COMMIT FIRST

19:55 And now you talk about hope and conviction in your messaging, like they're built and not felt. So what's the difference in that? Yeah, I think almost hope is like a muscle, right? And you've got to build on it, right? You got to build on it. But what is hope? So for me, I look at hope and faith as two different things. So faith is almost like, it's very specific. You know what it is that you're believing in, you know what it is that you desire, and you're going after that thing. You believe in it's gonna happen. Hope is almost like, I'm not sure what's gonna happen, but I'm gonna stay open. I'm gonna keep believing. And whatever comes through that door, I'm gonna grab hold to it. Right? And let that be the thing that takes me forward. So I think oftentimes, just having some measure of hope that something is coming your way. You don't know what it is. You don't even know what you want. But you know that there's something that's gonna take you from where you are to where you're trying to go if you can just hold on to it. And stay patient, stay in the game long enough for it to arrive.

20:59 Is there a difference between conviction and just being stubborn? Because I found myself in positions where I'm like, no, I really wanna do this thing. And it's like, no, stop doing that because you're terrible at it. Right. So have you crossed that before? I mean, for me, I think I look at it a little differently. So I look at oftentimes there is this commitment and there's discipline. And commitment is almost like, what am I doing in this very moment? Can I do the thing that I need to do for today or tomorrow? Oftentimes people think that they're not disciplined and they can't be disciplined. Well, you gotta be committed first. If you commit long enough, you become disciplined. I think we start out trying to be disciplined. So here's the example I always give. So let's like we talked about before we work out a lot.

21:59 So I've been jogging like forever. Like I drive to Orlando and I see these places where I used to live. I'm like, man, I used to jog that path. But so this year I started jogging like I normally do. And for whatever reason, I started to look back in April and like March, April, like I wonder how many times, how many five Ks I've done. And I look back and I had done like 25. I was like, that's cool. That's about 1 .2 per week. So I was like, you know, obviously being competitive with yourself, how can I do more? So I was like, maybe if I kick it up a notch, see where I go. So by May, I was at like 1 .6 at 37. And now I'm at 37 and I love like round numbers. So I'm like, man, I'm at 37. I wonder if I can do 50 before the year is out. Wow. So I hit it a little harder. So that went to 1 .8 and I looked and I was at 45. I was like, oh man, 50 is in sight. So that next week I was like, I'll bust out five for that week to hit the

50. I didn't hit five, hit three. And then the following week I hit the two. But I say all that to say I didn't start the year saying I was going to run 50 five Ks.

23:04 Right. It would have never happened had I did that. Oh, yeah. I just committed. Can I get a five K in this week? Okay, cool. Can I get a five K in this week? Cool. And then I looked up. Oh, wow. I'm getting a pretty high number. And now, so the way I look at it and the way I feel is, initially I was pulling the activity forward. I got to do it. I got to commit to it. I got to commit to it. But there was a turn in there somewhere. The activity started pulling me forward because now the number is 50. And I have to do it. There's no negotiating. It has to get done. Right. So I think oftentimes if it's beneficial for you, you find ways to kind of incorporate it in your life. I know sometimes there's things we can be stubborn about and kind of don't want to let it go. But I look at situations like that when you're being stubborn. The sheer fact you're calling it stubborn is almost ego is involved. You know what I mean? So for me, it's like, how do I do the things, and this is what industry taught me.

24:05 How do you do the things that produce business results? We know what those things are. So if I do those, regardless if I like them or not, they produce the results. So this has nothing to do with my ego or rather I like the activity or not, it produces the results that I desire. So I got to do that. I got to figure that out. You know what I mean? So I tend to look at it from that perspective. If it's something that I just... And if it doesn't have that type of outcome for me, then from a stubbornness standpoint, I probably would let it go because it's probably not in line with what I'm trying to accomplish. Or it's probably giving me a result that is more about me and what my ego as opposed to what it... As opposed to it benefiting me. I like the way that you, in your mind, you were like, you had a number, you looked at it, you're like, okay, I'm 25. But then you broke it down in a different way. You were looking at it like a weekly also, which helps reposition the goal a different way because you went from 1 .2, I think it was, or 1 .3.

25:10 1 .2, 1 .6, 1 .8. 1 .8. So you got all the way to 1 .8. And so you're measuring it, the same thing in two different ways. And sometimes that helps shift that goal in your mind. I'll give you an example of that for me. I'm training myself right now and I have to do essentially 50 pushups, 50 sit -ups, 50 air squats every day. But you get to number 25 and you're out of gas. So then I started my mind, I started thinking about, okay, let me get five more after 25 and now I'm at 30. And then let me get from 30 to 35 and oh, I only have 15 left. So I'm playing this math game in my mind. Yes, I love it. You know what I mean? You're only 15 away. Come on, boy. Let's get this going. You know what I mean? So that's really an amazing thing to do is kind of look at how that works. Now, there are days that we don't feel it. Right. So what do you do on those days? Give me some practices. Man, on days I don't feel it. To be honest, I give myself some grace.

26:11 It's okay. It's been plenty of days. Here's another thing I think, the same thing you just mentioned. So the process of doing the activity, and I think this is where the activity is pulling you forward now. So you're in the activity. You do your set, your circuit. But how can I do it even get a little bit more out of it? So I do the same thing with running. So my mindset is, man, don't walk. Don't ever walk. Finish the race. So a lot of most days I finish it. But other days, I may walk last half mile of it. Other days I walk the entire thing, but I just don't count it. That's not a 5K because I walked it. But at least I got out there, got my steps in. So now I'm in this caloric deficit for the day still, even though I only walk. So when those thoughts come, but there's also days where I just don't do anything. You know what I mean? So it's like, it is what it is. But just give yourself some grace. I think before you get to that point of when you don't feel it, how can you scale it back to still get something done?

27:11 Because you can always do something.

A machine transcript, lightly cleaned. Times are from the episode master.