**CS JAMES ALTUCHER- LIES WE TELL OURSELVES**

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**Jeffrey:** Welcome to the Chalene show. Chalene is the New York Times Bestselling Author, celebrity fitness trainer and obsessed with helping you live your dream life.

**Chalene**: Did you know that an elephant weighs between six to eight tons? Elephant trainers in India work with these gentle giants and their massive size alone makes them deadly dangerous to be around but what keeps them captive ready to offer rides to eager tourist is by tying them with this really light weight ropes, restrictive which would barely secure of heavy set house cat. So how was that possible?

It begins when they’re infants. Holding these baby elephants, hostage by the weight of industrial size heavy chains, secured to concrete walls and the story, the existence that the elephants learned is that they aren’t in charge. So as they age, their captors secure them with lighter and lighter weight change and eventually rope and then eventually, it's not the rope it's holding them hostage. It's their belief. It's their conditioning. It's the story that they have accepted.

Today, I want you to think about what stories you've told yourself, what stories you've accepted and what stories might be holding you hostage.

I want you to think about choosing you doing scary things saying no, the power of the word no and learning to say yes to you. This should feel like an interview. If I like sitting down with the brilliantly honest man having a real conversation over luncheon. I want you to feel that. I want you to picture yourself at that third chair with us.

James Altucher is a prolific legendary blogger. He's an author, he's a former TV host, he’s a man who has made and lost millions and he has lived to tell. He's one of the top podcasters. He has published over eleven bestselling books including one of my favorites, *The Power of No and Choose Yourself*.

James is an American hedge fund manager, an entrepreneur, a bestselling author, a husband, a father, a podcaster and he's just crazy honest. I guess that’s why I love his writing, the reason why I love his podcast show. Sometimes even myself, I catch myself interviewing someone and I think to myself, I probably shouldn't interrupt them right now but I have a question and what I love about his show is he asked that question, the question that you're probably asking when you hear experts on my show.

James has struggled from feeling completely suicide after losing almost $15 million in just one summer. He talks about very honestly what that was like and what it took to pull him out of it.

I want to kind of paint a picture of him too. I think that helps. If you haven’t already, go to my blogs; you can see pictures of him. I don't know why. That really helps me when I can see the face of the person I am listening to but in case you're listening to this in your car and you don't know who James’ picture on picture like if Jimmy Fallon and Screech from Save by the Bell, if those two were brothers like James would be the third brother.

He's this curly haired, map top, corky kind of guy who you'll just hear it. He's not thinking about what you’re going to think about him. He's honest and that's why I'm happy to invite you to join in his conversation and that was seriously a conversation where I actually forgot that we're recording until we're couple minutes into it and I realized that I should probably here record. I know you're going to love this.

**[START OF PODCAST]**

**Chalene**: Like I would tell myself, I'm working from home, I'm with my children but I wasn't, ever. I wasn't there. I was mentally onto the next thing.

**James Altucher**: Yeah, it's hard when you're an entrepreneur live work at the office like you can't really after bringing it everywhere. You have to figure out how to balance it out.

**Chalene**: But you've learned to do that?

**James**: Sometimes yes; sometimes no.

**Chalene**: Let's jump into this. I'm recording. Are you cool?

**James**: Yeah.

**Chalene**: That's what I want you to ask you is, like for me, it was a series rock bottom I felt in my relationship with my husband and I become someone I wasn't. I was just empty and irritable and feeling sorry for myself which is the worst thing to do. I had to make a change. What caused you to say, "Okay, we’ve got to do things differently."?

**James**: I think why I may kill myself, maybe I think that I needed to do things differently.

**Chalene**: Did you really get suicidal?

**James**: Yeah. I was dead broke. I have made a lot of money and I was just drunken rockstar on steroids and I went completely broke. It was even like I had money on paper and then I went away. I just spent it all and I had two kids. I was thinking – at my peak I got really nice, expensive life insurance policy and I was thinking it would be better for them to have my life insurance policy than for them to have a dad because they were so little. They don't even know who I was at that point and I think they knew roughly but there's still very little. They will forget me and I was really considering and I was Google-‘ing’ it or not Google every time, there’s like the Alta Vista.

**Chalene**: You're not saying this is like fleeing thought you had one day? This is a thought pattern you had for period of time?

**James**: Yeah. I know I had a plan.

**Chalene**: Wow.

**James**: But the problem is there’s really no easy way to do it like there's no way to do it where they don't know you did it because that's important for…

**Chalene**: I’m actually laughing at the story but you were so freaking funny. Okay but tell the story.

**James**: There's no way to do it. For insurance purposes, you can’t do that and there’s nobody to do it so that people think, “Oh, it was an accident,” or he was sick and died. I said to myself, “I can’t keep feeling like this all the time. It was really bad.” I also needed to figure something out. I was losing my home. I was losing everything I ever had, everything I ever built. And I have to get my act together.

So the first thing was--and this coincides very nicely with how you build your kind of stages of entrepreneurship. I had to get my physical health together. I couldn’t drink every night. I couldn’t eat poorly. I had to sleep a little better. And this doesn’t mean I had to exercise every day in the gym and lift weights or something like that. That has nothing to do with how that has to do with body-building and all that. I just simply had to get healthy.

**Chalene:** Yeah.

**James:** The other thing is I had to start surrounding myself with people who I love and respected and people who respected and loved me. And this is still the case. I’m not necessarily the best judge of people. I tend to trust and like a lot of people.

**Chalene:** Me too.

**James:** It’s hard sometimes; you have to really learn.

**Chalene:** Do you have somebody in your life who you can ask them because their radar is like spot on even though you’re like, “Are you sure? I really like them. Are you sure?” But they’re like always right.

**James:** Yeah. My wife’s radar is extremely good and my close friend and business partner, his radar is extremely good. So they’re my buffers. They’re like, “You can’t do this with that person.” When I don’t listen to them, small problems get magnified into big problems.

So it might be the case at three years later what was once a small problem has now become a big problem and I’m really regretting not following their advice, but not regret. Regret is a strong word but I learned from it that, “Oh, okay, this is what went wrong here.” That’s great actually because now I know how to recognize that type of person.

So physical health, emotional health, mental health which simply means for me, every day I have to be creative. So I have to write down ten ideas a day. They could be business ideas, they could be book ideas or they can be just stupid ideas. But most ideas are going to be really bad, so you have to get yourself permission to have bad ideas but I sort of view creativity as a muscle.

Just like leg muscles. If you like lie down for two weeks on your bed, you’ll actually need physical therapy to walk again because your leg muscles have atrophied so quickly and it’s the same thing with the idea muscle.

**Chalene:** This is very true.

**James:** I make sure every day I write down, first thing I do almost when I wake up is I write down ten ideas and then it might be ideas for other businesses, they might be ideas for myself, they might be just stupid ideas, anything. And then finally, spiritual health, which has nothing to do with prayer or religion but I just have to make sure I feel grateful every day. I tried to think of things that I have been grateful for before because I can always be grateful for my kids and it’s sunny outside but I tried to think of things that are difficult to be grateful for. I tried to be grateful for those things. And that’s it; so I started doing that.

**Chalene:** But can I ask before we go much further and I don’t want at all to mean by any stretch of imagination that we want to downplay someone who’s experiencing suicidal thoughts. But how do you go for like Google-‘ing’ it to going, “Okay, nope, not going to do this. I need to make a change.” What flip that switch?

**James:** Nothing ever flipped it.

**Chalene:** Was like a dimmer switch or it’s just so slow?

**James:** What’s very important is growth. So if you play tennis everyday but you never improve, you’re not necessarily going to be happy with playing tennis anymore. Initially, you’re happy but then you stop being happy with that.

So for me, what was important was doing something every day along these lines of physical, emotional, mental and spiritual health. And I will get a little bit happier where with my life is going. And also by the way, when you’re exercising your idea muscle, what’s going to happen almost automatically is business opportunities will start to happen. It might not happen tomorrow but within three to six months.

For me, it always starts happening. Sometimes I stop practice and I lose everything again and then, I start it up again. Within three or six months, I start seeing the opportunities but, look, if I die tomorrow, that’s fine with me also.

**Chalene:** So it’s the growth honestly that hold you from it like experiencing a little bit of growth, a little change in your relationships and the way that you felt connected spiritually? And that little bit of growth inspired a little bit more each day to paraphrase?

**James:** Yeah. Sometimes the growth is very painful. Let’s say you have a bad relationship with your brother or sister. Sometimes “growth” in a sense means stop talking as much to a close family member because they know where all the buttons are and they’re pressing them every time they talk to you.

So sometimes, you have to get out of unhealthy situations even if it’s a close family member. We sort of recreate our family every day. We get the choice to decide who’s in our family today. That’s really important no matter what. So, it was a dimmer switch more than on and off switch. I was excited to start having opportunities. I was excited where opportunities started working out but sometimes, those opportunities will fail and I get right back to where I started. And that happens a lot like there’s a band. I remember a band from the 80’s called Suicidal Tendencies.

**Chalene:** And Blackleg and the Dead Candies.

**James:** Yeah. If tomorrow everything ended, that’s fine with me.

**Chalene:** Wow.

**James:** But I say that in optimistic way like I’m happy with where my life is today.

**Chalene:** In this moment, what are you most proud of?

**James:** I am so proud that I’m talking on the phone with you Chalene. You don’t even know. I’m serious like Lewis Howes introduced us. I met Lewis two years ago. He’s been a great friend since then. Just the idea that I’m building up and get into the more and more, great people, I never would have thought as a little kid that I would get to talk to such amazing people on Skype and podcast and everything all the time. It’s fantastic.

**Chalene:** That’s such a compliment. Thank you so much for sharing that with me. Because I think so many people assumed that what we do requires this kid who was born with incredible confidence and you’ve always been this way. You have this incredible relationships and opportunities because of your confidence and we talk a lot about confidence on this program and how you build it like a muscle that can atrophy if you’re not challenging yourself.

Can you tell me or can you share with us one of the ways that you struggle with it but build confidence yourself?

**James**: I don’t know if I ever build confidence. I’m always a little bit insecure but two ways. One is I always double check in doing my physical practice, emotional, mental, spiritual. If I’m doing that and I’ve checked the boxes, then, no matter what, I’m okay for today. The best predictor of “A Successful Tomorrow” is a successful today. That’s the only predictor of “A Successful Tomorrow.” If I did that, then, I don’t worry about the confidence thing.

**Chalene**: What would you tell yourself? What do you tell yourself when you’re like, “Oh God, this has me so nervous. I want to do this but I’m doubting myself right now.” What is the conversation James has to get himself through that?

J**ames:** That’s a great question because literally, it’s a conversation. When I picture it, there is some part of me, inside of myself that’s nervous. I picture what it looks like. As bad as I look, this guy looks much worse and I imagine him literally separating from my body and I talk to him. I say hello. I asked him what his problems are. I invite him public speaking. I invite him to come up on stage with me. He stands right next to me. That’s it. After that, confidence takes over.

**Chalene**: Wow, that’s really a cool practice. I’ve never heard that before. So it’s like you’re taking care of that person?

**James**: Yeah. I don’t ever expected to work but I do it anyway and it’s amazing how much it works. It almost feels like this flood of oxytocin that goes through me and when that person’s walking—a little bit behind me to the right.

**Chalene**: I love this idea. I’m so stealing this. At least, I tried myself. One of the things I am just with you on and thrilled that so many people receive your message is that transition how to say no and why it’s so empowering to say no and to choose yourself, to choose you. Can you share with us, what is one of the most important things that people could take action on today and by saying no to something feel empowered to make more changes, more decisions to say no?

**James**: Yeah, that’s a great question. I don’t know if I have one specific answer. I almost say no to just about everything because almost everything we are doing right now, we’re doing because of some story we’ve been told. We go to college because we’ve been told a story that you can get a good job if you go to college. Or we tried to make a lot of money because we’ve been told that we’ll be happier and find freedom. It’s easier to be happy and find freedom if we have a lot of money. So these are all stories. Or fight this political cause because it’s the right thing to do.

Now it may or might not be I don’t know, but these are just stories that were told. And so the best thing is to first say no to that and think about it yourself. But the real concept is when you choose yourself, what I mean there is all the time we’re trying to please somebody else.

So let’s say I wrote a book. I want other publishers to like it. I want them to pay me money for it. Or let’s say I run a screenplay. I want a movie production company to pick me. Or let’s say I apply for a job, I want this potential boss to pick me and give me a job offer.

So we always want to be picked or chosen. And I feel that the key thing is to understand is to get to a point in life where you do the choosing like I want to do the choosing. And it doesn’t necessarily mean having a lot of money.

Like for instance, if you have a novel in your bookshelf that you wrote and you never published it, well you can upload it to Amazon today and publish it. Nobody has to choose you to publish. And by the way, it’s free. So you don’t even need any money to do it and it takes no time at all. And they give you choices of covers; they help you out for free.

So there are many services like that. Almost everything you think you need to be chosen for, you could do the choosing. And this happens all the time in relationship also like, “Oh I want this person to like me.” So I’m going to do this for the first 3 months I’m going to keep this mask on so they won’t see the real me and then make them choose me and then I’m good.

**Chalene:** I’ve found that myself personally the things that I’ve feel torn to say yes too that it’s like I don’t want to do this. But why do I feel torn to do it? It’s often if I sit and allow myself to think through it, it’s because I’m compelled to meet other people’s perception of success. Like I know that’s not going to be good for me. I know that’s going to take more time. I know I’m not going to make a lot of money to do that. Then it doesn’t make sense but I feel like I should do this because other people will then assume I’m “important” or relevant. Do you find that a common trap for yourself?

**James:** Absolutely, like down to writing a blog post. If people share it I feel happier, if people don’t I feel a little unhappy but that’s just a challenge we can’t--we’re at the end of the day we’re like for millions of years at heart we’re animals we’re mammals. And mammals form in tribes and mammals very much ranked themselves. So there’s an Alpha male, a Beta male, all the way down to Omega male and if…

**Chalene:** Where are the females?

**James:** The same thing, there’s Alpha females; there’s Beta females and all the way down to Omega. By the way Omega is not necessarily bad you actually-- if you don’t have to worry about your position and the status you could eat less food and work less hard and don’t worry about the Beta male killing you. So there’s no bad point in the hierarchy.

But humans are different a little bit because we have much more choice in what hierarchies we choose to belong to. And we have much more choice about where we want to be in those hierarchies. And so often it’s a very natural thing to be disappointed if you’re at what you feel is the wrong place for you in that hierarchy. And again part of that’s genetics and part of that is the stories we tell ourselves, so I tried to just be relax with wherever I am in the hierarchy.

But I’ll tell you recently, I did something I found I was getting too disappointed if I wasn’t getting and this is the stupidest thing in the world like I hate myself for admitting it. I found myself getting too disappointed… I really love to write and I was getting disappointed if I wasn’t getting enough Facebook likes. So I specifically for like 2 or 3 days in a row wrote what I thought were articles that would definitely not get any Facebook likes just to point it out there and do it and just get over that fear and annoyance. And it worked like I stop looking at how many likes I was getting as much and it worked.

**Chalene:** Now is that part of when you talk about the stories that we tell ourselves and learning how to even just realize that processes is going on. How do you catch yourself telling yourself these stories?

**James:** It’s practice. So you have to really practice like “Oh.” Here is an example, often we walk through life in our feeling anxious about the future or regretting the past. So I may be anxious, “Gosh I hope this deal goes through a month from now.” Or I might be regretting, “I lost all these money like 10 years ago.” And the key is not that regret and anxiety are so bad because that’s like a judgment that’s actually making it even worse I’m judging myself for being anxious like, “Oh how can I be so anxious that’s so bad.”

But the key is to practice noticing and then to do something about it. So instead of saying, “I’m so bad I lost all this money.” I start to say, “Oh I noticed I’m thinking thoughts that was so bad I lost this money.” So I tried to put some distance in my thoughts and then I’d say, “Okay I’m going to try to follow. This is the perfect opportunity for me to follow my own advice even though I feel really horrible right now.” And my own advice is place that bad thought with some thought of gratitude. And or write down 10 ideas or do something helpful in the world.

**Chalene:** You’re like breaking that pattern in other words.

**James:** I’m trying to practice noticing this anxiety or regret. I call it time travelling so I’m trying to notice when I time travel and maybe I just need to look at, spend some time looking at the roof top surround me usually architects they’re not allowed to have fun with like the first couple of floors but they had fun with the rooftop so I’ll look at the rooftops and that kind of brings me back down to the present moment.

**Chalene:** I love that. I want to ask you about the right disease, the disease to be right. I have found that in the past especially when I was in the place saying yes to everything that it also needed to be right and I needed to be the authority on everything. And so I would just kind of like force my opinion and my expertise and my knowledge down people’s throats so that it would make me feel more important I guess. And since then like you know what they are probably wrong and I’m just going to let it be because I can’t change their opinion.

**James:** I think that’s one way to do it like I was just in a discussion with some company that’s working out their press release strategy. And we have a difference of opinion. And I’m like, “You know what (A) I might be wrong (B) I’m actually be in some place in the middle we don’t know.” And (C) it probably doesn’t matter because I’m going to die tomorrow anyway. So who knows maybe the other guy will die tomorrow so I don’t want to cause him grief in his last day of life maybe he’s going to have a horrible accident.

So I never tried to push because most of the time it doesn’t really matter anyway and in terms of giving advice I only tell my own stories. I never tell anybody else what to do because that’s like telling somebody to go in the bookstore and you’re going to love this book. Maybe they will most of the time, I bet you had this experience. Most of the time people will say, “Oh you’ve got to read Fifty Shades of Grey, it’s so great.” And you read it and you started like, “Oh my God, it’s so boring but my friend told me to read it.”

**Chalene:** Totally, absolutely.

**James:** Most of the time just people don’t know anything and I don’t know anything.

**Chalene:** So in other words it’s learning to say no to yourself before you like waste all these energy and emotion and investment and just get yourself upset and those other person upset and you’re probably not going to change their opinion anyways.

**James:** You’ll never be going to change their opinion. Like let’s say it’s a boyfriend or girlfriend or whatever and you’re arguing, you’re never ever going to change their opinion. For me, I’m a poor judge of character I know this. But I still argue about it and maybe 3 years later I realized, “You know she was right again like this person is just not the right person.”

And so you never going to change anyone’s opinion and you might be wrong anyway. And you know in terms of the power of ‘NO’ it’s really important but you’re not saying ‘NO’. Let’s take a relationship where it’s like a co-dependent type relationship where you really wishing the girl or the guy would call or whatever. It’s not like you finally have to say ‘NO’ to them if you have to say ‘NO’ to this desire inside of yourself that you really need them to call in order for you to be happy.

 And that’s really where the ‘NO’ is. Because the ‘NO’ is meaningless because they’re all ready not calling you so they could care less about what you say ‘NO’ to them. You have to say ‘NO’ to your own desire that they need to call you they said they will call they don’t love me if they don’t call. There’s something else going on there you have to say ‘NO’ to.

**Chalene:** So many people will ask about the relationships where they have less choice and by that I mean it’s a family member or it’s someone you’re married with and you have kids and you don’t believe in divorce and you find yourself in a situation where you are constantly saying yes. And feel as though you’re being selfish or self-centered if you don’t continue to say yes.

**James:** Right, so you made a critical statement there in the middle which is you don’t believe in divorce. Why wouldn’t somebody believe in divorce? It’s because maybe they believe in a story like, “Oh divorce is bad or divorce is against my religion.” Religion of course is a story. Religion is a great story. It’s a way for billions of people to trust each other without knowing each other. Like, “Oh you’re the same religion as me so hey we go back.”

But still there are many negative stories that might constrict people because they believe these stories. So for instance, I’m divorced. And it was really painful to get a divorce because (A) I felt shameful about it like I was embarrassed I couldn’t make this work I felt like i wouldn’t be good.

 Time Magazine has their cover story every year. Divorce is bad for kids so I would believe that story. I would believe that story that I’m going to be lonely forever if I got divorce I would believe the story that I don’t know I was even ashamed to tell my friends I was ashamed to tell my business associates.

**Chalene:** Wow.

**James:** Again it wasn’t like I have to say no to my ex-wife because actually she was saying ‘NO’ to me all the time but I had to say ‘NO’ to my own beliefs about divorce.

**Chalene:** I think so many people struggle with that. And as you’ve said it’s a story you’re telling yourself in your head like, “I have to say yes to this it’s an adult parent who you feel as though you’re supposed to be taking care of them and letting them make you feel like crap every day and saying yes to them because you’re supposed to “be the good daughter or the good son.”

**James:** That’s a great example because that’s what people will say, “Oh choosing yourself with the power of ‘NO’ is selfish.” But you know if you’re on a plane and the plane’s crashing and the oxygen mask come down, what did they tell you to do first?

**Chalene:** Put it on yourself first.

**James:** Right, you could have a one-year-old baby sitting next to you and you have to put the oxygen mask on your own face first because even if the baby may die because the baby’s definitely going to die if you don’t put the mask on your own face first. So the way to help others, the way to save the world is to help yourself first.

**Chalene:** That’s cool.

**James:** That’s a really important message that people need to hear. Yes, there are situations where you have to be a provider to an elderly adult parent but that doesn’t mean boundaries automatically go away. That doesn’t mean there are other alternatives where you can get helpers. It takes work to say ‘NO’ but boundaries are important choosing yourself for happiness and abundance and success is important. And for life choosing yourself a life is important. That’s the way you give life to others by first giving life to yourself.

**Chalene:** I’m getting better to say ‘NO’, I really am. I have to be work in progress. I have to get better at this. When I’m working on now is learning to say ‘NO’ to something I’ve already said yes to. Where I’ve already said yes and I have to get over the fact that I’m going to feel like a flake and let this person down and that they’ll never call me again because now I’m going to back out or something. But I’m learning to realize that I have to do that. If I’d make a mistake of saying yes to something, “I can’t do it now.” It doesn’t want to put on my priorities.

**James:** It’s funny because there’s like layers of saying ‘NO’. So the first layer realizing this now you kind of realizes right now. So the first layer of saying ‘NO’ is saying yes. So you basically just screwed up and you said yes to something you wanted to say ‘NO’ to.

**Chalene:** Right.

**James:** The next layer saying, “Oh I’d really love to but I broke my leg last night I can’t do it.” And so you lie and you say ‘NO’. The lying ‘NO’.

**Chalene:** Got it.

**James:** The next layer is saying, “No I can’t do it I’m really busy I got to do this. My husband doesn’t want me to do it. My ‘this and that’ doesn’t want me to do it. I’m really sorry I really wanted to.” So it’s sort of a lie but you’re getting a big explanation like too long of an explanation.

The correct layer I’m going to call it correct for myself. I don’t know for anybody else. But the correct layer for me is just to say ‘NO’. No explanation like no explanation is needed. It doesn’t matter what anybody thinks of me it’s none of my business. We’re all on this web like another 50, 60 years or so and that’s it. Best case and it just doesn’t matter.

**Chalene:** When you have evaluated something like say, I’m going to give you for example today. I told a friend that I could watch his daughter and yes I could at that time. But since then I need to change some things around with my schedule and that meant that it was just going to be tough on my kids and figure it out how we’re going to get back to the house and so I just had to learn to say, “Okay, I’m going to flake on this guy.” But it’s the right thing for me to say, “I’m sorry I said yes now I can’t do it.” And just be okay with the fact that he might never think of our family to help them out in a situation like that again but it was the right thing for me to decide.

**James:** It’s not like you’re going to do it every day. You’re going to learn from this experience too and not say yes to things you really haven’t bind up completely like you did flake out. So this guy did depend on you and he’s going to judge you for it. But you’re going to learn and you’ll get better.

We’re only human. We’re not like this computerized robots that are perfect every time and had the same answer every time like life’s complicated and things come up. And people should understand that but sometimes they don’t and there’s nothing you can do about that.

**Chalene:** And you know how I know I can assess for myself personally that I’m getting better at this. Is just even retelling that story it didn’t make me feel upset because I know it’s the right thing to do. So I can’t worry and I don’t worry and I guess I don’t feel upset when I’ve made a decision that might upset someone else if I know it’s the right thing for my family and my priorities then I just you know what you might be upset and you might judge me and it doesn’t rile me up and that’s how I know I’m growing.

**James:** Things happen like a year ago I said yes to speak at a conference and then was like actually with three-month’s notice and then but they had already printed up their flyers. I had to tell them, “Look I can’t make it I have to do something else.” I was still on the explanation mode and he never responded he never talked to me again he never invited me to speak on his conferences again. But look, I’m here on a Podcast with Chalene Johnson and life is good.

**Chalene:** That’s right baby.

**James:** These guys will never call me again maybe that’s for the best. I don’t want to go to Colorado and speak at any more conferences there.

**Chalene:** It’s got to be you have to have. What is that that you can see yourself doing 5 years from now?

**James:** I can’t predict. Here’s what I know. When I do this daily practice and it’s daily physical, emotional, mental and spiritual health and particularly 10 ideas a day. This is the fact that has happened to me. Every 6 months my life is completely, completely different. And it’s unrecognizably different.

**Chalene:** Really.

**James:** It’s amazing.

**Chalene:** Is there one piece that stays the same? Sorry to interrupt you. Is there like a feeling that’s always there or is there a consistent theme? I mean it’s not like you’re flying a jet or you’re driving a tractor and then you’re writing a book right?

**James:** No, it’s almost like that.

**Chalene:** Oh my goodness.

**James:** It really is almost like that. The only thing that I try and this is an effort to make consistent is this daily practice because I know if I do it it’s like an event ride. I have no idea where my life is going to be in 6 months, so for you to ask 5 years I don’t know I could be like in a real time machine and travel the time for all I know I don’t know.

**Chalene:** That is an honest answer I can accept that. What is one thing that Claudia if I had her right now having a cup of coffee with me. If I’d asked her the one thing that she loves the most about you, character trait what would that be?

**James:** I think she likes that I listen to her and I laugh at her jokes. I think she thinks that she’s not so funny and I laugh at her jokes. And I make her laugh so she likes that.

**Chalene:** Clearly you are hysterical. And why do you think she would say you need to work on?

**James:** She thinks I schedule myself too much and then I worked on too many things at the same time, which is probably right on like every time I try to slow some things down low everything’s popped up I have to work on that a little bit.

**Chalene:** Now that is exactly what my husband would say about me and I try to make sure I give him permission to keep me accountable. Do you have that relationship with Claudia?

**James:** It depends on the circumstances but usually there’s time on extra things or I tried to, if I’m going to talk on the phone I try to walk outside of the house if the weather is warm so I don’t bother. I talk very loudly on the phone so things like that usually there are some boundaries we try to set and stick to them.

**Chalene:** Do you think that there’s one thing you were like made to do and you’re really good at it?

**James:** I don’t know if I was made to do it but I really enjoy writing. And I really enjoy Podcasting. I enjoy going on other people’s Podcast and I enjoyed doing a Podcast. I actually even though I get very nervous I enjoyed public speaking because I like to. I focus very much on laughter in public speaking and so I enjoyed doing that.

**Chalene:** And when you say it makes you very nervous but it doesn’t make you very nervous. We’re doing right now is public speaking via Podcast but that doesn’t give me same type of feeling as going in front of the live audience.

**James:** I don’t know I was nervous before talking to you.

**Chalene:** Really?

**James:** Yeah.

**Chalene:** That’s so awesome doesn’t that make you feel alive.

**James:** It does yeah.

**Chalene:** I always say I want a job but every day at some point during the day I feel butterflies.

**James:** Because it’s a challenge. I try to make everything out of my comfort zone and everything to some extent is already… today I probably like I got out of my comfort zone a dozen times so but right now this is you know definitely out of my comfort zone.

**Chalene:** What is? During a podcast?

**James:** With the fitness expert.

**Chalene:** I didn’t even ask you questions about fitness.

**James:** I had a personal trainer once when I first met Claudia. I figured, “Oh my gosh she’s a yoga instructor. I better get a personal trainer because I’ve never worked out before.” I was afraid to go out in a gym because I didn’t know how to use any equipment and I don’t even like going to men’s locker room like everybody’s just walking around like you see all these guys walking around naked.

**Chalene:** Ew. Put the towel on.

**James:** I don’t get it so.

**Chalene:** Guess what the old ladies do it too. It’s like, “Put the towel on come on you have to blow dry your hair and just stand there and everything hanging out.”

 **James:** Put the towel on. Look, I was afraid of the gym too because I didn’t know how to use everything. Everyone seems like an expert like, “I’m going to work out my delts and then my thighs. I don’t know so I got a personal trainer for like a year and then I thought I worked very well I really liked him but then we moved.

**Chalene:** Well, it’s been such an honor to speak to you. I love listening to your podcast. I love reading your blog post. And I love the dichotomy when you can act with one of those gangster rappers like there’s nothing cooler than that and those stories so. I hope the people will take advantage of the time they can spend with you like with you and their ear and listen to your amazing stories and I highly recommend that anyone download the episodes with you and Claudia; those are some of my favorites.

**James:** They’re also my favorites as well. I like them.

**Chalene:** Please give her my best and James, thank you so much for this time.

**James:** Chalene, thank you. Thanks for having me on your Podcast. I really appreciate it.

**Chalene:** You got it.

**[END OF PODCAST]**

**Chalene**: I want to read something James wrote to you. He says, “You and I are both the same. We need to wash our face in the morning, brush our teeth, shower, go to the bathroom, eat, fight the weather, fight colds that want to attack us if we are not ready, fight loneliness or learn how to love and appreciate people who want to love you back. And learn how to forgive and love people who are even more stupid and more cruel than we are. We’re afraid to tell each other these things because they are all both disgusting sometimes and true. You and I have the same color blood.

 If I cut my wrist open you can see the color of my blood. But you look at it and see that it is the same color as yours. We have something in common. It doesn't have to be shameful; it's just red. Now, we're friends. No matter who you are or where you're from, I don't have to lie thinking you to be my friend.

 Wow. That's amazing. I asked him before we started recording what's important to him and James, as you can see here and the way you wrote that piece, it's honesty and that's what made this interview so special. James, if by chance you're still listening, I want to honor you for being honest. It's legit.

 Lifers, choose you, choose yourself, feel the power of saying no and saying yes to yourself. Do something that's crazy scary that gives you butterflies that you have to talk yourself into it but you know it's the right thing to do. It's right for you. Believe in yourself. I believe in you and the scarier that thing is, the more rewarding the results. I promise you that. I'm here to take care of you. I love you. You mean the world to me and I can't wait for us to spend a little bit more time together again soon.

 This is a special week. It's the launch of Marketing Impact Academy. If you haven't already heard, we only do this once a year. It's marketingimpactacademy.com. We only open up registration until it fills up and we close down. We don't open it back up for another year.

 If you are hearing this by chance, we were already closed registration, please be sure to get on the list and you'll be first to hear when we open it up again next year. It's a legendary event. I teach you everything I've learned and continue to learn about how to start and build an online business that allows you to live your life. You don't have to be slave, you don’t have to spend the fortune. The time is now. There will never be another moment like this in time. We're going to look back on this, in 2015 and saved you.

 Do you remember when you could start a business for ten bucks? You could launch a website for five bucks. We're going to say that. Don't be the person who says, "Dang it. I wished I had done that." You don't need to quit your job; you don't have to any tech knowledge. I didn't. The time to build it is before even you have any idea what "it is". I want to be there for you.

 Thank you for your support of the marketingimpactacademy.com and I hope you'll join me on my next podcast. I'm doing a few extras this week in honor of the Marketing Impact Academy. Until such time, don't forget, you are the bomb dot com.

**[END OF RECORDING]**