

Transcript for Toolbox | Secrets of Social Value: Value Revisited (Episode 105)

Full show notes found here:

<http://theartofcharm.com/podcast-episodes/aoc-toolbox-secrets-of-social-value-value-revisited-episodes-103-104-105/>

JORDAN: Welcome to The Art of Charm; I'm Jordan Harbinger. The Art of Charm brings together the best coaches in the industry to teach you guys how to crush it in life, love, and at work. Imagine having a mix of experienced mentors teaching you their expertise, packing decades of research, testing, and tough lessons into a concise curriculum. We've created one of the premiere men's lifestyle programs available anywhere, and it's free. This is the show we wish we had a decade ago. This show is about you, and we're here to help you become the best man you can be in every area of your life.

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All right so you guys were mentioning how to become a 10, and I just want drop like a list -- a partial list --

ALEX: A couple things.

JORDAN: -- of some of the most prominent core-changing kind of abilities.

ALEX: Can I add something here? Is that --

JORDAN: Certainly.

ALEX: -- this list is partial because it's personal to everyone.

AJ: Yes.

ALEX: You know, whatever you think is a 10 for you -- one of the most important things is that you would feel good about doing, those are going to be your lists. But these are some really common ones that can help almost everyone.

AJ: Well these are, yeah. These are exercises and tools -- so this is mainly exercises and techniques that you can use to gear yourself up for that transformation.

ALEX: Mm-hmm.

AJ: It's going to help you -- and some of these are common sense, and some of these you may not have thought of, but these can really help you change that reality that you're living in right now.

ALEX: Just try it --

AJ: Yeah.

ALEX: -- and see if it works for you.

JORDAN: All right so one of the things that I think is important, and this is just like, science, so don't -- you know, you can disregard if you want.

(laugh)

JORDAN: But, working out keeps you healthy, it keeps you happy. Exercise is -- exercise in general, releases endorphins and like brain chemicals --

ALEX: Mm-hmm.

Jordan: It just [0:02:21:6] feel like crap. And so this is always good to combat depression, or feelings of low self-worth, like it -- and also just confidence in general. Especially --

ALEX: It makes your brain work better too.

JORDAN: -- it does. And especially sexual confidence, like if you know you like, have a good body, you're just like, "What?"

ALEX: If you feel like you look hot --

JORDAN: You're hot.

ALEX: -- you're going to be more confident.

AJ: Not only that, but being in shape, helps your body language, right?

ALEX: Mm-hmm

JORDAN: It does, yeah, totally does.

AJ: There are a lot of guys who have, sort of, you know, relaxed, closed-off body language. Really, working yourself out, getting your muscles in balance, will open up your physique and your frame so that your body language will showcase how you're really feeling on the inside.

ALEX: You don't want to look lazy when you're in a social setting. You don't want people to look at you and be like, "That guy looks lazy."

AJ: Yeah that's not attractive.

ALEX: That's not attractive.

JORDAN: No. That's --

ALEX: You want to be like, "That guy looks athletic, he looks fit."

JORDAN: "He looks like he could rock your world."

ALEX: Yeah. Maybe he could show you a thing or two.

AJ: Wrestle a crocodile or something.

JORDAN: Indeed. And one, like, sort of, bringing it back to elementary sort of tactic, is like remembering people's names and using them.

ALEX: Yeah.

JORDAN: So like if you see a dude at Best Buy and his name -- he's got like a name tag that says Ryan, using that -- it helps because it creates a friendlier environment, and it shows that people, like, it shows them that like, "Oh, this guy took notice of that." And back when I worked at a movie theater -- I worked at a movie theater back in the day, and I hated that, but I didn't actually hate the people who did that. I still gave them respect, but I was just like, "Oh, yeah, you just read my name tag, whatever."

ALEX: Yeah.

JORDAN: But I still was like, "But you're the only guy who did that this week so, I kind of feel special that you did that." So in -- I was also being kind of fish back then as well. So it makes people more attentive and benevolent towards each other, and, I mean you can get hooked up by doing that because people feel appreciated. It's really easy.

ALEX: It makes you one of the guys who stands out.

JORDAN: Yeah you stand out immediately. And bartenders if you're like, "Hey man you look -- you're having a busy night. Anyway man, what's your name? Oh, right, right on, nice to meet you. I'll talk to you later." And then if you need to get your card back at the end

of the night, or you just want a drink, you'll be like, "Hey Mike," and he's like, "Hey what's up dude?"

ALEX: Mm-hmm.

JORDAN: Because, you know, my friends know my name, and that's how it works. You know if you're just like, "Hey dude," they're just like, "Whatever man."

ALEX: It shows that you're making an effort to get to know that person.

JORDAN: Yeah, you're at least trying. You're at least trying.

AJ: And, it gets reciprocated.

JORDAN: It does.

AJ: So when you want to start using someone else's name, they're like, "Oh, okay, I got to get to know this guy's name."

JORDAN: "Oh, what's your name?"
"Oh, my name's AJ."
"Cool man, nice to meet you."
And then you're his buddy in this huge crowd of ***** friday night patrons that he doesn't care about.

AJ: Simple.

JORDAN: Simple. Pleasantly simple. And being a social ambassador, you've got to be able to mix in social groups, blend people together who don't necessarily get along. If you can go in between all different types of people, then you're the -- you're kind of that connector, where like the hipsters are talking to you, the Wall Street guys are talking to you, the rockers are talking to you. So everyone's like, "All right cool, this is the guy who connects people."

ALEX: Yeah.

JORDAN: "And that's comfortable." Because no matter who you are or whatever group you're in, whatever kind of like subculture you're in, you're the guy who like people can feel comfortable around.

AJ: Not only that, a social ambassador, showcases abundance mentality, right?

JORDAN: Yeah of course.

AJ: Someone who's a social ambassador, who's constantly introducing people, networking people, he's showcasing that --

JORDAN: Yeah.

AJ -- he sees value in everyone. And listen, "I see value in Alex, Alex you've got to meet my friend Johnny who digs the same music," you know? And he sees --

JORDAN: Because Alex does not dig the same music.

AJ: Yeah. He sees that --

(laugh)

AJ: -- which is really funny. He sees the connection there, the potential connection there, and he's constantly using that as a way to be cooperative.

ALEX: Yep. One great example of how this can work in your favor is throwing girls at guys. There's no better way to make friends with a dude, than by putting a girl in front of him. Just being like, "Hey meet my friend Sarah," and like throw this girl --

JORDAN: "Hey Sarah might have sex with you at some point, if you don't **** it up."
"Dude you're so awesome!"

ALEX: Yeah just be cool, and then you throw girls at guys. And it -- if a guy is ever giving you gruff earlier in the night, he's being a 7 --

AJ: Guff.

JORDAN: Yeah.

ALEX: Is it guff? Being gruff towards you?

JORDAN: Being gruff, giving you guff.

ALEX: Giving you guff, okay. I never knew that. If he's doing that, one of the best ways after you've become his friend a little bit, to deal with him is to just throw girls at him.. Be like, "Hey, meet my friends, meet some new girls," and then just be like, "Hey meet this guy." And now he's going to be interested in hanging out with you and try and maintain good terms with you because you can actually meet women and introduce him to women which improves his chances of being laid, and that's like never happened.

JORDAN: Which he appreciates.

ALEX: Yeah.

JORDAN: For sure. So that brings your value up. It shows that you can socialize with those types of people --

ALEX: Suffice to say --

JORDAN: -- and sort of like introduce. So make the introduction, make the -- and it adds value, of course to other people by blending social groups and enhancing their enjoyment slash chances of getting laid.

ALEX: Most people never meet other people unless they're in a crowded bar and they bump into people.

JORDAN: Or some girl's drunk and she's like, "Yeah my friend likes you."

ALEX: Yeah.

JORDAN: That's like, that's how it goes.

AJ: And most people, don't give favors, but they'll respond to a favor with a favor of their own.

JORDAN: Mm-hmm.

ALEX: Yes.

AJ: So, when you give someone a favor, when you give someone something, they feel such a strong need to reciprocate.

ALEX: Reciprocity, yeah.

AJ: Yes. So it's very important that if you are going out there and being a social ambassador, you're going to find that these people you're connecting with now are introducing you to even more people.

ALEX: Mm-hmm

AJ: So it grows exponentially.

ALEX; Yeah, it's a super useful tactic, and all you have to do -- like I did this the other night. I was out at this club, and I met this girl, and she was really cool, and so we were having fun and I was like --

CROSSTALK

ALEX: -- "Hey, let's go meet some people."

AJ: Yeah.

ALEX: Right?

JORDAN: Yeah.

ALEX: So I grabbed her, and we were just walking around, acting like we were hosting the party. "Hey how are you guys doing tonight?" You know, just going around. I introduced her to a bunch of guys, and then everyone that we met was like, "These guys are cool. They're just going around meeting the people. Maybe they're hosting the party or something, I don't know." But I didn't get any bad responses from it.

JORDAN: No I think that's impressive. No. It's true, we'll cut the [0:08:11:2]

ALEX: It was fun, is what it was.

JORDAN: It was fun. I enjoyed myself.

ALEX: Yeah.

JORDAN: I think that's very important, and also it's kind of assuming that high value position.

ALEX: Yeah, definitely.

JORDAN: You know, you're just like, "I'm going to host this party," and you're like -- people are like --

ALEX: I'm going to make sure that everyone else is having fun.

JORDAN: -- "There's 700 people here at a club," and you're like, "All right, I'm going to be the host."

ALEX: Yeah. I'm just going to take it upon myself to make sure everyone else is having a good night.

JORDAN: And that's how I roll.

ALEX: Yeah.

JORDAN: Totally.

(COMMERCIAL BREAK)

JORDAN: So what about, like, what about you Alex. What do you think is high value behavior?

ALEX: Well, one thing that a lot of people are attached to -- I mean we were talking about this a bit earlier, is you know, your life, your perception of what's going on in the real world, is formed, in some ways, in high school. You know, kind of when you're younger, you start forming this perception about how people are and stuff. And people really hesitate to make mistakes. They don't want to be wrong, because they view that somehow as bad.

AJ: Mm-hmm.

ALEX: You know? Don't worry about stuff like that anymore. Allow yourself to let go of caring about making mistakes. Failure doesn't have to be a bad thing anymore. Failure can be an okay thing. Everyone who succeeds, fails a lot before they succeed.

AJ: Yeah, has failed.

ALEX: You know, a lot. Usually. And the guys who are the best with women, are the guys who have failed the most times with women, because they know what not to do.

AJ: Mm-hmm.

JORDAN: Mm-hmm.

ALEX: Right? And you need to be okay with making those mistakes if you want to progress with your skillset. If you want to be able to move forward, you say, "I'm going to make some mistakes. I'm going to break some eggs to make this omelette."

AJ: Right, well in high school you feel like there's such a fine line. There's little room for error because judgements get passed so quickly.

ALEX: Mm-hmm.

AJ: But, in life outside of high school, you can hit the reset button at anytime, anywhere.

ALEX: Well --

AJ: You have total control over that. Whereas in high school, you couldn't really convince your parents to move to another town and set up shop in another high school and hit the reset button. But now you have that freedom. So what do you doing? Are you constantly taking your licks? Are you constantly taking it on the chin? Or are you going to actively participate and hit the reset button, and try something new?

ALEX: Yeah.

AJ: And hope for a different result.

ALEX: Yeah. I mean, it doesn't even take moving to a new place, or anything. I know you're just using that to illustrate, but it's like, you can just decide at any point, "I'm going to be different now. I'm going to change the way I act around people."

JORDAN: As long as you're consistent, yeah.

AJ: It's funny because after our programs, all of our guys feel that empowered.

ALEX: Yeah.

AJ: You know it's [0:11:22:0]. It's weird because now it feels so simple and so easy, I don't understand why for all these years, I was putting this huge" --

ALEX: I was fighting it.

AJ: -- "roadblock and fighting this," --

ALEX: Yeah.

AJ: -- "when I just couldn't have just -- looked at it a little bit differently and went after it." So it's very important not to sweat the small stuff. I know Jordan and I struggle with this daily.

JORDAN: Definitely.

ALEX: Yeah.

AJ: You know, it's easy to get wrapped up in the small stuff, especially when you're pushing it, and trying to maximise your growth and your success, and when you feel like these little things are holding you back it's easy to get caught up in it --

ALEX: Mm-hmm.

AJ: But on the whole --

ALEX: Well it's, what do you want, again, what do you want to spend your time thinking about? How do you want to feel? Because you're the only person that controls how you feel. Do you want to feel worried? Do you want to feel anxiety about stuff? Probably not. And if you don't, then it's your responsibility to move on and start thinking about other stuff that doesn't make you feel that way.

JORDAN: Exactly.

ALEX: Because it doesn't really do anyone any good for you to worry about things.

JORDAN: So what if I am worried? What if like, I have legitimate reason to worry about stuff?

ALEX: Now there's a difference here, between worrying and not taking action, and taking action and continuing to worry.

JORDAN: Okay.

ALEX: Does that make sense? So what you're trying to do, is you want to take the action and then stop worrying.

AJ: Mm-hmm.

ALEX: You figure out what's the best thing you can do in this situation, you do that thing, and then you move on. You don't keep worrying about it.

AJ: You don't let your worries block you from acting.

ALEX: Exactly.

AJ: You don't want your worries to cause inaction.

ALEX: And then once you've acted, you don't need to focus on that worry unless there's something else you can do.

JORDAN: So avoid like the worry paralysis and then just be like, "What can I do now about this?"

ALEX: Yeah.

JORDAN: And take that action and then be like, "Okay I did that."

ALEX: When you learn how to accept the fact that you're going to fail, you're going to mess up, when you can learn to accept that fact, it's not a problem anymore.

JORDAN: Like, if you're going to mess up and you're going to learn from it --

ALEX: Yeah.

JORDAN: -- you're going to overcome that. As opposed to being like, "Oh, my God, what if I mess up?"

ALEX: "What if I mess up?" Well what if?

JORDAN: Right.

ALEX: Just do it and then you'll find out if you messed up or not.

JOHNNY: The other thing you can do about that is go ahead. Imagine everything possible that can go wrong --

ALEX: Yeah.

JOHNNY: -- and then figure out a response for it.

ALEX: What would you do?

JOHNNY: And that way you have it handled.

JORDAN: All right, I can dig that.

ALEX: Yeah.

JORDAN: So then what happens if you're like, "But in the past I messed up all this other crap," --

ALEX: Yeah.

JORDAN: Like, what makes me think I'm not going to do it again?

ALEX: It usually comes out as people being like, "But I always **** up."

JORDAN: "I always mess up every good opportunity I have."

ALEX: "But I'm not good with girls."

JORDAN: Like yea. Oh, but, "Like every girlfriend I've ever had has left me or something. Or "Every marriage I've ever had has disintegrated. What do I do then?"

ALEX: No but see, here's the thing, that the difference is, people usually think, "But girls always leave me."

JORDAN: Yeah or, "But I always mess up good job opportunities."

ALEX: Right? It's in the present tense. Yeah. Mm-hmm. It's present and it's progressive. "This always happens to me."

AJ: It's a part of your reality.

JORDAN: Right.

AJ: You continue to live it.

ALEX: That's what you think happens.

JORDAN: You're labeling yourself as, "The guy who messes up," you know, relationships or jobs for years.

AJ: Yeah, well you relate to that. Your body has tied itself to that. Your mind it's --

ALEX: You think that's who you are.

AJ: Yeah.

ALEX: But in reality, like we said, there's nothing keeping you from just changing the way you are, deciding, "I'm going to be different starting now."

AJ: And it's very important to let go of people that hold you back. And I know for our of the show, we harp on this so often but, it's so true. It's painfully obvious --

ALEX: It's really -- yeah.

AJ: -- once you start to examine your life and look at things through this matrix that we've just outlined for you, that there are people that are trying to sabotage you because of their own discomfort. Because of their own insecurity, because your growth threatens their comfort and they don't want to see you grow.

ALEX: Yeah.

AJ: Because they don't want to go through that process because they have too much pain, when they think about it.

ALEX: It's not because those people aren't your friends.

AJ: No, not at all. It means they're averse to going through the pain that you're charging through.

ALEX: Except they're scared. They're scared of going and dealing with these things.

AJ: Their insecurities may be stronger than yours, and that's fine to accept that, but at the same time, that should never be allowed to hold you back.

JORDAN: I agree but, okay that makes perfect sense to me but what happens then, for example, Alex, if you're uncomfortable trying to change yourself, or you're uncomfortable trying to make yourself a better person. What do you do?

ALEX: If I'm uncomfortable with it?

JORDAN: If you're -- if you, the general sense, are uncomfortable with trying to change yourself.

ALEX: Well, I mean, you've got to start where you are comfortable changing. You know, you start with a little bit, and then you go on from there. One of my best things to do, is to start following somebody that you really respect what they're doing. Like that's how I got here, is I followed what you guys were doing, and then I started changing myself, and kept working on it and I took coaching when I thought I was ready for that. And then because of that, now here I am.

JORDAN: Mm-hmm. Okay. So you basically have to become comfortable with being uncomfortable?

(laugh)

ALEX: Yeah. You know, being uncomfortable, is a part of growth. You know, if you're not doing something that doesn't take a little bit of stretching where your comfort zone is, then you're not really growing.

AJ: I would even argue you're not even experiencing. Yeah right? Because if you're just living comfortably, everything is on repeat. It's the same. It's like eating --

ALEX: It's like groundhog day.

AJ: -- mashed potatoes -- exactly.

ALEX: Same thing every day.

AJ: It's turkey and mashed potatoes every day.

ALEX: Mm-hmm.

AJ: It's not any variation whatsoever, because you're paralyzed by the unknown.

ALEX: And the more you can accept that you're going to be uncomfortable when you're growing, and that you're going to have these things that you don't know how to do, the more that you can accept that and deal with it, the more you're going to grow from it.

AJ: The simplest way to tackle this problem, is to take small steps to put yourself, slowly, into uncomfortable situations, realize that it's not difficult to deal with, reinforce those beliefs, and then stretch yourself further.

ALEX: Yeah.

AJ: [0:16:50:7] this and they're like, "I want to hit the gas, I want to see how fast this Ferrari can go. I'm just going to spray the club with

my openers." Instead of saying, "Listen, tonight, I've never talked to a person in a bar, so tonight instead of going around repeating what Mystery said four years ago to everyone in the room, I'm going to just start out by saying, Hi. I'm going to start out by looking someone in the eyes and smiling and when they look back at me, say, Hi. That's where I'm going to start because I know, that I can't avoid this growth. I can't avoid this pain of the unknown by using other people's words and other people's actions."

JORDAN: Sure.

AJ: "I have to confront this head on," and that's really the main difference.

(SEGUE)

JORDAN: Now on a troubleshooting front, we always get certain questions that are like, "Hey, you know, but my best friends are always saying this, or my buddies are always saying that, or my parents," even --

ALEX: My boss.

JORDAN: Family, boss. It's like always somebody always negative, somebody is always like being low value and being like, "Oh, you can't do that," and you know, "This is stupid. All the stuff you're learning is stupid. It's all hoity toity like stupid woo-woo crap."

ALEX: All kinds of words this stuff manifests.

JORDAN: Yeah, just -- guys don't want you to learn this, guys are going to convince you that it's stupid, and guys are going to continually berate you for even listening to the show for example. If they find out about it, a lot of the time. So how do you deal with that? I mean we've, even AJ and I, have had friends that we've had to like let go because they guys are just like, "Oh, whatever this stuff is stupid, you should just realise that you're a loser." And it's like, "Dude, that's not true."

AJ: Well that's the one main point that we've been trying to hammer home this whole show, is that you determine your own value. So it's time for you to take the bull by the horns and take control of the situation. It sounds to me like if people are low value around you, either you're not handling the situation like we outlined earlier, or they're low value and you probably need to move on and find people of higher value. It's unfortunate, it's tough, it's not easy, but if you continually feel like you're going through this growth, you're putting yourself out there, you're going into uncomfortable situations, you're rehearsing the positive outcomes, and you're buddy wants to constantly reframe you into the negative. What's the benefit there?

ALEX: I'm not going to lie either, that's a really tough conversation to have. You know --

AJ: Oh, it's not easy.

ALEX: -- to be honest, it sucks, but you've got to do it. You know, you can't allow yourself to be surrounded with people who are going to hold you back.

AJ: Yeah, and guess what? He's also keeping you from having the success from women that you want and the success in your life that you want.

ALEX: Mm-hmm.

AJ: And you may not even realize it but the constant pull back to negative, the constant pull back to comfort, and fear of growth, is hindering you too.

JOHNNY: Let's just say, if you want something more in your life, you're going to figure it out and start going after it. And when you start having some fun and really enjoying the stuff that's going around you, you're not going to want to stop because your friend's not into it. And you have that choice and if you want -- look if you want to stay mediocre and stay with that self --

comfortable where you're at, sitting at home, hanging out at Bobby's house playing Xbox on Friday night, then you will.

JORDAN: Yeah.

JOHNNY: If you're fed up, and you want to move forward, and you start doing some things that make you happy, then you will have that choice and hopefully you'll make the right one.

ALEX: You know, I wanted to share this. I have some affirmations here and one I stole from somebody, I read it online is -- it's just talking about which type of people to -- that I like to associate myself with. And I really resonated with this, so it's, "I like to seek out people who are happy, growth-oriented, open-minded, self-actualizing, and willing to try new things. That said, people who are unhappy, inflexible, immature, or highly judgemental don't make good friends or contacts for me."

AJ: Yeah and it's very important because, how much easier is it for you to hang out with people that are working on growing, working on personal development, constantly reframing for the positive? How much easier is it for you to go through that growth process? A thousand times? Ten thousand times easier? Right? But at the same time, when you have these friends who you feel may be holding you back, maybe keeping you from where you want to be, you have to realize at some point, their beliefs, their mindsets don't align with yours and how much longer are you going to be willing to let yourself be held back?

ALEX: And on that note, you know, I wanted to talk about this is, you know, where are we all striving to be? Because we all have a little bit of thought about this, you know, we're all trying to grow here at The Art of Charm. And, you know, everyone has their own 10. That's what I think about. You know, Johnny talks about, "Your heroes."

AJ: I just want to go back and finish this troubleshooting because it's very important that guys realize that --

JORDAN: Mm-hmm, mm-hmm.

AJ: -- the only way to cure this is to make the process fun for you and your friends.

JORDAN: Okay. Okay.

AJ: If you can't infuse fun into the process --

JORDAN: That makes sense.

AJ: -- and allow him to grow with you in a way that may not be easy for him, but at the same time is not as difficult as you rubbing his face in your successes --

ALEX: Mm-hmm.

AJ: -- if you can make things more accessible -- and we get this question all the time. "Hey I got this buddy, you know, I'm trying to get him into Pickup Podcast, I'm trying to get him into seduction arts, you know, I'm trying to get him to be my wingman, but I don't know how to get him involved." Well obviously not kicking him into the deep end and throwing a bunch of jargon around and forcing him to approach 50 girls when he's never talked to a girl in his life. That's not going to get it done. So, just as you needed to make the process fun for yourself to get started, you have to extend the same courtesy to your friends. And that's the start. And then if they're -- they continue to be negative and they continue to fight you along the way, then you have to make a call and it's not an easy call. But sometimes, these choices have to be made.

ALEX: Mm-hmm.

AJ: And I don't regret cutting out certain people from my life. I know it sucked, it wasn't easy at the time, but looking back now, I'm like, "Wow, why was I allowing myself to be held back by this buddy, this so-called friend of mine --"

JORDAN: Yeah.

AJ: -- "who was just afraid of his own growth."

JORDAN: That we both had.

ALEX: I'm actually thinking about that right now. Like, I've had this confrontation with several people and they always question, you know, what I'm doing, and whether it's for the best or not. And every time I stick with myself, and I say, you know, "I know why I'm doing this. I want to keep growing and improving and --"

JORDAN: You're like, "Dude your boss yells at you all the time and he's fat. **** that guy Jordan, what a douche."

(laugh)

ALEX: What? Oh, well every time that I've had this discussion, it always ends up with -- a couple years later, this person is back around and they're really happy and positive and I'm really happy to have them in my life.

JORDAN: Sure. Sure.

ALEX: But I have to go through that period where it's like, "Listen, I'm going to stick with this and this is important to me," and then those people see, I hope, they see me getting happier, and me you know, laying off them --

AJ: Yeah, you separate -- you separate and rejoin.

ALEX: -- and letting them do their own thing.

AJ: You can always be friends again, but during this process, there's nothing worse than allowing someone else's value --

JORDAN: Insecurities --

AJ: -- someone else's insecurities to hold you back.

JORDAN: Yeah.

ALEX: Definitely.

JORDAN: Value is the key to our success, here at The Art of Charm and Pickup Podcast. I mean, that's what got us where we are. Period. Without getting into details, and we don't even need to.

AJ: Well, I mean, the guys listening, how much value have you gotten from this episode? This is why we do it. We're constantly sharing this information and I think that after, you know, almost three years of chugging along recording this stuff, and putting it out there for you guys, that you see how important this is to us. I mean we do live this stuff, we believe in sharing this value, and making sure that everyone has a better life than when they started listening to the show.

JORDAN: While even, while even we're shooting for something higher all the time so that we can teach you guys how to get there too.

ALEX: Yeah.

AJ: Yeah.

(COMMERCIAL BREAK)

ALEX: Here's all I want to say. I usually do this exercise when we do value day, and it just -- take a second and I think we probably have some overlap here I can see from yours -- and think about, you know, what kind of people you strive to take their characteristics. They can be real or fake, and it can be anything as simple as, "I like the way that dude walks. I like the way he walks into a room, I think that's a really cool thing, I want to take that."

AJ: Mm-hmm.

ALEX: You know, up to "I love the way -- this guy runs his life on the principles that I agree with, and he's doing a good thing for our planet and our species and all that stuff."

JORDAN: Yeah.

ALEX: You know, so anything as little as something small --

JORDAN: Into Captain Planet sound bite here.

(laugh)

ALEX: Up to, you know, the way that someone affects the whole world can -- you know, you can take something from that.

AJ: Right.

ALEX: And I think if you guys think about it, and we don't even have to go into it, but everyone has certain heroes. Everyone has things that they admire about other people, things they want to develop in themselves, and characteristics they'd like to adopt for yourself.

AJ: Yeah.

ALEX: And what are those characteristics?

AJ: Well it's funny to me because the one that just jumped into my mind now is Obama. And it's not because of his political beliefs or -- and a lot of times I disagree with them but it's the way he carries himself in the face of criticism.

ALEX: Poise?

AJ: You know, he's that guy that under pressure, you just feel is like cool, calm, and collected. He doesn't -- at least he doesn't show that his feathers get ruffled. You know, even when he dealt with the racism and the lies and the stuff that's being spread about him, he still doesn't get reactive, which is so hard to do when you're under that much scrutiny --

ALEX: Yeah.

AJ: -- and you're getting blasted from every side. You can't seem to win. You know, no matter what he says, someone's going to hate it, someone's going to disagree, someone's going to show them that their discontent with that statement or that belief. And he continues to remain, just sort of like even-keel and calm.

ALEX: The cool guy.

AJ: And that's a trait that I really admire. I find that to be really fascinating and I'm striving more and more to get to that point.

ALEX: Mm-hmm. For me, personally, something that I'm striving -- Jordan I see here you wrote Richard Branson.

JORDAN: Sir Richard Branson.

ALEX: Sir indeed. I mean, he's a guy that I strive to emulate in some degree as well, you know, and I think one of the things that I admire so much about Richard Branson is execution. You know, he has --

JORDAN: Dude, he's got like 300 companies, what what.

ALEX: He started his first business when he was 16. I read that somewhere --

JORDAN: When he was a virgin, perhaps?

ALEX: Yeah, probably. And the thing is, that you know, you just -- he executes one after the next thing. You come up with an idea, you run it through your filters. Is it good to go? And then you just execute it. And when you can keep doing this, keep taking risks --

JORDAN: Then you can get knighted.

ALEX: -- and being okay with failure --

JORDAN: Yeah.

ALEX: -- then you know, you're going to shoot for a lot of success.

JORDAN: Then you get knighted.

ALEX: Yeah, I would like to get knighted too, that'd be cool.

JORDAN: Sir Jordan Harbinger would be pretty sick.

ALEX: Yeah.

JORDAN: I don't expect that though. Nice.

ALEX: [0:28:02:2]

AJ: Well it is important to seek out heroes and people that you admire --

ALEX: [0:28:06:1] can't be like that.

AJ: Because you need to be focusing on some aspect of your life that you're trying to grow and you also have to have a realistic goal to get to, and it's easy to do that when you look at someone who you feels embodies that, and then how can you replicate their behaviors and work on that sort of --

ALEX: And focus on the positive stuff, you know, you don't have to take every characteristic of these people.

AJ: Yeah.

ALEX: Just take the ones that you like. The ones that work.

AJ: Exactly, no one is -- as long as we've been teaching it, no one is a 10. They're all striving to be.

ALEX: Yep. So stay as a 9, striving to be a 10.

(COMMERCIAL BREAK)

JORDAN: All right, show feedback and guest suggestions. We rely on you guys to help keep our finger on the pulse, so if you know someone who's a good fit for the show, let us know at jordanh@theartofcharm.com. Boot camp details for our live programs also at theartofcharm.com and that's where you're going to find links to us on Twitter, Facebook, and other social media as well. If you're listening to this but you're not subscribed on iTunes or Stitcher or something like that, then that needs to change. Getting our shows delivered free to your phone or computer is the best way to make sure that you don't miss a thing. You can do that by going to iTunes and searching for The Art of Charm podcast or by going to theartofcharm.com/itunes and clicking subscribe.

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