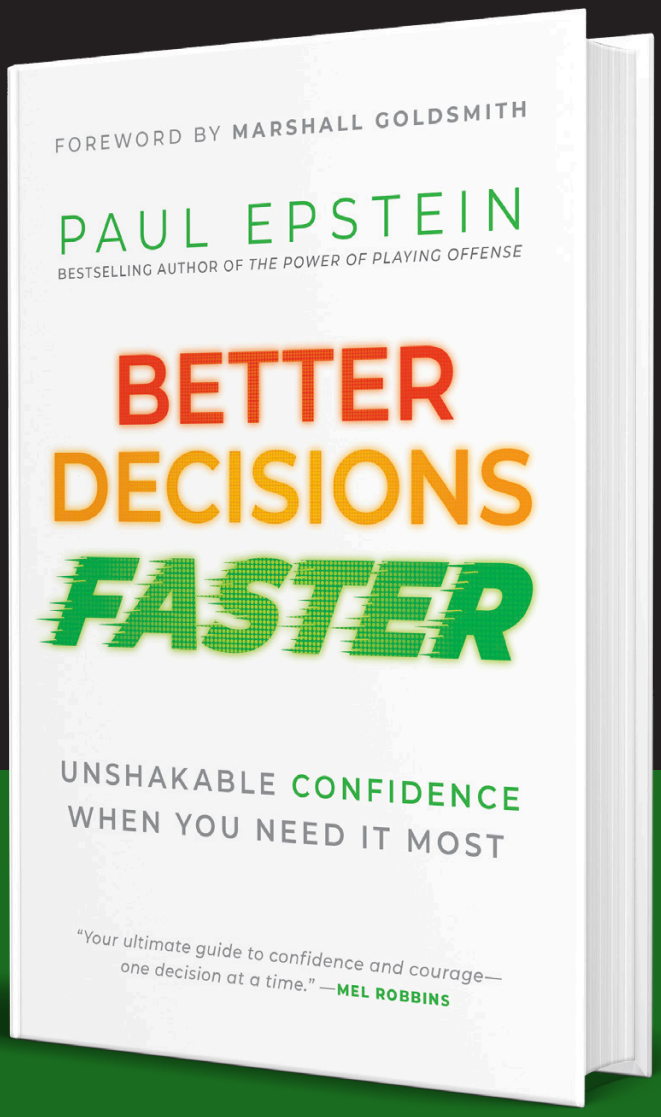
BONUS CONTENT



Turn Your F's into A's

Featuring Greg Scheinman

When you sell your company to Michael Eisner (former CEO of Walt Disney), people listen.

By that standard of excellence, it's time to listen to your newest friend, Greg Scheinman.

After decades of building brands, advising, and investing, Greg has found his calling to serve the midlife male. Before we go deeper, his message is universal to us all. He simply believes in serving the demographic he's in, as it is most authentic to his journey (more on authenticity in a bit).

Greg's mission is to help men navigate and maximize middle age to achieve a better quality of life, and does so through a top-rated podcast, weekly newsletter, one-to-one coaching, speaking on stages around the globe, as well as authoring *The Midlife Male: A No Bullshit Guide to Living Better, Longer, Happier, Healthier, and Wealthier and Having More Fun in Your 40s and 50s.*

Age and gender aside, if this vision is what you seek, his first piece of advice to all of us is to put in the reps.

What do you do when the cameras are off? Behind closed doors? When no one is watching?

It is in these decisions in the unseen hours that Greg has achieved an uncommonly successful life, but he's done it by doing a few common things very, very consistently. In fitness parlance, they call it "putting in the reps." Greg is a dedicated national-class executive decathlete, certified trainer, and hardcore fitness enthusiast. It just takes one look at his shirtless Instagram photos to know he has put in the reps in the gym (and provided many men massive FOMO along the way). He's transferred that commitment to other areas as well. In life, these reps are the small positive habits, done day in and day out, that add up to monumental change over time.

If this sounds like our daily Head-Heart-Hands decision-and-action game plan, now you know why Greg is featured and teaching others a similar master class.

His framework for how to maximize joy and success is called the 6 F's:

Family
Fitness
Finance
Food

Fashion
Fun

His end game: to pursue *excellence* in all categories so you can live holistically, show up at your best, be true to your story, enhance fulfillment, and ultimately build and lead the life you want.

In a recent conversation we had, Greg double-clicked on being true to your story and tied it back to an old theme from Chapter 9 on Authenticity…as he believes there is a gap of authenticity in many people, creating a distance (often widening in our midlife years) between who you are and who you want to be.

Think of the authenticity gap as the difference between who you are in your personal life and who you are in your career. The more you can bring those two "yous" into alignment, the more whole and fulfilled you'll feel.
Is your work self doing things that your "real-life" self wouldn't approve of? From Greg's lens, then it may be time to make a change.

Back to the 6 F's.

Family – Fun – Finance – Food – Fashion – Fun

Greg notes that you can't simply pursue one of these six to the complete abandonment of all others, and he scoffs at the concept of balance. We're all doing the best we can, and if we are preoccupied with achieving balance we're setting ourselves up for disappointment. It's only by bringing the various parts of your life closer to harmony, moment by moment, that you can find true joy and fulfillment—in middle age or at any age. I challenged Greg on this notion of attacking six things at once, and he agreed that could lead to short-term overwhelm.

His advice: be true to which F is most important to you, start turning that F into an A first. Then move onto the next, then the next. This isn't a race to the final F. It's simply an awareness game that turns into a high-performance game that can lead to a mastery game…because you put in the reps.

Time for our first practice rep.

Decision Drill

Rank the 6 F's in order of your personal importance *going forward*

As a reminder, they are: Family – Fun – Finance – Food – Fashion – Fun

_____
_____
_____
_____
_____
_____

For your top F, what is the action plan to transform it into an A?

Notes:_____
_____
_____

Once an A, green light to proceed to the next F.

Hint: your head and heart will be your indicators to know it's an A. Your hands will then follow with passionate and intentional action, one better decision at a time.

As Greg reminded me, there is a massive power in one step. I opened up to him about how I haven't always prioritized my fitness, as I admire his 6-pack (what looks like an 18-pack!) abs on his social media posts, and he encouraged me that it's never too late to make changes. All it takes is for you to decide you want to be a little bit better today than yesterday. Then he gave me a friendly nudge and said he's been working on his body for 30-plus years, and counting. Phew…I've got some time!

His advice is spot on. It's all about the next step, one decision and action at a time.

Read one more page. Walk up and down your block a few times. There's no magic, no snap of the fingers, no secret sauce.

Just small decisions that lead up to big transformations.