**INTERVIEW WITH BO EASON**

**Male Speaker:** Welcome to The Chalene Show. Chalene is a New York Times Bestselling author, celebrity fitness trainer, and obsessed with helping you live your dream life.

**Chalene Johnson:** What’s up? I am so glad you’re here. Thank you, first of all, to everyone and welcome to everyone who’s just recently joined the Courageous Confidence Club.

Now, if you don’t know much about me, aside from my career as a fitness professional, for many, many years, I’ve been coaching entrepreneurs. I love to coach people.

I teach internet marketing. I teach social media. I teach entrepreneurs how to start a business, how to figure out when you can quit your day job, how to figure out really smart systems to make your business profitable, but the thing that I teach that I’m the most proud of, that I think is making the biggest difference in the world, is confidence, and it’s my focus, and the Courageous Confidence Club is an online training course.

It’s like life-coaching with me, where I’m helping you become confident in every area of your life. That’s the place to be, if you want to change your life, you want to take control of your career, you relationships, the way that your children feel about themselves, the way other people respond to you, how comfortable you are in social settings, just go to *CourageousConfidenceClub.com* and check it out.

Today’s episode has lots to do with that, has a lot to do with courage and confidence and doing scary things and taking control of your life and really having the power to captivate other people. Whether you consider yourself an introvert or shy or outgoing, no one wants to be ignored.

It’s not that you want to be the center of attention at all times. I don’t want to be the center of attention at all times, but when I have something I want to say, I want you present. I want you to put your phone down. I want you to look at me. I want you to think about what I’m saying. I want you to hear what I’m saying. I want you to know that what I’m saying matters and it matters to me that you’re listening.

Sometimes, what I have to say is really important and we want other people to pay attention and it just seems like, especially today, it’s really hard to captivate someone. It’s really hard to get people to listen, but what a powerful tool to have to be able to learn how to turn that on, and if I can learn how to captivate people by using my voice, by using my body language, by using my personal story, my past, who I am and incorporating that into my message, I have tremendous power. You have tremendous power.

Today’s episode is about that. It’s learning to captivate people. Learning to captivate others, whether it’s your children or your co-workers or standing on the stage in front of thousands of people. There are times in all of our lives, there’s times in all of our days, when we need people to pay attention.

My guest today is Bo Eason. Now, if your husband or your boyfriend or your brother refuses to listen to The Chalene Show, today is the day, they’re actually going to love this episode.

We’ll be talking sports, we’ll be talking high-performance, and we’re going to go deep, just a very real conversation between myself and Bo Eason. We’re going to talk about what it takes to feel that fire, like, even once he left the NFL, what did he have to do to still feel alive, like, he was important and relevant and excited and nervous? How do we create that in our everyday lives?

Now, Bo Eason is an author, a speaker, a performer, but he started his career in the NFL. In fact, he was a top pick for the Houston Oilers. He also played for the San Francisco 49’ers. He spent about five years in the NFL. His brother is Tony Eason, former quarterback in the NFL.

I’m not going to share with you his life story, but I’ve seen it because he wrote a play about his life story. About growing up in this blue-collar family, where he was the run of the litter. The play was one-man play. I’ve watched him perform it. He played himself when he was five, his brother when he was nine. He played his mother, his father, every member of his team, every coach. It’s a one-man play and he plays every single character to the point where you really feel that he’s becoming that person.

It opened in New York City to rave reviews. The New York Times called it, “One of the most powerful plays in the last decade”. Since then, Bo has toured the country, performing his play. And some of the hottest actors in Hollywood scrambled to see his live rendition of ‘Run of the Litter’ because they want the role.

Now, the reason why I have Bo on the show today, the reason why I met Bo is because it was my goal, several years ago, to become a more captivating speaker. I’m always working on that skill and I actually took a training from Bo Eason. That’s where I met him. I attended one of his workshops, and since that time, we’ve come to work together and I’ve been coached on personal story telling and how to become a more effective communicator.

I’ve never seen anyone like him on stage. I’ve seen some really amazing speakers. He’s like in a class all of his own. When he talks about captivating, let me just tell you from personal experience, from somebody who’s, I, myself have trained hundreds of public speakers. I’ve seen hundreds of public speakers. I haven’t ever come across someone like Bo.

What he does on stage, there’s got to be a word other than captivating because you just cannot look away, and it’s pretty special. It’s one of the main reasons why I asked him to speak at many of my live events because he doesn’t just captivate, he also educates and he empowers people.

Ladies and gentlemen, let’s get to the interview.

**[START OF PODCAST]**

**Chalene:** Bo Eason, are you there?

**Bo Eason:** I’m here Chalene. How are you?

**Chalene:** This is going to be really interesting for me because you are such an animated speaker. Even when we’ve been out to dinner, I’m, like, your stories are captivating because of your physical energies, so this is a test.

**Bo:** Yeah, that’s right. That’s right. Often, when I’m telling people like financial advisors when they’re talking on the phone, because they do that so much, I say, you better be up on your feet pushing on walls, even when you’re on the phone.

**Chalene:** Yeah. I think that’s part of it. You’re such a captivating story-teller and that isn’t just from your physicality. It is from your voice and your passion.

**Bo:** Yeah it’s all interconnected, so, you’re totally right. And now, that we’re talking about it, I can feel my body start to ramp up, like, “Oh!” You know what I mean? Now, that you’ve mentioned it I’m, like, “Oh, hell yeah! This is on!”

**Chalene:** It’s like if I were to say, “Okay, today’s episode is all about posture,” like everyone would sit up straight. I shared with them a little bit about your background, but not the whole story and your story is fascinating, so I want to, if I can just ask the questions that I don’t even know the answers too.

**Bo:** Yeah. Good. This’ll be fun, that’s great.

**Chalene:** I love it. Number one, how long did you play in the NFL?

**Bo:** I played five years in the NFL, four years for the Houston Oilers, and then one year for the San Francisco 49’ers, and that was it. It’s a young man’s game and you’re out of there pretty darn quick.

**Chalene:** Yeah, and was your injury a career ending injury?

**Bo:** It was. While I was playing, I had seven knee surgeries, in college and in the pros. And the last one that I had, was the second time they were going to have to reconstruct the same knee, so they were running out of material from this body to hold that thing together. So, that was pretty much it.

**Chalene:** Wow. You wrote your own life-story. Did you intend for that as you were writing it, to be a play?

**Bo:** Initially, yes. I was actually trained as performer, so I was trained in the theater, and I trained really hard.

**Chalene:** When? After the NFL?

**Bo:** During.

**Chalene:** Really?

**Bo:** No one really knows this. You’re a great interviewer and you’re great at being a detective and dissecting things.

**Chalene:** I’m curious.

**Bo:** Yeah. That’s really good. So, yeah, the fact of the matter is, when I was in high school, I always wanted to be in the plays.

**Chalene:** Well, I was going to say the football players think of those guys as the theater geeks.

**Bo:** Oh, yeah. They were nerds, right? And they were in my high school too, and I wanted to be with them.

**Chalene:** I love it.

**Bo:** Yet, I was the captain of the football team, and those two worlds just never merged, but I tell you what, Chalene, I would go to all the shows and these shows were bad for the most part. My high school had 280 kids in it, and so, the plays were bad and the performances were bad but I would sit there and I couldn’t believe that some girl who was in my Social Studies classes, 14 or 15, yet she’s playing an old man on stage. I just loved that you could go into these other characters and I always wanted to be part of it, but I didn’t dare cross that boundary of theater geeks. Just for fear of being lambasted at practice.

**Chalene:** Lambasted at practice, but what about at home? Would your parents have approved to that? Would they have supported it?

**Bo:** I think they would have because they did later and when I was in college, I’m with UC, Davis. I would take Theater. Political Science was my major, and my minor was Theater, Dramatic Arts. After practice, I would sneak over and I would be building sets and sweeping up the stage and learning writing and acting and performing and all of that, but I never told my teammates, but my parents knew and they liked it because my mom is a huge movie fan.

She’ll watch black and white movies and that’s, I think, where I got it. Our connection point with my mom was, at late at night, she would watch black and white movies and that was my chance to like connect with her, so I would try to stay up late and watch them with her, and she would tell me about Jon Wayne and Montgomery Cliff and Marlon Brando, and I love that.

And, so my dad was big into football. So, that was my connection point with him. Not necessarily football, but the training for football. That was my connection point with him and then my connection point with my mom was really, the dramatic arts.

**Chalene:** Who did you, as an 18 year old young man, need to prove yourself to? Your mom or your dad?

**Bo:** Really good. It seems like both.

**Chalene:** So, if at 18, you were presented with the opportunity to have a Fulbright Scholarship and play college football or to have the leading role in a major Hollywood movie, which one would you have picked?

**Bo:** Oh. You know what, Chalene? That’s pretty easy. That would’ve been football.

**Chalene:** Oh.

**Bo:** It would’ve been football, just because football was, in my little town that I grew up in, in the little farm community that I was raised in and where I went to high school in that was the most important thing, and especially as a young man, I’ve always looked around and noticed what was getting the most heat. And, so, if that was dramatic arts at my school, if, say, my dramatic arts teacher at my high school was, like, some great teacher and they dedicated their whole life to training young people to perform on stage, I bet you I would have chosen the movie role.

I would’ve saw where the heat was in the environment and I would’ve gone to it, and so the heat in my environment was sports in general, but football specifically.

**Chalene:** When you say heat, do you mean action?

**Bo:** I do mean action, but I also mean what’s getting the attention. Where are everybody’s eyes looking?

**Chalene:** Do you still feel that way? Are you still drawn to where the heat is?

**Bo:** I’m sure I am. I’ve been, many years, in therapy trying to resolve these things but there are certain things that I think that are probably going to be unresolved for a while.

**Chalene:** Sure, and some of those things serve us, right?

**Bo:** Yeah, for sure. It’s weird because I’m 53, so that’s pretty far along to start having this discussion. Do I really need, in it, more attention? I think that I’ve resolved the fact that maybe I just don’t need to be seen or getting in more attention. I feel like something has fulfilled on itself in that arena. It seem like it’s very unspectacular. When you have those moments, Chalene, that are like epiphanies?

**Chalene:** I think it’s just the way that we evolve. The way we process things. It’s like, “I guess, I am enough” even if I don’t have people applauding me.

**Bo:** Right, that was the sense.

**Chalene:** I love it, and I just love how honest your story is, like, when that thought actually came to you and seeing how things come full circle.

**Bo:** Yeah. You’re right and I think that’s probably the reason, just probably I had to process it for a couple of hours and then bang, it comes out, but it’s a weird feeling in that it feels nice. It feels a relief.

**Chalene:** It’s peaceful.

**Bo:** Yeah.

**Chalene:** It’s a peace. I agree. I feel that way, and I’d coach people who I can still see that they’re chasing accolades and they’re chasing--I call it chasing importance, like, I need to be the biggest and I need to have come in first and I need to have had the most and I need to have ranked number one. And, “and, and, and, and” It’s never going to be enough because it has to keep going because what if you were to rank number one, and then next month you weren’t, like, then you wouldn’t be enough, right?

And, so it’s a terrible spot to be in because you will never be enough if you’re chasing those kinds of things. It has to come from within. You have to feel that you are enough in a cabin, in the woods by yourself for five years.

**Bo:** Yeah.

**Chalene:** This thing about story, because so many people, I hear them say, “I don’t know what my story is,” and for you, you just told me, “Yeah, I knew I was writing my life story and I knew it was going to be a play.”

At what moment did you say, “I’ve had a pretty interesting life, and there’s some parables here. There’s a story to be told here,” How old were you? When did you know you could tell a bigger story by telling your own?

**Bo:** Let’s see. While I was in college and while I was in the pros, especially in the pros, during the off season, I would study acting. So, I would study theater and I would study what it takes to be good on stage and what are the elements of a good story. And then, I started looking at disciplines, Chalene, that are outside the realm of theater.

I started looking at disciplines that I have a very hard time taking my eyes off of. And we all know what those are, for each one of us, when I’m watching the Olympics, they’re hard to look away from. Those gymnastics girls, and then I think of occupations, like, a navy seal charging a beach head or a fire-fighter charging into the Twin Towers, or an elite athlete at the very finest performance or Mikhail Baryshnikov giving a ballet.

I remember being very interested in this, why can’t I look away from those particular occupations, those particular people? And that’s what I want to be able to bring and train people. I want to bring them to stage for one, for myself, but then I want to train people to actually bring that to the stage for themselves. So that then, they would have the same power that those people who we can’t look away from. They would have the same power.

And I thought, what if your audience couldn’t look away? What if they couldn’t breathe? What if they couldn’t think of going to the bathroom? What if you were in-charge and you were responsible as a performer to take them on a ride, so that you orchestrated how they were feeling and they had to pay attention. That’s what I try to do today is make people have the ability, just like a navy seal charging a beach head, I’d give them the ability so that people can’t look away from them. They cannot be dismissed. They have to be dealt with in all their humanity.

**Chalene:** It’s a very powerful weapon. I mean, it gives you complete control if you learn how to master that and it’s a lot of different elements and pieces, but, man, it just can serve you in every part of your life. Not just on a stage.

My thinking is, I can think of people right now who have that quality that if we’re going out to dinner with them in a dinner party, it’s almost like, I can take the night off. I know this person will captivate will be the story-teller, will have really funny things to share with us. And they’ve never been on the stage, but they make the world their stage.

**Bo:** Oh, yeah. I’m the same as you. You and I have obviously been to dinner with our spouses together and everyone always goes, “Now, Bo, do you go to parties and you talk?” and I go, “If you saw me at a party, I barely say a word. I’m just in the background and listening.” And, I’m trying to figure out what’s being taught here, what’s going on at this party? And I’m not doing a lot of speaking. And so, when people go, “Do you speak for a living?” I say, “Yeah,” they go, “Yeah? That’s weird because you’re very quiet”

**Chalene:** Yeah. It’s true with a lot of performers, I believe because a lot of performers I have found are, in fact, introverts and they really know how to manage their energy. And that’s how they can deliver on such a high level when the do turn it on because it’s not running at all times, and when they do turn it on, it’s, like, a jolt of energy that makes your hair stand up.

**Bo:** That’s right. And you just touched on something, Chalene, that I think Is important for the audience to hear and it’s this: To be on stage, if it’s a heroic act, just to muster the courage to get up there, you’re already in a winning attitude before you even get up there because it’s a heroic act for you to even stand up there. So, the audience is on your side when it’s more difficult for you.

Al Pacino became one of my mentors when I moved to New York City and started really training in theater and he said one thing, Chalene, and I’d never forget this. He said, “I wish that the stage was a tightrope, so that only the brave would enter,” and I was like, it’s so true because when it is a tightrope, when it is life and death, when you have to muster all the courage in the world just to get your butt up there without throwing up on yourself, that is a heroic move just to begin with, so now, you are interesting to the audience.

The audience knows something is going on. They know it’s not easy for you. They know it’s a heroic act, so they have a very difficult time dismissing you. So, when people come to me and go, “How do you get over stage fright?” I go, “Please, don’t get over that because if you have that, you have what it takes to be heroic on stage.”

**Chalene:** Wow. Speaking of heroics, when you left the NFL, right? I mean, this has been a conversation we’ve been having in my house for the last couple of days and I’ll tell you why in a second, but I think there’s something really special about professional athletes and I don’t know a massive amount of them, but almost every single professional football player I’ve ever met and I don’t know anything, really, about your childhood, other than what I’ve seen in you play, but every professional football player I’ve ever met has some childhood pain.

At a deeper level than acne or being teased by an older brother or sister, it was either professional football or heroine, you know what I mean? Like, they attack their sport with the intensity that a normal—I want to say a normal person, but you know what I mean? Like, it’s special, the way they do these things that are outside of their own body and they train in a way that has incredible focus that against all odds. I don’t know what the percentages, maybe you do of people who actually end up playing in the NFL, but there’s this, like almost addiction to the danger and the adrenaline, would you say that’s true?

**Bo:** Yes, very much true. Very accurate. The percentage is this: There’s 1.2 million high school football players.

**Chalene:** Okay. I got to write this down, 1.2 million, okay?

**Bo:** Yeah, so that’s how many we have right now. So, 1.2 million high school football players. Guess what the percentage of those 1.2 million are going to play in the NFL?

**Chalene:** No idea.

**Bo:** 0.08 percent.

**Chalene:** Wow. So, like, all these mom and dads need to relax a little bit because little Johnny is not going to be in the NFL.

**Bo:** If they knew those odds, if you took those odds to Vegas, those odds are not good.

**Chalene:** Yeah. That’s pretty crazy.

**Bo:** It’s very crazy, so imagine those that were the 0.08? How determined and how, kind of, half-crazy you have to be to overcome those kind of odds.

**Chalene:** And that’s focus, so, here’s my question, for you. When you got out of the NFL, you didn’t have that anymore, so, how did you feel when you left the NFL? Because my thing is, I’m around a lot of professional football players. My husband used to play, my brother-in-law played in the league for, I don’t know, ten plus years and we just have lots of friends who played in the NFL, and I see so many of them struggle with their identity, so we’re just not talking about football.

Can I read you a text from a friend I got yesterday who’s a former Green Beret? And he says, “I’m having a tough time transitioning. I had great importance in my job. My mission was real. It was physical. It was a physical impact on lives and there was an adrenaline rush that came with it that is so hard to walk away from. That is probably the way you would describe leaving the NFL.”

**Bo:** Yeah. Completely, the same way. Chalene, the day, the moment that I knew it was over for me, I was being wheeled off of the field and I knew my leg was broken, my ankle was broken and my knee had blown up and I knew it because I heard it pop. And it was in Miami, we were playing the Dolphins and I’m being wheeled off of the field and I look up into the crowd and it was a hot day, in September, in Miami and all the girls were wearing bathing suit tops, and the guys were wearing no tops, and I was looking up at them, as I’m being wheeled off, and I swear this is what I thought, “I’m going to prison,” because that’s the only option.

I’m trained for the last 20 years, and this is all going through my head in milliseconds. I’ve been trained for the last 20 years to be the best in the world at this particular thing which is running full speed and then, throwing my head into other bodies. And I thought, if I cannot find some place to do that because I can’t do it here in the NFL, anymore, I’m going to prison because that is frowned upon in the civilian world.

No different than the military guys coming back. They are acknowledged by their brotherhood. Patted on the butt after doing something very dangerous, very physical that none of us would even endeavor to do. And now, they’re in a grocery store and their wife says, “Sweetheart, could you walk over to the cereal aisle and pick out some cereal?”

**Chalene:** How do you replace that or do you? Or do you learn to work through whatever demons required that, you know what I mean? I think, there’s a little bit of both maybe, but I’d love to hear your thoughts.

**Bo:** Yeah. This is my thought. I imagine myself in that orange jumpsuit because look, Chalene, if you’re going to play in the NFL, or you’re going to be in the military in the Special Forces, and you’re going to be an elite physical specimen at something.

You’re a very dangerous person on earth and I mean that in a good way too, I don’t mean bad, I mean, in a good way too because, obviously, that’s what built this country, that’s what built every country. That danger, that masculinity. That predatory instincts to protect our lineage. That’s what’s built us that’s how we’re made, that’s who we are.

So, now, you’re going to enter a society that says that is frowned upon, don’t do that or we’re going to put you in jail. So, I said to myself because I knew myself. I knew myself well enough. I’ve got to find a platform in which to get this TNT that I feel inside of my body because that’s what it feels like. Feels like TNT to me and I got to express it on a field because it was acknowledged there.

If I can find a place or platform to put that TNT on and express it, I’ll make a good living, just like I did in football because people want to see it, they just don’t want to get too close to it, and as I was being wheeled off, this all went through my head. And then I opted away from the orange jumpsuit and said, “I’m moving to New York City.”

New York City because I knew that’s where Broadway was. I knew that’s where stage was acknowledged, and that’s exactly what I did and after I had the surgeries and after I went through rehab, I moved to New York City and I put my butt on a stage and I trained my ass off at an art that I didn’t know anything about.

**Chalene:** And is that because it gave you an adrenaline rush? Is that because it was scary? Is that because it was dangerous?

**Bo:** I was petrified that I was going to hurt somebody. I did not want to show my dark side inside this theater class with all this young guys and gals. I didn’t want to scare anybody and I didn’t want to hurt anybody.

This one teacher said, “Bo, you are not going to hurt anybody. Do you realize that?” And I said, “You don’t even know who you’re talking to. You have no idea what you’re even saying to me,” and she said, “You’re not going to hurt anybody. I promise you, but I want to see what you’re made of. I want you to go off in the scene. I want you to take your business in the scene. And, I’m going to promise you that if you let this TNT out, you won’t hurt anybody, but I’m going to make you a second promise and it’s this. If you hold this in, this TNT, you’re definitely going to hurt somebody and it’s probably going to be you.”

And she pushed me, Chalene, and pushed me, and pushed me, until I, kind of, exploded on stage and found out that it was okay and it was actually acknowledged. And I didn’t hurt anybody.

**Chalene:** That’s the thing. You didn’t manage—well, I guess you did manage it, but what you didn’t do was suppress it. You still found an outlet for that.

So, let me just pretend for a second that, that text message I got from the Green Beret came to you. What advice would you give to--it’s no different from a mom who leaves her high-powered corporate position where she’s at the head at the conference table and making decisions on million dollar transactions and now, she’s at home, with a little baby and she feels like she’s lost herself, she’s lost that adrenaline rush. She doesn’t feel alive. What advice do you have for people who, they want it back, but they’re in a different situation?

**Bo:** Yeah. I mean, the only way that I’ve been able to do it, and this is what I would tell the Green Beret, is do the very same thing that I did. You’ve got to find a channel, an outlet, a platform for the TNT that you have inside of you. If this guy’s a Green Beret soldier, Chalene, he’s better trained that anybody on the planet. All that training is going to go to waste if we domesticate this guy. All that great training, if we try to domesticate it in, and say, “Hey, go, pick out cereal on aisle 9,” this guy needs to be on a platform, on a stage, in front of a camera, in therapy, expressing who he is instead of doing it physically, like, I used to run really fast and then throw my head into people.

What is the equivalent? What if that physical action had words to it? What would those words sound like? What would it be? Learn must, when we worked on for the litter at my play, a lot of that was it was all burning inside of me and I didn't know how to put it into words and I knew how to hit people, that's how I express it but I didn't know if it had words to it, if it had expression to it and learn must would stop the [inaudible 0:30:30]. He said, “Bo, if that feeling that you’re having right now, that you want to throw your head into somebody, if that could speak, what would it say?” And that's where the play found its stronghold.

It found its way and its success because what I was feeling, I couldn't just master the word but the expression that I couldn't feel on a field when you close your eyes and you drop your head and your goal is 25 miles per hour, you just hit people for men, I know that sound crazy but for men? There's no better feeling like you get a sense of your manhood and your masculinity and who you are. You're going to take that away from me now, now who am I? I'm half the man that I was but if we can put that expression and channel it into a platform, into a book, into expression, into speaking, that's where I would push the green break in and that.

**Chalene**: Yeah. I think what you’ve just described like you said some of the men who’ve played football might be able to feel that but I think if you have something that makes you feel that inside of you, like a singer, I can't sing. I just can’t imagine what a singer feels like when they're able to belt out these notes, even if they're by themselves, imagine that would it feels like to be a dancer who might have a difficult time that’s expressing themselves like in conversation but when they dance, their physicality tells the story and you can see the pain, you can feel the emotion and I just think it's a deep connectedness and I believe people feel as though when they experience that from one thing that that's the only thing that can ever give them that but it's not true. I mean once you've felt it, you can find it elsewhere.

**Bo**: That is the true words we never spoke than what you just said because that's a myth; that's a lie. It can be recreated in dance, it can be recreated in music, it can be recreated in voice, and books, in writing, all of that. We think that we can only express it in one particular way.

**Chalene**: Right.

**Bo**: We still have that the same voice, the same expression. We have defined the platform to put it in and I'm telling you, Chalene, those people who find that pain and who have that pain like all of us and find the channel to put it in, I'm telling you that's where I want to be around. I love watching them. They are unpredictable and they know the most because they're not afraid of their own power. They're no longer going to apologize for their own power.

**Chalene**: Yeah. No one knows how to captivate and tell story the way you do and you're an expert of this and you've helped hundreds, of thousands of people figure out not their story but how to tell it in a way that can change the world and I think so many people struggle like they know their own story, they just don't know how to piece it together or how to tell it.

If you could just give us one tip to help people understand to some of those important elements of storytelling, your own storytelling, what's with the biggest mistake that people make?

**Bo**: The biggest mistake people make is they don't tell their story. They think we raise it in a time when our parents told us, don't talk about yourself but storytelling is not bragging and storytelling is not all about that storyteller. Great storytelling, showing yourself is the most generous act you can do. Sharing a good story of personal story about yourself, then open up the floodgates for intimacy, for the other people to co create with you because there's nothing more intoxicating and there's nothing more desirable for adults, for human beings is to co create something with another person and whether that's a baby or a business or story, a story is about co creations so you must generous with the giving of yourself.

Most people just don't tell theirs. Well, it's not about me. Actually, the minute you tell a good story, a very personal story about yourself, you've now liberated your audience and the people that you're talking to are actually shared themselves. You've opened them up. You let them connect to another human being which is all we wanted to do.

I can’t agree with you more and the one thing I would say and correct me if I'm wrong, is that most people, when they think they're sharing their story, they leave out the part which they still feel some shame and vulnerability about and they're like, "No, that's my story." Even when it's so obvious to everybody like you're wearing it across your forehead, why don't you just tell us? Share that story and people share this like, I'm sorry, I hope I'm not offending anybody but I also hope I wake you up, tell these really dumb stories where it's like, "That's not it."

**Bo**: Yeah.

**Chalene**: That’s not the thing that makes you who you are. Go back further; go back deeper. Go to that thing that you just hope nobody ever finds out, about that you still have some pain and some shame and it's not shame that you should carry but you do, like, that's the story like the story that you don't want to tell that's your story.

**Bo**: Yeah. Everyone on this podcast, if you just think for one second, for right now, just think of that moment that Chalene just described and we all have it. Think about the story that you'll never going to tell. That one.

**Chalene**: Wow.

**Bo**: What is that one? Because I guarantee you, that is the one that carries the most weight and the most gold and the most leadership qualities and it is the key to your kingdom, and if you ignore it then shame on you because that baby is loaded with good stuff for the world and for you.

**Chalene**: Dang. Wow. We end up right there because that's some powerful stuff right there. I love that. You're the master and I know people want to learn from you. Where can we send them to learn more about this art, this gift because it's a gift that you give other people?

**Bo**: Yeah, you go to *boeason.com* which is my website. Bo, B-O, B-E-A-S-O-N.com and I do two events a year in La Joya, California or I train people in a feeder, how to tell their story and I bring them to team that produce my play. I even not met one person, Chalene, on this planet that doesn't have that pot of gold that just has not been revealed yet.

That story that they just so reluctant to share. The minute that they share it, now humanity has come out and now we have connective tissue and there's nothing we design more than that. So go to *boeason.com* and I'll be happy to work with you.

**Chalene**: As scary as it is, I've also never met someone who didn't feel a huge sense of relief. It’s really pretty remarkable. What a life-changing experience that can be for people and how exhilarating it can be definably tell your story.

**Bo**: Yes.

**Chalene**: It's pretty cool and so, if you just go directly to his website, you'll see that there's a place here for you to enter your email address and you can see Bo in action as many that you're captivating.

**Bo**: It's always good catching up with you Chalene. It was great seeing you last week and look forward to seeing you soon.

**[END OF INTERVIEW]**

**Chalene**: He's a pretty captivating dude and that's where he teaches other people to do what I think is so cool about what Bo does: Number one, and I mean it, if you have ever chance to see him speak on stage, he's like no other. I mean he's really changing the way you've think of public speakers and storytelling and just bringing power to our past.

There's so many of us who we carefully choose our words and we don't want people to know about our past or what it was we came from--who we once were even because we think the people judge us. When the truth is, we connect with people when we know there's a story, when we know they have a past.

When someone has some fibers, some debt, some texture of past, that makes someone really captivating. It makes us nervous when we tell someone is trying to hide from that or they have shame associated with it and what Bo does is he teaches people how to draw from that and to really captivate when you need to.

So I knew you might have listened to this episode. I don't know if I'm going to be a public speaker, I don't know if I have to necessarily close a sale over the phone but there's so much to learn about captivating and if you think about all of the destructions we have going on in our world right now--while listen to this episode, I bet you millions bucks, you got a text message, somebody interrupted you, there are people who needed your attention. It's really hard to focus.

So the ability to captivate others and to really hold their attention is incredibly powerful and that takes practice, it takes learning it, and you bet your bottom dollar if you knew I was going to say it, it takes courage and courage means you've got fear and you do something anyways. That's what the courageous confidence club is all about. It's my mission this year.

If you feel like that’s something you've been missing, I encourage you to just check it out, read what other people or saying about it. It’s changing lives and that's why I'm so totally passionate about it. That's why I'm so totally passionate about you. I also think that's why I’m getting more messages now, it's awesome. I'm getting messages after every after podcast. We’re starting to become friends because I'll send you a message back if you start leaving me message about your thoughts on the show, you know I love that and I'll probably send you a reply. I’m not guarantee it but there's a very good chance.

If you're funny and if you're real and you're honest, that I will probably send you a reply message because I totally dig it. I totally dig you and I can't wait until we have some time to spend together.

Hey, have you listened to all my episodes every one single one of them? If you haven't, maybe you should go back and check them out. There's some really good stuff in there y'all. What's up? What’s up? That's it for now. I'm going to tell you, I love you. I mean it. I can’t wait to hear it from you, *chalenejohnson.com/podcast*.

**[END OF RECORDING]**