

THE MODEL HEALTH SHOW

The Model Health Show with Shawn Stevenson Session #74

Show notes at: <http://www.shawnstevenson.com/74>

Announcer: This podcast of The Model Health Show is presented to you by Shawn Stevenson with Rare Gem Productions. For more information visit theshawnstevensonmodel.com.

Shawn Stevenson: Welcome to The Model Health Show, this is fitness and nutrition expert, Shawn Stevenson, here with my amazing cohost and producer, Jade Harrell. What's up Jade?

Jade Harrell: Alright!

Shawn: Ready, okay!

Jade: Okay!

Shawn: How you doing today?

Jade: I am brilladiant!

Shawn: Brilladiant?

Jade: Yes.

Shawn: Tell me what that is.

Jade: Brilliantly radiant.

Shawn: Oh, you're singing too! Okay! I like it. Brilliantly radiant.

Jade: Yes, brilliantly radiant.

Shawn: I like it. I likes it! We want everyone else to feel that way today as well. We've got a powerhouse episode lined up for you. Today we're going to be talking about how to overcome your biggest obstacles.

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Jade: Well, there you go.

Shawn: Yeah. Better yet, we're going to talk about annihilating them.

Jade: How about that!

Shawn: That's what we're going to talk about.

Jade: But problems will come.

Shawn: Absolutely. You know, when we make a decision to improve any aspect of our lives and we kind of set out to make that happen we will inherently bump up against something that I call the invisible barrier. I've seen this time and time again. I've worked with thousands of people, one-on-one context, and you know tens of thousands, and possibly at this point hundreds of thousands of people have been impacted by my work in one way or another so I've gotten a chance to see the patterns, you know, and that invisible barrier is a very, very real and interesting character.

Jade: Yes, we call them gremlins.

Shawn: Gremlins, don't get them wet after midnight.

Jade: They cause a ruckus in your program, for sure.

Shawn: What it really boils down to is that when we are progressing so well at something then BOOM...

Jade: Goes the dynamite.

Shawn: Something seemingly random can happen that derails us, you know. And it's just asking questions. You know, what is this actually about? Why does this pattern seem to happen for so many people? Does it even have to happen? You know, it doesn't happen to everyone. And, more so, is it even necessary? So, we're going to talk about all that stuff today and we're going to dive deep into this and give some real strategies for overcoming your toughest challenges. And actually, I'm going to share with everybody five specific tips to help you do it.

Jade: Oh, that's going to be so good.

Shawn: It's going to be so good.

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Jade: So good, so amazing...Especially for the one saying, "why me? Why now?"

Shawn: In the rain, you drop down to your knees. Yeah.

Jade: Why? Why?

Shawn: But first I want to give a quick shout out to our show sponsor, onnit.com.

Jade: Absolutely.

Shawn: Head over to onnit.com/model for 10% off your health and human performance supplements. Hemp FORCE.

Jade: Aw man!

Shawn: One word.

Jade: So good.

Shawn: Smashed together for power. Hemp FORCE, hemp protein is the most bioavailable protein for the human body. The edestin, the albumin. Very soft, digestible proteins that really do feed your muscles, feed your brain and give you the stuff that you need without all the weird side effects.

Jade: I'm just going to say, I feel more stable. I don't know what's going on on the outside. I haven't even had a desire to look or measure in that way. But, I feel more stable, more sturdy.

Shawn: It's very subtle but, you know, when you get the difference between a real, high-quality plant-based protein versus the other stuff, you know, gas and blast whey protein, that whole industry. You know, you've really got to listen to your body, you know. And the funny thing is, you know, when I first had this I felt very satiated and I used a little bit less than the recommended amount. They recommend three scoops. I usually use two scoops and it is solid. It keeps me solid for a couple of hours easily, you know. So, and by the way, everybody. Some people are sending messages saying, "you know, after the first time I had it it was amazing but the first time I had it it kind of freaked me out because there was actually hemp seeds." They actually have whole hemp hearts, the whole-shell hemp seeds are in the Hemp FORCE itself so you actually are

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getting...just even like two or three tablespoons of real hemp seeds are going to give you about 15 grams of protein.

Jade: Oh man.

Shawn: It's so protein dense but then you actually concentrate it by removing, pressing out some of the oil and getting that protein cake that they use for the Hemp FORCE too, a very dense source of protein right there.

Jade: We get to eat the cake.

Shawn: Yeah. So, when you put into your shaker bottle with some water, here's the head's up. There are little pieces of hemp seeds in there too for you to chew on. And everybody, then they said, "you know what, I found that it was really pleasurable." You know, so...

Jade: That's true.

Shawn: Yeah. And, it slows you down because you know, we say, chew your juice and drink your food because you're going to be able to mix that shake, that instant protein shake with your DNA, your enzymes. You're going to encode it. The digestion starts physiologically, even before you have your food, but once it gets into your mouth is when it really, the magic starts happening.

Jade: Wow, that's right, the digestion starts even before you have the food.

Shawn: Before it gets eaten, right.

Jade: You trigger the thing to receive.

Shawn: Just the thought.

Jade: Wow.

Shawn: Your body knows it's getting prepped, you know. But once you actually get it into your mouth you're actually really setting the foundation for what's going to happen once it gets further along in your digestive tract so you definitely want to take time and encode that food with your own information.

Jade: That's right.

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Shawn: Ok, so Hemp FORCE, one of our favorite things. If you've not tried it do yourself a favor and try it out at least one time.

Jade: You know what my stuff is, right?

Shawn: What is that?

Jade: That is the SHROOM Tech.

Shawn: SHROOM Tech, yeah. That's another amazing product that they have.

Jade: So good.

Shawn: It's my pre workout. Every single day when I'm working out I use that as my pre workout. Based on cordyceps mushroom, 5,000 years of documented history in Chinese medicine. But, the new scientific data is showing that it is clinically proven to improve your stamina, blood oxygenation. It's proven to improve your insulin sensitivity, okay, so help you to be more sensitive.

Jade: Yes.

Shawn: To insulin, which is a good thing so that your body's not going to be spiked out storing fat like crazy and you're not really going to be metabolizing your food properly. So, all those awesome things plus getting a little bit of B-12, your getting some astragalus for anti aging. It's just good stuff.

Jade: It is!

Shawn: Okay, so head over there and check them out, onnit.com/model for 10% off all of your health and human performance supplements.

Jade: I wonder do they have a SHROOM Tech t-shirt. I want to walk around with a SHROOM Tech t-shirt.

Shawn: There is a shirt that says, it's a mushroom, and it says "I'm a fungi."

Jade: (laughter) "I'm a fungi."

Shawn: Have you seen that one?

Jade: That's hilarious.

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Shawn: Yeah, cool stuff. So now let's go ahead and get into the iTunes review of the week.

Jade: Andy they are still coming Shawn. It's so wonderful to see all of these wonderful reviews. And Shawn, they are all five-star ratings. That is wonderful. This one is from RedM6566:

"Perfect reinforcement tool (they say). Listening to this podcast continually reinforces my commitment to being a senior model of health. People my age feel they have missed the boat and give up on quality of living. Not so! Strength training is the key and eating real food is the key. Keep the great program coming. THANKS!"

Shawn: Awesome. That is so great.

Jade: Isn't that great?

Shawn: Yes. Even to get that feedback and seeing that they are a senior member of this health movement.

Jade: Yes.

Shawn: And that's what this show is really about today. It's really about overcoming the barriers that we're all confronted with. Because it doesn't matter how old or young you are, we're all going to be faced with challenges. There are certain strategies that are proven to help you to overcome these things and it really tells the tale of people who feel that they are truly successful in their life versus those individuals who feel like they are far behind what they feel is possible for them.

So, I want you to achieve greatness. I want you to be able to achieve what's possible for you. And, today's show is really about giving you the tools to help you to do that.

Jade: Thanks!

Shawn: So let's talk a little bit about what is this invisible barrier?

Jade: It doesn't feel so invisible when you're facing it.

Shawn: Right, right. You know, I've seen, because I've had the opportunity of working with a couple of thousand people, I've seen this pattern, as I mentioned,

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where somebody will be running along at a really good clip, you know, just burning a bunch of fat, inches going away, feeling good. Life is good. And then, boom!

Jade: Right.

Shawn: Something random happens. You know, they get a flat tire and they miss a workout, you know. And all of the sudden that can snowball into them missing three, four, five workouts and then, like, they throw the towel in.

Jade: Yeah, yeah, that could happen.

Shawn: You know, just off of one random thing. Or, you know, they're going along and maybe they get the flu or they, something happens. The daycare, or whatever the case may be, it gives them this little, this little, out that shows up. You know, and a lot of people will take that out.

Jade: It's like a thread that comes out of fabric, you know. It starts out as one simple thread and then it starts to unravel. Just like, you know, how random bagels show up at your job. It's random. You're like, who? Why? What person would do such a thing?

Shawn: Evil.

Jade: Evil.

Shawn: Wahahaha. You know, and even like you said, that thread and you end up with one sleeve's all baggy and another one is tight, you know. It's crazy. Crazy pants.

So, what I want to do is to give some examples. And I'm going to use my work as a strength and conditioning coach in the gym many, many years ago as an example. And, I had one client who was crushing it. You know, she was feeling amazing. She had gotten off a couple of her medications. She had significantly overcome her battle with depression. You know, she was doing really, really great. Feeling physically strong as well as emotionally strong, feeling more capable. And, of course, the physical results were there as well.

Jade: Absolutely.

Shawn: Now, her issue was suddenly she started to add a few more things to her plate. She was already running a foundation. She added in...and also, not

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just running a foundation. She was raising a child, taking care of her family, and she decided she needed to volunteer more, okay.

Jade: Of course.

Shawn: Which was a great thing.

Jade: Noble.

Shawn: However, when you're volunteering are you volunteering for yourself as well? Are you volunteering for yourself first so that you can show a better for everyone else and she...

Jade: What do you mean?

Shawn: When she started to bring more of these time constraints onto herself her time spent taking care of herself started to diminish and eventually her time with me diminished. This was many, many years ago when I didn't have systems in place to help eliminate these kind of situations from showing up, you know. So she found herself kind of backsliding, you know, and finding creative ways to not be around me and to not be around the inherent empowerment that I was going to instill in her life and to hold her accountable, you know. And the thing was, it was so funny, because it was for such a noble cause.

So, time was her reasoning. Time was her excuse why she couldn't take care of herself to the degree that she really wanted and deserved. But that was very superficial. You know, it wasn't a deep enough want and desire because there's always a way.

Let me share a quote from the incredible [Anthony Robbins](#), kind of speaking to this and how this invisible barrier shows up. He said:

"I believe life is constantly testing us for our level of commitment and life's greatest rewards are reserved for those who demonstrate a never-ending commitment to act until they achieve. This level of resolve can move mountains but it must be constant and consistent. As simplistic as it may sound, it is still the common denominator separating those who live their dreams and those who live in regret."

Okay, super powerful and what he actually shares is this idea that it's now about resources, it's about resourcefulness.

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Jade: That's right. That's right.

Shawn: Okay, it's not about resources. It's about resourcefulness. And some of the resources, the lack of resources, that we often attribute to us not achieving or not overcoming our obstacles is time, which was my client; money, I don't have the money to do it Shawn, I can't afford that, I can't buy that organic food.

Jade: That's expensive.

Shawn: I've got to get my nails done baby. Baby, baby.

Jade: Oh are you calling us out.

Shawn: No, no, no. I'm just saying.

Jade: Yes you are. But you know, there's something about that because Tony Robbins said that's the common denominator between the successful ones, the ones living with success and those living with regret, because it's the same consistent action. If I'm living in regret that means I kept not doing the thing enough and consistently enough not doing that now I'm so far removed I'm in regret.

Shawn: Yeah.

Jade: And that's a similar way of looking at this. Wow, I can't, I can't, I can't. I do that enough I'm really not.

Shawn: Yeah. And I feel, you know, even with what I just said as far as money and investment. I feel it's a both/and world. You know, it's not that you can't get your nails done because you're taking care of your health and you're buying a higher quality food. It's a both/and world. There are infinite ways of making that happen.

Jade: Sure.

Shawn: It's just based on your belief and your lack of resourcefulness, not resources, that can help you to do that.

Jade: Resourcefulness.

Shawn: So time, money, technology is another reason. Contacts is another reason that he mentions. Experience. A lot of people say they can't achieve

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something because they don't have experience. And also management. So those are the typical things. And then the resourcefulness that he brings up is creativity, a creative way. There's a creative way. So, let's just say, you know, you want to purchase a program for yourself that costs \$1,000. No, better yet, let's say you need to purchase a program for a loved one who's going through a severe injury and this can help him to get well. You can find a creative way to get that \$1,000, you know, especially if they really need it. If it's depending on them being able to walk in the next month versus it taking six months, you'll find a way. And it's just thinking outside the box.

Money is not just going to come through your job. You jobs. You know, I've got to wait until my paycheck. We're swimming in it. There's resources everywhere that can help you to get to that place.

Jade: That's right.

Shawn: It's just when we have that limited thinking, you know, that my only source of income is coming from my paycheck, that we hinder ourselves.

Jade: It most certainly is. And that's how things have become innovations and discoveries is because of being creative about overcoming an obstacle.

Shawn: Right. Precisely, precisely. So, creativity is one of the skills of resourcefulness. Determination.

Jade: Well.

Shawn: Now that's a powerful energy.

Jade: Yes it is.

Shawn: Then that's really what...we're going to come back to that. Loving and caring is a resource, okay. That's what my guy says.

Jade: I believe him.

Shawn: Curiosity.

Jade: Yeah.

Shawn: Okay. How can I? What is the way? Asking questions is what we always talk about.

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Jade: Yes.

Shawn: How can I make this awesome? What a powerful question.

Jade: What is this supposed to teach me? What am I supposed to gain from this?

Shawn: Yes, power of questions. So, passion.

Jade: Yeah.

Shawn: Passion and also resolve. So those are some of the resourcefulness capacities that he brings up. So, let me go ahead and share a couple of other stories to help demonstrate these different capacities from the perspective of lack and also the perspective of prosperity.

So another client, she was an amazing human being. A really grounded, really altruistic, giving human being and doing really well at that. And, she was going along working with me at a level of consistency that she hadn't had before and getting these physical results, feeling physically strong and, again, it made her more mentally strong to make some decisions in her career that were creating more opportunities. But, at the same time her new opportunities were pulling her away from her consistent little paycheck that she was getting before. So, she started to feel that taking these opportunities was going to lead to stress in her pocket and paying me to help be her coach in the gym. And, again, this was many years ago, was not going to be something that was viable for her.

Jade: This is the money of the equation.

Shawn: Yes, this is the money. And I saw very clearly, because of her historic pattern, that she had not yet demonstrated a clear habit change. I had not seen that. I knew that she was still like a baby and all of this was still new and she was...you don't leave a little baby, a little baby out walking around by themselves.

Jade: No, you don't.

Shawn: Okay. That's crazy. You don't do that.

Jade: So did you go pick her up and swing her around and get her right back on track?

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Shawn: This baby bit me.

(laughter)

Shawn: No Charlie. Charlie bit me! The baby bit me so now I'm just like, "hey, hand's off, then." Okay. So, and the funny thing was I gave her the heads up about this pattern and there were so many amazing things. She's like, "I've got this. I've got this locked down Shawn. Trust me."

I'm telling you, but the thing was I knew that because she was making an excuse about her resources that that's what the real problem was. And it was going to be a consistent pattern that she was going to find ways out in other things.

Jade: Sure.

Shawn: Okay. So.

Jade: What's at the root of that?

Shawn: Hold on.

Jade: You've got the pattern.

Shawn: Fast forward. Three months later...I bump into her and she was like, as soon as she saw me she was shaking her head like, "Shawn, you were right. How did you know? I was so, I thought I had it so locked down and figured out. I should have never let you go."

I was just like, "baby, baby," or "baby, baby, I told you then!" You know, I saw the pattern. You know, but this is why I also, again, this was years ago. Now I have systems in place to help that person to become more independent faster. You know.

So, very interesting experience. And, again, her obstacle was money. Let me say this for everybody.

Jade: Okay.

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Shawn: Money should never be the reason that you don't do something that you're passionate about. Money should never be the reason that you don't do something that you are here to do in your life.

Jade: Come on sir.

Shawn: Okay. Again, it's just, it's something that our society has accepted to be normal is this exchange of this currency. But, what is it really. Need some digits, you know. Now it's not really even paper money all the time, it's something you see on a computer screen and it's running our life. It's determining how we feel about ourself.

Jade: Exactly. It's just a representation. Whether it's on the screen, whether it's on the card, or whether it's in your hand. It's just a representation of what you're trying to exchange. It's just the middle man.

Shawn: Yeah.

Jade: But on the end what I want and what I have to offer had to come forward in order to connect.

Shawn: Right.

Jade: I had to work to get the representation to give to get to that thing that I want. It's nothing but a middle man.

Shawn: Absolutely. Absolutely. The more that we're disconnected from our own value the more that we will be disconnected from money. So, with that said, interesting another...

Jade: Tool.

Shawn: Yeah. It's a tool, exactly. And we've got to understand that. So, here's another instance of a lack of resources.

Jade: Okay.

Shawn: Okay, instead of resourcefulness. This was one of the most creative people I've ever seen. But, often times we don't express our creativity until our backs are against the wall. You know, then we find a way to make it happen.

Jade: That's right.

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Shawn: How about you do that before hand and it really just is about seeing this stuff coming, you know, and having strategies to overcome these obstacles before they even get to you and that's what we're going to talk about today. But, let me share a couple of other stories.

So, another client of mine many, many years ago, many moons ago.

Jade: I'm glad you're clarifying. That helps clear my conscience, cause I know many, many years ago takes me out of that story loop.

Shawn: Here's a gentleman who actually owns a gym. He runs a gym but he's having these issues, you know, many amazing doctors are my clients and many amazing trainers and gym owners and chiropractors I've had the opportunity to work with and so this individual was dealing with diabetes. And, he was just turning 40 and also he was having a difficult time keep weight off. And, it's so interesting. You know, he's running this gym where there's a lot of intense training going on and a lot of athletes. And, he was finding that his reasoning was lack of management, you know, lack of management because he felt that he had to do so many jobs at his place of employment, at his gym.

Jade: Um hm. That's his business. You know.

Shawn: Right. And he used that as leverage so when...I put together this amazing program for him and he had dropped like a nice amount, I'm not going to throw the numbers out there, but a significant amount of weight in a short period of time. And all he did was just basically eliminate a lot of inflammatory foods, help him to kind of buffer a lot of the stress he was bringing in through the things he thought was healthy in his diet and he dropped all this weight.

Fast forward a little bit. The lack of management continued to be his thing. He was like, "Shawn, I can't really do this because of these people." These people.

Jade: Um hm.

Shawn: And, one of the other trainers who was a good friend of mine got back to me and told me he had been using my program and giving it to the other people there, the trainers and their clients. It's just like, "Dude, I created this specifically for you and your needs."

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Jade: And that wasn't even designed for anybody, it wasn't designed for anyone else. They won't see the same benefit or optimum benefit of what was made for him.

Shawn: Right. But the thing was he saw the inherent value in it.

Jade: Oh sure.

Shawn: But, because of his lack of resources he gave it away. You know, he let it go and didn't apply it in his life continuously. So, there's a couple of stories showing this dependency on resources that can really hinder us.

Here's a couple of stories of success. So, a recent one of my clients, and I'll actually say her name, Angela. Amazing woman. And, I had worked with her previously and lack of resources kind of moved her out of the picture. I worked with her mom because of a significant health issue. Her mom crushed it. All of these medications she was on she was able to get off of her medications for high blood pressure, lisinopril, and all of this other stuff she was on.

Jade: You've got to name the Mama, give her her props.

Shawn: Joyce.

Jade: Way to go Joyce.

Shawn: Joyce was the mom. Crushed it. People started hating, you know. And she, you know she's a "senior citizen." A very, very beautiful woman. But, when people started to see she was dropping all this weight, feeling good, and like, "you're losing too much weight."

Jade: Of course.

Shawn: "You're losing too much weight."

Jade: Family and friends.

Shawn: But she felt amazing and she got the results and she was able to continue to doing the things she enjoyed doing which was doing art and things of that nature. So, really, really great story. But, Angela circled back around and worked with me. She had a particular health issue we needed to address and also just getting her physically in shape and she absolutely crushed it. You know,

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she's a single mom, really working her butt off. She had two jobs in order to support her sons and she was not going to let money stop her.

Jade: That's right, that's right.

Shawn: Okay. And, I'm a premium, you know. I'm a premium rate, you know.

Jade: I'm saying, you took her back?

Shawn: Yeah. Because I saw the dedication. I saw the determination that she had, you know. And that all kind of laid it out for me to put a new strategy together for her and to anchor in more of these things I'm going to share for her to get to the goal.

Jade: Absolutely.

Shawn: And she, again, she did amazing. I actually posted up a picture of her before and after which I'll put in the show notes to show everybody.

Jade: There you go, yes. Way to go Angela, to you kudos.

Shawn: Yes. She found a way, a creative way to make sure that her health and fitness needs were taken care of.

Jade: That's right.

Shawn: Okay, another story. And this is one about time. And this is a funny, interesting thing, I worked with...She was actually in the Post Dispatch thing, with the Post Dispatch here in our city, maybe like two weeks ago as one of the top 50 businesswomen in St. Louis.

Jade: Look at that.

Shawn: And she was just this really interesting character. She had all of this knowledge but she was kind of lacking in taking care of herself. And the interesting thing was she had all of this stuff going on. She actually was in negotiations when we had this new bridge built. She was on both sides of the negotiations.

Jade: Oh wow.

Shawn: I'm like, how does that even happen?

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Jade: Double agent.

Shawn: Right. And so she's got all of this stuff going on. The interesting thing was some of the most busy people are the best at adding new things to their plate. They know how to manage things. Okay, so she didn't let time become an issue. She became more resourceful in how to plan her day and getting it in to be able to work with me and, again, this was when I was a strength and conditioning coach, to get her physical fitness and her health on track. And she found that that propelled everything else in her life.

Jade: Right.

Shawn: She did everything else better. She had more time to enjoy her life and her family. It's funny how that works.

Jade: And to approach and take on those new things that were coming her way that had opened up in her life that you basically helped her to prepare for that next level of excellence.

Shawn: Yeah. Super powerful. I'm going to share one more quick story from a newer client. And this is somebody who came to me in my consulting practice because you know we have our clinic now and we really work to customize nutrition protocols for businesses and for people and so she came in and this was an individual who, she does not remember a time that she was not overweight. She was overweight through her entire childhood and this was just her identity.

Jade: If she chose to accept that.

Shawn: And her issue, her lack of resources that she could have used was experience. She didn't know what it was like to be able to not be that person. And, long story short, she developed this determination about her. And, often times it's not just a matter of determination but it's having access to honest information that actually works.

Jade: Yeah.

Shawn: You know, and that was what she was lacking. And she found herself previously in something known as learned helplessness.

Jade: How about that.

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Shawn: Which we're going to talk about in a moment. But she was able to overcome that once she got the right strategy in her hand and she really tapped into her own determination. And, she was able to, because she was prediabetic, she was able to turn that around. She's no longer prediabetic. She was about to have to take the meds. To have to take those drugs but she was able to bypass that by changing the way she was eating and changing how she was relating to herself.

The thing that I really feel she used, not just determination, but loving and caring for herself.

Jade: For herself.

Shawn: And putting herself as a priority.

Jade: Exactly.

Shawn: You know, because she is another one of those altruistic individuals who is very, very giving to everyone else and she finally got the insight that taking care of "me" is going to help me to be better for everybody else.

Jade: Well, her story sounds very familiar. And, it's something that many of us deal with. One, not knowing how to do something because we've lived an existence for so long. But then, that whole, and I see a pattern too, because I've spoken with, had interviews with, exchanged with many people, lots of them are women, that we are so loving and so giving because it takes the focus off of trying to do it for ourselves. You know, as much as we are givers for the sake of giving, there's a great return of investment on that. But, it's also a tremendous distraction when we need to move beyond our own circumstance.

Shawn: Absolutely. And I just got a text from the president of the American Association of Women Dentists and she, because I did that event. I was a keynote last year. She sent me a text a couple of days ago saying they're still talking about me this year from that past event a year ago and one of the things that really anchored in...

Jade: What did you say?

Shawn: So, these are dentists. You know, these are women who are running their own practices and they were working, and their employees, and they've got a lot of stuff going on, accounting and all this stuff. Really high performing

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women. And, for them to have this revelation from, coming from a man, who is saying look, I love you. I love what you're doing. I love what you're doing for us. But, I need you to feel good. I need you to feel strong and happy so that you can show up better for us. So that you can show up better for your clients, for your patients, for your employees because we don't want that worn down version of you, you know. And I gave them, I structured in my talk a way to give them permission to put themselves first because it's inherent. It's just an inherent quality in women to be more affectionate, loving, caring, and we don't want to...

Jade: We are the nurturers.

Shawn: We don't want to suppress that. Yes. Nurturing. So, that's the perfect word. We don't want to suppress that. We want to cultivate that and understand that we can be more nurturing and more loving and caring when we feel good.

Jade: That's right. When our cup is filled or refilled we have more to give.

Shawn: So all this brings to head, we did a recent episode with the amazing Pat Flynn from [Smart Passive Income](#).

Jade: Love that dude.

Shawn: And he said this specific thing during that interview, he said he actually welcomes the challenges. He welcomes the challenges that come up when you hit that invisible barrier, when you're working on growing yourself, growing your business, growing your relationships you're going to bump up against these invisible barriers and he says, "I welcome them." And that's really part of the secret is understanding that they are inherent in any growth spurt that you have.

Jade: Right.

Shawn: You're going to bump up against these new barriers because you haven't been there before and it's this kind of this self adjustment, you know. You're changing your internal thermostat to be able to operate at that level now.

Jade: Right. Oh, I love that.

Shawn: Okay.

Jade: I love it. Fire it up. Turn it up.

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Shawn: I want to share with everybody one more quote and we're going to talk a little bit about this learned helplessness. This quote says, "There is no chance, no destiny, no fate that can circumvent or hinder or control the firm resolve of a determined soul. And this is from Ella Wheeler Wilcox.

Jade: Love that.

Shawn: Powerful stuff, just understanding how powerful we are...

Jade: Yes.

Shawn: To break through adversity that shows up in our life when we are truly determined. Nothing can stop you. As you are hearing me right now you know that when you really want something nothing can stop you from getting it. It's just that a lot of stuff is kind of like, I kind of want it, I really do want it but...

When you're really determined nothing can stop you. So, a really interesting thing that comes up for people that is kind of in the background but they don't know is running their life is this condition called learned helplessness and why they bump up against this invisible barrier and retreat.

And the theory of learned helplessness is seen in animal studies where an animal is succumbing to electric shocks and there are certain animal groups that are able to get away from it by pushing a button or something like that but some of the animals don't get a chance to get away from it and they just continue to get shocked so they eventually just lay there and they don't move. Okay? And this is sort of like what happens with humans and then, looking at the human studies and finding, why do people give up? And, often times because when they find that no matter what they do they fail. They end up just laying there.

Jade: Or they perceive it as a failure.

Shawn: Right.

Jade: Most failures.

Shawn: It's perception.

Jade: Yeah.

Shawn: Right. So, or whatever they do they continue to get hurt, they continue to get shocked. That's when they give up. Okay. Not understanding that often

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times that prize is right on the other side of that door. Because we are not, I think, in the laboratory.

Jade: I know, Matrix!

Shawn: Right, right.

Jade: Come on Neil.

Shawn: Whoa, Morpheus.

Jade: Right.

(laughter)

Shawn: Alright. So, this learned helplessness is a situation where people will find themselves saying, "this is just the way I am."

And I say, no, this is who you choose to be.

Jade: Say it Shawn.

Shawn: Every conscious action is controllable and adjustable by you. The very nature of you being able to observe yourself doing it is a leverage point for interruption and change.

Jade: Man.

Shawn: For example, when you find yourself talking negative about yourself, saying, for instance that you are lazy. When you catch that mental program running you can "interrupt" the pattern and do something that a lazy person wouldn't do. Okay, you're kind of scratching up the CD. So, for example if you're being lazy in your business and you're just like, you know you hear yourself saying, "I'm being lazy," you make that call. You grab that phone and make a phone call to help to elevate your business. If it's something with your health, when you have that come up in your head you get up and you go and you create a meal plan for the week. Break out of schedule and do something that a lazy person wouldn't do to interrupt that pattern.

Jade: That's right. Fight back is what I'm hearing you say.

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Shawn: Yeah, immediately. Annihilate. We're talking about annihilating these obstacles.

Jade: Get that out of here!

Shawn: Get off your assets. So, or, when you focus on your health and that lazy idea comes up in your mind, boom, you get up and head out for a walk immediately. You do something to interrupt that pattern.

Jade: I like that. Yes.

Shawn: And now, we talked about this previously and actually when we first met all those years ago when I was doing the keynote for the Ladies Night of Indulgence.

Jade: Ladies Night of Indulgence. I was indulging and emceeing.

Shawn: Yeah, you were the emcee and I was a keynote and this was for our amazing friends of chiropractic.

Jade: Yeah, Proficient Chiropractic.

Shawn: Yeah, proficient Chiropractic. And, I shared the three A's. Okay, and these are really important to help you to break through that learned helplessness. And, part of that learned helplessness is missing out on the positive environmental feedback because we're trained to look for problems. It's kind of inherent in human beings. We're kind of wired up that way because of our primitive, you know, our amygdala and our limbic system, they've been designed to keep us safe and to look out for problems constantly. But we don't live in that world anymore. But we've got this more evolved frontal cortex, it's the more human, rational. But that part of the brain can get hijacked when a problem comes up, okay.

So, these three A's are really powerful to help you to break through this learned helplessness and create a new pattern. So I'm just going to share them with you really quickly because we have talked about this before.

So, number one is awareness.

Jade: Yes.

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Shawn: A conscious understanding that you are doing something beneficial for yourself. You want to be conscious about this. Okay, so it's being aware. So this is not just doing a diet or doing an exercise because somebody told you to do it but finding out why. Okay, really understanding that you are doing something great for yourself and having a multitude of legs under that table.

Jade: Connecting with it.

Shawn: So it doesn't tip over. Yes, and that's what this show is about. All this incredible nutrition information just giving you super powerful anchors for you to really take that on and embody it.

Jade: And each time you push play or download or come and pull up and search The Model Health Show you are owning that. You are saying, "I welcome that," "I'm receiving that into my spirit," "I am going to let that become a part of."

Even that is a step toward giving yourself that permission.

Shawn: So true. So true. This is, that's actually part of our steps we're going to get to, our tips in a moment.

Jade: I always have a way.

Shawn: Of course, we're like this!

Jade: We're wired.

Shawn: We're eye to eye.

Jade: That's right, that's right.

Shawn: The second A is acknowledgement. And acknowledgement is when you pay attention to the environment and physiological responses. This is when you actually recognize that things are changing. Okay? This is so important that you consciously notice this when you're changing your health or, we are just going to focus on health, but when you're changing your body and you start to see, oh my pants are a little bit looser. You need to really pay attention to that. Document it.

Jade: On purpose.

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Shawn: Really focus on, wow, what I'm doing is giving me some results. When you get the environmental feedback socially, when somebody says, "hey, have you been working out or what are you doing? You look different, you look like you have lost some weight" or whatever it is. You acknowledge it. You don't push it away.

Jade: Do not reject that. Whatever you do don't say, well no, I'm trying. Um hm, I sure am and I receive that, thank you!

Shawn: And as a matter of fact, it's the third A which is appreciation.

Jade: There you go.

Shawn: You want to actually receive the positive feedback. You want to receive the good when it comes your way. Okay? And I love to share this. What you appreciate appreciates.

Jade: There you go.

Shawn: Okay, you grow in that alright. That investment grows for you. What you appreciate appreciates.

Jade: Let's try that. Give me a compliment.

(laughter)(silence)(more laughter)

Jade: I'm ready to receive that. See my mouth start watering?

(laughter)

Shawn: You look so beautiful.

Jade: Awww.

Shawn: You look heavenly.

Jade: I thank you. I received that and I feel wonderful. I am a reflection of you.

Shawn: Alright. I love that.

Jade: Thanks.

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Shawn: See, there's a couple of techniques and strategies to really pull that in and give thanks.

Jade: And it takes practice.

Shawn: It does, it does.

Jade: But I also like saying, give thanks. You know, thank you true but give thanks that you even acknowledge or saw that in me. I appreciate that.

Shawn: Yeah, absolutely. Girl

Jade: Boy.

Shawn: Alright. So, there's the three A's. Just a little nugget there of strategies but we haven't even gotten to the real powerful stuff yet.

Jade: Okay, hit it.

Shawn: So, there are essentially now, when we're talking about changing your brain to be able to break through obstacles that you face.

Jade: Change your brain.

Shawn: This is where the real work is, okay? Because when your brain is acclimated or when your brain is actually wired up to do this stuff you don't have to think about it. You just do it. You don't give up. There are essentially two ways that our brains are conditioned to make lasting change.

Jade: Okay.

Shawn: And you've probably heard this before, neurons that fire together wire together.

Jade: No, I haven't but I like it!

Shawn: So, what we're creating is these synaptic connections in your brain, these patterns, these thought patterns that are linked up and they get stronger as they fire together. Okay, so neurons that fire together wire together.

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So, again, there's two ways that the brain is conditioned to make lasting change. Number one is habit. Okay? Habit. This is, everybody knows this, but maybe not to the degree that we're going to talk about but this is where you're creating a consistent ritual of doing the same thing over and over and over again. Neurons that fire together wire together, doing the same activity until it becomes a part of who you are.

The second way that our brains are conditioned to make lasting change is through having a powerful, emotional event. Okay? This creates a really deep channel in your brain and your behavior. And this is why going to live events can be so powerful for change or getting into the environment of something. When you are immersed in it can really create an opening and change and a shift in your character, in your belief system, in your perspective, in your empowerment in changing your life.

Jade: That's right.

Shawn: Okay. So, that's another way of going about this and what I encourage you to do today is to look for opportunities to do both. Okay, have those habit changes and also find ways to get yourself around these powerful, emotional events as frequently as you can. Get yourself out of your little cubby hole and get out and be around the environment. But, the thing is, even in your little cubby hole these shows can be that for you.

Jade: They can.

Shawn: These can be emotionally powerful events in your life. When you hear that thing that really resonates with you and where you are right now can really change the course of your destiny.

Jade: Absolutely, and don't be afraid to jump up and say, "Yes," as if you were watching one of the...I mean, seriously. Because that also will trigger something for that environment that you're in. Anyone around you is like, "woo, what got into you?"

I can acknowledge it, accept it, appreciate it, and become aware of it and I had that event right there in my little cubby hole. You know what occurred to me too?

Shawn: What's that?

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Jade: Is that for couples. Something you just said, have a powerful emotional event. If you start to drift, you may decide, hey maybe we don't need to connect or I'm not feeling very connected to you. The enemy of closeness is separation. So, a powerful emotional event may be, there's kids listening...

Shawn: Oh yeah, yeah.

Jade: But to reconnect you, you know. Have a powerful emotional event together.

Shawn: Yeah.

Jade: To reconnect you.

Shawn: Yeah. It's just a matter of...

Jade: I love that.

Shawn: It's a matter of, you know, your willingness. You know. And again, because the obstacles will come up in relationships, it's inherent. When you're with somebody for a while, because at first...

Jade: Right.

Shawn: You've got all the chemicals going, the love, you know, norepinephrine, the serotonin is off the charts, the anandamide is going. Phenethylamines are running wild in your system. These are the love chemicals that I'm talking about here.

Jade: They're real.

Shawn: So that stuff is going on. Then, all of the sudden after six months, maybe a year, it kind of starts to wear off a little bit and you start to notice the things that get on your nerves that you didn't notice before, like, why do you chew like that?

Jade: Say it isn't so.

Shawn: I don't like the way

Jade: Look at how you eat.

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Shawn: Look, your foot is a little, you're foot's a little off. I never noticed that before.

Jade: Right. I sure do now.

Shawn: Then you get into a fight, you're like, your old dumb foot.

Jade: Right.

Shawn: Your stupid food.

Jade: And if it wasn't for that dumb foot we might not even be in this situation.

Shawn: Tripping over yourself. Stop tripping. Alright, so absolutely, yeah. You can do this. It's not just you as an individual but also the people you care about, you know, and your intimate relationships, your family context can be really powerful. Yeah, I've seen this before experientially too, can create a huge shift. So, just giving you a heads up. Again, neurons that fire together wire together.

So, in order to create new change to your brain, habits and also getting yourself around powerful emotional events. And you can do this as frequently or infrequently as you want. So now let's go ahead and dive into the real heart of today's episode. We're going to talk about the five tips to overcome any obstacle that you're faced with.

Jade: Okay.

Shawn: You can apply this to health, finances, relationships.

Jade: Nice!

Shawn: Come with me.

Jade: Bring it on.

Shawn: Alright. So, number one, when the challenge comes up get back to basics. Number one is get back to basics. So, we're talking about habits. What do you habitually fall back to? You know, what is your modus operandi? What is your consistent thing? How do you live when challenges come up? Do you just retreat or do you continue forward? Do you have strategies in place that, you know, what I want to share with everybody, let me tell you what a habit really is. A habit is where it takes more effort to not do something than to do something.

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Jade: There we go.

Shawn: That's what a habit is.

Jade: There we go.

Shawn: Okay, so when you have a habit for something and a challenge comes up, you continue forward if it's a true, ingrained habit. Because it would be more challenging and you have to put more effort to not do that thing, okay.

Jade: I get that.

Shawn: So, now when I say get back to basics, in sports for example, it's the fundamentals. It's the fundamentals that create champions, okay. The ones that can do that routine play over and over again, thousands of times. It's like that Bruce Lee quote that says, "I fear not the man who has practiced 10,000 kicks once. I fear the man who has practiced one kick 10,000 times.

Jade: There you go.

Shawn: Alright.

Jade: And who would Bruce Lee fear? Barely anything or anyone. So that's powerful.

Shawn: Powerful. Powerful stuff.

Jade: One with the habit.

Shawn: So get back to basics. When you're faced with a challenge get back to the basic things that have helped you to get to the place that you are at now. It really boils down to those small wins each day. Small wins can totally change the trajectory of your life.

If you make that one call when you're kind of down and out and you face an obstacle and you send out a couple of emails to some of your associates or to some people who've got some advice for you, to help with your health, it can change your course and direction of your entire life. Something really great can come from that, you know. Just taking a small step, get a small victory under your belt. Get back to basics. Continue focusing on doing the things that have helped you to get to where you are right now.

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There's no need to stop. Even if you make a mistake. Even if a challenge comes up, keep going.

Jade: That's right.

Shawn: Okay. So that's number one. Number two on our list of five tips to overcome any obstacle you're faced with, number two is remember why you're doing what you're doing.

Jade: Remember your why.

Shawn: Your why is so important because this is the motivation. This is the inspiration, better yet, which means in spirit. This is the thing that's ingrained in you that helps you to push through when those challenging times do come up because they will come up.

Jade: Yeah.

Shawn: You know, and if your reason why is strong enough it will be nothing, it will be nothing to you. I've got an interesting story myself which you're very much aware of. Recently, our show was number one in the world in nutrition and fitness on iTunes charts which is...

Jade: Awesome.

Shawn: Just crazy, I mean, just mind blowing. And it was really just a testament to the hard work and the love and research that went into creating this show, you know, to creating this platform in the very, very beginning. You know, in talking about the different challenges and issues that people face and giving real world strategies on how to overcome them. How do we reverse diabetes? How do we overcome heart disease? What is heart disease?

Jade: Man, the first thing...

Shawn: And putting it together in a way that makes sense and that's accessible and people actually consume it and get those walk-away strategies on like, okay, I know this stuff. Now, how do I apply it?

Jade: Exactly.

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Shawn: So, consciously putting all that together led to this amazing experience of being number one in the world. Now it was about two weeks go by and then...

Jade: All of the sudden.

Shawn: Obstacle happens.

Jade: Yeah, a few!

Shawn: Same process we've been doing for about 70 shows. We upload the new show. People were emailing me about this too. We upload the new show, it goes out to the subscribers, it goes out to Stitcher and anywhere else that the show goes but it wasn't showing up on the iTunes feed itself or when you go to iTunes.

I was like, hm, that's interesting. So, of course we send them an email because they're kind of difficult to get in touch with, get somebody on the phone. And eventually we find out that this has never happened before. And so we're like, okay, well please fix it. So, they proceed to do whatever they can and the next week come and the next show posts and it doesn't show up again.

So about two weeks go by of this happening before they figure out what the problem was and they fix it. Now, through that process we start to kind of drift out of number one because there was some glitch there with our show and when they fixed the iTunes feed something happened with the coding where our icon disappeared. The Model Health Show icon disappeared off the charts and it was just a line. Okay, so if you went to iTunes and you saw all these pretty little icons from some of our fellow podcasters out there then you see a little line that says The Model Health Show with no picture. There wasn't anything there.

And, for people who don't know about the show when they see that it is like, what is this weird? You know. And that's really part of what makes the show reach so many people is the new subscribers. You know, so our show went from number one to out of the top 50 very, very quickly. And, it was so random and, of course, with iTunes they are like, this has never happened before and there's almost 400,000 podcasts. Why me?

Jade: Exactly.

Shawn: That's the question that I can ask and be disempowered and have all of these negative things come up. But for me this was a very great opportunity to really test what I know, you know. And I was yes, exactly, my "why me" was

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looking at why do I get this challenge to overcome. You know, why am I so special?

Jade: Why did I sign up for this in the first place

Shawn: Because of all the shows The Model Health Show is going to have this random thing.

Jade: And we don't know that that didn't happen to other people but sometimes when we're in our circumstance we think, it's just us.

Shawn: No, we asked. It was just us. But funny thing was shortly thereafter it was some other people but because of what I went through I was able to help them. So, bottom line is, when I was going through this process and just kind of seeing, like wow, my show's not reaching the people that it could be reaching was very frustrating to say the least. And, yet it was definitely hurting my heart a little bit. But I was driving home and I heard this statement. This is basically what I got from it is to know how to find your power in powerless situations. Know how to find your power in powerless situations.

This is a billion dollar industry and even though I'm creating more rapport with them because I'm bringing a passionate audience to the table I really don't mean that much and I had very little, if any, power in changing the circumstance. So, how do I find my power in powerless situations? And what it came back to for me when I asked that question was, I can still choose to be happy. I still have the opportunity...

Jade: You have that power.

Shawn: To choose to be happy. And it got me back to my why. Why am I doing this show in the first place? And it just, it was overwhelming how powerful and beautiful that moment was because it's not about number one on the iTunes chart. It's about service. It's about helping to shift the health conversation on the planet.

My big mission, you know, that's what it was really about. And I checked in on myself, is this like some kind of weird ego thing, like I want to be. No, I understand that. You know, having that status helps to get more eyeballs which, for me, helps to get more hearts. It helps to get more people in the game. And, changing this health conversation, the landscape of health in our world because, obviously, we've got a big issue. But, because of this podcast platform it's so powerful. It's so powerful how many lives are being transformed because of it.

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You know, so that one was frustrating for me. It wasn't the fact that, okay, now we've been kind of swept off the number one status. It was, something is blocking me from doing my mission. So, what I'm going to do is I'm going to choose to be more passionate. I'm going to choose to be more...

Jade: Determined.

Shawn: Determined in packaging up this information. I'm going to be more empowered and passionate about my research and finding new creative ways to help people because I've got my team here now, The Model Health Show community now. And I'm going to do everything that I can to help them even if I don't get another subscriber, you know. Regardless of what iTunes is doing. So, in that moment very, very powerful within hours everything was fixed. Everything was fixed. The icon was back, we went back up the charts. All was well. But, I had that powerful revelation, you know.

Jade: And you returned to your why.

Shawn: Yeah.

Jade: Yeah.

Shawn: So, this is for everybody. You know, life is not going to come without glitches in the matrix, you know.

Jade: That's real.

Shawn: Whoa.

Jade: Whoa.

Shawn: Morpheus.

Jade: Morpheus.

Shawn: You're going to have these things come up but it's, what is your set point? What is your standard? You know, what do you revert back to. I remember Wayne Dyer saying something along the lines of, you know, when you squeeze an orange what comes out?

Jade: Um hm. Orange juice.

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Shawn: When you squeeze you what comes out?

Jade: Me juice.

(laughter)

Shawn: Is it anger? Is it depression? Is it resolve? Is it determination? You know. Is it passion? When you get squeezed, when life squeezes you what comes out?

Jade: What I'm made up of, what I'm most comprised of.

Shawn: Or, me juice.

Jade: Or me juice.

Shawn: Okay. So that's number two. Remember why you're doing what you're doing and know how to find your power in powerless situations. Number three on our list of five tips to overcome any obstacle you're faced with it to do something extraordinary.

Jade: Okay.

Shawn: Okay. Do something radical. Take an inspired action. So, when you're faced with that obstacle do something to break through it.

Jade: Okay.

Shawn: Do something unexpected or do something unexpected of your former character because chances are this obstacle is there to develop something in you, a quality, okay.

So, for example, make that call. Write that email. Outline that book or project. Book that class. Ask the people you serve to support you in being greater for them. So, that's even what I want to ask you right now, it's a great opportunity to do that. I'm asking you to help to get this show out to more people, okay. Be bigger than iTunes. Be bigger than iTunes. And so to do that I'm going to ask of you two things so you can really help to change this community, change our community and the landscape of health on the planet, okay.

Two things, one share the show today. Share the show with just one person you know. You can do more, overachiever! But share the show with just one person

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you know that it can help. Okay, send them the link to subscribe on iTunes and send them the link to the [podcast archives](#) from my website theshawnstevensonmodel.com.

Guaranteed they are going to be grateful, okay. So, do that today. That's one. Two, if you haven't done so already, head over to iTunes and leave a review of the show. If you don't know how to do it just leave us a message on our website and we will get back to you. We will help you to be able to do that.

Jade: That helps to do this.

Shawn: So, ask, okay. When you're faced with these obstacles, ask. Do something extraordinary. Do something radical. Take an inspired action. This weird kind of situation, this random situation happened with something that I've been working so passionately on all this time along with my beautiful cohost here in creating this platform to really help to change people's lives, that presented an opportunity, you know. And to do something radical, hey, ask the people who you're serving to do something to step up and to help this show grow.

Jade: I'm going to do that.

Shawn: Okay. So, that's number three. Do something extraordinary. Do something radical. Take an inspired action. Number four on our tips to overcome any obstacle you're faced with is to get centered. Get centered. Get back into your power.

Jade: Absolutely.

Shawn: Most of us get caught up in our responsibilities and we neglect to take time to reflect on where we are and what we really want. Life is just kind of taking over. We're focused on all of the doing and not being. So, we become those human doings and not human beings. People might have heard that before.

Jade: I love that.

Shawn: So, what do we do to get back centered to get into our power. Well, we've talked on this show many times about meditation and meditation is not, I like to call it brain training. Okay, this actually helps to change the way your brain is functioning. You can actually change your brain physically, you know, the research that I put into my book, [Sleep Smarter](#), showing that your brain, the alpha waves in your brain actually shift and become bigger. You get these bigger

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alpha waves which essentially that means you are more focused. You become a person who can be more focused by practicing simple meditation, like ten minutes a day, can change the way that your brain operates. Truly, truly powerful stuff.

So, and meditation is not about getting away from life. It's not about that. It's not about losing yourself. And meditation is not this weird thing where you've just got to sit cross legged under a tree or in a closet somewhere. It's not about losing yourself and running away from reality. You know, meditation is not about losing yourself. It's about finding yourself and taking the opportunity to be still and to really, again, train your brain. Train your mind and body to have that centeredness, to have that peace even when stuff is going on around you and an obstacle comes up to have that certainty that you know who you are and you know what you're capable of. That's what you can develop and cultivate through practicing meditation.

Jade: That's right.

Shawn: Okay. And that's one way to get centered and get back into your power. Another way is to dive into your success library. Okay, get yourself immersed in the information that has helped you to get to where you are. Because chances are you're going to be hearing it with new ears. When you go back and listen to an episode of The Model Health Show you're going to hear something that you've never heard before. Or, whatever book that was or whatever other teacher. You know, maybe it's for personal development, maybe it's in business and like we brought up Pat Flynn; the other day, you know, when he was on the show. So you go and listen to a podcast or you go and read an article or you watch a video or you do something in your success library to remind you. I've actually got a little folder on YouTube and it's titled reminders, you know. So, whenever I get off track and thinking that I am lacking something I have those select videos to remind me, you know. And, happy to say I don't go to it very much. I think maybe I went back to it once but then just even creating that folder was so powerful, it was reminders, you know.

Jade: That's right, to know that you need it, the reminder to keep it ever present, top of mind.

Shawn: Right. And you can do that daily and I know people who have actually transformed their life by daily listening to some form of audio or some video or reading a certain book or just constantly reading it over and over again, who have transformed their life by having that daily practice. It really, again, it changes your brain. Neurons that fire together wire together.

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Jade: Coincidentally. The Model Health Show is an option.

Shawn: Precisely. Alright. So, there you have it. Dive into your success library. This can be a powerful tool. And you might hear this and be like, that's not that profound. But it kind of is, like that's obvious but I never thought of it before, that when I'm faced with this obstacle turn to the teachings that have helped me to get to where I am. Or, turn to the teachings that have helped to inspire me in the past because I can use that little recharge now to break through this obstacle.

Okay, so the last one. Number five on our five tips to overcome any obstacle you're faced with is to call in accountability, okay. Psychology professor, Dr. Gayle Matthews, conducted a study showing that people who wrote down their goals, shared this information with a friend, and sent weekly updates to that friend were, on average, 33 percent more successful in accomplishing their stated goals than those who merely wrote the goals down, okay.

Jade: That's right, hold you to it. Hold you to it!

Shawn: You can add in penalties and rewards, okay. Now, here's the very blunt reality is that humans are more motivated by pain...

Jade: That's true.

Shawn: Than pleasure. And there are many studies to back this up. There are many studies showing that we would rather not lose \$100 than to get \$100. Okay. So, it's really about finding out what motivates yourself. So, you can leverage this pain. So, for example, if it's a husband and wife and the guy is saying to his wife, you know, honey for the next blank amount of time, for the next 30 days I'm going to exercise 20 minutes every single day. I'm going to walk, do a power walk every single day for 20 minutes every morning and if I don't do this I'm giving you a coupon to do any household chore or anything around the house that you want. You want me up cleaning them gutters, it's done.

Jade: It's done.

Shawn: You want me to prune the plants that I haven't done in ten years? I'm all over it.

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Jade: You'll have to be more creative, Shawn. Do you want me to take over your dishes for a night, I'm on it. Do you want me to take on...

Shawn: Fold the laundry.

Jade: There you go. Take on some of this stuff.

Shawn: But I'm coming from the perspective that there are some guys who are doing this.

Jade: I'm just saying. I'm just saying, there you go argue.

Shawn: Sometimes.

Jade: Okay.

Shawn: I finally, I finally understand the dishwasher. Like, I had one in my old apartment, didn't even know how it worked. When I was a bachelor, never turned it on.

Jade: Are you sure we want to announce that.

Shawn: Yeah, it's sad. This was, hey...This was back in the day.

Jade: This was many, many years ago. Again, now you're back in the day. Right, back when you were uhhh. But now...

Shawn: This was sleep walking Shawn.

Jade: That's right, now you're determined so that would be great.

Shawn: Yeah, so you can leverage that and something where the wife is rooting you on. She's supporting you in it but it wouldn't hurt, you know.

Jade: But a challenge.

Shawn: And, psychologically, like, some people, especially in relationship context, they can be kind of competitive, you know. You don't want to see her get that victory.

Jade: That's right.

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Shawn: You know, so you can leverage that. Or, with your kids. Kids will keep you more accountable than anybody.

Jade: Oh yeah. But Mom! You said...

Shawn: You don't want to see that look on their face.

Jade: You said you were going to do it every day.

Shawn: Right. Right. Yeah. They will check you.

Jade: They remember that stuff.

Shawn: So you can do that and also you can call out, we've got social media now so you can let people know what you're up to there. That can be pretty compelling for some people.

Jade: Yes, yes it is.

Shawn: And also the rewards. I like to do both. So, have the penalty if you don't do it and also have the reward if you do.

Jade: When you do.

Shawn: When you do.

Jade: Speak in the affirmative.

Shawn: So maybe it's you get a massage, you get some kind of a special dinner, or whatever the case may be, you know. But keep it something that means a lot to you and not someone else. Not just some random thing like, you know, you get a piece of chocolate. As a matter of fact, food isn't the best thing to use because that can open up a whole thing if you've got an issue with food. But, if it's not, I mean, especially if it's a health-giving meal that maybe it takes some time for your loved one, your husband or wife to prepare for you, that would be awesome.

So that was number five on our five tips to overcome any obstacle you're faced with, call in accountability. It really does help to push you through the next level and break through any obstacles that you're faced with. You know, having those people that are holding you accountable.

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So, that's number five on our five tips to overcome any obstacle is to call in accountability. You know, call in the resources in your life, the people in your life who can help you to push through those barriers and obstacles that come up because it's very, very powerful. You're not in this alone.

Jade: That's right.

Shawn: You're a part of this and I'm a part of this with you. You take me with you.

Jade: Yes, we are there.

Shawn: Because, literally, this all becomes a part of who you are. So, definitely employ these strategies because the challenges are going to come up but you're just going to keep on breaking through them. You're going to annihilate them.

Jade: Annihilate those.

Shawn: I'll get down.

Jade: Get this out of here.

Shawn: We can take you down.

So, everybody, thank you so much for tuning in to show. I really appreciate you being here and I hope that you got a lot of value out of this. Take care, and we'll talk with you soon.

Shawn: And, make sure for more after the show you head over to theshawnstevensonmodel.com. That's where you can find the show notes and if you've got any questions or comments make sure to let me know. And, please head over to iTunes and give us a five-star rating and let everybody know that our show is awesome and you're loving it. And I read all the comments so please leave me a comment there and take care everybody. I promise to keep giving more powerful, empowering, great content to help transform your life. Thanks for tuning in.