

8 Days of Change

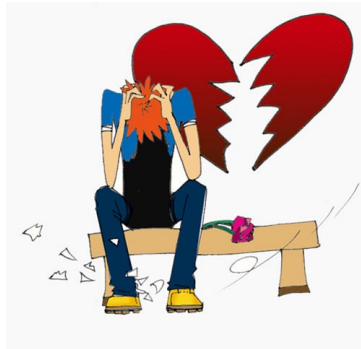
Day #5

Notes and Directives from Phil Kaplan In accordance with the Be Better Principles

Yesterday, on the call, I mentioned three parts of “mind,” the EEM, the PFC (prefrontal cortex), and the RAS (reticular activating system).

Right now I’d like to focus a bit on the EEM, the ***Emotional Experiential Memory***. The EEM’s purpose is to keep you safe.

If you walk down a particular street and bees sting you, the next time you try to walk down that street, the EEM will do everything in its power to prevent you. It has the memory of a bad experience. If you are forced to walk down that same street, and bees sting you again, the EEM will make sure you ever walk down that same street. That would be valuable if you didn’t want to get stung by bees. If, however, at the end of that street is a bee killer, and a pot of gold that will bring you everything you’ve ever wanted out of life, you can see how in keeping you safe the EEM can limit your outcome.



If you get into a relationship, give yourself fully to that relationship, and wind up with a broken heart, the EEM takes note. It will prevent you from giving as much in a future relationship, or perhaps steer you away from relationships that start getting too intimate. You avoid heartbreak, but you also miss out on the joys the next relationship might bring.

If you’ve ever approached someone, said hello, and were snubbed, the EEM notices. The next time you think of approaching someone, it tugs you in the other direction. If you are determined, and you walk close enough to the intended new acquaintance, and you let out your best hello, and that person dumps a bucket of ice down your pants, you’ll opt for computer dating. The EEM won’t let you approach people you don’t know.

I would guess that you haven’t had that random ice bucket dumped down your pants by a stranger. The challenge is, going back to the concept of F.E.A.R., if you imagine an outcome strongly enough, even if it’s based on *False Evidence*, the EEM notices. Our old nemesis “can’t” and the evil “but” enjoy convincing the EEM with False Evidence.

Why is this relevant? Because I know that you can talk to 5 people a day effortlessly about what you do. I also know that at first it will summon up feelings of apprehension. I know that you'll walk away from some conversations feeling as if you should have said something differently, or wishing you could start over.

It's all part of the process of arriving at Effortless Prosperity.



Consider how you progress a new client who is not yet comfortable with the integration of resistance training, aerobic movement, and supportive eating.

At first you might do a few basic resistance training movements using some light dumbbells or bands, and keep the aerobic session at a modest intensity. You know if you challenge the new client too intensely too quickly, overtraining and/or a loss of motivation are inevitable.

You dole it out in little progressive pieces, and you know the client will soon progress.

You might also move someone from no breakfast, a 10:00 coffee and donut, and a fast food lunch to a bowl of cereal upon waking and a turkey sandwich on whole grain bread hours later. With time you might make it to an egg white omelet and a side of oatmeal, followed by a protein shake 3 hours later, and a chicken breast, baked potato, and salad for lunch. You realize the bowl of cereal, at first, is uncharacteristic, but you also know it's a step in formulating a new habit.



We're going through a similar progression. I know what the long term outcome will be of getting you comfortable with the idea of 5 a day, but I also know in order to get comfortable you have to move through a progressive acceptance of its value.

Yesterday I asked you to smile at people. I also shared a bit about the innate "friend or foe" assessment we, as humans, initiate when we "feel" someone looking at us. Getting the immediate smile is a step in the process of comfortable personal connection.

By now, simply by smiling, you got a few people to smile back.

Today's Only Directive

Stay with the smile today, but follow with "hello." I don't care what happens after that. Wing it. Go with whatever happens. Just get out the hello and spark a return hello.

If you can prompt a "how are you?" from other people, just say "better" and allow the dialogue to evolve.

The goal of today's directive is not to get new clients. That will happen over time.

The goal of having a client who doesn't eat breakfast habitualize a morning bowl of cereal is not going to build muscle or reduce fat. It is, however, a step in what for you is a recognizably familiar process.

The directive is simple. Talk to 5 people a day, and if you're up for raising the bar, talk to all 5 of them about what you do for a living.

Following is just a bit of ammunition to challenge the ridiculous internal dialogue that wants to drive you to say, "But" I "Can't" Because There's Nobody To Talk To!

If you see someone in the grocery store reading a food label, there's an opportunity.

"those labels can be deceptive. It's one of the first things I discuss with my clients . . . can I point something out for you that most people aren't aware of?"

If you overhear people in a restaurant talking about diets or healthier choices, there's an opportunity.

"sometimes people make assumptions, and restaurants are notorious for feeding those assumptions. In fact, in some restaurants, there are more calories and fat in the spinach salad than there are in the burger. What are you considering having?"



If you're within 20 feet of someone else in a gas station, there's an opportunity.

"do you live in this area? I'm a personal trainer and I was wondering where most people around here exercise? Where do you workout?"

If you're in a convenience store and the person in line with you is buying a ready to drink Muscle Milk, Slim Fast, or a Pure Protein bar, there's an opportunity.

"have you had that before? How do you like the taste? I'm always trying to help my clients figure out the best options for a quick snack when they're on the road"

These aren't scripts. They're examples of the opportunities you'd miss if you didn't keep your eyes and ears tuned for opportunities.

They're everywhere.

At the very least, smile and say hello to five people you don't know, five people you wouldn't have met if you hadn't initiated conversation.

If it ends at hello, that's OK for now. If you trust the knowledge I have, the knowledge that you are capable of turning "5 a day" into an automatic habit that continually brings you a new client, you'll try to talk to five people today about what you do for a living.

Be Better.

Phil