it. Stuff like that. So I was

doing it unconsciously. It was something that been always that way with me.

Aaron: So, didn't you think...since you know you're accident prone, maybe did that ever cross your mind to maybe not go climb to the top of huge cliffs? Or is that all the more reason to go figure it out.

Joaquin: My mother suffered a lot when I told her that I liked rock climbing. She was like, are you stupid or something? [laugh]

Aaron: [laugh]

Joaquin: You're hitting yourself all the time, now you're going to go off a cliff. It didn't sound very intelligent to her at that time.

Aaron: And then she sees you...

Joaquin: She had visions of me falling down with rocks.

Aaron: And then she hears about you falling of the things, and she's like, see, maybe you need to pick a different hobby. Has that cross your mind to not do those things anymore? Or what's your thought on that?

Joaquin: You know, in Guatemala there's not a lot of rock climbing. I came back to Guatemala and I wanted to keep fit. I go up on weight very easily. I get fat very easily, so I started doing triathlon.

Aaron: Yeah.

Joaquin: And I started doing triathlon, and I immediately subscribed myself to [xx][24:45]. And from the reaction from other people, I get that it's not sane to do that. Like, you should train yourself to get to a point where you can. But to me, I don't care how many times I do it, I just want to get it over with. I want to put it there, so I have to train myself to exercise. I put it like a goal more to exercise between that goal than to do the goal.

Aaron: Yeah. Yeah.

Joaquin: And when the goal comes, I go and I do it. And I get seven hours and a half in time when friends of mine did five hours and a half, or six hours.

Aaron: Yeah.

Joaquin: And I wasn't really into it at the time. I was really more into the experience of thinking along my timeline of my life, the experience I want to have in there and that was one of them. I don't think I'm going to run anymore because I'm not training that strongly. That's going to have an affect on my ankle and the other bruises that I had before. But I started doing bicycle and I wanted to do a long bicycle. I did 125, almost 100 miles ride one day with this group. It was a very difficult thing but, since I been rock climbing, you know when you rock climb, you get accustomed of doing uncomfortable things for long periods of time. So doing the [xx][26:11] was like, OK, I'm going to be uncomfortable for

seven and a half hours or eight hours, I can do it.

Aaron: Yeah. Because you've been all day on the cliff before and you've accustomed yourself to that, right?

Joaquin: Yeah. You're not going to complain because your shoes hurt, you know?

Aaron: Yeah. Yeah.

Joaquin: You've experienced it before so by putting yourself in those experiences, it's a little like strive. Just put yourself into a thing and just go do it. When you're uncomfortable...maybe I'm an extremist, but still if you see it from the other point of view, if you're a couch potato and you're very comfortable all the time, it's going to be a very not interesting lifeline. I like putting myself in different situations. Where I would think, I would like to be in this position and then come back. And when you're in that position and you're thinking, I'm crazy. What am I doing here? I could be eating a pizza and watching TV. Why the hell am I here? It's raining. It's cold. I'm outside. I'm lost. But when you come back and you have that pizza in front of the couch and you have that experience, you're not going to love it the first couple of weeks but maybe on the third week you're going to say, OK, it was OK. I like that experience.

Aaron: Yeah. And you also liked what you gained from that experience, right? You came back as a better person. You came back grown. You didn't come back having watched three episodes of the latest sitcom and didn't do anything and became nothing and just got fat, right? It's just like you went out and experienced life rather than just getting through life, right?

Joaquin: Yeah. You know, that's the thing I like about this organization I was telling you about before how they have that thing in the valley, like experience life. Like a once in a lifetime experience.

Aaron: Yeah.

Joaquin: And that's kind of like, [xx][28:14] activator that [xx][28{15] the same car that you're driving or if you start asking the right question like, what is going to be my next once in a lifetime experience? And probably fill your son's lifeline with those very nice experiences when he does his lifeline and look back and says, oh, that was cool how my dad he took me rock climbing. Oh, those were cool moments or how we went to the lake or [xx][28:39] fill your lifeline with better experiences.

Aaron: Yeah. And what is our life other than experiences and feelings like you said at the beginning, right? What is it if it's not those? The experiences and then you mentioned how asking some of the right

questions about how do I enrich other people's life and help other people have experiences? Really, really cool stuff. You know, as you're talking about that comfort thing, I think that's

definitely a theme here when you're talking about experiences. And you talked about how you push yourself outside of your comfort zone a lot. I think that's definitely giving me a clue into why you're a fulfilled person and why you're happy is because, I've heard it said many other times, comfort actually kills. And I think that's an interesting paradox because what you're talking about is sometimes you do extreme things. And not that you'd necessarily recommend everybody go do those things that you don't need to have those things. You don't need to have those things to have a fulfilled life, per se, but sometimes you do extreme things like rock climbing, which some people could say, kills. Right?

Joaquin: Yep.

Aaron: But on the other extreme, comfort actually kills. Like if you're not growing and getting outside your comfort zone, what are you doing? You're just dying. You're not even living. It's like you might as well just be in a coffin already because you're not even pushing your envelope and creating fulfilling experiences, right? And that doesn't just go to...that just doesn't mean physical experiences. I think so many people get caught up in being comfortable with life, being comfortable with their job or saying, I don't want to go outside of this because I'm comfortable. And they seek comfort actually and that's the wrong...I mean, I would propose that's the less fulfilling thing to seek. What do you think about that?

Joaquin: Definitely. I just was thinking about this thing that they read to me once and I have right here in my computer, actually. I just printed it yesterday and I put it here in my office so that everybody could read it. I made a [xx] [30:45] to Spanish, but I will read the English. And it says, to laugh is to risk appearing the fool, to weep is to risk appearing sentimental, to reach out to another is to risk involvement[?][30:57] to expose feelings is to risk exposing our true self. To place your ideas and your dreams before the crowd, is to risk loss[?][31:08]. To love is to risk and not being loved in return. To live is to risk dying. To hope is to risk despair. To try at all is to risk failure. But to risk, we must because the

greatest factor in life is to risk nothing. The man and woman could risk nothing, does nothing, have nothing, is nothing.

Aaron: That's powerful. It was hard to hear every single word of that and I think that was very cool. Could you email me that later so that I have the whole thing?

Joaquin: Definitely.

Aaron: Yeah. That would be awesome. Joaquin: Definitely.

Aaron: My sense is that, that's essentially you Joaquin. You are a risk taker and I love that. I think more people in the world need to be risk takers. We need to get outside of our comfort zone. Get outside of our little bubble and live. Because

life...I don't think life begins until the edge of your comfort zone. And that's the sense that I'm getting from your life, from your experiences. You're accident prone and yet you're still just going after life. You're not letting things stop you from getting out. And I think it's awesome. I'm inspired by that. I think that that's a fantastic attribute.

Joaquin: Thank you.

Aaron: Awesome. We could keep going. Let's just talk real briefly about that depression piece. You mentioned you'd gone through all these injuries and you'd also been through a bit of depression. What was it that got you out of that? What pulled you through, and what lesson did you learn from the piece?

Joaquin: Well, that's a good question. There's been probably three low times in my lifetime, and I think what had me come out of it, it was actually when I started going to this thing. And the last time I had this low time, I started sharing more of my feelings. I've been sharing more and thinking more about feelings. And actually, going to a psychiatrist, there was a time in my life, maybe a year ago, when I felt really, really, low. I was very anxious. I started taking, what was it? What is it called? I can't remember what the thing is but it's [xx] [33:44] for anxiousness.

Aaron: Anxiety medicine. Yeah.

Joaquin: Yeah, anxiety medicine. But really powerful, very powerful stuff, you know? Doctor [xx][33:56] kind of stuff. And it helped me live because if not, my brain would've stop. I would sweat all night. I wouldn't stop fainting. And you know, the thing I was thinking, like they say, like putting monkeys[?][34:10] together. You know like nothing. I was pretty loopy at times but all my time was dedicated to [xx][34:18]. All the time I was asking the wrong questions. You know?

Aaron: All your time was dedicated to what?

Joaquin: I'm sorry?

Aaron: All your time was dedicated to what, you said?

Joaquin: All my time was dedicated to asking the wrong questions?

Aaron: Oh, I see.

Joaquin: I would wake up in the morning and I was thinking things that were not positive and it was to a degree of paranoia.

Aaron: Yeah.

Joaquin: And then I thought, it's a thing about attitude. You know that thing that they say that attitude is 90%, 10% what happens to you. And 90% how you deal with what happens to you.

Aaron: Yeah.

Joaquin: And then you see that you have the opportunity to decide how you want to feel and that was like another eureka moment for me and I say, OK, I don't want to feel like this. It would be like...I read the other day, that's the thing I love about social media. That [xx][35:25] quotes around and that I think is very good.

Aaron: Yeah.

Joaquin: And one came across my path and it seemed interesting because it said, there's this guy who has a lot of bad luck. He's always having bad things happen to him. It's always raining on top of him. He always has a black cloud on top with thunder, you know. And there's this other guy that's always happy and he's always glowing. And he always

wants to have a helping hand and he's enjoying life. And the funny thing is that they both live in the same world. You know? You decide what kind of life you want to have. And you decide what is the legacy that you should give to your kids. And if you could show them, I would like to give you a life with an instructions book and the best way to do that is by example, and fill them with the gift to live a happy life, you know.

Aaron: Yeah. Yeah. Definitely. So, it sounds like when you were struggling with that anxiety and things, you had this moment then where you received some positive message, something that reminded you that you decide. You get to decide what your thoughts are and what your attitude is and that's going to dictate? Is that what helped pull you out of it?

Joaquin: Yeah, I think [xx][36:53] I been to three different specialists. One was a therapy doctor. Another was a psychiatrist. Another was like a new age psychologist.

Aaron: Yeah.

Joaquin: So, I was like [xx][37:13]. And I was signing checks every month for a lot of money. I was spending about \$1,500 [xx][37:26] problems a month. And then [xx][37:30] they say that time heals. And no matter what black moment you're going through, that there is going to be light at the end of the tunnel. And maybe it was that obvious for me. Or maybe it's just a decision that I had to take if I wanted to make my life worth living. I had to keep on doing this. I've been doing this for six months. Taking those medicines that makes me, you know, like not smarter. And making me addicted to medicine. And I just was thinking that I was just like not making the best of my time for this life. Like I was just throwing it away. This is going to be a lifetime of no learning for me. So I [xx][38:26] where I'm going to have to be going through this again. And there's going to be time lost. So, I thought, you know...I have this quote about a friend of mine. I really like it and it says something like...we were having beers one day, a cousin of mine. We were having beers one day and he says, you're born...in your life

you're born, you die. And in the middle have fun. And it really stuck. That saying, the time you're here, in the middle have fun. And then it makes sense. You know what people say, they say, there's a grave yard and

you see their stone and there's a year it began, a year it ends and then there's a little line and that's your life.

Aaron: Yes.

Joaquin: Your life. And then you think about it, you're going to be a hundred years old. One year is one percent of your life [xx][39:20], is two point five percent of my life. I have to make the most out of those units, you know.

Aaron: Yeah. Absolutely.

Joaquin: It's very logical to me now. You know what happened to me, a thing I came into because I have seen that I think mostly like that, you know, in business all day. Thinking about [xx][39:39] bottle necks or about how can I [xx] [39:41] or how can I feel better. You know, just thinking all those good things. And then I started applying it to my life and it makes sense. I have units [xx] [39:51] full of happy or full of dull units. And I think I want happy units in my life.

Aaron: So, you're saying, it's just whatever you choose to focus on then? Is that right?

Joaquin: Well, yes. I guess.

Aaron: Maybe I missed that last part. Is that kind of what you're saying?

Joaquin: Yes, I guess. You can sum it up like that. I'm thinking of another way, focusing on one thing, and if you're a multi-tasker and you plan on doing many things but at the end, the bottom-line would be my goal in my lifetime, I could make a lot of money. I could dedicate myself to making money. And money is energy. And it's OK to have money. I want money and I want to make a dent in my society in my universe.

Aaron: Yes.

Joaquin: And I want to have a positive effect on life of others. And I want to be someone that can have that positive impact. That at the end if I think, what am I going to take to the grave with me? I'm going to have happy memories. So, I going to plan on having good memories. I'm going to plan on having a positive impact on people. Recently I had the

opportunity at the university. They invited me to give a lecture. And I always wanted to speak in front of people. And I figured because I got very nervous. But everything is practice because everything is a muscle and if you practice it then you're going to be feeling less nervous. For example, when you're climbing a lot, you move freely on the rock. And when you don't climb a lot, you're very nervous and a lot of energy is wasted. Everything is

energy. You need to have the energy to get to the top. But if you're climbing [xx] [41:55], you're going to lose energy and just throw it away for nothing. And maybe that another thing to [xx][42:00]. And they invited me to do this so I went, and I was very happy to being able to share my experience as an entrepreneur. And it's funny because Joaquin Cordero, my name, is the same name as the Mexican actor, a very famous Mexican actor who died last year or a couple years ago.

Aaron: Oh, wow.

Joaquin: If you Google Joaquin Cordero, there's only one lecture of me from that university and there's a billion things about the guy from the [xx][42:27].

Aaron: This other guy? Interesting.

Joaquin: But still, I had that experience and it gave me something back. They say that if you want to be good at something, teach it and you're going to be better. And for example, from that experience, teaching the experience I had in my life as an entrepreneur, like I would say, an actual entrepreneur, then everybody, I enrich their life. And in the same way when I went to the entrepreneurial master's program in Boston, they showed us a video about [xx][43:03] and that video it made a positive impact in my life. I liked it very much and I want to thank you for it. And I found the subtitle version and I came back to Guatemala. I have 30 employees, and I showed them the presentation. It's called what I learned at [xx][43:20]. And I showed the presentation to them and the presentation started with the video of [xx][43:25] subtitle in Spanish.

Aaron: Yes.

Joaquin: And it had a very positive impact on people. And then I had another four [xx][43:32] where I have shown my presentation [xx][43:38] firm, a university, two of my board of director. So, I have an impact on almost 50 persons and all of them I [xx][43:48] video is a very good thing. And then I give them and I share with them what I learned. Because I think that what I learned over there is not a thing that is very hard to understand. But if you apply it, good things happen. Because in a way you're coming back to the feeling, experience. And now I'm having daily calls with all my employees. And I start the daily calls with one word, how are you feeling today? And to them it's weird that someone asks, how are they feeling? But it's like magic, magical things are happening.

Aaron: That's cool. That's awesome. That brings us back to where we were at the beginning and we need to wrap up here because we both got to, I'm sure, get going on other things for the day. It's been awesome talking but you came back to feelings. You started with feelings and you came back and ended on that. And it sounds like that's made a huge impact. It's been really great chatting with you Joaquin. You've kept us laughing with your bee story. I can't get enough of that story. And also, just some of the things you were talking about, about comfort

and getting outside of your comfort zone. And that quote you shared on the risk. On risking and if you're not risking, you're not living. Really, really, really good stuff. So, thanks for sharing all that stuff. Why don't we wrap up here? I was going to ask you, is there one book you would highly recommend to somebody to help them start living a more fulfilled and amazing life?

Joaquin: There is one. Well, actually, I'll give you two. Aaron: [laugh] OK, what are they?

Joaquin: One, book would be Think and Grow Rich. Aaron: OK.

Joaquin: From Napoleon Hill. That is a very, very good book. There should be like a specialization on that at universities, like MBAs around that. The name doesn't give it...

Aaron: I totally agree. That book is foundational. The name doesn't what? What did you say, the name isn't what?

Joaquin: Oh, yeah. The name doesn't give it justice.

Aaron: No, because it makes it focus all on money but the book is so much more than that.

Joaquin: Like enriching life.

Aaron: Yes, exactly. It is an amazing book. I highly agree with you.

Joaquin: Yes.

Aaron: And what's the other one?

Joaquin: The other one would be Illusions from Richard Bach. He's the one who wrote, Jonathan Livingston Seagull, which is a very good book also. He also wrote this book called Illusions. I very, very, highly, recommend it.

Aaron: Sorry, I didn't quite understand it. What was it called, Illusions?

Joaquin: Illusions. Yes.

Aaron: Maybe I didn't quite get it, so you'll have to email me that one. I couldn't quite understand. And who's it by?

Joaquin: Illusion. Like you have a good illusion, you know. Like the world is an illusion.

Aaron: Oh, OK. Illusion. OK. And who is it by?

Joaquin: Yeah. Illusions from Rickard Bach. B-A-C-H.

Aaron: Richard Bach. OK. Cool. That's awesome. I'll have to look into that one.

What's that one about then?

Joaquin: That one is about how the world is an illusion. Do you remember the second life thing about the Internet. Second life like another [xx][47:10]?

Aaron: Uh. Uh.

Joaquin: Or like the matrix, if you want to put it that way. The matrix. And again, everything is an illusion and you're the director of your life. And you can put the characters you want in. You can take the characters you want out of your life.

Aaron: That's cool.

Joaquin: And you can shape the way that you want your life to be.

Aaron: So, was that book pretty helpful for you?

Joaquin: If you're unhappy in life it's because you're attracting that. Not in a conscious way but if [xx][47:35] is happening to you, you're attracting that. There is a way why you're attracting it. So, right attraction so that you can feel better, be happier. More or less around [xx][47:44].

Aaron: Nice. Awesome. Well, thanks for sharing that Joaquin. And again, thank you so much for taking the time to chat. It's been cool to get to know you a little better and to hear just the wisdom of what you're learned through your experiences. It's intriguing and I'm sure the people listening appreciate it. So, thank so much. I'll let you get going and we will catch up with you soon. I'm sure.

Joaquin: Thanks Aaron. I had a great time with you.

Aaron: Do you have any final parting words to say before we leave?

Joaquin: Oh, yeah. I guess the parting word would be choose happiness.

Aaron: Nice. Yes. I like it. Why would you choose sadness, right? Why not just choose to be happy? I like it.

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- Aaron Kennard