

MedTech Wealth Advisor Podcast

Episode 16: Jacob's Journey: Building a Foundation on Integrity & Family Values

[00:00:00] **Voiceover:** Welcome to the MedTech Wealth Advisor Podcast, a show dedicated to teaching professionals and entrepreneurs in the MedTech field how to save more money, pay less taxes, and become financially independent. Join certified financial planner professional Matt Nelson as he draws from years of experience and speaks with guest experts to solve the biggest challenge, aligning your money with your values while thriving in the mission-driven world of med tech.

[00:00:32] **Bill Tucker:** Hello, and welcome to the MedTech Wealth Advisor podcast with your host Matt Nelson. Matt, good to be with you. Uh, I understand we're gonna meet another member of the team today.

[00:00:43] **Matt Nelson:** Yeah, I, I wanted to bring Jacob, uh, back on and hear a little bit more about his. His background. I mean, he's been on at this point, I think probably four, four different episodes.

[00:00:53] **Bill Tucker:** Oh, right. And

[00:00:54] **Matt Nelson:** uh, you know, talking about fun stuff like tax and restricted stock. But, you know, let's hear about like his background and, you know, how he, that came to be. So, I mean, if listeners may remember, I did mention his role in the past, but he's been with me for several years now. Right.

[00:01:10] **Matt Nelson:** OUTTA school. college, you know, with, um, the CFP background and. Fit right in with the team and, and has really just become kind of all things financial planning for us, helping, prepare us for clients and, and, uh, doing a lot of tax research. And, and of course now he sees a lot of clients on his own as well.

[00:01:26] **Matt Nelson:** and so I thought it, it'd be interesting to hear maybe
[00:01:30] his formative years and. What got him interested Yeah. In being a financial advisor in the first place. Where did he come from? Where did he come from? That's right. Yeah. Yeah. We were talking about before the show,

you know, we might maybe we'll make up a few, a few little tidbits about how, you know, his superhero past and everything.

[00:01:45] **Matt Nelson:** See where we go with that. yeah, what challenges he faced along the way and, and maybe, hopefully a few fun facts. Jacob, thanks for coming back on the show and. looking forward to hearing about you. Why, why don't we just start with, A little bit about your, your formative years and just kind of where you grew up and, and we'll move from there just into how you got into planning.

[00:02:02] **Jacob LaRue:** Yeah, thanks for having me back. I'm excited to be here. As always. you know, my life probably pretty normal from most standards, but grew up in a suburb of Chicago. moved there when I was five years old and my little brother had just been born, so. My stepdad got a, got a new job just outside Chicago.

[00:02:23] **Jacob LaRue:** Um, my mom didn't really know what she was gonna do when we moved, but it just so happened that my brother developed some bad asthma when he was a little kid. So she kind of was forced to stay at home 'cause he needed treatments a lot. so what she ended up doing was starting her own business. So she started a, in-home daycare, caused a lot of chaos.

[00:02:42] **Jacob LaRue:** With toddlers and little kids running around all the time. Sure. But it was, but it was fun, chaos, if that makes sense. You know, little kids can be a lot of fun and watching them grow and how they look up to you as an older kid was kind of fun too. Sure. In some ways. so that's what my mom did and you know, she [00:03:00] was at home all day.

[00:03:01] **Jacob LaRue:** All night. Never really got a break. She had kids during the day, obviously, and then had to deal with her own two kids at night. So she was always really busy. stepdad, he worked in insurance claims industry, so when he, when we moved to Chicago, um, it was really important for him to just find a, find a house in a good school district for.

[00:03:20] **Jacob LaRue:** For his kids to grow up in. And, we probably shouldn't have lived where we lived, but it was a sacrifice that they chose to make so we could get a good education and things like that. yeah, that they put some emphasis on the kids for sure. Growing up we always, always made sure, you know, that we had what we needed, even if it kind of hurt the budget here and there.

[00:03:39] **Matt Nelson:** Let me just jump in. So you got. you initially got some, um, exposure to business owner and then, uh, a little bit was, would you say your dad was kind of in customer service sales almost? In a way,

[00:03:51] **Jacob LaRue:** yeah, in a way. I would say it was, it was mostly claims. Um, I wanna say processing, but settlement.

[00:03:57] **Jacob LaRue:** So yeah, a lot of, a lot of that work. Definitely dealing with customers, angry customers, just having to deal into some legal jargon too. Which maybe most people don't realize, but claims and insurance obviously has a bunch of legal terminology and so, you know, he worked difficult hours sometimes, but he was always home, for dinner too.

[00:04:18] **Jacob LaRue:** So that was a big thing growing up. family dinner, we didn't ever really go out to eat. We didn't really have the, the funds to do that. So eating at the table and just talking about our day and. My mom's an excellent [00:04:30] cook. She kind of passed that on to me. I like to cook a lot and yeah. just almost every night we had family dinner at the kitchen table, which was nice.

[00:04:37] **Jacob LaRue:** Um, a lot of good

[00:04:38] **Matt Nelson:** work, work ethic and, uh, family values. And it sounds like you, you picked up Yeah.

[00:04:43] **Jacob LaRue:** Yeah, exactly. I, I didn't realize it, you know, growing up that, you know, I just thought my mom watched kids. But it's definitely a job, um, watching six kids at once and Yeah, for sure. Um, working long hours, you know, some kids got dropped off around six 30 in the morning, didn't get picked up till 6:00 PM It was a long day.

[00:05:01] **Jacob LaRue:** Mm-hmm. So, and then on the other side, you know, my dad was, he, so we lived, you know, Western Illinois. And then my stepdad and mom moved us over towards Chicago, but my dad was still back over in, uh, Western Illinois and he's a PGA professional. So he's been teaching golf for 30 plus years and he definitely influenced some of the things that I value.

[00:05:23] **Jacob LaRue:** just. In regards to, to life, but growing up, integrity, work ethic, teamwork. Most people wouldn't think of a golfer as a team player, but there's definitely some, some team aspects in there. So he had a big influence on just some, some of those morals, which I'm, I'm grateful for.

[00:05:41] **Matt Nelson:** Sure.

[00:05:41] **Jacob LaRue:** so needless to say, I was involved in a lot of sports too.

[00:05:44] **Jacob LaRue:** Growing up. Baseball, golf played every day. Literally all year round. Traveled all the time for, for those two sports. Um, even my first job was in sports. I was. Umping, uh, youth baseball games, which I thought was pretty cool. [00:06:00] I was 12 years old, only working like 90, 90 minute games, making 25 bucks an hour or something like that.

[00:06:06] **Jacob LaRue:** Excellent experience. That's pretty easy money, but it's something I

[00:06:09] **Matt Nelson:** enjoyed. Um, umpiring at 12 that'll teach you some stuff about life, I think.

[00:06:15] **Jacob LaRue:** Oh, for sure. Patience. Um, yeah. I gotta like, make sure you don't say anything wrong in front of little kids. Make fun of them.

[00:06:25] **Matt Nelson:** I was thinking about the parents too, especially if they're

[00:06:27] **Jacob LaRue:** Oh, yeah, yeah, there's, there's some stories we could get into, but, uh, yeah, there's definitely those parents that just every little thing you did as an umpire would, you know, kind of, kind of hurts you.

[00:06:39] **Matt Nelson:** Right. That's good. Yeah. That sounds like a very, kind of a colorful past and,

[00:06:45] **Matt Nelson:** I, I didn't, I didn't realize how involved you were in baseball, and I knew about the golf. since you talked about that quite a bit now. So,

[00:06:52] **Jacob LaRue:** yeah. I think, you know, baseball in general, just the, the team aspect of it is something that has always stuck with me.

[00:06:59] **Jacob LaRue:** Just, you know, baseball player, there's one. You're one out of nine. so you rely on a, a lot of different players and teammates and people. like I said earlier, you know, I didn't realize it at the time, but everything that I did growing up, I think the little kids around my house kind of watched me.

[00:07:18] **Jacob LaRue:** So, you know, that's something I look back on is like I. I definitely influenced a lot of younger people, I would say even from a young age. So that was pretty cool.

[00:07:27] **Matt Nelson:** You big, big brother to a lot more than just [00:07:30] one. Exactly. That's really good. Yeah. Well, how did you, from there, how did you kinda get into, you know, your education, decide how'd you decide where to go to school and all of that?

[00:07:39] **Jacob LaRue:** Yeah, so. Tough, tough part for me was I wanted to play baseball. had a small opportunity to do that in college, but it just didn't stick. I went to Western Kentucky University, mainly on a tuition incentive discount 'cause I was from Chicago, so they wanted kids from the Chicago area to uh, come there.

[00:07:58] **Jacob LaRue:** Got to experience some baseball there at a division one school. But like I said, that only lasted about a year. Then, so when I figured out I went to college and I had a lot of figure out to do, was seven hours away from home. Didn't really have a major declared or anything like that. but I did take this personal finance course and it really opened my mind to, okay, why didn't my family know this stuff growing up?

[00:08:26] **Jacob LaRue:** And how many other families don't know this stuff growing up? Sure. Um, the course specifically, uh, talked about, you know, the compounding of money, you know, interest rates and, just how that wealth can compound over time if you start at an early age. And that really just grabbed my attention. so then I dug into that a little more.

[00:08:45] **Jacob LaRue:** Found out that Western Kentucky has a financial planning degree, and this financial planning degree actually allows you to sit for the CFP, uh, after graduation, the certified financial planner exam. So I decided to declare, declare my major, got super [00:09:00] interested in it, took courses like state planning, tax planning, insurance planning, investment philosophy.

[00:09:06] **Jacob LaRue:** It was whole nine yards. Then, you know, through that program, I got some really cool experiences too, just industry wise.

[00:09:14] **Matt Nelson:** you're talking about outside the school?

[00:09:16] **Jacob LaRue:** Yeah, well, it was through the school, but um, it was definitely like a extracurricular type of thing, so. Okay. WKU, Western Kentucky, they, they're actually a really good program for, for CFP graduates.

[00:09:28] **Jacob LaRue:** and. There's this TD Ameritrade conference that happens every year in Orlando, Florida. Now it's probably, you know, TD and Charles Schwab. Right? But, back then there was 15 schools that essentially got invites and two students from each school. and I was lucky enough to get, invited to that. So I was, you know, one of 30 students that got invited to this national conference.

[00:09:51] **Jacob LaRue:** Got to meet a lot of people, learn a lot of. Different things about the industry and you know, some of it was kind of futuristic stuff like we're seeing now with just technology in general. ai not necessarily talking about that, but like, you know. Rebalancing tools for investing that are automated. All those things were fairly new.

[00:10:09] **Jacob LaRue:** we don't think of 'em today as new, but they were new back then. So I got a lot of that experience. And then another really cool thing, um, a group of six of us at Western Kentucky got chosen to do a CFA research project where we actually had to, and what

[00:10:24] **Matt Nelson:** is, let me interrupt you. What does CFA stand for?

[00:10:27] **Matt Nelson:** It's Chief,

[00:10:28] **Jacob LaRue:** chief Financial Analyst. [00:10:30] Right.

[00:10:30] **Matt Nelson:** Chartered Financial. Yeah. Chart.

[00:10:32] **Jacob LaRue:** Yeah, so yeah, CFA project specifically, that's mostly like investments, and digging into the valuations of different companies and how to value options and all those fun things. but this, this project that we did, again, it was us and a few other schools.

[00:10:49] **Jacob LaRue:** We had to dig into Brown Foreman, who was a whiskey corporation here in the United States. We had to dig into their books and records and then develop a stock valuation and present it to their board members. Oh wow. Fantastic. So that was pretty cool experience. Um, nerve wracking for sure. I think like, you know, the group of six of us.

[00:11:10] **Jacob LaRue:** I wanna say there was probably 200 people in the room that we were presenting to. Oh, wow. And as a college student, that, that's pretty nerve wracking. So especially when, when you're presenting for a public company, you know?

[00:11:20] **Matt Nelson:** For sure. No. So it was pri privately traded or, or was

[00:11:24] **Jacob LaRue:** It was publicly back then.

[00:11:26] **Jacob LaRue:** Yeah. Pub.

[00:11:26] **Matt Nelson:** Wow. Very good. And, and of course, most important was how you ended up, Deciding that you were gonna work on a whiskey company? I don't, what was that?

[00:11:35] **Jacob LaRue:** So that was actually the CFA board's, uh oh, okay. Choice. So I think it was like the local company that year that they got to choose. 'cause it's so, you know, whiskey's big in Kentucky.

[00:11:45] **Jacob LaRue:** But yeah, of course, of course.

[00:11:47] **Matt Nelson:** I thought it was some other nefarious story behind this, but that's good. Yeah.

[00:11:51] **Jacob LaRue:** No, but yeah, that was really good experience. Um, so from

[00:11:53] **Matt Nelson:** there, so after those kind of experiences then, were you about graduated at that point or what? What did you do after?

[00:11:59] **Jacob LaRue:** Yeah, I think, [00:12:00] yeah, I think both of those were, junior and senior year, both of those experiences.

[00:12:04] **Jacob LaRue:** Okay. So then after that I was like, okay, I'm all in. Kind of need to start looking for jobs. Quickly. Learned that, financial planning or financial advisor job descriptions aren't always what they are cut out to be. Um, oh boy. So just 'cause it says financial advisor and the title doesn't mean that's what you're actually gonna be doing.

[00:12:25] **Jacob LaRue:** So started interviewing with a few different companies, felt that like they were too salesy for me. You know, I'm not Mm-Hmm. I don't like to be a sales guy. typically, and a lot of these companies just, you know, they were already wanting you to provide lists of X, Y, and Z contact info and Right. I was like, ah, I'm not doing that right.

[00:12:46] **Jacob LaRue:** Um, so I went back and kind of like. Figured out what exactly am I looking for in a career and kinda went back to those foundational pieces of, you know, ethics and integrity. and then, you know, a lot of my professors always harped on financial, like fee only firms or fee-based firms. So that's what I started to really focus on.

[00:13:07] **Jacob LaRue:** I always told myself it didn't matter geographically where I was gonna end up after my career. You know, I, I left Chicago, went to Kentucky for school. It didn't really matter where I ended up, I started interviewing this guy named Matt Nelson. Uh, had a job posting and it seemed pretty interesting.

[00:13:24] **Jacob LaRue:** Yeah. Financial planning associate. I remember,

[00:13:26] **Matt Nelson:** I think we found you through LinkedIn. Is that, is that,

[00:13:29] **Jacob LaRue:** I [00:13:30] can't remember if it was LinkedIn or if it was through the c fp board. I cannot remember, to be honest.

[00:13:35] **Matt Nelson:** I think it somehow was through LinkedIn and I remember that. I remember that interview, Jacob. Yeah.

[00:13:40] **Matt Nelson:** So that was a, yeah, that was good. I'm glad you, I'm glad you found us. It was,

[00:13:43] **Jacob LaRue:** yeah, I think, I think the, you know, first one was a phone call, second one I was doing a, essentially like a Zoom interview. Mm-Hmm. I was sitting at the bar stool. In my apartment in college, like at the, the island, I was just like, ah, this is the best I got right now.

[00:13:59] **Jacob LaRue:** Yeah. That's good. Uh,

[00:14:01] **Matt Nelson:** yeah,

[00:14:01] **Jacob LaRue:** so,

[00:14:02] **Matt Nelson:** so

[00:14:03] **Jacob LaRue:** go ahead.

[00:14:03] **Matt Nelson:** No, you've been, I mean, you've been with us now for, do you remember the year you started?

[00:14:08] **Jacob LaRue:** It's 2016 is, yeah, so this is going on year eight, I guess.

[00:14:12] **Matt Nelson:** Time has, time has flown. I mean, he's, he's picked you up right outta school and you've, you've come a long way since then.

[00:14:18] **Matt Nelson:** You, you know, you have already gone through here some. Just great background and ethics you picked up from your family, and that all shows for sure as you are serving clients today and, and what you do and what's important to you. And so, I mean, that was, serendipitous that we ran into each other the way we did.

[00:14:35] **Matt Nelson:** Did so That's good. Yeah,

[00:14:36] **Jacob LaRue:** it was definitely a blessing for sure.

[00:14:38] **Matt Nelson:** Yeah. Well, when you, beyond that then when you, when you kind of got into it. what have you learned so far and, and maybe was it different than what you expected in the industry?

[00:14:48] **Jacob LaRue:** Somewhat. I think, you know, I think coming outta school, a lot of people will say like, you know, your education background's usually pretty good, especially if you did well in school and tried hard, you're usually gonna have a good [00:15:00] educational base.

[00:15:01] **Jacob LaRue:** Um, but what you're, you're not typically gonna have, unless you have like internships or prior job experience like this is. That interaction people to people, which is really important in our industry. So that was a big thing for me to learn is just, what makes people tick, everybody. Has a different thing, right?

[00:15:17] **Jacob LaRue:** You know? Mm-Hmm. Some people really, really wanna focus on building their own wealth. Some people want to give it away. some people wanna protect it, things like that. So that was really important to me to learn. It's just every client has a different situation, and just because they should do this from a math or numbers standpoint, doesn't mean that it's gonna fit like what they feel comfortable with.

[00:15:39] **Jacob LaRue:** And the risk that it might take, even if it's not a risky move, it's just, it might just not make sense for them from a, from a personal side. Mm-Hmm. So learning more about people and what makes each of us tick is something I really enjoy now that I didn't really think I was ever going to need to know.

[00:15:56] **Jacob LaRue:** I thought, you know, a equals a type of thing.

[00:16:00] **Matt Nelson:** Mm-Hmm. That's interesting. That's good to, that's good to pick up. as you've now gone through the years, looking back on what you, what you started with and what you know now, what comes to mind is like maybe the hardest lesson.

[00:16:13] **Jacob LaRue:** Oof. Hardest lesson.

[00:16:16] **Jacob LaRue:** Hmm. The hardest lesson. Yeah. I think it kind of goes back to what I was just talking about in a way, but like. You don't know what you think, you know, type of thing is. it's like you, you might have this answer that is perfect, but it doesn't mean it's [00:16:30] perfect for them. And a lot of times the research that you do, it just won't matter.

[00:16:34] **Jacob LaRue:** At the end of the day. It's, it's very independent. Very family driven when it comes to finances and, we all have our own backgrounds and like I said, our backgrounds kind of form us and drive our future decisions. So it's hard to persuade somebody that it's the right choice if it's, if it's just.

[00:16:52] **Jacob LaRue:** Against what they feel comfortable with.

[00:16:54] **Matt Nelson:** Yeah. Ultimately it's a, that that's great. I mean, ultimately it's a people business. Yeah. It's not a numbers business. It's a people business with a lot of numbers in it is really what it amounts to.

[00:17:04] **Jacob LaRue:** Exactly. Exactly. Yeah. I mean, I, interesting. I loved math growing up.

[00:17:08] **Jacob LaRue:** But like, I think that that perfect combination came about just organically, is like, I, I liked the number side and I definitely liked like working with people from sports and just yeah, like I said earlier, but those two things came together and that's how, how I got this career.

[00:17:24] **Matt Nelson:** That's very good. Yeah.

[00:17:25] **Matt Nelson:** And when you came, um, it just kind of touch on a little bit more in your education. you actually then were able to sit for the CFP. Pretty soon after you got out of Kentucky, right?

[00:17:35] **Jacob LaRue:** Yeah, I think basically what I did was, you know, that first year with you at Perspective six kind of just soaked everything in.

[00:17:42] **Jacob LaRue:** So I wanna say I started studying again for the exam 2017, took it in November of 2017, is when I got my CFP. So yeah, first year spent just learning everything that I needed to know from a business standpoint and how we work as. A team and then dove [00:18:00] in.

[00:18:00] **Matt Nelson:** Mm-Hmm. At CFPN, just to remind everybody, the CFP certified financial planner.

[00:18:03] **Matt Nelson:** So kind of the gold standard, if you will, on the, you know, the general practitioner designation, if you will. Well, this has been really good. I want to go through just, uh, a, a few more kind of life questions as we're wrapping up. and, uh, before I do, before I ask you about, About family. I wanna throw one at you that we didn't talk about pre-planning.

[00:18:25] **Matt Nelson:** So wasn't there, was there anything else that happened at Kentucky, that was significant in your life?

[00:18:32] **Jacob LaRue:** Oh, you're talking about my wife?

[00:18:34] **Matt Nelson:** Oh, maybe. Yeah, maybe you should bring that up being this is your episode.

[00:18:38] **Jacob LaRue:** Yeah, that was a big one. So yeah, my wife is where I met, Western Kentucky. So. Actually are both financial advisors met her in a financial planning course.

[00:18:48] **Jacob LaRue:** I was super interested. She wasn't at first, you know, typical story, but, uh, I ended up getting her, so that was good.

[00:18:55] **Matt Nelson:** That's fantastic. So you have, you meet in the financial planning course of, of college and of course we know what you talk about at, at dinner then. It's all, it's all

[00:19:05] **Jacob LaRue:** Oh yeah.

[00:19:05] **Matt Nelson:** Financial planning all the time.

[00:19:06] **Matt Nelson:** Right?

[00:19:07] **Jacob LaRue:** That's it. That's all. Oh my gosh.

[00:19:09] **Matt Nelson:** We had to get the plugin there, so, you know, you gotta, we gotta get you set up there. Yep, yep. So what, what else do you do for fun?

[00:19:15] **Jacob LaRue:** Actually, lemme go back to that. Yeah. The, so you know, the TD Ameritrade conference that I referenced, two students from 15 schools.

[00:19:24] **Jacob LaRue:** She was the other student from Western Kentucky. Oh, no way. You're competitors. Yeah. We got, we got to go together. That [00:19:30] was pretty cool. That's, that's great. Yeah. Very good. But yeah, rest, rest of the time with my family, you know, so I got my wife, we have two kids, 3-year-old boy and just a, about a six month old little girl now.

[00:19:42] **Jacob LaRue:** So that's really fun. We're always busy at night, you know, you don't realize how stressful it is until you're in it, but like you come home from work, you make dinner. Put the kids to bed and it's already 8 30, 9 o'clock and you're exhausted. So that's, that's life right now. It's just a season of it though.

[00:19:59] **Jacob LaRue:** we're both pretty big sports fans, my wife and I. So we watch a lot of sports together and we find other things to do together, whether it's move music shows, I said. You know, my favorite season is fall just because of football. So, yeah.

[00:20:14] **Matt Nelson:** And, and I think there's a, there's what in particular is the, the team you follow Jacob?

[00:20:20] **Jacob LaRue:** Yeah. So I got this one from my, my dad. He, he grew up, you know, southern Illinois, Western side Illinois. He watched the Chiefs growing up a lot. So I'm a huge Kansas City Chiefs fan. You know, the dynasty has begun here and, um, it's fun.

[00:20:36] **Matt Nelson:** We have a lot of fun just kicking around. Uh, chief's. Yeah, chief's talk here in the, in the office, so it's good.

[00:20:43] **Matt Nelson:** Yeah. Well, if you had all the money in the world, what would you do?

[00:20:47] **Jacob LaRue:** Right. Yeah. Right now, again, this is a season of life, but I would hire the world's best nanny for a few weeks and then me and my wife would go, go somewhere fun.

[00:20:59] **Matt Nelson:** Go [00:21:00] just somewhere away. Yeah.

[00:21:01] **Jacob LaRue:** Like the beach maybe.

[00:21:02] **Matt Nelson:** There you go. Yes. what is one thing you would recommend most clients?

[00:21:08] **Matt Nelson:** family or friends?

[00:21:09] **Jacob LaRue:** Yeah. I think this one's specifically for family 'cause I just focus on my own family and how we grew up. It's just making sure you both are on the same page. Now that doesn't mean you have a joint account for everything, although that does help I think. But really just communicating about money and what each of you're doing with money, that's a huge, huge thing.

[00:21:30] **Jacob LaRue:** so I think that's a really good thing to, uh, to hit home.

[00:21:33] **Matt Nelson:** It's kind of right in the, the values we have for the practice, doesn't it just how important money is to wellbeing of Yeah. People's lives and just society in general.

[00:21:44] **Jacob LaRue:** Yep. Yep. It really is. It's just the, the value, even if you don't have a ton of money, just how much of a stressor it can be.

[00:21:54] **Jacob LaRue:** Right. Um, regardless of your wealth situation is, is a huge deal.

[00:21:57] **Matt Nelson:** Well, if. If someone was to ask you one thing that we don't know about you, you know, what's one thing most people don't know about you?

[00:22:05] **Jacob LaRue:** Oof. I got some fears. I mean, blood, blood is a big fear of mine. I think blood should stay in the body. Um, alright.

[00:22:14] **Jacob LaRue:** I don't, I don't need to see that. So, yeah, that's a, that's, that's a odd one, but

[00:22:20] **Matt Nelson:** yes. Well that's, I You probably picked a better profession, right? Than Yeah. Being the healthcare provider. That, that's good.

[00:22:26] **Jacob LaRue:** Yeah. That was never in my forecast being a doctor or anything like that. [00:22:30]

[00:22:30] **Matt Nelson:** The last couple here, what, what is your idea of success?

[00:22:34] **Jacob LaRue:** Yeah, I think just knowing you can go to bed each day, this is gonna sound cliché, but knowing that you can go to bed each day, that you tried your best, you didn't ruin anybody's life, you didn't ruin your own life, and nothing you did is gonna break the world essentially. just knowing you did, did what you could that day.

[00:22:53] **Matt Nelson:** Hmm. Do you have a, a, a mantra or anything that you kinda use to keep you calm or focused?

[00:22:58] **Jacob LaRue:** Yeah, so this one actually goes back to senior year of high school. Our baseball coach was beginning of the season. I think we were kind of struggling and we were a really good team, so we shouldn't have been struggling.

[00:23:10] **Jacob LaRue:** you know, you don't get homework at baseball practice, but he gave us homework and he told us to go home and like make a, make an inspirational quote. You could find one online or make one yourself, and for some reason this just. Came to me and this is mm-Hmm. This is my quote. Mm-Hmm. It's the, the further you beat yourself down, the closer the hell you are.

[00:23:30] **Jacob LaRue:** So what that means is like you could strike out over and over again and you could beat yourself up and you're never gonna get better from that. Um, sure. It's like just turning the page type of thing. Kind of having that mentality. So when you make a mistake, you can't harp on it. You gotta just keep going.

[00:23:47] **Matt Nelson:** Yeah. I, I like that framing. I like that framing. It's, it's just, it's doesn't help anybody to have a bunch of self-talk and push yourself.

Yeah, that's, yeah. You're absolutely right. I'm, I may have to write [00:24:00] that down myself.

[00:24:01] **Jacob LaRue:** Yeah. Yeah. That's a good one. That's good. Original. This is this.

[00:24:05] **Matt Nelson:** Yeah. Original.

[00:24:06] **Matt Nelson:** Exactly. Well, we've got a whiteboard here. We'll put it up in the back office. Um, so yeah, it was good to meet, you know, I like, I hear more about your background, Jacob. I, I, I. I learned some things today I didn't know. So that's, that's one of the reasons I wanted to do this. I'm sure you'll be with us on a, a number of different shows.

[00:24:24] **Matt Nelson:** you've got a, a bright future ahead, in the industry and just helping clients and, and just everything you do. So thanks for telling us and, uh, letting us behind the curtain, so to speak.

[00:24:33] **Jacob LaRue:** No, yeah, that was, that was fun. It's always good to look back and reflect sometimes 'cause. You don't do that often, so that was fun,

[00:24:40] **Matt Nelson:** right?

[00:24:41] **Matt Nelson:** Yes, exactly. Helps prod you forward. Yeah. Well, bill, I think, I think that's it. We're gonna close it out there.

[00:24:48] **Bill Tucker:** No, I, I just gotta say I. Jacob, I'm really impressed that you weren't more damaged by being a, an umpire as a kid, because I have a friend of mine whose son did exactly what you did. Yeah. When he was, when he was young and he was, he was, he was the umpire.

[00:25:04] **Bill Tucker:** And his dad used to go to games because fathers used to threaten. His son. Oh goodness. Who was like probably 12, 13 at the time. Yep. And he was always having to back crazy dads off. So

[00:25:20] **Jacob LaRue:** yeah, I didn't wanna tell this story, but maybe I will real quick and we can cut it out of the podcast if we need to, but, um, that happened.

[00:25:26] **Jacob LaRue:** I believe it. Yep. I was umping a [00:25:30] championship game for a 9-year-old, 9-year-old tournament. the batter, I was the home played on the batter ducked. But he didn't pull his bat down. Right. So

it hits the bat ball goes fair. That's a live ball. That's a live ball pitcher throws it. The first game. That's how the game ended.

[00:25:47] **Jacob LaRue:** That was the last out of the game and the dad from the other team I got. So I didn't see this, but luckily one of my brother's friends, his dad was there. I was going, you know, up taking session stand to turn in my time card, which is what you do after games. Yep. Supposedly this dad from the other team was following me with one of the, you know, foldable chairs.

[00:26:09] **Jacob LaRue:** What? And was swinging it over my head. But my friend, my brother's friend's, dad grabbed him and. Sat his butt down. That is ridiculous. Yeah, yeah.

[00:26:18] **Matt Nelson:** Oh my goodness. I mean, of course the 9-year-old championships are close to World War, you know, like, geez.

[00:26:25] **Bill Tucker:** Oh yeah. It will change the way you look at youth sports forever.

[00:26:29] **Bill Tucker:** Oh my goodness. Gives you a good perspective, Jacob, for when your kids get older and they wanna play sports. Oh yeah. You might be a little calmer.

[00:26:36] **Jacob LaRue:** Yeah, I think that, I definitely think that's true. Yeah.

[00:26:39] **Matt Nelson:** I'm glad you survived.

[00:26:40] **Bill Tucker:** Yeah, it's excellent. It's excellent. Well, we look forward to seeing you and hearing from you on further podcast.

[00:26:46] **Bill Tucker:** I. It's great to meet you. You know, even though you've been on, Matt mentioned you've been on several times before with advice. Now at least we know who's giving the advice. That's great. Right. So thank you very much.

[00:26:57] **Jacob LaRue:** Yeah, thank you Matt.

[00:26:58] **Bill Tucker:** Thanks for the [00:27:00] conversation. For people who wanna reach out to you, uh, or maybe you reach out to Jacob at this point.

[00:27:05] **Bill Tucker:** Yes. How do, how do they do that?

[00:27:07] **Matt Nelson:** Yeah, you could, you certainly start with our phone number. Give us a call. 9 5 2 2 2 5. 0 3, 4 3. can also just start at our website. It's perspective six group.com. It's the number six, perspective six group.com. and you know, if you have suggestions for future shows, we certainly get questions all the time and we're taking common questions.

[00:27:27] **Matt Nelson:** We'll make, uh, make a topic out of it. You can contact us at mwa podcast@focusfinancial.com. So MedTech Wealth Advisor podcast, MWA, and love to hear from you and, uh. Take suggestions for new, new topics.

[00:27:41] **Bill Tucker:** That'd be great. Yeah, so write it in, uh, before you write it in. If you're not a subscriber already, hit the subscribe button that way.

[00:27:49] **Bill Tucker:** You will be a subscriber to the podcast and you'll be automatically notified whenever Matt posts a new podcast to listen to. And we would also ask that if you like it and you're enjoying it, tell people about it. Spread the word, get the word out there and help spread this podcast far and wide. Until next time.

[00:28:09] **Bill Tucker:** On behalf of Matt and everybody at Perspective six, I'm Bill Tucker thanking you for joining us today and reminding you that today is a day that you can go out and make a great day or not. It is. A choice. Thanks for listening.[00:28:30]

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