

Announcer: Bulletproof radio. A state of high performance.

Dave: You're listening to Bulletproof Radio with Dave [Asprey 00:00:15]. Today's cool fact of the day is that it's actually not possible or at least it's mega dorky to interview yourself about your new most likely New York Times best selling book. So, the only possible solution to this is to reach out to a good friend former Bulletproof Radio guest and one of the world's top marketing consultant for decades, none other than Jay Abraham, who's a storied veteran. Who's helped more than 10,000 companies in a meaningful way change the way they communicate with the world and sell a whole lot of stuff. So, Jay's a master. He's a dear friend and advisor and just a luminary in the field. He's going to interview me because Game Changers just came out. It's available on Amazon, at Barnes and Noble at any book stores.

Dave: Everywhere you want to buy books. You can download it on Audible. This book is the culmination of years of work, tons of statistical things. If you haven't been listening to Bulletproof Radio for eight hours a day, five days a week for three months, you're behind I did it for you. Boiled down with statisticians and came up with the 46 laws of high performers and Jay is going to interview me. Jay welcome to being the host of the show.

Jay: Thank you, Dave. I'm laughing because I'd like to spend the first two or three minutes having fun with you because you know I have a twisted sense of humor but what we're going to talk about is so important and so impactful to the lives of so many people listening and so many future people who will listen that I would be doing them a disservice if I wasted really a minute of the precious time we have. So, I want to get into it with not a sobering doer but a reverent seriousness about something that I believe has the power to be arguably the most important single book many many people listening and future listeners will immerse themselves in for the rest of their life because it will change forever the way they look, think, act, reflect on so many different issues that they've either thought superficially about or never thought about that have the capacity to transform their lives.

Jay: Transcend where they are. Catapult, elevate, accelerate them to so many different places that they can't even fathom they can go. So, I'll just say a couple things. Take 500 plus of the world's preeminent experts and authorities on some of the most unimaginably deep and breakthrough subjects. Scientists, philosophers, experts in human performance, mental agility, mental performance, personal growth, expanded perspective, happiness, humility, hopefulness, passion, spend 60 sinewy nontheoretical, penetrating minutes with each one plumbing, probing, exploring the depths of what their life has meant and what their discoveries and conclusions have confirmed to be truths that are immutable.

Jay: Take all of those discoveries from each person to three distinctive and universally applicable questions that they answer, take those 1500 plus questions, overlay them, distill them down to universal principles, categorize them in three different aspects of life performance and now you have a mild perspective and an ever so superficial grasp of what Dave Osprey has painstakingly and remarkably dedicated a huge portion of his life to create for you. This is truly a remarkable achievement. So, I want you to know

that because I've dedicated my life to disacknowledging that something could not be done. A greater achievement was not possible. Because it is. What I found is that when you grasp the magnitude of combining multiple enhancers, multiple leverage points to elements of a business or in this case a life, the resulting output is not a linear improvement.

Jay: It is a catapulting, compounding geometric growth that keeps multiplying, expanding exponentially in to wherever exponential ends up and that's what Dave has been able to both harvest, harness, encapsulate and then not just distill, but process down into actionable and easily graspable directions, instructions, and then he's added to it very, very exciting illustrations, case studies and actual scientific proof that you can go as deep on by law as you want because he's got all kinds of reference in the back so I hope that gets your creative palate, your self achievement gauge going off the chart. I want you to get excited because I am. I read the book when it first came to me for a comment and I liked it. But I read it very quickly.

Jay: Then because I knew I was going to usurp Dave in this bloodless coupe, I read it thoroughly and I read it for purposes of trying to really appreciate what he had created, what it really provided, what the import and the impact and the output of reading each chapter, each section, each log could ... Nope. Change that. Would mean to each one of your lives. I feel very serious and sincere responsibility, privilege and obligation to be this advocate for both each one of you listening so you'll grasp a full magnitude and for Dave because he didn't create this just to be doing a book. Sadly there's far too many superficial hyped books. This book is a disservice to even call a book. It's a life manual that will just keep growing and evolving as you keep applying and improving. Okay with that stated, I think it's important for me to turn it back to Dave so he can explain why and how he organized the book the way he did and why he felt going into certain areas of topics that are a little bit hot potato was important for the integrity of what he stands for.

Jay: And why it was absolutely critical and mandatory that he provide enormous additional substantiation and reference in the back on every point he made so that you would be able to take your application so much deeper, higher, broader, in any aspect of your life. So, Dave. Back to you.

Dave: Well, after looking at how people answered that final question on Bulletproof Radio that if someone came to you tomorrow and said I want your advice on three things that will help me perform better as a human being just everything I do, what would they be? The idea here was not to say, "Tell me about your work," to any of these people but tell me how you got to be at the level to make it on to Bulletproof Radio. The data broke down into three big buckets after a lot of crunching, sort of figuring out what bucket does that really fit in. I landed at smarter, faster, and happier. The people almost universally, not all of them, but almost universally had figured out how to do all three in their own life and sometimes less of one, less of the other, but generally, that's a trifecta of things that allow people to change their game.

Dave: No one was born with those things. They figured out how to do it. I wanted to figure out how I could do it better.

Jay: That's a great springboard for the next question. So, you took these categories and you aggregated them and then you distilled them down into these laws. These laws as of right now are pretty immutable and if you follow them, it is scientifically, transactionally, it's impossible not to have your life multiplied by orders of magnitude in many ways, correct?

Dave: I'd like to think so, that's been my results, but here's the problem, Jay. What works for me, might not work for you. You might not have weighed 300 pounds. You might not be a 46 year old, six foot four guy. You might be a 24 year old, five foot two woman with a different genetic background and a different upbringing. So, the danger isn't saying well it worked for me, it should work for you. But the specialness is saying, "Well, if it worked for a bunch of these people and many of them mentioned it. Hold on a second. What's interesting. Maybe that should be your priority because what I did wrong, I always wanted to perform well. I think it's core to being a human that we want to do that.

Dave: The problem was I didn't know how to do it so I just did a bunch of stuff that I thought would work. I made some assumptions. Maybe I copied one expert, copied another and that meant I wasted a huge amount of time. Not just being heavy but having a brain that didn't work, having habits that weren't effective and just wasting masses of energy. So, when I got the data that said hold on a second, they're all paying attention to this, that helps me now but it would have helped me as a young man set my priorities right and then find the tools. Going out and just picking a tool without knowing why you're using the tool because it's somehow going to make you better, it doesn't work.

Dave: So, the idea behind Game Changers is that you're going to read these 46 laws. Some of them are going to be areas you never thought about that massively affect your performance. You're going to read the law, it's going to tell you about the science about why that law has merit about the practice of the people who did it, if I've done it, what my own experience was and you're going to walk out of it with a set of short exercises that tell you hey here's what to do to see if this law is right for you or just to start it right now because procrastination is a huge pain in the ass and if you read this book say there's too many laws, I'm not going to do it and I'm going to look at each law, answer three questions, you know if it's right for you.

Jay: You gave the right answer. I set you up purposely because I knew [inaudible 00:12:45] no, no. I'm serious. I wanted you to clarify. One of the things that I've learned that I'm going to extrapolate to you, everyone can't do everything immediately. You're right. Everything isn't necessarily going to work or it's not going to address what the priorities are in their life, but what you've given us is the mirror to see ourselves in a very clear, deep, penetrating level where we can see all kinds of elements, areas that make no sense to continue underperforming, suboptimizing wasting the most precious assets we have. Energy, opportunity, life. So, I think it's wonderful. I wanted to do something funny. I wanted to say you know how they say these are very powerful methods, don't try this at home.

Jay: I was going to say definitely try this at home, but then because you have a chapter or an element on trying, I thought you have to say do this at home. So, that's just a little inside

joke which we'll get to in a minute. It's not going to be as funny until we get to it. So, I'm going to hit you. You can laugh though.

Dave: All right go for it, Jay.

Jay: Okay. I'm going to give you some phrases. I want you to hit [inaudible 00:14:05] from the book, you ready?

Dave: All right.

Jay: So, you talk about ways to avoid fatigue. You talk about the fact that a lot of people have a misconception. I'm not in order of everything here, but they think that working themselves to the bone is cool and getting up early is cool. Can you consolidate those thoughts into one big answer or big perspective?

Dave: You know, getting up early is cool if it doesn't make you tired. For a couple years, I made myself wake up at 5:00 AM every morning, meditate for an hour or two and really do it. What I found after two years is that yes I could do it and I could function, but my creativity was down and frankly I didn't really like my life as much that way. So, I went back to what I've always done since I was a smaller child. I stay up late. I always felt a little bit guilty about it. This idea that the early bird gets the worm. So, I changed it to the early bird works for the late bird. Which isn't always true, but 15% of us are night owls. 15% of us are super early morning people and most of the rest of us are average people. So, just knowing this is incredibly liberating.

Dave: What you do in the morning matters greatly, but your definition of morning may be 90 minutes off from someone else and neither one of you has moral superiority for it. So, for about 30% of people who read the book, they're going to go, "Oh my God, I didn't know." So, matching your circadian biology with the way your genetics works will make you perform better because you have more energy. So, that side of the equation for your question, Jay I totally buy. It's in here along with in Game Changers a couple new sleep hacks that I haven't written about before. Most of the sleep hacks you read about on the internet right now are derivative of the original sleep hacking posts about collagen before bed, about brain [inaudible 00:16:00], about raw honey and black [inaudible 00:16:03]. All that stuff. That's circa 2013 kind of content that I wrote.

Dave: It's been evolved over time. There's a lot more you can do with red lights and with certain kinds of glasses like the true darks that block things, but overall, some of this stuff has just not been released. I wanted to put some real meat for the bio hackers listening, but here's the deal. If you're just not prioritizing sleep, a huge number of these people, they could have chosen anything on earth, they could have said have \$1 million, anything that's going to make you perform better. No. No one said that. But a lot of them said sleep. So, I was wrong when I was young because I hated sleep. Even when I started Bulletproof. I'm like I did a year and a half of five hours or less and quite often four hours a night of sleep and it was bad for me, but I did start a company while working full time, but I wish I hadn't of done that in retrospect because I know how bad it is now.

Jay: You hit on something, but you talk a lot about the relevance of habits and why how and that without them you can't possibly optimize your life. Want to talk a little bit about that?

Dave: Yeah. Decision fatigue is a real thing. At the Bulletproof conference, I gave a talk on stage about how important this is. It's totally invisible to us. If you're completely just zonked at the end of the day, you might know I don't want to say anything. I want to just lay here like a log, but it's active throughout the rest of the day. This was born out by a study in Israel. They looked at a parole board. They said, "What variable decides whether someone gets out of jail or not? Is it their education? Their ethnicity, their gender, their crime, how much education they got in prison?" None of those really move the needle. What mattered was whether you got the morning meeting when the parole board was fresh or whether you got the last meeting of the day when they were completely done making decisions. The swing was something like 80% between your chances of getting out or staying in.

Dave: It was just based on how many decisions the board had made. There was a slight spike after lunch. They got energy from their food for a little while before the food coma hit and you might get out if you got that first meeting after lunch. So, this is operating in your day every day. It is for all of us and what habits do is they take decisions that we would have had to make and turn them into something that isn't a decision whatsoever. So, I talk about some really simple habits where people oftentimes spend a lot of work and it was really cool because for Game Changers, I just went on the Dr. Oz show. He asked one of the members of the audience to record all the decisions that they made throughout the day. Just to count them. The poor woman lost track. Somewhere around 800 or 1000. She said at 5:00 I just got tired of counting these, but I realized I made 43 decisions before I got out of bed. They're all micro decisions, but habits let you get rid of those.

Dave: Other habits can help you do things you don't really want to do because they become habitual but the deal is by not thinking about your habits, if they're the right habits that not thinking saves electrons you can use to do something that matters.

Jay: Because we're on limited time, I'm doing hybrids and I hope that's okay with you.

Dave: Totally, Jay. I love the way your mind works. You have a gift for language so ask away.

Jay: People don't realize that it's not just a bunch of tweaks. You are actually giving them the ability to harness the power of geometry to create what I would call an exponential life because each one of these isn't just a three or four or five percent improvement in some element of their life. It compounds by orders of magnitude but that's not the point I want to make. I want you to integrate. That's just a parenthetical diversion. My ADD adult moment. So, I want you to take a concept of sunlight, oxygen, breathing, nature's toxicity and hygiene and combine them into a cool comment if you want to.

Dave: All right. If you've listened to that original definition of bio hacking that I put out there when I was starting the community around bio hacking, it was really carefully written.

What I did is I said, "Look. It's the art and science of changing the environment around you and inside of you so that you have more control over your own biology." That thread works its way through the Bulletproof diet, through headstrong, now through Game Changers through the show. What are all the things in the environment that you didn't think about that are either sucking energy or giving you energy? So, in the book I talk about all right did the people who've done these game changing things did they pay attention to this? No. Not all of them did. I interviewed a professional dominatrix who sees a lot of very powerful people in New York City once.

Dave: I have no idea. I didn't ask her whether she has an air filter and drinks filtered water. I imagine she probably does because she has to stay in shape, but that's not a data point I gathered. But I can tell you that 76% of the people interviewed said food or some comment about food. They don't all agree on what to eat, but they all found that if they ate the wrong stuff, they couldn't show up to win a Nobel prize or be a Navy Seal or whatever else it was. So, there's many paths there. This is not a book about how to eat. Game Changers is going to tell you if you're not prioritizing fat, well that was the number one thing. So, for God's sake. That isn't a mystery anymore. It's mostly solved.

Dave: So, just go do that. You'll get huge dividends if you haven't already figured out that this matters. From there though, what do your mitochondria do? Well, they sense the environment around you and then decide how much energy you're going to have. But they also, their primary function you can say, they convert air and food into electrons that power your will, they power your brain, they power everything you do. So, if any of those variables can be tweaked, then you might be able to do something really powerful. So, in Game Changers I talk about some of those things but in a very different way and with a different focus than you would read in head strong. In fact, there's very little overlap between this book and any of my other books, but it is all backed by science.

Jay: Good. But I want one more thing because I'm going to tell you a quick story. I interviewed Phil Jackson years ago when he first won the three championships in the Bulls and I interviewed him for translating his methodology for entrepreneurs. I asked him the one most important thing that every entrepreneur could do immediately that would transform their life. I had a bunch of conservative redneck entrepreneurs on this one so it was hilarious, but his answer was be mindful of your breathing. No one really grasped the magnitude and the import of that. I would love before I take you to my next integration if you'd just do a minute or two on that.

Dave: Well, one of the things that will tell your body that your about to die is taking rapid shallow breaths or holding your breath without intention. It messes with the amount of carbon dioxide that your body holds on to. Carbon dioxide is what drives absorption of oxygen into your body. Just about every form of meditation that there is talks about this. Martial arts talk about it. In the west, you just don't really hear people talking about breathing unless they're in a yoga studio. Unless they're doing some sort of very esoteric practice. But it's one of the simplest ways to change your heart rate. So in the book, I talk about ways to calm yourself with breath, but I also talk about one of the laws which is get outside your head.

Dave: One of the things that high performers do at shocking levels is almost everyone of them has found a way to get far outside of their body and just get a bigger perspective on themselves, on the world, on their role in things, their behavior patterns. The way they do that sometimes is through a technique called holotropic breathing that I am blessed to have been able to do years ago with the guy who invented it who is now 94. Stan [Groff 00:24:50] who's been a guest on the show. He used it as a replacement for LSD therapy which he was doing using his license as a psychiatrist in Czechoslovakia before it became the Czech Republic. That resulted in a whole new field of psychology but how many people in the world understand that the right breathing for 10 or 15 minutes, especially with some cool music in the background can make you leave your body and have an experience that could be a very altered state spiritual experience without having to break the law.

Dave: Without having to go to Peru and do [inaudible 00:25:23] with a shaman the way I've also done and so in this law, I talk about [inaudible 00:25:30]. Fasting in a cave. All the different things you can do, but if you don't do it at least once in your life and I would say ideally at least once a year, you gotta do something, you just don't have quite the same connectivity in the brain and you don't have the same world view. There's incredibly good data about this. These are those things that you don't talk about this over lunch on Sandhill Road in Silicon Valley. You probably don't talk about it very much unless you're like me and you go to burning man and things like that, but the people who are changing the game, Steve Jobs, the guys who invented or at least discovered the double helix of DNA, Watson and Crick. They were using plant medicines.

Dave: So, this is not a call to go out and get high and go to Disney Land. It's actually the opposite of that. It's to say if you're going to do it, do it with the proper supervision in a legal setting and actually tell people where they can go to do the stuff legally. It has definitely changed my life and I've done every one of the things I can think of that helps me do that. I don't mean every drug. I mean I've done some of the pharmaceuticals, some of the plant medicines. But I've done more of the practices that help you do that. So, if that's missing from your life, you've never done that or frankly if it scares the shit out of you, now is the time. That fear is a signal that you need it even more.

Dave: When you do it just once and I find go fast in a cave for three or four days, it's profoundly scary but you'll reach a point where you just realize you're not what you thought you were. That is one of the keys to game changing and I just wish it was a bigger part of the national conversation.

Jay: Right. So, now I'm going to integrate three more things and I had 90 minutes. We have a tight schedule, but I can't underscore how many epiphanies that you have packed into this organized, illustrated example and then referenced so that it can't be refuted. It doesn't mean that it's appropriate for everyone, but you've given so much documentation, so much reference, so much articles, it's really impressive. Here's my integrated next one. I want you to talk about if you can, will, want, power, money success, gratitude together because those themes come in and out in about two or three different areas.

Dave: The first thing that stands out from this structured interview and this survey of people have done some really incredible things is that when you ask them the three most important things, no one, not one said money, power, or fame. None of them had that as a motivator. Yes those are all nice but Jay you talk about what happened when you got your first Mercedes. That story is actually in the book.

Jay: Yeah it is.

Dave: I asked Jack [Canfield 00:28:15] about this on the show and about what effect that had on him. Bottom line is if you're listening to this and you're saying I'm going to start a company or I'm going to get the next big job and you're looking at it framed by money, Game Changers is going to teach you why making that decision is the worst decision you can ever make. The people who made the list so to speak by in large had found a way to do the things that made them happy and for the ones who became wealthy. Some of them didn't become wealthy. They just did what they wanted to do. They became a tenured professor able to immerse themselves in the things they loved. Things like that, but met a definition of success of having a big impact. They're happy because happiness is the lubricant for success. I believe very fervently and I'm pretty open and vulnerable in Game Changers when I tell the little part of that law that is my own story.

Dave: I believe that when I had more money or more success, I would be happy. So, I would spend all my time and energy. I'd burn myself out trying to do this and then you'd hit a milestone and you get there like oh I just need a little bit more. So, it's a fools errand, but no one told me that. Because we have this common weird cultural perception that that's what it is. It's just not that. The people who made it, they just realized, you know what? Screw that noise. I need to make enough money to take care of myself and take care of my family but the amount of money that creates happiness and I review a lot of the actual survey data on this, it's about \$74,000 household income. On average in the US. It's probably more in New York or California or maybe now Seattle given how much real estate has gone up here, but no matter that, what that means is if you go from 74 to \$84,000 your happiness won't change.

Dave: Your convenience might change. Your car might be faster. Get some [inaudible 00:30:12]. A nicer vacation but above that you can triple your income, no more happiness. So, they're not correlated after your basic needs are met, but do they teach you that in school? They don't. So, a lot of us spend our lives just saying, "Man I'm miserable but I know if I just earn more," and you gotta stop that right now. That was one of the biggest things that came out of the happiness chapter is that happiness, in fact the law that you're talking about Jay is that wealth is a symptom of happiness. Not the other way around.

Jay: No you're saying you and I both know this, we've worked with enough very, very wealthy people. Wealth won't buy happiness, but happiness has a profound tendency to create wealth. It's very interesting. You ready for the next? Okay, you ready?

Dave: Absolutely.

Jay: I've gotta say this. It's a disservice because there's so much really unimaginably directly applicable content and instruction and guidance and nourishment for the mind, the soul, the body in this book but try to connect these. Why when you say I'll try you are lying, but add to that the law of the power of no. I think they can go together. If not, then just take one. You have the right to refute what I ask.

Dave: The power of no is the first law in Game Changers. [inaudible 00:31:43] you can say, "Oh yeah. Saying no that's a good thing," but it's what you say no to that matters. A lot of my learnings on this came from Joe Polish and Dan Sullivan who've been on Bulletproof Radio who have both been coaching and working with entrepreneurs at the highest levels for very long periods of time. We're all, whether we're entrepreneurs or not, we're all faced with a bunch of people who want something from us. A bunch of things that we're supposed to do. A bunch of opportunities to immerse ourselves in social media or whatever else that people who it changed the game for themselves and did what they wanted to do. They realized that saying no to things that suck their energy is most important.

Dave: So, it's a very different mindset. Hey is the return on this activity high or low. So, it's around the holiday time right now. What that means is if going to that one holiday party is really just going to suck your energy like I really don't want to do that, you know what? The right thing, what a game changer would do is they'd say, "You know what? I'm not going to go to the holiday party." The same thing goes in your career. If your parents or your society or just your programming tells you if I go out and I have X career, I'm going to be successful therefore I'll be happy, but when you start doing that, you realize you know what? This makes me tired. I don't like it and you say I'm just going to keep doing it. I have to do it. You are setting yourself up for a life of mediocrity.

Dave: That's why the power of no is so important. It's no to the things that suck your energy so that you can save all the energy and put it towards the things where you're actually really good. The things that not just that you're good at but things that give you energy when you do them. This is one of my other favorite laws. It was one of my early blog posts and it's about the power of weasel words. My site really matters and if you read the Napoleon Hill book, Think and Grow Rich which was the first book in this genre that I read back when I was 16 or something and many many people listening have read the book. If you haven't you owe it to yourself. It's a classic. Even there he talks about the power of language. Jack Canfield has a similar list and many other people on the show have talked about this.

Dave: The words that I call out as weasel words and the words that I'm really working on just stripping out of the vocabulary with my team at Bulletproof which is tough because we're wired to use these words, one of the words is try. If someone says, "Jay, I'm going to try to pick you up at the airport tomorrow." You know right away call and Uber. They're not going to be there. It's actually a way of disempowering yourself and the other person. So, in my house in my company I really don't want to hear the words, "I'll try." Either you're going to do it or you're not going to do it. You say, "I'm going to do it," say I have no idea how I'm going to do it and there's a really good chance I'm going to fail.

Dave: It's very different than I'll try. The other word that goes right along with that is the word can't. Can't frankly pisses me off. Maybe more than most of the other words in the English language because it's full of arrogance. It's arrogant because when you say, "You can't do that," what you're presupposing a bunch of things. What's really going on is you don't know how to do it, you don't have the resources to do it. No one's ever done it before, but if you believe that can't people, there were people who said, "You can't go more than 30 miles an hour in these new fangled automobile horseless carriages because it'll suck all the air out and you'll die of asphyxiation. This was a true statement. This is what they believed they said this. You can't fly. All those things. No. Can't simply means it hasn't been done. So, don't say that. Say the truthful thing which is we don't know how. That looks really hard and expensive. If someone says, "Hey can you make it to dinner tomorrow?"

Dave: No I can't make it. No. You could make it. One of the four agreements, a very famous book is have integrity in your word. It is profoundly relaxing when you say I'm not going to make it. When they hear you say that, they look at you and go, "Oh. This person is solid." The difference is so big but it's these little things. The people who like Peter [inaudible 00:36:07] a mutual friend who did the [inaudible 00:36:09], he single handedly just about brought about private exploration of space to fruit in one lifetime. He doesn't believe in the word can't either because you can't do all the things that they did. He just did it anyway. So, just cut that out of your life.

Dave: You can say well what does that have to do with bio hacking? Your brain believes everything you say literally. There's neuroscience about this. So, when you do that, it frees you and everyone who sees you speak with truthfulness and integrity will expect you more as a result.

Jay: The next one. I'm going to try to do an interpretation.

Dave: Did you just say try Jay right after that long monologue?

Jay: I did that on purpose to see if you'd catch it. You did. That's good. Don't I have good returns?

Dave: That was awesome.

Jay: Thank you. We are definitely going to do something very connected because you covered in many different ways a concept that I don't think people really grasp. I want to make it not implicit, but very explicit. About the fact that everything they do, every decision, every action, every effort, every consumption whether it be internal or external, intellectually, experientially, words actions, things, conversation, food, nutrition, crap, alcohol, it basically is an investment that is going to produce a positive or a negative yield and somebody said to me one time if your body or your business were a mutual fund and you had 12 different investment classes in it and one was producing 2% yield with a 40% risk and another was producing 40% yield with a two, would you put the same amount of allocated assets? That's not exactly what I want you to talk

about, but I think most people don't realize that everything they do is an investment and they should get optimal highest and best yield.

Jay: I've threaded a needle weirdly but you can take it now and stitch it any way you want.

Dave: I believe after years of bio hacking and measuring what works and what doesn't work, there are a bunch of things that work that are simply not worth the effort. Because you don't get very many results, they take a long time and it takes a lot of time. It takes a lot of energy, a lot of effort or a lot of money to do it. So, if you could live 5% longer but you had to spend four hours a day doing something that was unpleasant, very few people on earth would choose to do it because the juice isn't worth the squeeze. This is happening with every little micro decision you make. What you put on your plate, it has an ROI. Some of that return on investment is how did it taste? If it tastes like garbage, it's unpleasant, you're probably not going to eat it for very long. I'm talking to you kale.

Dave: Then the flip side of that is you can get something that makes you feel amazing or you can just say I put it on my plate, it tastes pretty good, it'll do. At least I'll be full. Well, there's a different return and there also a different investment because the grass fed meat that I recommend you eat it's probably a dollar or two a pound more than the industrial meat that poisons our water, our soil and is mean to animals and bad for your gut bacteria. The return is pretty high on eating a smaller amount of higher quality meat. The list goes on and on. You're going to meditate? Did you want the meditation that got you there in one minute or in 10 minutes?

Dave: It is righteous and moral to say hurry meditate faster. People who I say this roll their eyes and laugh and I've done advanced meditation lots of different ways. There are ways to just have a higher ROI on that so when you treat your time on this earth as a precious gift and you say I don't want to waste it, it is not egotistical, but it is profoundly lazy in that why would you do more work than you had to? Because the work you save, you could put it in to something else that's important to you. It's just that you don't see yourself frittering away these little bits. So, you just reframe those decisions. The things that you don't like, those are the things that have a very high cost because they suck your energy and you don't like to do them. So, those are the ones you should cheat at first.

Jay: I love that. You make a really great point and it resonates with me for many reasons but you say if you don't track it, you can't hack it. You want to go into that a bit?

Dave: Yeah. That's law 29 in the book is track it to hack it. It is entirely possible with the stuff that we have today. You could actually spend huge amounts of time just monitoring all sorts of things, but it's probably not worth it because if you want to change it, then you go to the trouble of measuring it. Because guess what? That ROI conversation we just had measuring your body has a cost. There's an investment made on that. So, only measure the stuff that's easy to measure or stuff that you're really looking to change. So, if you measure your inflammatory markers and that's an expensive blood test. It's relatively painful, you gotta to go the doctor or order it online and it's inconvenient. Well, you spent a couple hundred bucks on that. You're probably going to work on the inflammation markers and test it again in a while but you're not going to get one of

those tests every quarter just for a while unless you're like me and you just want to know everything because you might want to hack it. It's just that same mindset that says don't waste your time and money on tracking stuff unless you're going to do something about it.

Dave: Here the subtext of the law reads you have the ability target any state of high performance you choose. Decide what you want to change, measure where you are and get moving. Check again later, rinse and repeat. You can surpass previous generations because you have access to more data about yourself and others than was available throughout history. The playing field is more level than it ever has been and technology will help you correct course when necessary. Today, our mutual friend [inaudible 00:42:36] Jane who started [Viome 00:42:37]. The company has been on the show several times and Viome is looking at every single thing in your gut. All the bacteria, what they're doing, what they're making with species are present. That's pretty cool for you but what's really cool is they're comparing you to I don't know how many at this point, but many tens or hundreds of thousands of other samples.

Dave: So, now you can say well, I'm pretty far away from normal. I think I have a problem. But you go back 10 years you couldn't even measure it in yourself much less compare yourself to a bunch of other people. It's that ability to say what is the new human condition we can measure that we didn't know about 5 or 10 or 20 years ago and where do I stack rank? That's going to tell you where to put your effort.

Jay: That's great. Okay I'm going to integrate two other points. I'm saving the really fun good things for last, but there's so many outrageously ... Because they're unimaginably impactful. I'm not saying that to banter, patronize. I'm saying that you have caused me to reflect very profoundly on altering my own life, but let's talk about two integrative things. First of all, why you are a reflection of your community and if it correlates, why getting high with a little help from your friends is valuable. If those don't correlate, pick one or don't even talk about either. You have that latitude.

Dave: One of the things that stood out more than I would have expected from looking at the data from all these interviews was the number of people who talked about community. Get high with a little help from your friends is actually about oxytocin and what having a community does there. But having a community who supports you does very interesting things to your neurochemistry. What this comes down to and my take on the world which is that a lot of our unconscious behaviors are just emergent things that happen when quadrillions of ancient little bacteria work together to try to force your meat to stay alive, well they are wired to work as a community. That rolls up to us. We're wired to work as a community.

Dave: Probably a community of about 150 people is the size that scientists have identified as the likely size of early tribes. If you are not surrounded by a community of people that you trust, doesn't have to be anywhere near that big, it creates a subtle unease or maybe disease you could call it in your body and it changes the way you show up in the world. It changes what you're going to do. That myth of the lone wolf entrepreneur twirling away all by himself, one man against the world, it's BS. That's not how the Game Changers do it. They consciously build communities. What really was interesting here

was Ester [Perell's 00:45:31] work where she talks about the value of a community for keeping your relationships at home strong.

Dave: It turns out that the marriages or other kinds of relationships that work best are the ones that are supported by the community that the couple is in. That's something that you probably didn't know. So, if you're looking and saying one of the reasons I'm not happy, one of the reasons I am wasting time or I'm not performing well is that things aren't good at home. Well you look around. I don't have a community. There's a correlation there and you just don't read about that, but the science is pretty clear on it. When people say, "I'm going to upgrade my set of friends. I'm going to go out and I'm going to be an active member of the community. I'm going to give back," they perform better what they do and magically their relationship at home improves at the same time.

Jay: So, you talk about something very, very important to me about how average is the enemy of greatness. It's mediocrity versus greatness in every facet of your life. I think that gripping that and really understanding the profound implication is important if you want to do a minute on it.

Dave: That law is average is the enemy. So often people say I want to be normal. But when you think about it none of the people who change the game are normal. They've all done abnormal things. So, when you stop making normal your target, it really sets you free. The people who do these big things say, "You know what? I'm going to embrace my strengths. I'm not going to look at my weaknesses. I'm going to get help filling those in if I need to, but I am going to be excessively abnormal at something." Peter [inaudible 00:47:14] I mentioned earlier, he was excessively abnormal in his love for space and his desire to do that. He pushed with everything he had because he just loved it. It was totally abnormal.

Dave: The other people here, they're unbalanced individuals. We all want balance in our lives but that doesn't mean you have to be average. In fact, be unaverage at something and that's how you change the world. That comes at a trade off. It's being less than average at something else. But who wants to be perfectly average at everything?

Jay: I agree. Time doesn't allow, but just so everyone knows, you address in a very intriguing, powerful, and clinical way the power of female orgasm, the power of not ejaculating and the power of being more creative in your sexual activities and why and how and that it has a really great impact in your outcomes. I'm going to leave that for the listener to read, but in summary, I just did a calculation. The average interview you did was an hour. It takes 60 pages of transcription. That's 30,000 pages. You distilled it down and organized it and integrated it. Then you gave reference examples that expound, affirm and go deeper and I can't imagine a greater life guide book to greatness, to achievement, to happiness, longevity, I am very proud that you allowed me to do this. I only hope that I did it a reasonable service.

Jay: Anything you want to say beside that that I should have asked you?

Dave: I can go on for 500 hours about this because that's about what went in to just the interviews, but just thanks for your acknowledgment. Thanks for your support and thanks for your guidance along the way, Jay. A lot of people don't know this, but since I started Bulletproof, I've been able to upgrade my community and people have come out of the woodwork with 10 times more knowledge than I have and said, "Hey Dave, I want to help. Let's hang out." You were one of those years ago. I'm like, "Really?" I read Jay's book that was I spent \$1200 on this book from Jay five years ago and I read it and it was actually worth it. It totally changed how I thought about communicating with people and I thought about marketing. Then did Jay just really call me? Actually he's this amazing human and I get to hang out.

Dave: So, along the way people think it's this overnight success. That law about community has paid so many dividends to me. So, Jay thanks for taking the time to do this interview. I know you're still working with incredible numbers of clients. You just got back from Japan but I appreciate you staying up late where you are and doing this interview.

Jay: Oh it was a privilege. I just hope that I could be a good champion advocate for not you but for all the people that really will benefit by not reading it but really adhering and embracing it. Thank you for writing it and investing the time, the effort to do this for everybody. I'm not saying that pandering. I'm saying it with gratitude and appreciation.

Dave: Well, on that note, this is I think the first ever reverse episode of Bulletproof Radio. If you liked it, you know what to do. You should pick up your copy of Game Changers today and if you already have my true sincere gratitude for being willing to invest about four hours of your life absorbing all this stuff. If you purchased it, I would be truly grateful if you took a minute to go to Amazon and leave a review right now because when a book first comes out, reviews matter so much on Amazon. It helps other people know whether it's worth their time. So, if the ROI for you on reading Game Changers was there, would you do me the service of letting people know? Thank you.