

Transcript for Justin Jensen | Top Excuses for Not Coming to AoC (Episode 206)

Full show notes found here:

<http://theartofcharm.com/podcast-episodes/episode-206-justin-jensen-top-excuses-for-not-coming-to-aoc/>

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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JORDAN: Welcome back to Pickup Podcast, the show that's more than just about getting the girl but putting a little bit of hot sauce on your personal growth chili, or in your personal growth chili. I'm Jordan Harbinger, live from the Art of Charm headquarters on Hollywood boulevard, where all the magic happens at Art of Charm boot camps and training courses. This is, again, the end of a week long program. Guys are out tearing it up with our coaches. And I got one of the coaches right here, Justin. He's kind of new to the gang.

JUSTIN: Yo, guys.

JORDAN: And what's good about, you know, having you on the show is that you're one of the front line dudes here at AoC. And what I mean by that is, you know, when guys contact us first, they usually speak with you or me --

JUSTIN: Right.

JORDAN: Or Laura. And they speak with us again, we help get them registered and then, they come in and they'll end up staying with us half the time, depending on their locations and stuff like that, so, I think it's important to sort of get you out -- get your name out there.

(laugh)

JORDAN: You know, so that people aren't like who the heck is this shlub, that Jordan stuck me with, right?

(laugh)

JUSTIN: Yeah, definitely, absolutely.

JORDAN: So what we wanted to talk about today was actually pretty compelling. We started this as just a conversation. I think we were just venting to each other actually --

JUSTIN: Yeah.

JORDAN: -- and it was really frustrating for us because we realized like hey, you know there's a lot of excuses coming out of people's mouths for not coming to AoC, and a lot of the time, you know -- the more I realize it, is that people actually kind of believe their own B.S. sometimes when it comes to this, right? Like people think that their excuse is real, their excuse is valid, or they don't even see it as an excuse. They're like, "No I really can't do it because X, Y, and Z." And the psychology of excuses, and sort

of rationalization got really interesting and we know that it's easier to figure out a reason that you can't do something than it is to actually change.

JUSTIN: Yes.

JORDAN: And, so, you know, having an excuse, having some sort of B.S. in your way, why you can't do this, why you can't do that is easier than change because it props up your reality -- your version of reality. Like, "Oh, I'm not that kind of person and I'm not the kind of guy who does X, Y, and Z. I'm not the guy who can just do that type of thing and -- or learn that type of thing," or -- or you know, so we came up with a sort of top list of the garbage that we've heard over the last, you know, few years --

(laugh)

JUSTIN: Yep.

JORDAN: -- about why people don't come in for their program until they've sat on it for so -- such a long time. And one of the most common things that happens is that people get in and go, "Man, you know, I wish that I'd done this earlier," and it makes me want to kind of like triple flying salchow ninja kick them in the jawbone with my foot bone --

(laugh)

JORDAN: -- because I'm like, "I told you that three years ago when we first talked."

JUSTIN: Yeah.

JORDAN: And no better to discuss this subject than you --

JUSTIN: Yes.

JORDAN: -- because how long did you fart around before you came for your program?

JUSTIN: I farted around for about two years. I discovered the podcast in 2010 and I think we talked for -- shortly after that we talked, because I really liked it and -- yeah I farted around for about two years and I swear there was times where you probably wanted to like reach around --

(laugh)

JUSTIN: -- reach through the phone line and ***** strangle me.

JORDAN: Yeah. Bam.

JUSTIN: So --

JORDAN: Yeah, right in the jawbone.

JUSTIN: It's been about two years and what we have here, I think I threw every excuse, you know, to you at the books, so.

JORDAN: Yeah. Definitely. So we actually did make a document.

JUSTIN: Yeah we came up with a list of about nine things that we commonly hear and that I commonly used before coming to my program.

JORDAN: Right. The stuff that you actually believed at the time and now it's like, "Okay, maybe this is just other B.S." Now that you hear it from other people you're like, "Dude, really?"

JUSTIN: Yeah.

JORDAN: "I invented that!"

JUSTIN: Right.

JORDAN: Right?

JUSTIN: Yeah.

JORDAN: Like, you're like, "I am that guy."

(laugh)

JORDAN: I was that guy.

JUSTIN: That's my move.

JORDAN: That's why you're such a good front lines guy because people are like, "Well no you don't understand," you're like, "No no no, I do."

JUSTIN: Oh, I do.

JORDAN: "Because I invented that years ago."

JUSTIN: Yeah.

JORDAN: "Like I went through that whole thing already." So let's just take it from the top. I mean, some of the classic crap that we hear and you know some of these you'll have. If you're listening to this, some of these you'll be like, "Oh, that's not me," but be honest with yourself, are you telling yourself these excuses? Because if you are, you're not doing yourself any favors.

JUSTIN: Right.

JORDAN: And you're actually hindering your own growth. And we all had what we call invisible scripts, right?

JUSTIN: Absolutely.

JORDAN: And these are -- every one of these excuses has a subscript, which means like a subtext. What you say is different from what you actually mean. Whether you realize it or not. And then also, there's a layer of invisible scripting where people don't necessarily even realize that they're telling themselves things that are inaccurate.

JUSTIN: Yeah.

JORDAN: We do this all the time in our lives with food, and working out, and money, especially. Anything that's really important in relationships, life, your social life is one of those things.

JUSTIN: I think yeah, and it comes back to change, right? It's a lot harder to actually change and create those goals, those reach -- you know those goals that are slightly out of reach because it -- oftentimes it's a little uncomfortable. So oftentimes you fall into like the two categories where people either believe their own B.S. or they've been telling others their own B.S. for so long that they just -- now they just want to convince people because it props up their own reality.

JORDAN: Right, now it's consistency.

JUSTIN: Yeah.

JORDAN: Like, you're thinking to yourself, if you ever -- think about this, I know I've done this before, where you're like, you're telling somebody something that is just patently untrue --

JUSTIN: Right.

JORDAN: -- but you're doing it because you've done it before and you're like, "I just have to keep kind of repeating this because I've convinced myself of it, even though at some level I know it's bologna.

JUSTIN: Right.

JORDAN: Right?

JUSTIN: Right. Like, and it's easier to hop on that train --

JORDAN: It is.

JUSTIN: -- and just keep it going than to stop, do a reality check, and then be like, "Okay."

JORDAN: Right. It's momentum you've got --

JUSTIN: Right.

JORDAN: -- momentum going the bad -- wrong direction. And there's a lot of cognitive dissidence there too. It's like the guy who doesn't get into medical school and goes, "Whatever, I didn't want to go to school for like 10 years, and then like go through a residency and get treated like **** and then you know like, do this thing. I didn't want to do that anyway. I'm so much better off. I'm lucky I didn't get in." But really you're kind of like, "No I really wish I'd gotten in but I didn't, so now I'm doing something else but it's okay."

JUSTIN: Yeah.

JORDAN: Rather than being okay with it, you rationalize it in a different way.

JUSTIN: Absolutely.

JORDAN: And that's fine, sometimes things like that are helpful. Like, "Oh, you didn't get into the school of your choice." Good, rationalize a different reason, because otherwise your other choice is you just feel bad about it. But when it -- there's action that can be taken and a difference that can be made like this situation, that's why we're doing the show is because it's like, think about this. If something that we say strikes close to home, then take a good look at yourself and think about are you just saying this because you're afraid to take action. And another thing is, talking about action is not taking action and this is one of the top --

JUSTIN: This is a top one, yeah.

JORDAN: -- the top problems is a lot of people talk about coming to AoC. "Yeah man, some day I'm going to do that," but someday never comes. "Oh, when I have more money," well no, you get more money and then you buy other crap --

JUSTIN: Right.

JORDAN: -- like you bought a flat screen last week. Don't tell me you're going to do it when you get more money. You're wasting your money.

JUSTIN: Exactly.

JORDAN: Why would you get more money? So and like, when you break people down, when they tell you that crap on the phone, and you break it down and you kind of say, "When would -- when might that be? Well what's your plan for that?"

JUSTIN: Right.

JORDAN: You kind of get to this point where they -- and I'll call people out on this, you basically get to a point where they go, "Well if money," and they don't say this literally of course, but, "If money falls from the sky and there's so much of it that I can't think of anywhere to spend it, I'll come and take this program if I feel like it."

(laugh)

JUSTIN: Yeah. And I think that, you know, this is good, to have those reality checks because, let's face it, when's the last time someone really held us accountable for like, not taking action or not going after the things that we said we want to do. So --

JORDAN: Yeah.

JUSTIN: -- you know, it's good to sit back, you know look yourself in the mirror and be like, "Am I really doing what I said I would set out to do?"

JORDAN: Yeah.

JUSTIN: "Or am I just hiding behind one of these subscripts," that we're going to talk about in a little bit.

JORDAN: Right because most people don't have friends and family that will call them out on their crap.

JUSTIN Right.

JORDAN: Because people don't want to make waves. Especially if you're the type of guy that gets all butt hurt about stuff like that, then yeah. You don't have friends and family that want to go -- that go, "Hey man, you know you need to do this." One of the common things that AoC alumni ask me is, "How do I tell my friends about this?" So we have a unit in the boot camp about how to tell your friends what you've done here --

JUSTIN: Yeah.

JORDAN: -- and a lot of it circulates around just like very tactful ways to bring people into the fold because if you go -- you know, if you come back and you're light years ahead of all your friends socially, that you used to hang out with all the time or that you still hang out with all the time, a lot of times those people are pissed. And we brought this up on the show about how people can get annoyed, but if you go, "Dude, you know you need to work on your body language, and here I'll coach you," and da, da, da, da, da, people just usually end up going, "You're a douche, I don't want to hang out with you anymore."

JUSTIN: Right they don't want to be told what to --

JORDAN: Right, even though they might know damn well they need it --

JUSTIN: Right.

JORDAN: -- they really don't necessarily want to hear it from you.

JUSTIN: Right.

JORDAN: That's one of the reasons why the show's popular, because people go, "Oh, my God I found this podcast and it's pretty funny, and it's kind of informative. Maybe you could check it out."

JUSTIN: Right.

JORDAN: "I might be listening to it in the car when we drive to this place and maybe you'll enjoy it," you know and then people will start listening secretly. A lot of guys that came through AoC are like, "My friend told me about it, I started listening to it, didn't didn't tell him I started listening to it --"

JUSTIN: Right.

JORDAN: "-- because I felt weird about it." And then like a year goes by and it's like, "So, remember that podcast you told me about?" And then guys will be like, "Yeah, I still listen to that every week."
"You do? So do I!"

JUSTIN: Right.

JORDAN: And you'll find people that have known each other for like a year and never said that they both listen to the show because it was that sort of --

JUSTIN: Oh.

(laugh)

JORDAN: -- little stigma in their own mind attached to it.

JUSTIN: Right and, yeah -- and to follow with that, you know, what we do tell our guys, after boot camp, is to lead by example. Because that's the best way to --

JORDAN: Right.

JUSTIN: -- to demonstrate this stuff and not to go home and just tell all their friends what they're doing wrong.

JORDAN: Right, yeah, exactly.

JUSTIN: So, which kind of comes back to taking action.

JORDAN: It does, yeah. I know we digressed a little bit but talking about action is not taking action. A lot of guys, a lot of guys are like, "Well, you know, someday I'm going to do this," or they're like, "Yeah, you know, I listen to your show all the time," and that's awesome, and thank you for listening --

JUSTIN: That's great, yes.

JORDAN: -- but are you doing anything? "Well you know I'm really busy," or "blah blah blah," or one of the other excuses that we'll get to in a second, but talking about action is not taking action. Talking about action, you're like the guy who goes on a one day diet --

JUSTIN: Right.

JORDAN: -- or goes to the gym once, and is like, "Well I went to the gym on Sunday, man, so like, you know I'm good, you know"--

JUSTIN: I'm good for the week.

JORDAN: Yeah.

JUSTIN: Yeah.

JORDAN: Come monday you're like, "Oh, many it's Monday, I'm really busy, you know, I'm tired." Tuesday comes around you're like, "You know I need to go to the gym again. Okay cool, probably like tomorrow."

JUSTIN: Right.

JORDAN: Wednesday comes around, "Man I didn't get a chance to go," and then it's like you know, once a week, or once every other week you're in the gym --

JUSTIN: Yeah.

JORDAN: -- and it's just like, "Well, oh, crap, that didn't work, did it?" Or you're like -- you're no better than New Year's resolution guy.

JUSTIN: Right, yeah.

JORDAN: -- who goes to the gym and hits the treadmill and is like, "Yeah!" Or, if that! Or like, "Man, you know, this year, I'm going to lose tons of weight."

JUSTIN: Yeah, it's a loose, lofty goal.

JORDAN: Right.

JUSTIN: It's also a vicious cycle, right? Because once they -- once you get like, once you set out to do something and you don't make that a habit, you'll fall off the bandwagon real quick and then you're just like, "Oh. Oh, well."

JORDAN: Right.

JUSTIN: And you throw up your hands. That's one of the reasons why New Year's resolutions don't work --

JORDAN: Right.

JUSTIN: -- and it's one of the reasons why going to the gym once a week doesn't work.

JORDAN: Doesn't work. Yeah and it's interesting because you know, a lot of people, a lot of people tell -- I'm on Facebook all the time, as people who are friends with me on Facebook know, and I wish

all my friends happy birthday when it comes around, etc. etc. and one of the things that I find kind of sad, is there's a lot of self help type people who friended me on Facebook --

JUSTIN: Mm-hmm.

JORDAN: And there's a lot of marketer type people who have friended me on Facebook and so when I hit them up for their birthday -- a lot of guys I'm like, "What's your goals," and some of these guys were like into multilevel marketing or some other like weird ponzi schemy type of stuff. Spare me the emails about how it's not because it is. You know, they'll send me something like "I want to get my income level to 30 grand," and all this stuff and at first I was like, "I want -- what do you do man? I want to hear more about your business," because I'm thinking if this guy, his goal is to make over 30 grand a month, he must be killing it right now. So I want to know what this guy does, and I want get some of his habits. So I -- once I start digging deeper, I started to find out that these same people who had goals of like \$30,000 a month, were currently making like, less than a dollar a day or a couple dollars a day, and I'm thinking, "Whoa, whoa, whoa. You're not trying to go from like 10,000 to 30,000, or 20,000 to 30,000--"

JUSTIN: Right.

JORDAN: You're trying to go from like, you have a day job and you do this on the side, and you're lucky to make a couple hundred bucks a month to "I want my business to explode 300,000 percent this year," and I'm like, "What the heck are you talking about dude?"

JUSTIN: Yeah, right.

JORDAN: Like literally impossible, unless you've got some sort of huge team or like major leverage, or like a --

JUSTIN: Ground breaking product.

JORDAN: Like a ground breaking product. Like if you're just selling like telecom services or something like that, you expect to go from zero to that. There's nothing wrong with being in that kind of business. I'm not here to judge that, but what I -- which I already did earlier. The thing is, you're setting yourself up to fail because then if you start earning \$3,000 a month, or like \$2,000 a month from this side business, you totally blew your goal by like, you know, a crap ton.

JUSTIN: Right, you just feel bad about it.

JORDAN: Right and you're setting yourself up to fail, because if you just go, "I want to get this to the point roi positive." then it's like, Great," and if you get there early, cool. Set a higher goal and go for it. But a lot of people they set these crazy goals and it's kind of silly.

JUSTIN: It is.

JORDAN: It sucks for them.

JUSTIN: And it's a great -- you know it's cool that you're motivated and it's cool that -- to have that motivation but you have to realize that you're going to set yourself up for failure if you don't have incremental steps.

JORDAN: Right.

JUSTIN: To make those attainable.

JORDAN: But anyway the show's not about --

JUSTIN: Yeah, that's true.

JORDAN: -- about setting goals.

JUSTIN: Yeah, right.

JORDAN: The point is that talking about doing something is not the same as doing something and this frustrates us because we get a lot of guys who are like, "Listen man you know, I need to talk to you. I want to talk to you about programs," and then you're like, "Cool, when are you thinking about coming in, ballpark?" and they're like, "Uh, like, you know, maybe like three to five years," and I'm thinking --

JUSTIN: Right.

JORDAN: "Why are we on the phone right now? Thanks for the call but we're not doing squat. You just want to feel better about yourself right now so you're kind of wasting my time."

JUSTIN: Well and theirs.

JORDAN: And theirs, yeah.

JUSTIN: I mean --

JORDAN: They're wasting their own time because they're going, "I'm talking to the guys at AoC about a program!" Meanwhile --

JUSTIN: Talking about taking action.

JORDAN: Yeah, talking about taking action. Nothing gets accomplished on that call other than you go -- you pat yourself on the back and go, "Yeah, I listened to another episode of the show today, it was awesome." And I'm not telling you to stop doing that stuff, obviously, definitely don't stop listening to the show --

JUSTIN: Yeah.

JORDAN: -- but don't think that just because you're passively listening to the podcast on your commute to work that you're somehow absorbing all of this material in the most effective way possible. Sure you're going to get some stuff, but if the programs weren't like, just light years ahead in the way that we teach these skills --

JUSTIN: Mm-hmm.

JORDAN: -- then we would have our podcast do all the work.

JUSTIN: Right.

JORDAN: And we would have an army of people running around doing this stuff and I'd like have my own jet that flies in space.

(laugh)

JORDAN: Because it would be -- I'd be a bajillionaire.

JUSTIN: Right and it's -- it's one of those things that if knowledge alone was the key, then we wouldn't have bootcamps that change people --

JORDAN: Right.

JUSTIN: -- that you know, that changes lives.

JORDAN: Yeah because we'd be able to teach it all through audio --

JUSTIN: Yeah.

JORDAN: -- which is impossible. So I kind of want to dive into some of the other excuses here because I think guys get the idea. They're like

JUSTIN: Okay I get it.

JORDAN: Okay, Yeah. I -- I know a lot of things think about taking action but they're-- they -- a lot of people don't even know why they're not taking action, they're just like, "Yeah, yeah maybe later. I'm doing stuff right now dot dot dot, don't feel like mentally dealing with it."

(COMMERCIAL BREAK)

JORDAN: A lot of people think that this stuff won't work for them.

JUSTIN Right.

JORDAN: Which is kind of a valid question. Like, maybe this won't work for me because I don't anybody else that's gone through similar changes and I've been this way my whole life.

JUSTIN: Right.

JORDAN: So they, I understand why people might go, "Huh I don't know, it's a lot of money and it might not work." And it's easy for me to go, "Hey well we have a money back guarantee," which we do. But people will go, "Yeah but I'm not going to like, spend a week in LA and then be like, 'Yo I need my time back.'" Because I can't give you that back and it requires planning and investment.

JUSTIN: Yeah.

JORDAN: But, that's why applying some of the stuff you learn on the show is so valuable --

JUSTIN: Exactly.

JORDAN: -- because you apply a few things and you go, "Dude, I've applied like two things that I've learned from ten episodes from your show and it changed my worldview and my interactions are totally different." We get email like this all the time --

JUSTIN: Yeah.

JORDAN: -- and guys chat all the time.

JUSTIN: I got guys, yeah, all the time. They're like, "Toolbox totally changed my game around."

JORDAN: So the guys who apply like one or two things and see how this stuff works, those are the guys that like are beating down the door to get in --

JUSTIN: Right.

JORDAN: -- because they see the results. So if you don't know if this stuff will work for you, try some of it on your own. Even if you get mediocre results, because you don't know what the hell you're doing, then you'll still see results and you know -- "Okay I applied this one idea, kind of sort of, and I kind of sort of got results." Imagine what happens when we're like, "Here's how you do it exactly right, every single time. And here's how your results are going to be amazeballs --"

JUSTIN: Right.

JORDAN: -- "like the other alumni." Now you'll start to see the positive reinforcement. But everybody thinks that their excuse is valid, right?

JUSTIN: Right.

JORDAN: Everyone rationalizes, "No my situation is unique. Mine is different. My reason is, you don't understand," and that's why you're sitting here Justin, because you invented pretty much everything that's on this board right now.

(laugh)

JUSTIN: Yes I did.

JORDAN: Trying to get in here. Tell -- why do people create these sort of beliefs in their head?

JUSTIN: You know, we have a lot of reasons. I mean -- or a lot of things that people say that think is valid. And so it's all kind of unique but I think when it comes down to it, it's -- honestly I think it's, at a deep level, it's kind of like a fear.

JORDAN: It is, exactly.

JUSTIN: You know? On a very deep level, I know that I was kind of nervous. Actually, that's an understatement. I was really nervous coming in. Because in my situation, I had some social anxieties --

JORDAN: Yeah.

JUSTIN: -- and that's what I came here for. But yeah, at a deep level, it's fear. Because change is kind of scary.

JORDAN: Right.

JUSTIN: You have to go outside your comfort zone, you know, if you want to accomplish anything in your life, you're going to have to do that.

JORDAN: Right.

JUSTIN: And it's just, there's no way about that. Otherwise you're just living in this bubble, and you know, you're life starts becoming a routine. I think we talked about this on a walk. You know, we hear a lot of times that guys, you know, they work, they wake up, go to work, come home, maybe grab some happy hour -- seldomly. But most of the time they're exhausted and they just want to go --

JORDAN: Right.

JUSTIN: -- watch some Netflix or something.

JORDAN: Autopilot.

JUSTIN: And, you know, we ask them about their weekend and they're just like, "Yeah that's kind of what I did," and then they start complaining that their lives are boring. So, to wrap it sort of all up, deep down it's fear --

JORDAN: Right.

JUSTIN: -- and it's because change requires, you know --

JORDAN: Requires work.

JUSTIN: -- requires work.

JORDAN: And that work is getting outside your comfort zone.

JUSTIN: Yeah.

JORDAN: It makes people go, "Eh, no I don't really want to do that because it's a black box. I don't know how I'm going to get there slash I don't know if this will work for me so, I'm scared to make a move -- "

JUSTIN: Right.

JORDAN: -- "so I'm just not going to do anything."

JUSTIN: And to bounce of that, this won't work for me is kind of like saying, "My situation is so unique and I'm going to wait for this program that's tailored to my exact situation and just wait for it to fall out of the sky."

JORDAN: Right.

JUSTIN: And the truth of the matter is, is like, that's just never going to happen.

JORDAN: Right.

JUSTIN: It's never going to happen.

JORDAN: In people, people don't realize -- like what one of the things that we specialize in here is we make it impossible for you to not succeed if you follow the program.

JUSTIN: Right.

JORDAN: Because -- it's kind of like this, and since most people have never done any kind of growth program like this, the difference is, imagine if you counted all your-- you're trying to lose weight, right? You counted all your calories, you eat good quality food, you have a nutritionist monitoring what you eat. You go to the gym every day, work with a trainer every day. It's literally at that point, barring any kind of weird like health, freakish health issues, that are diagnosed by a real doctor, not just in your head. It's impossible to not lose weight at that point.

JUSTIN: Right.

JORDAN: It's impossible. Because you have a caloric deficit, you're eating high quality food, and you're working out, burning calories, and building muscle.

JUSTIN: Right.

JORDAN: It's impossible to not lose fat.

JUSTIN: Yeah.

JORDAN: Doing that. We have that set up here at AoC and I'd love to be able to explain how but it's impossible with audio --

JUSTIN: Yes.

JORDAN: -- other than saying, you're going through, you have coaches by your side, you have drills and exercises, we're making sure that you get it --

JUSTIN: Right.

JORDAN: -- and you can apply it in real life. And we're setting goals for you every day here on the program. So, guys who don't think

that this is going to work for them, obviously what we want to communicate here is it can't not work for you.

JUSTIN: Exactly. Exactly, and a lot of guys in this category, we like, "Can one week really make the difference?" And what they don't understand is that it's a process.

JORDAN: Right.

JUSTIN: So, starting this process, is by coming to the bootcamp and we -- there's preprogram material, and then there's things that we have, through our alumni network that help support guys as they grow. You know? But you have to get to the door and open it and walk through it before you can get to that point.

JORDAN: Right, yeah. Like, we're not going to change you overnight --

JUSTIN: Right.

JORDAN: -- in the week. You're going to --

JUSTIN: And we're not promising that.

JORDAN: It's -- you're going to shift **** into high gear like crazy during that week but you're also going to have done prep beforehand and then there's prep afterwards, and it's -- or post follow up afterwards, it's very detailed and exact. And that's the same thing that you need for any kind of change. Like I'm learning Chinese right now. I don't just go to class on Wednesday, phone it in, and then go home and forget about Chinese. Like, I'm always looking at stuff.

JUSTIN: Right.

JORDAN: Always studying vocabulary, listening to stuff in the car. You know, trying to talk to people in Chinese, wherever I can. Like that stuff is important. You can't just come to the boot camp, pop back out, not talk to anybody for 90 days because you're back in your cubicle and be like, "Huh, that didn't stick."

JUSTIN: Right.

JORDAN: I mean, that -- and we don't let you do that.

JUSTIN: No.

JORDAN: You know, we don't let you do that of course.

JUSTIN: And it doesn't happen.

(laugh)

JORDAN: But I just want people to know if that, you know that-- that if you're thinking, "I don't think this will work for me because I'm dot dot dot," that's a fear based position, and it's an excuse, and it's something that is not any more valid than anybody else's excuse. We've heard it all and you had all of those excuses.

JUSTIN: Yeah I definitely threw that one at you, probably more than a few times.

JORDAN: Yeah. Yeah, absolutely. Now what are some of the other more popular ones? I mean one of the favorites is, of course, time.

JUSTIN: Time, yeah. Everybody values their time.

JORDAN: Of course.

JUSTIN: And I won't argue, time is important. It's really important but I think that there's some out there that have an artificial sense of how important their act -- their time really is.

JORDAN: Mm-hmm.

JUSTIN: And again it comes down to the fear based thing but, a lot of times what we hear is, "I don't have time for this. I can't take off work." I've heard "I don't get vacation," which I don't, you know, let's face it --

JORDAN: Right.

JUSTIN: Everybody gets vacation.

JORDAN: Yeah, it's a matter of prioritizing.

JUSTIN: Right. Exactly.

JORDAN: You know, even -- and there's plenty of guys that are like, "I can't leave work. I can't leave work. I can't leave work." We even offer the option to split the program into two pieces for those guys.

JUSTIN: And guys do it.

JORDAN: And guys do it. It's kind of funny because, some people are generally very pressed for time but I'm always laughing when some dude who works at like, and no offense, like a government office, is like, "Dude I don't have time for this, I work too much." And then there's a guy who like is a C level executive at a fortune 500 company, and is like, "I'll make it happen."

JUSTIN: Right.

JORDAN: And yeah, he's on his Blackberry during every break.

JUSTIN: Sure.

JORDAN: And he's got his laptop out every morning. And he stays up late when he comes back every night doing stuff, but he prioritized it and made it happen.

JUSTIN: Right.

JORDAN: So when a college student goes, "Oh, man I don't have time," I'm just like, "Sorry bro, but I've got to call bull**** right now on that."

JUSTIN: Yeah, and one of my -- it was my second boot camp, we had a guy in from Australia. He owned his own -- he was an eye surgeon, he owned his own clinic and every morning he was on the computer. And evening actually, checking emails and doing that stuff. So, you know, coming here isn't going to take you away from a lot of your priorities and in fact, some guys take it as a fun vacation.

JORDAN: Yeah and another thing is, you've got to think about what you're spending your time doing.

JUSTIN: Right.

JORDAN: If you're spending your free time hanging out with your friends, going out and complaining about how your social life sucks, or not going out with your friends and complaining about how much your social life sucks --

JUSTIN: Right.

JORDAN: -- then can you afford to not spend the time investing in this?

JUSTIN: Exactly.

JORDAN: That's really what it comes down to. You know, like, there's -- it's like the guys who go, "Man, I don't have time to go to the gym." No, you do, you just don't want to because getting up early sucks.

JUSTIN: Great example of this, is our reading accountability buddy system.

JORDAN: That's right.

JUSTIN: Because, we were -- we both were complaining like, "I don't have time to read," and then we were like, "Wait a minute, we're not making time to read."

JORDAN: Yeah.

JUSTIN: And so, we started this thing where we hold ourselves accountable and --

JORDAN: Yeah. I had to call bull**** on myself --

JUSTIN: Yeah.

JORDAN: -- because I'm like, "I have a crapload of free time."

JUSTIN: Right.

JORDAN: You know, working for The Art of Charm is very busy --

JUSTIN: Yeah.

JORDAN: -- but let's be honest. I'm not exactly running around town --

JUSTIN: Right.

JORDAN: -- all day in a car, in a place where I can't read. I'm surrounded by books most of them sent by authors who are like, "Please read my book so I can come on your show," or whatever.

JUSTIN: Yeah.

JORDAN: And there's constantly -- they're coming in and so I'm overwhelmed by it and so I go, "Wah, I don't have time to read," but it's such a load of crap.

JUSTIN: It is.

JORDAN: Because when I, quote unquote don't have time to read, meanwhile I'm spending like an hour plus a day on like freaking Facebook --

JUSTIN: Yeah Youtube.

JORDAN: -- and reading news articles --

JUSTIN: Whatever.

JORDAN: Yeah Youtube --

JUSTIN: Yeah.

JORDAN: -- I just watched like 20 minutes of Youtube earlier.

JUSTIN: Yeah. Yeah.

JORDAN: I mean it was fun, and it was funny, and it helped my hangover a little bit.

JUSTIN: Yeah.

JORDAN: But I really should have picked up the book that's literally --

JUSTIN: Yeah.

JORDAN: -- right next to my laptop.

JUSTIN: Exactly.

JORDAN: And picked it up and read. So it can't -- I don't even what to hear from myself, "Oh, bro, I don't have time to read," because I know that's such a load of ****.

JUSTIN: Exactly.

JORDAN: You know, it's like, it's the same thing. Don't have time to work out, don't have time to eat right, don't have time for this.

JUSTIN: Mm-hmm.

JORDAN: You have time for this, it's just that you're scared to pick it up because I know that when I start reading that book, it's going to go slow --

JUSTIN: Yeah.

JORDAN: -- and I'm going to have to think, put cognitive effort into it and take notes in the margin, so I can apply the material. And that's like studying right? And I'm going, "Ugh, I don't want to do that."

JUSTIN: Right.

JORDAN: It's fun when I do it --

JUSTIN: It requires effort.

JORDAN: -- but it requires effort --

JUSTIN: Yeah.

JORDAN: -- and that's where I'm chickening out.

JUSTIN: Yeah.

JORDAN: And I know that so, you've got to take a good hard look at yourself if you're the guy who doesn't have time for this. You're listening to this on your commute, awesome. But really, you've got time.

JUSTIN: Yeah.

JORDAN: You do -- you've got time.

JUSTIN: Yeah. You can make time. You know, time is something that you have control over.

JORDAN: Absolutely.

JUSTIN: For the most part --

JORDAN: Mm-hmm.

JUSTIN: -- and you can make time for it, it's just a matter of prioritizing it and making it important.

JORDAN: Insert sample of Ain't nobody got time for that. So also, there's "Do it later guy." Right?

JUSTIN: Yeah. Yeah, there's do it later guy, there's again -- it's, I like to start off with, it is a fear based thing because you're just like -- it's pushing something off until the nebulous region of I'll just do it later. And what that is, is it's kind of like setting a lofty goal. It's not something you're ever really, fully, intending on doing, it just feels better to say, "Oh, I will eventually do this later, because I've got more important stuff to do like watch Youtube or something."

JORDAN: Right, well it's this --

JUSTIN: Or play some video games.

JORDAN: That's, yeah that's the guy who goes, I'll start going to the gym just as soon as I dot dot dot, whatever.

JUSTIN: Yeah, Yeah.

JORDAN: And it's the guy --

JUSTIN: If it's Monday they're like, "I'll go Wednesday."

JORDAN: Right, like or, "Next week I'm not eating another--." Like it's the same with quitting smoking or something like that like --

JUSTIN: Yeah.

JORDAN: "All right, this is my last cigarette. Well I don't know I have half a pack left. Okay so after this pack I'm done."

JUSTIN: Right.

JORDAN: "Not going to smoke after this pack," and then that pack is empty and it's like, "Well man I've got a lot of stress at work this week so I'm going to -- I can't be quitting right now. I've got to do this," and then they buy another pack. But it's all rationalized, right? It's --

JUSTIN: I can totally relate because I quit smoking about three or -- actually about four or five years now, and I went through the same thing. In fact it took me months to quit because I was rationalizing it every time. I stopped buying cigarettes, right?

JORDAN: Right.

JUSTIN: But I'd still be the guy, at a bar where all my buddies are smoking, and I'd be like, "Hey man can I bum one?," because I was rationalizing like, "Oh, I feel better because I stopped buying them," but I'm still engaged in the bad habit.

JORDAN: Yeah.

JUSTIN: And I was like, "Oh, I'll just do it later."

JORDAN: Yeah there's so much of that and, last night I went outside, we were out at the bar --

JUSTIN: Yeah.

JORDAN: -- on Valentine's day because that's what's up.

(laugh)

JORDAN: And I went outside, I can't remember why exactly. I was looking for someone or something or I had to make a phone call, I don't know. We were pretty three sheets to the wind by that point but, there are all these people smoking out there.

JUSTIN: Yeah.

JORDAN: And it was funny because I was like, "Hey man do you have," and I can't remember what I asked him for. Like change for a five or something like that. Again, I can't remember exactly what the hell happened last night, entirely. But, he was like, "Yeah hold on," and then he's like, "Oh, I've got a cigarette, Oh, I don't know what to do," like he couldn't get in his pocket because he was holding the cigarette. And he goes, "I don't even smoke, I'm just like a social smoker." And I'm like, "You're a perfect stranger and you're telling me, ' Oh, I don't even smoke, da da da da da.'" And I'm like, "Why would you care what I think?"

JUSTIN: Yeah.

JORDAN: "I'm not judging you." And then I realized, this guy doesn't care what I think. He's not worried about me judging him. He's telling me to convince himself.

JUSTIN: Right.

JORDAN: Again propping up his reality.

JUSTIN: He feels guilty. Yeah.

JORDAN: Like, "Oh, oh, yeah," and I'm thinking, "I don't give a crap whether or not you're a smoker or not. I don't know you."

JUSTIN: Right.

JORDAN: "You could get hit by a garbage truck in five --"

(laugh)

JORDAN: I mean that's awful but I wouldn't even --

JUSTIN: That's horrible.

JORDAN: I would never, I would never -- my world would not change one split anything, nothing.

JUSTIN: Right.

JORDAN: And, you know, it's just like, it's that propping up of your own reality, you know?

JUSTIN: Yeah.

JORDAN: I'll do it later. Oh, yeah, you know I'll do it later. It's the shelving, just shelving it.

JUSTIN: Yep.

JORDAN: Just tabling it.

JUSTIN: Pushing it off til later.

JORDAN: Push it off. Kick the can further down the road.

JUSTIN: Yep.

JORDAN: And, you know if you're that guy who's like, "Some day I'll do that," you're just kicking the can further down the road. You're not getting any younger.

JUSTIN: Right.

JORDAN: You know, if you're a twenty something, thirty something year old guy and you're thinking, "Someday I want to do that," well what are you waiting for?

JUSTIN: Exactly, what happens is a few years later, they really -- it really sinks in that, they aren't getting any younger, and it's not a good position to be in. I was like that. I'm 28 and, you know, I listen to the program for a while and sometimes I kick myself because I'm like, "How far ahead would I be now, you know, if I took it earlier, versus where I'm at now?"

JORDAN: Yeah.

JUSTIN: The do it later, propping up my own reality, that sort of thing, it just, you know -- for the young guys out there, it's -- as someone that's older, I would have rather handled this **** back when I was like 21 or 22.

JORDAN: Yeah. Absolutely.

JUSTIN: Hands down.

JORDAN: And it's not even just -- and we're using the programs as an example here because that's what we see from the program.

JUSTIN: We do, yeah. Yeah.

JORDAN: Uh, guys, but, the same thing goes for going to the gym --

JUSTIN: Going to the gym, yep.

JORDAN: -- starting to eat right, taking a class, learning a skill that you want to learn.

JUSTIN: Yeah. Martial arts or something.

JORDAN: Yeah, yeah. Getting a job that you want.

JUSTIN: Right.

JORDAN: Any time you want to put yourself out there --

JUSTIN: Yeah.

JORDAN: -- and engage in a little bit of risk, there's always the temptation to do it later.

JUSTIN: Do it later.

JORDAN: Kick the can down the road.

JUSTIN: Yeah.

JORDAN: Quit tomorrow, you know, do this --

JUSTIN: Go to college, you know?

JORDAN: Yeah.

JUSTIN: For the guys that have that gap after high school. Yeah. "Oh, I'll just go to college later and, you know"

JORDAN: It's so much harder to go back.

JUSTIN: What's that?

JORDAN: I said it's so much harder to go back.

JUSTIN: Oh, it is. Yeah it is. It's way harder to go back.

JORDAN: Like, now that I'm done with school. And I took a freaking ton of it, for those of you guys who know, I went through law school and everything.

JUSTIN: Right.

JORDAN: I could never go back now. And I feel bad saying this because I don't want to like, psych anybody out of going to school. But homework sucks ***, and I'm 33, I haven't had homework for years and it sucks. Having a job is so much better than college.

JUSTIN: Right.

JORDAN: So much better than college.

JUSTIN: Right. Right.

JORDAN: I can't even tell you.

JUSTIN: I did the college thing and for me it just, I rather, I just personally would rather work and make money. But, everybody, you know, each their own. It goes back to that though, is you've got to start -- you've got to start somewhere and just pushing off the job, getting more social, learning new school --

JORDAN: Eat the frog, yeah. You've got to do it. You've got to figure out -- and the best way to do this is to attack, again, little pieces at a time, right? Like the same with, "This won't work for me," type of guy. Try some small things at once, right?

JUSTIN: Yeah.

JORDAN: Like, you don't have to quit smoking, quit drinking, start going to the gym, and start eating healthy the same week.

JUSTIN: And I wouldn't recommend that.

JORDAN: I would not recommend that. No.

JUSTIN: That's a lot to take on at once.

JORDAN: Like, step one, start going to the gym.

JUSTIN: Yeah.

JORDAN: Because you're probably not going to want a freaking Camel crush menthol cigarette after you just lifted weights.

JUSTIN: Right.

JORDAN: Right?

JUSTIN: Right.

JORDAN: And then you're probably not going to want to go get a double Whopper with a Diet Coke and a bunch of fries after you go to the gym either.

JUSTIN: Because you just worked all that --

JORDAN: Right, because you just worked a bunch of it off and if you look at the calorie counter you're going to want to hang yourself, right?

JUSTIN: Right.

(laugh)

JORDAN: So, and also, I find for me, you know, when I go to the gym and I'm working out, the last thing I want to do is put crap into my body --

JUSTIN: Yeah.

JORDAN: -- because I feel like I want something a little cleaner after the gym, sushi, whatever.

JUSTIN: Exactly.

JORDAN: And so, you know it's -- it actually helps you, building one habit starts to help build the other one. And you start to get confidence in yourself.

JUSTIN: Yeah.

JORDAN: Right, you start to trust yourself.

JUSTIN: Right.

JORDAN: Which is very important, because a lot of times, if you set yourself up to fail, like quit drinking, quit smoking, quit da da da da. Start eating right, all at once, you're probably not going to be able to do that. So it's --

JUSTIN: That's a lot to handle.

JORDAN: It's a lot to handle all at once so what happens is you fail and then you go -- you throw the baby out with the bath water. "Well I had a cigarette, so now I'm going to eat a burger and then I'm going to not go the gym. I'm just going to fart around and get high or something."

JUSTIN: Yeah. Exactly, yeah.

JORDAN: It's easy to throw the baby with the bathwater instead of building habits.

JUSTIN: It's so much more powerful when you can get a small victory under the belt, and you're just like, "Yeah, I just made it a habit to go to the gym. Or, "I just decided I'm going to quit drinking soda," which I did, actually a while ago.

JORDAN: Yeah.

JUSTIN: And just having that small victory, really propels you to get more victories.

JORDAN: Right, it's just like, it's the minimal amount of action required to get any results at all.

JUSTIN: Yeah.

JORDAN: And Tim Ferriss talks a lot about this as well.

JUSTIN: Yeah.

JORDAN: Especially in like four hour body. It's like, "Yeah you could do all of this amazingly complicated stuff or, just work out this much."

JUSTIN: Exactly.

JORDAN: "This little tiny amount, and do it this way and then you'll see results. And then you're going to want to do it all the time because you're like 'holy crap.'"

JUSTIN: Right.

JORDAN: "This is awesome and I'm getting returns."

(COMMERCIAL BREAK)

JORDAN: I know there's a lot of other reasons why guys don't do something and you know, excuses, money, time, all that stuff. But one of the ones that I've found for the boot camp as well is that we're too far away. I had a guy be like, "Man, I live in Arizona," or "Man you guys ever come up to San Jose?," and I'm like, "Dude." It's so frustrating because I'm like, "Why would I come to your backyard? Where did you go to college? Did they come to you?"

JUSTIN: Right, does the gym come to you?

JORDAN: Does the gym come to you?

JUSTIN: Yeah.

JORDAN: Like why the hell? What the hell? Why would I go to your house to teach you this?

JUSTIN: Right.

JORDAN: It's just like an undercover -- the subscript there is what?

JUSTIN: The subscript there is you don't want to leave your comfort zone, right? That's the subscript. That's what they're telling you. Or that's what your subconscious mind is really saying when you say, "It's too far." You could use that for the gym. It's too far to go to the gym. It's too far to go to college. It's too far to go hang out at this really awesome party that's you know, an hour away, that would probably be totally awesome but you're like, "Eh, I don't want to risk it. I don't really want to, you know, go all that, all the way out there."

JORDAN: It's kind of like a metaphor for leaving your comfort zone though, right?

JUSTIN: Yeah exactly, it's leaving that bubble, and that's what the subscript is when somebody says, "Oh, it's too far."

JORDAN: Yeah it's like -- it's almost like, psychically too far.

JUSTIN: Yeah yeah.

JORDAN: Psychologically too far.

JUSTIN: So maybe there's some dissonance there.

JORDAN: Yeah, because when we get -- and I know it's not actually the distance, right? Because like guys are like, "Oh, I live in San Jose or Arizona or San Diego," like 2 hours away. There's routinely guys here from like Denmark, Australia, which is literally as far away as you can go on the planet.

JUSTIN: Right.

JORDAN: Guys routinely fly here from there. From Asia, Europe.

JUSTIN: Yeah.

JORDAN: I mean they fly 20 hours --

JUSTIN: Last guy was from the UK.

JORDAN: South Africa, like 21 hour flight to get here --

JUSTIN: Yeah.

JORDAN: -- including all that crappy layovers and stuff. And meanwhile, the guy who could drive here but would take all afternoon in the car --

JUSTIN: Right.

JORDAN: -- can't make it out here. And it's just like, it's just a comfort zone thing, right? It's just makes no sense. It's not the real excuse, right? We've had this happen before like, "Oh, if you guys come to Corpus Christi, or some town near there then we'll do that." And I was like "Well, not really worth it," and he's like, No, I've got like four or five guys that want to do this. So we booked it down there. We had a venue, we had a couple of people registered. Sorry we're on the loudest block in Hollywood here.

JUSTIN: Yeah.

JORDAN: And of course, or you know in L.A. So you get to enjoy a little side noise. But the guys were just like, "Ready to go," and we're like great. We are literally now coming to your town. Well guess what? All of those guys except for one was like, "Uh no, now I'm busy and now I can't afford it, and now I'm -- got a girlfriend. And now I da da da da."

JUSTIN: Yeah.

JORDAN: So it was just, once we got rid of that objection --

JUSTIN: Right.

JORDAN: -- there was just something else there instead.

JUSTIN: It's another one, yeah.

JORDAN: So we now know, that it's not location ever.

JUSTIN: Right.

JORDAN: It's really, it's never location.

JUSTIN: Yeah, whenever there's a goal for, you know, if you want to travel or do anything. It's never, it's really never too far. It's really how far you make it in your mind. You know, that's where

it starts. You're making -- you're actually artificially creating that distance. It's not actually that far, if you really wanted to go do it.[0:40:19:4] far away, at least on my end --

JORDAN: Right.

JUSTIN: Was it's artificially creating the distance.

JORDAN: Right.

JUSTIN: It's not actually real in my opinion.

JORDAN: Right, like it's emotional to say --

JUSTIN: Yeah.

JORDAN: -- it's like being like the gym is too far away.

JUSTIN: Yeah.

JORDAN: Like really dude?

JUSTIN: Yeah.

JORDAN: Like you can't get there? You really can't get there?

JUSTIN: Right.

JORDAN: Or you just don't want to deal with getting there?

JUSTIN: Right.

JORDAN: Right.

JUSTIN: Or getting that dream job. Oh, that's too far away because it's like somewhere off this nebulous, you know, distance, and it's just an artificial creation.

JORDAN: I moved -- yeah, I agree. I moved out of Michigan and my cousin came here to California to hang out with me once and she had just moved to Texas. And she said, "If you hadn't moved, I would never have left Michigan." And it's not -- I was like, "Why?" Because we weren't close or anything in Michigan.

JUSTIN: Okay.

JORDAN: And she was like, "I just never thought of moving. I just never thought of leaving."

JUSTIN: Wow.

JORDAN: And she was like, "Now I would never go back."

JUSTIN: Right.

JORDAN: And I'm like, "You just never thought of like, leaving your --." It just never occurred to her to leave her comfort zone.

JUSTIN: Yeah.

JORDAN: And she, her argument before was, "I can't move."

JUSTIN: Right.

JORDAN: "Why?"
"Well I grew up here and you know." And I'm like, "That's not a reason--"

JUSTIN: Yeah.

JORDAN: --"that you can't do something. That you've always been doing it?" Like, what?

JUSTIN: Right.

JORDAN: That's like, it's like a fat person going, "Well I can't lose weight because I was -- I've been fat since I was a kid."

JUSTIN: Yeah.

JORDAN: Well what are you talking about?

JUSTIN: Yeah, it's like helplessness.

JORDAN: Yeah, it's total helpless--

JUSTIN: Like, "Oh, I'm just going to shrug my shoulders and oh, well."

JORDAN: Or like, "I can't earn money or get a good job because I grew up poor," like are you kidding me?

JUSTIN: Yeah.

JORDAN: Some of the wealthiest people in America --

JUSTIN: Yeah.

JORDAN: -- came here with nothing.

JUSTIN: Started with like nothing.

JORDAN: And it's ridic-- you know, it's ridiculous. It's just like, "Well I've always been doing that way so --"

JUSTIN: Just going to --

JORDAN: You have to realize that that's a choice that you make --

JUSTIN: Right.

JORDAN: Not actually, nothing is keeping you from doing that --

JUSTIN: Exactly.

JORDAN: -- choice that you make to stay that way.

JUSTIN: It's saying that something is too far is a choice that you're, it's -- you know, you're telling yourself that. Nobody else is.

JORDAN: Right, it's the age of like -- we can get on a flight, you can go to the airport right now --

JUSTIN: Yeah.

JORDAN: -- buy a ticket, with a credit card, to fly anywhere on the planet --

JUSTIN: Yeah.

JORDAN: So, the fact -- like getting there, if you said you couldn't get here and it was 1935, then okay, I understand that.

JUSTIN: Yeah, I understand that, yeah.

JORDAN: You don't want to get on a boat.

JUSTIN: Yeah.

JORDAN: Freaking you know, spend two months getting here.

JUSTIN: You don't want to risk your life going across the Pacific Ocean or whatever.

JORDAN: Understood. But now you can get to Australia by the weekend.

JUSTIN: Yeah.

JORDAN: And chill in Melbourne or Sydney, or whatever.

JUSTIN: Yeah.

JORDAN: Canberra, if you're going to be ambitious. Darwin.

JUSTIN: So it's -- yeah, it's -- and now it's more of just an artificial reason.

JORDAN: Right, and so give us some sort of coping strategies that you've -- you've got some ideas on how to get over that. Because that was one of your things. You were in Seattle and you were like, "I don't know, you're all the way in L.A." and I was like, you've got to be ***** me."

JUSTIN: Yeah. Yeah, no I totally, Yeah. I definitely used the, "You're too far," where it kind of stemmed from was like, "Oh, I have to like, travel, and spend money on airplane fare and stuff like that." When I like looked at tickets I was like, "That's really not bad," and I know like --

JORDAN: Yeah, it's like 190?

JUSTIN: Yeah and I know a lot of guys are a lot further than I was but again, I had to kind of look at myself in the mirror and be like, you know, "Am I just using this as a way to push off, you know, another year where I don't actually change and grow? Am I using this, you know, what's going on here? Is this an excuse or is this an actual legitimate reason?" And then when I, you know, took a look at everything, it was an excuse. You know I was just pushing it off so I didn't have to leave my comfort zone and I was creating artificial things. So what guys can do is get creative. You know? First you have to recognize that this is an artificial reason. Because when there's a will, there's a way.

JORDAN: Right, as cliché as it is, right?

JUSTIN: As cliché as that is, yeah. It's true. I mean, if you really want to do something, you're going to figure it out, you know? If you want to travel the world, you know, how far is that, like -- I love going to islands, is Bali really that far away? No. It is in my mind though. So, what guys need to do is come to the table and just realize that, that's just -- it's really not a reason.

JORDAN: Have you been to Bali?

JUSTIN: No I want to though.

JORDAN: Yeah.

JUSTIN: We should -- we should maybe do that.

JORDAN: I'm down with that. I feel like there's people listening right now who live in Bali.

JUSTIN: Hey if they are listening, I would like to have that connection.

JORDAN: Let's couch surf in Bali.

JUSTIN: Yeah. Yeah. Let's do it. Let's do it.

JORDAN: Bali boot camp, what up?

(laugh)

JORDAN: Maybe later.

JUSTIN: Oh, maybe later.

JORDAN: One of the most common objections that we get are money issues. And yes, this is -- we're going to use again the boot camp but people bring up money issues for everything. I hear this all the time.

JUSTIN: Everything.

JORDAN: I don't have money to travel. I don't have money to get a nicer car and that's why I don't get girls or I don't have money for rent. I don't have money for this --

JUSTIN: Right.

JORDAN: -- and these same people seem to have like a bunch of crap. And it's like their -- the priorities are off.

JUSTIN: Right.

JORDAN: The management skills are off. A lot of people are living outside their means. But what it really comes down to, is a lot of people don't think about where they invest their money and I know you had some thoughts on this.

JUSTIN: I do. This is one of my favorite ones because I probably use it -- I think I hammered this one home.

JORDAN: Yeah.

JUSTIN: Before coming here.

JORDAN: You used the shiznit out of that one.

JUSTIN: I used the **** out of --

JORDAN: You got a lot of mileage out of that one.

(laugh)

JUSTIN: I did, yeah I did. And, you know, it's -- it just comes down to where your priorities are like you said. But really what money should do for you is be an investment for your future and not -- mainly not into things that depreciate like, buying that new flat screen TV, that you probably don't need. Or the new cell phone that just came out --

JORDAN: Right.

JUSTIN: -- that has all these nifty like features like the -- trust me, I definitely want a new phone. Is it -- do I really need it? No.

JORDAN: No.

JUSTIN: Is it going to help me in my future? No. And, so that's -- that's my main thought on that is that, especially with something like this, or like travelling or like getting another job, you know? Or starting your own business. I mean you should use that money to help propel you into your future --

JORDAN: Yeah.

JUSTIN: -- rather than have it be a monkey on your back like a car payment.

JORDAN: Right. One of the things -- one of the guys we have on the show all the time, Ramit Sethi, teaches from I Will Teach You to be Rich. One of the things that he said, that I love, and that he actually mentioned to AoC, on one of his blogs, is you -- the best investment you can make is in yourself.

JUSTIN: Right, absolutely.

JORDAN: The skill set, experiences, and there's been a lot of -- there have been a lot of studies as well about happiness. And one of the things that they said happy people do -- there's -- a lot of them come down to like habits --

JUSTIN: Right.

JORDAN: -- and things that you value and like where you prioritize things, not surprisingly. Happy people spend their money more on experiences than they do on things. And that goes along with what you were saying is, that flat screen is super cool. It's not worth **** after a while. In a few years, it's literally worth less than nothing because now you have to try to get rid of it to get another one that has more bells and whistles.

JUSTIN: Yeah.

JORDAN: But if you spent that money on a trip to China or a boot camp --

JUSTIN: How long is that going to last?

JORDAN: -- for example.

JUSTIN: I mean that's a memory. You're building a memory.

JORDAN: Right, your memories, stories. And they even said that people who have experiences, during the experience, is when the happiest point was lower than it was both before for anticipation and afterwards when you're recalling the stories.

JUSTIN: Oh, wow. Wow.

JORDAN: So like, so what that means is that if you come with me to say China, the funnest part of the trip to China is going to be before you go to China and after you get back from China.

JUSTIN: Right because you'll be like, "That was so cool!"

JORDAN: So all those people who are like, "It's a lot for a week long thing." During the week, during the program you're going to be tired. You know what I mean? To use our program as an analogy, you're going to be tired, you're going to be beat. You're going to be having the time of your life and making new friends but you won't really -- that won't really hit you until like, you get home. You'll be like, "Holy crap, that was epic." Right?

JUSTIN: Which is what we call the halo effect.

JORDAN: Right the halo effect.

JUSTIN: Which happens to every alumni. But yeah, it's about investing smartly in things that will bring you happiness and memories. Like, I like that study that you just mentioned because that is -- that nails it. You know?

JORDAN: Yeah.

JUSTIN: Buying that car, or that TV, or that new phone, isn't going to generate a whole lot of, you know, net happiness. It might be a little spike because you're like, "Oh, this is pretty cool," but that's going to wear off real quick.

JORDAN: Right. Yeah.

JUSTIN: But a trip to China, you know a trip around the world, whatever.

JORDAN: Any kind of experience.

JUSTIN: Any kind of experience, you know?

JORDAN: Anything that can't get blown up by an asteroid.

JUSTIN: Exactly.

(laugh)

JORDAN: Or a meteor.

JUSTIN: Or a meteor.

JORDAN: Or whatever's like-

JUSTIN: Yeah.

JORDAN: -- hitting the ground these days.

JUSTIN: Exactly.

JORDAN: Yeah.

JUSTIN: Exactly.

JORDAN: That should be a good rule of thumb. If it can get destroyed by a meteor, don't invest in it.

JUSTIN: Don't invest in it.

JORDAN: Right.

JUSTIN: Right but if it is going to bring like a really cool memorable experience, and --

JORDAN: Right.

JUSTIN: -- something that you can make a story out of, that is in my opinion, totally worth it.

JORDAN: And that's why we just book tickets to Chelyabinsk, Russia.

JUSTIN: That's right.

(laugh)

JORDAN: That's right.

JUSTIN: We're going to have a pit stop in Bali though.

JORDAN: That's right.

(laugh)

JORDAN: Now going back into some of the other more sort of insidious excuses that people have. One that I find really troubling and a lot of these guys are almost like kind of lost souls, when it comes down to it. Is the guy who wants to figure, quote unquote figure this stuff out for himself.

JUSTIN: Yes.

JORDAN: And the reason that this is such a problem is, it -- I like, I love figuring stuff out for myself.

JUSTIN: Right.

JORDAN: But I'm not teaching myself Chinese without any learning materials. I'm not trying to get in shape without a trainer because I've tried -- I've played that game before and I got more results in one year with a trainer than I did my whole life just pretending like I'm lifting weights at the gym while watching the basketball game on TV.

(laugh)

JORDAN: You know what I mean?

JUSTIN: Yeah.

JORDAN: And really what it is, is your ego going, "I'm ashamed in some way to ask for help in this area because I feel like I'm supposed to already know this."

JUSTIN: Exactly. Exactly, it's -- and that's exactly what it is. That's the subscript, you know. It's the ego wanting -- because the ego's pretty sensitive, right? It doesn't want to admit that it needs help. It doesn't want to admit that maybe getting -- hiring that personal trainer, will improve my results. Going to like, I don't know, yoga or something will actually make me feel mentally better.

JORDAN: Yeah.

JUSTIN: They want to like try and figure it themselves out, and so they'll like, you'll try and go like on Youtube and you know, try and figure some stuff out. You'll listen to some podcasts, which is great, nothing wrong with that but that should help you on your way to actually, you know, investing in self improvement.

JORDAN: Yeah, and the -- one of the problems is, if you don't know, you don't have a game plan, right --

JUSTIN: Right.

JORDAN: -- to get to where you want to go. Like, yeah you want to figure this stuff out for yourself, but what are you going to figure out? How are you going to go about that? That's where these sort of excuses --

JUSTIN: What's your plan to do that?

JORDAN: -- tend to break down, right? Like, oh, it's the same thing like the income guy I was talking to before. I'm like, "Great, how are

you going to get there?" and they go, "I'm just going to work really hard" --

JUSTIN: Right.

JORDAN: -- and I'm like, "What the **** does that mean?"

JUSTIN: Yeah what does that mean? That doesn't mean --

JORDAN: That doesn't mean anything. That doesn't mean anything. No what are you going to do? You're going to read all of the marketing materials from the company that they mail you with your Herbalife stuff or whatever?

JUSTIN: Right.

JORDAN: That's what I hear, right? "Oh, yeah, I'm working really hard. Oh, I'm building my network." What's that mean? "Well, you know, you're just calling your family." There's not a lot of real action there. There's no game plan. It's just "Okay, I'm going to do this." And also you develop craptacular habits when you try to learn stuff on your own.

JUSTIN: Yes.

JORDAN: You try to learn how to play basket -- any sports, lifting weights --

JUSTIN: Right.

JORDAN: -- you try to do anything on your own, without training, you develop a lot of bad habits that -- and you can cut your learning curve significantly --

JUSTIN: Yeah.

JORDAN: -- by not doing that.

JUSTIN: No totally, like if you keep repeating the same thing over and over again, even if it's a bad habit, it's going to get ingrained and

you're just going to keep doing that, and then you're going to get frustrated because you won't see very tangible results and you know, that's a big time waster.

JORDAN: Yeah.

JUSTIN: You know?

JORDAN: Well, anybody who doesn't believe that bad habits are created by doing this -- anybody out there who smokes or drinks --

JUSTIN: Oh, yeah.

JORDAN: -- when you first had booze did you like the taste? Don't even try to tell me that you did.

JUSTIN: Right.

JORDAN: No, you acquired it.

JUSTIN: Yeah.

JORDAN: Why? Because you built the bad habit. If you're smoking, the first time you had a cigarette, you thought, "Why the hell do people do this? It's disgusting."

JUSTIN: Yeah.

JORDAN: But now you smoke a pack a day. You acquired it. You built that bad habit, right?

JUSTIN: Yeah.

JORDAN: There's -- you eat junk food -- that stuff --

JUSTIN: Yeah, that tastes great.

(laugh)

JORDAN: It tastes amazing, right? So that, okay that's an exception.

JUSTIN: Until --

JORDAN: But --

JUSTIN: Well, until, you know you start getting that tire --

JORDAN: Right.

JUSTIN: Around your belly.

JORDAN: Right, no, no, no. I'm just --

JUSTIN: Yeah.

JORDAN: -- I'm playing but like, that, that stuff like drinking, booze -- like I'm, we're loving this beer right now, but when I was, 15 years ago when I was a teenager, this stuff tasted like crap. Like it's --

JUSTIN: My grandfather first introduced me to Budweiser and I was like seven. I hated it.

JORDAN: Yeah, it's disgusting.

JUSTIN: Hated it. I was like --

JORDAN: My mom used to get mad at my dad because I'd be like, "Dad can I have a sip of your beer?" and he used to drink like Busch beer --

JUSTIN: Nice.

JORDAN: -- which probably isn't even around anymore. In Michigan, or like Old Milwaukee, and I would take a sip and I'd be like, "Bleh!" and I would spit it out. And I'd be like, "Meh!" and I always -- I -- every time he'd have a beer open up north, I would try -- I would taste it and I'd be like, "This is ***** gross."

JUSTIN: This is really gross.

JORDAN: And my mom used to be like, "Don't let him do that." And he's like, "Whatever, I don't care." And honestly, retrospect, such a good idea to let me try it because I after -- years later, I was never like, "Dude we should totally drink beer!" I was like, "That stuff tastes like freaking butt."

JUSTIN: Butt. Yeah.

JORDAN: "I don't want this. At all." And then, once I started drinking, like to get totally hammered, when I was in Germany, I was like, "Oh, I guess I can stomach this because then I'm going to be drunk and it's so much fun!" Right?

JUSTIN: Right.

JORDAN: But, I still didn't like beer. I had to acquire it over time. And I had to drink really good beer a lot, in Germany, to get the taste for that.

JUSTIN: Yeah. And you can call that a bad habit, I mean --

JORDAN: Yeah, Oh, 100 percent.

JUSTIN: I mean, yeah.

JORDAN: Drinking is definitely a bad habit. There's no getting around it.

JUSTIN: It's not a -- it's not a -- there's no way around that. Yeah.

JORDAN: Cheers, by the way.

JUSTIN: Yeah, cheers.

(laugh)

JUSTIN: So, yeah, so jumping to what somebody can do to develop good habits, is to you know, take mentorship with somebody that's

really, like say successful. You know and mentor their good habits, you know, follow -- it's I have to call it modeling, right?

JORDAN: Mm-hmm.

JUSTIN: You model for success. You model for good habits but it takes you searching for that somebody to get you there, so if it's -- if you want to be successful, get a new job or whatever. Coming to The Art of Charm and improving your social, you know, social circle, and social life, you know. You've got to -- you've got to model after people that have good habits.

JORDAN: What's really important there is if you don't have a model for this, you know, that's one of the things that is such a benefit of being here at AoC. Not only do you get to stay with the coaches and see us do it first hand, but then when you're in the alumni network, now you're hanging out with other people who all have good habits.

JUSTIN: Yeah.

JORDAN: And can all do this, so you start to model each other which is even more important.

JUSTIN: Yeah.

JORDAN: I really think that one of the strongest elements of the whole AoC, the whole Art of Charm boot camp process is the alumni network that you get to be a part of after your program --

JUSTIN: Yeah because there's guys there that are bent on self improvement and you know, and they're most of the time, really successful guys.

JORDAN: Yeah.

JUSTIN: You know?

JORDAN: Not to mention it's pretty cool having a brother to crash with in any corner of the world.

JUSTIN: That, yeah.

JORDAN: We've had guys -- I don't know if I've told you this. We had a couple guys come through the program and then they all packed up their stuff after the program, like a month later and they all went backpacking through Europe together because they got along so well during their program.

JUSTIN: That's awesome.

JORDAN: And then, when they were in Europe, they stayed with AoC alumni in every city that they went to so they didn't pay for any lodging.

JUSTIN: Oh, nice!

JORDAN: They hung out in clubs and bars with AoC alumni in every city. So they would go to Munich during Oktoberfest, where like, there's no chance in hell you're going to get like a hotel room for cheap or a hostel. They stayed with local AoCers and went to Oktoberfest and went to like, the local's events and local's parties --

JUSTIN: Yeah.

JORDAN: -- and crashed at people's houses. Which was bad***, obviously. And they went to like, Utrecht in like, the Netherlands, so they didn't end up in like some tourist trap, club, bar scene.

JUSTIN: Right.

JORDAN: They went to like, college clubs, and they stayed in a college dorm.

JUSTIN: Right.

JORDAN: And they had like a balling time and you know like --

JUSTIN: Yeah, and they had brothers to go out and do this stuff with.

JORDAN: Yeah. Yeah.

JUSTIN: You know?

JORDAN: So it's pretty cool, right?

JUSTIN: Yeah.

JORDAN: Like you can -- then you're -- then you don't have the excuse because now you're staying with a bunch of guys who are like, "Hey, let's go do this," and they're not -- and you're learning from each other.

JUSTIN: Yeah.

JORDAN: The skill set is rubbing off. So it's super cool. I'm getting kind of excited just talking about it.

(laugh)

JORDAN: And I'm excited for when we do Brazil World Cup.

JUSTIN: Yeah, that's going to be awesome.

JORDAN: Because that's going to be epic.

JUSTIN: Which is through basically an AoC alumni now.

JORDAN: Yeah, dude in Brazil arranging everything. There's probably going to be like, freaking 20 of us down there.

JUSTIN: Right.

JORDAN: Going crazy.

JUSTIN: Going nuts, yeah.

JORDAN: Going absolutely freaking crazy plus of course, Rick's annual birthday bash in Vegas.

JUSTIN: I'm going to be there.

JORDAN: Yes.

JUSTIN: Definitely going to be there.

JORDAN: Awesomesauce.

JUSTIN: Pop that Vegas cherry.

JORDAN: Pop the Vegas cherry. I can't believe you've never been there.

JUSTIN: Yeah.

JORDAN: I love this. There's so many more excuses that we'd listed but I think we should kind of close it for now --

JUSTIN: Yeah.

JORDAN: -- because we're at a good wrapping point here.

JUSTIN: Okay.

JORDAN: And a lot of the rest is like, program specific, but I think the key here is, if anything that we've said resonates a little bit with you, like you're going, "Oh, I kind of do that." Don't miss the opportunity to stare yourself down in the mirror.

JUSTIN: Yeah.

JORDAN: Because it's really easy to go, "Yeah, maybe my situation is different. No, no, no, mine's really unique," or "Oh, nah, yeah you're right. Yeah, they're kind of right on that. Oh, I don't want

to think about this. Turn the channel, turn the radio on, listen to some music."

JUSTIN: Right.

JORDAN: Put this down or, "Oh, I didn't really like that episode dot dot dot whatever." It's really easy to do that because it's -- we strike a little bit of a nerve here.

JUSTIN: Yeah, you know, and it's kind of, I like to look at it this way. We're holding you accountable, you know to do something that you want to do. You know? If it's an AoC boot camp, awesome. But if you want to get a new job or travel around the world, like, look yourself in the mirror and ask yourself why you're not doing it. And then, after that, start asking yourself good powerful questions. How can I make that happen?

JORDAN: How did you eventually get off your *** and get down here?

JUSTIN: By looking at myself in the mirror and --

JORDAN: Yeah.

JUSTIN: -- actually okay. It was a couple of events that happened. But basically, I was dating this really, really hot girl that was awesome and we vibed really well, and things were going great. And then, long story short, she broke up with me and at this point I kind of recognized a dating pattern. I was like, "This is it. I am done. I have had it." I had a **** it moment. You know what I'm talking about?

JORDAN: Yeah. Yeah.

JUSTIN: **** it moment. I'm just -- I'm going to go ***** do this. Pardon my French. And that was kind of -- that was it for me. I was like, you know what? I don't -- I'm not getting any younger and I'm tired of this bull**** that I keep running into. So yeah, that was why I came down here. I had that moment where I was just like, "I'm done and **** needs to change."

JORDAN: And you've regretted it ever since. Oh, wait just kidding, now you work here.

JUSTIN: Ever since.

(laugh)

JORDAN: Awesome, thanks so much Justin. I always appreciate it.

JUSTIN: Yeah.

JORDAN: Hopefully this gets guys kind of -- I think it helps to have someone to call out your crap and be like --

JUSTIN: Yes.

JORDAN: No no, I know you think that but so does everyone else and you're not special and also you're full of ****.

JUSTIN: It helps to have people that will actually hold you accountable.

JORDAN: Yeah.

JUSTIN: -- so that you can do and reach those goals that you set out to do to begin with.

JORDAN: Yeah. And if you need a further reality check, give us a call here at The Art of Charm.

JUSTIN: Yeah.

JORDAN: And trust me, anything you throw at us, we'll call it out to you.

JUSTIN: We'll call it out for you.

JORDAN: We'll call you out on your crap.

JUSTIN: Yep.

JORDAN: That's what we do.

(laugh)

JORDAN: All right. 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 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. That's really it. And you guys can help us.

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