

# Working With Resistance (Not Against It)

Good to see you.

How far are you this morning?

Great. You're looking beautiful. You're gonna work?

I am. You're looking beautiful too. I love how you always are so colorful.

Yay. Gotta decorate the space.

Yes.

Hi, Ali. You look here in a science lab. Where are you?

Hello? Part of the house.

No. It's a corner of the house that I dedicated to this kind of activities, a little bit of filming, a little bit of content, and mostly Zooms.

Fantastic.

But now Just a heads up.

You're a bit washed out if you're doing any professional stuff.

No. Yeah. This is, just a laptop cam.

Oh, okay.

The setup is getting changed.

Getting organized.

Yes. This is temporary.

Alright. Well, let's see. We've got both of you. Our classes are getting smaller and smaller. People are graduating from the VCA.

Alright. Today, I just I mean, let me check-in on both of you, see what's up, what's alive. I wanted to talk about how we work with resistance in ourselves and other people and clients because that's pretty much all we're doing all our life. And so I have some frames around it, and we're gonna do a little exercise.

But what's alive for each of you?

Anything you wanna brag about? Anything you're struggling with that you wanna share? We can get you a breakthrough before breakfast.

I have struggle or opportunity to have a good attitude in the midst of things.

So with Upgrade Labs, the opportunity is to get more members so that we have the money to stay open. And then the Texas comptroller just sent an email last week that we have to give them a five thousand dollar check.

So, you know, it's just all these things where I I want to stay open. I wanna serve people, and I believe that I can and we will. And then the universe gives me these little extra surprises that it seems impossible on the outside.

It seems impossible to stay open for more than, like, three more weeks. And I I know that that's not gonna be the case, but on the outside, that's what it looks like.

Got it. Okay. So you are you are very interested right now in opening yourself to ways that you can call in clients Yes. Or customers. Okay. Yes.

So I'm gonna remind you because I know you're a witch. Okay? Underneath, I know you can cast spells and you have a priestess mode, and you've made such huge transformations in your life and with your partnership, I have no question that you can create new realities. So given that, the way we create realities and, boys, this might be a little too woo for you, but you can ask me.

I'll wait.

I'm I'm one of those who who say wizards.

You you're wizards too.

I'm a ma Mago. Yes. Go ahead.

Yeah. Magi. Yeah.

So in order to create realities, most of us are programmed to look at three d. If I write this email and I talk to this person in three d, something the camera could record, then it'll make it happen.

And three d is the final stage of creating an outcome in the world, but it's the final, and there's at least three prior to it. And most of us don't put a lot of energy on the upstream.

So we can call it visioning or intending, but it's it's invisible. So long before I take an action to go respond to a text to get a guy that I'm dating to wanna hang out with me. Like, I'm trying to think of something. It's just I don't want that.

But, like, I have to hold a vision of I'm, you know, I'm in love in this really nourishing relationship, and we're planning a camping trip. I have to have visions that are all private, that are held congruently in our nervous system. Now how do I hold a congruent vision of me having a camping trip with a guy that I'm in love with when I can't even get a date right now? Right?

So how do we do that? So this is the this is where I believe imagination comes in. I think this is why we have imagination.

My daughter can draw a purple cow with crayons flying over in a tree that doesn't exist on the planet Earth. Like, we have imagination so that we can vision something that is nonexistent right now is has no evidence, is unlikely given the past or the current status quo.

That is why James Cameron made Avatar.

That is why Steve Jobs was able to go, I want a personal computer in everyone's hand, and everyone said, how impossible? And it was impossible.

It was literally impossible technologically for James Cameron or Steve Jobs. Their vision was technologically impossible. They had to create new technologies to make the vision come true.

And so I wanna enroll everyone into the belief, which I think I have you there, is that nothing happens in reality until it happens in someone's some consciousness someone's consciousness.

Maybe there's a god, and it has consciousness, and it thought up the big bang. I don't know. Or the big bang might be an idea humans have to explain the origin of space time. Maybe we made up the idea. I don't know, but consciousness is the substrate in which possibilities happen first, and then they roll out into physical three d as the last stage.

Kinda like when my daughter would look at pictures of my husband and I before she was here. She would say, where am I in the picture? Where am I? And I would say to her, and this was true, at that point, you were an idea in my mind because even Evan wasn't into having kids.

So she was just an idea in my mind. How powerful is an idea? Literally, when I fell in love, I was looking for a future father of my child. That's what a that's what we're looking for unconsciously.

So an idea is no less important than an orange.

My father used to ask me, what's more real? The number four or a banana?

I was, from an early age, entertaining that maybe something that just exists in my mind, because where is the number four? You can't put it in a wheelbarrow, It's just as valuable, important, and impactful as something three d, but we're biased in our culture to see three. So with that proviso, when I want clients in my programs or something that I'm doing, even if it's just like a party or something where I want people to come in, I always do a visualization process. And I do it, like, right before I go to bed.

So it's something you can do tonight when you go to bed. Right? And anyone can do this right before you go to bed because you're sending a suggestion into your unconscious mind. I think of my dream self as, like, a task rabbit, dream Annie.

She goes off into a land that has different rules where she can just do things instantly, and she doesn't have to, like, have struggle. So it's like I'm handing a dream or a desire to my dream self. As I go to bed, I I imagine I go, Annie, I got three tasks for you tonight. One is, I want twelve people, amazing women in my program.

I have a program called Mistress Mind for just women. I want twelve amazing women that I wanna hang out with. I know I can make a difference for. I want you to go find their dream self in dreamland and go talk to them.

Commute do do a congruent sales job on what's available for them in this program. And I give her I usually give three. So that one, and then I might be like, and can you, like, go resolve this issue with Evan that we can't seem to resolve? Can you go find his dream self?

And then usually, like, oh, there's some pain in my back or some health issue. I'm like, can you go clean up my immune system? I just give it little tasks. But so that's one thing is to hand your dream self that vision and just invite it to go do whatever it needs to do to make that happen.

So that's one thing. I also have visualizations where I think about say, I'm doing a webinar. I don't know if you're doing anything where a client or a customer could find Upgrade Labs. I don't know if there's any ads or anything out there.

Is there any surface?

A few ads in my in our website.

Okay. And do you have a mailing list which you could mail people who have been interested? Okay. So that's another place to write a very compelling, exciting opportunity that brings it back on people's mind. I guarantee you there are people in Austin who have thought about Upgrade Labs, maybe visited, would like to join, and it just they got distracted by life. And you popping

back up onto their screen with something that's engaging and that connects them to a future dream so that they don't miss out on the longevity.

I mean, everyone in Austin is wants to live forever. So everyone knows that there's a way, but they don't always know how. And knocking on their door with an opportunity, which is what an email is, is a fast way to remind them. Okay. So what I do is I visualize.

So I do it by webinars. So I'm gonna do a webinar for a hundred people, and I want twenty people in my my program. So I just imagine before I do the webinar, I imagine sending the best of Annie, like, my love, my care, my creativity, my deep commitment that someone succeeds because I have that. I meant it imagine it going out through emails, through webinars, through people I talk to, kinda like a pulse.

And then I imagine the number of people I want. Say I want twenty people. I imagine twenty of them getting hit by the pulse, and they step forward.

I don't can't see their faces. They just step forward from the crowd, and they're the ones. And so I commune to them. I'm just like, okay.

We're gonna do this. You and me, have your back, and, you know, you can trust me. I really want what's best for you. And I just have a little energetic sales conversation with twenty strangers that I don't know, and then who they are in the world shows up later.

And I'm telling you, this works down to the number. If I say twenty, I won't get twenty one. I won't get twenty. So these are the invisible intention level, witchy part of way upstream before you call someone or respond to an email. And if you don't do this part, it's like someone giving you a hug, but their heart's not there. Like, that's how our behaviors look.

The intention and the visualization and the holding a congruent nervous system. So if I hold a if I'm like, oh, twenty women, come forward. And I'm like, but I don't know. Oh, maybe I don't know what to do with you.

Maybe I can't love you, or maybe you won't like me. Any of that is a wobble. It's not a direct. I have to find the place that will do anything to help someone succeed.

And I I, hold that, and that gives me the confidence to go, come here.

There's no place else you can go.

Upgrade Labs, there's no place else they can go. Like, literally, you want the top cutting edge technologies for longevity? This is it. And you hold that congruently.

Yes.

Almost like you're proud. Like, I think I told you guys I once had YouTube tickets free YouTube tickets, and I couldn't go. And I had to get rid of these YouTube tickets. I'm in London.

So I stood in front of Paddington Station like some homeless person. Like, every no one wanted to talk to me because everybody comes up to you in the station to try and get money. But I had two YouTube tickets to give away. So I had the confidence of, like, I don't care if they think I'm homeless begging for money.

I'm giving these YouTube tickets to someone because what I have in my hand is gold. So you have to have that place so that you don't vibe, beggar, poor me, would you do me a favor, anything like that. It's I got the best \*\*\*\*\* thing going, and you're gonna love it once I pull you in.

So that's some things I want you to do that you can do while you're driving. You can do while you have moments of idle time. It's just channel the visualization, which is myelinating, creating a pathway in physical three d possibility space. You will notice actions and opportunities arise.

Maybe the opportunities were already rising, but you weren't seeing them because you weren't aligning your vision, or the opportunities come more because you opened up that portal. I don't know which one.

But you're in there's a thing you want in the world, and you're the advocate for it. You're the PR agent. You're the stand for it. And because you have a desire that's congruent, I feel like the universe gives you tasks just like we give our dream self tasks.

And it's like, go do Upgrade Labs to help people in Austin. And some part of you is like, I know I'm supposed to do this. Like, this is important, and it's something bigger than me. So you're taking what god, the universe, your higher self is handing you, and you're an avatar for it.

But you have to be congruent.

If I'm selling true love, but I'm not really believing in it, no one's gonna feel transmission.

So you're a transmissionary. Right? Missionary, transmissionary. You got it?

I love that. Okay.

So that's the first thing I would start doing. And then tactical, send an email to your list, create a really good piece of marketing, maybe something that's compelling, like an offer that's something free or whatever, but get back on the mind of the people who've forgotten.

I've been, well, the other day, I walked around and I handed out flyers to fifty people in Rollingwood, and I'm gonna do that again today for a free, day pass. So I love your exercise. I'll do that before I go handing out flyers to people so that the right people will get them.

And what are you saying when you go up to hand the flyer? What's your opening line?

Well, either they're door hangers, so if they're not there, I hang them on their door. But if I see them, I was like, oh, hi. Do you guys are you interested in a free day pass for a long journey center? No. Okay. Tell me what's better. Hey.

Be cheeky. Hey. Hey. Do you wanna live forever? Oh. Do you wanna live forever?

Or that.

If you could live ten years longer, and there was if there if you could live if if I could tell you three things that will help you live ten years longer, would you be interested?

Like, that's an opening. That's really hard. Now they all gonna think you're selling something. So if I could give you Yeah. I wanna you have to say free soon early. But be be interesting as as you open the conversation. Like, use your creativity.

Free day pass to what? Like, there's free day passes to everything. Nobody knows. This is the cutting edge, most advanced longevity laboratory gymnasium in Austin and, like, you have to make it covetable.

And maybe tell them how much it would cost. Like, this would normally be a seventy five dollar order. But you got it. I mean, the fact that you're personable and pretty and outgoing is gonna help.

But I I hey. Go do it. But before you do it today, visualize. When you hand the door handles when you put it on the door handle or hand it to the person, imagine you're handing them a U two ticket.

Ah. K?

I love yeah.

Because, really, it's longevity. Living, like, ten years longer and being healthy is way more awesome than that.

But you forget. Question. Is it is it the Upgrade Labs as the the one that is associated with Dave Asprey? Yes.

That's yeah.

I think something that Annie does very well, I think it's your strong suit as well. Like, it's the content, honestly. Like, I know about this. And if I were in Austin, I would, like, jump on that ticket.

The reason is that the longevity part only attracts certain things, but the the benefits like, you can just say, hey. Do you wanna get your skin glowing ten years younger for free?

And then you can also check out the red light therapy and oxygen thing that we have in one day. But that thing, like, Dave talks about male functions. Say, hey. If you want that to work better, go do something.

And, like, that actually is a little bit cheeky too, but it actually works. So content or webinars, podcasts. So people don't need to know the science behind it. They just wanna say, oh, this thing does that thing, like, okay, before or after.

Sorry. I'm rambling.

But No.

That's great. And even if you did a webinar for thirty minutes, a free webinar, you send an email. I'm doing a free webinar. Learn three ways to take ten years off your life, make your skin, raise your energy, sexual function, whatever, see who shows up, thirty minutes of jam packed value. I don't know what you would teach, but that's probably not hard. And then you make them an offer in addition to the handing out of the things.

Yeah. Cool. Good luck, Natalie. You guys are holding a vision. But you can't hold a vision like, I want people to join. It has to be, I want twenty people in the next two weeks. It has to be specific.

Okay. Can I can I dream big? Can I say a hundred in the next three?

Yes. Totally. Here's the deal. If you dream big and your body doesn't believe it It doesn't translate.

So if someone says, yeah. I wanna make a million by the end of the Well Yeah. If they don't have any clients right now, I don't even believe it. I definitely don't think they believe it.

It it requires an insert miracle too much. So if you believed it and you're like, I totally believe it, Great. I don't wanna come bring you down. I just want the thing that you want has to be congruent in your nervous system.

You we have to get it congruent. And most people have to chunk down a dream from, I'm making a hundred grand a month to, I make ten k a month. Because right now, I'm making zero. So people don't go from zero to a hundred.

They go from zero to ten and twenty. So chunk it down to a bite sized piece because you can't fit a whole pizza in your mouth. You have to chop it up. Yeah.

Fit as much as you can in your mouth without choking, and that's the congruent nervous system. Cool.

Awesome. Thank you.

Alright. Who else? Ali, anything you got?

I have, from good, bad, and ugly.

I don't know why I procrastinate in making content, and I think one of the reason in it is that I want to come up with something, clean, different channels for different topics. But I think what I'm most, I need to allow myself I don't know. Maybe it's a fear or it's just a permission that, like, no. Just post random things at first, and then you get your rhythm and then start to clean one.

So I think I don't allow myself to do that.

And another ugly that was bad. The ugly is, like, I start I think I'm starting to do some self sabotage. I see the same pattern. Like, today, I had a, quote, unquote, webinar in mind, which I didn't promote anywhere, so I know nobody's showing up. But I think last month when I did them, it went actually very well.

So I think, like, oh, this is the upper limit kinda situation that's So instead of sabotage, let's call it, I'm I've noticed I have fear, anxiety, nervous system in sorry.

Fear anxiety in my nervous system. So that's different than self sabotage, because I don't believe in sabotage. I believe we're just trying to protect. Some part of us is afraid, so it's trying to protect. And that's if a little kid is hiding from a scary man, we have compassion for that.

Right? And so self sabotage is no way out. It's just like, oh, I'm beating myself up. And so how do I interrupt that? Well, just noticing that you're doing something that gets in the way, it's great.

But if you hold it as there's some nervousness or fear that I'm running, then we can use the process of closing your eyes, going and finding where in your body is the nervousness, just hanging out with it, breathing into it, seeing what it wants to teach you.

Nervous scared parts, mostly ninety percent of the time, just need someone to listen to the scaredy story, and that loosens it up. Mostly, you don't even need to do anything. You do it. Like, literally, if I am afraid to send an email, if I close my eyes, turn inward, go find the place that's a little bit spooked, tightness in my throat, tension in my shoulders, and I just hang out there.

Then sometimes then I, like, unenmesh. Like, if I feel like if my mom says, you can never be successful. I don't have that. But, like, pretend.

I go, oh, that's my mom's voice. Let me let that give back. Or some friend said, why don't you get a real job? And then I realized that's in my head, so I give that back.

So I clean out what's not mine.

Even if I can't remember whose it is, I can just go, whatever's not mine. I let go of and I call back my strength and my energy. Then the number usually goes down under five. If it's still holding me back, I go, hey. Hey.

Sacred part trying to protect me. What do you what do you want need to feel safe? I might ask. I literally ask the tension in my throat.

Close my eyes. What what throat? What do you need from me to feel safe? It has to be from me, not from someone else.

Not from my husband, not from my teacher. What do you need from me, part of me, to feel safe? Because you're really talking to your little boy, and you're the parent figure to the little boy. So you're like, what do need from me?

And it might say, I need to make sure that the the the the and then you take that very seriously.

This is the process of act that is the work. Everyone thinks the work is writing the email or doing the webinar. That is, like, the last tip of the work with the three d. Most of the work is done visibly before you even move your body.

It's all done inside. So in so you notice, oh, I could do a webinar. I wanna do a webinar. When I think about doing the webinar, where do I feel the tightness?

Where in my body? Shoulders, chest, belly?

And you well, do you know where it is?

Well, I actually do these practices, and so that was, one side of it. And the other side of it well, that's why I call it, like, self sabotage. The other one is, like, maybe because bodily, nervous systemly, I checked, and I shared the one audio with Hristo that, that's my plus that I did well this past week.

There's not much tightness going on. So Right. Maybe the second suspect in my mind is like, oh, you did really good. You did the the webinars last month. Now chill and rest because, if not, you're burning out.

So I find ways so my So maybe the stress is not tightness of fear.

It's just like, hey. Just, take a rest a little bit.

Slow down for, like Whose voice is that? I think Take a rest.

Slow down. Is that your mom?

No. I think it's very much I call it the internal.

It's like people inside the the my my my own parts.

But is it trying to protect you from burnout? Look. Or is it trying to make sure you don't get too shiny, fancy, famous, powerful, successful?

Oh, now I have to be more I have to be more attentive to it. I don't know what color you're You're right.

For that because what you'll see, you'll start to if you trace the feeling down, you'll see someone out there, parents, somebody, doesn't want you to shine too bright. It's tall poppy syndrome. Right? Most cultures and families do not know that their utterances are cut downs to the aliveness of the kids or the other people. They think they're helping you not stand out, not make other people feel bad, don't get too arrogant, but it's actually their internal unconscious envy, the smell of someone going past you in the race.

We we know. We can see when someone's walking past us. And if it's our kids or our neighbors or a friend from high school, some part of us feels uncomfortable. And if we're not self aware, we'll say something to keep them back. Are you sure you wanna quit your job and be a coach? You know? I mean, you'd be making lots of money, and that's a sure thing.

They think they mean well. They don't even know it's their, oh, \*\*\*\*. I'm in a job. They're giving up on this nine to five.

They're doing their dream. I don't like that because I gave up on my dream. That makes me feel bad. Oh, no.

Who's with me? They're all leaving me. Come back.

But that all dresses up, and you sure you wanna give up a guaranteed job?

And so you just gotta sniff out the embargo on your yay success possibility.

You'll sniff out someone else's energy is tamping it down because no child comes out of the womb and goes, I just wanna be limited and constrained. Every child thinks they are owed

everything. They can be an astronaut or a president, and it's not until someone tells them, woah. You really think you're gonna be president that they tamp down.

So we don't the tamp down don't come from inside. They're coming from the outside.

And I a lot of times with my clients, I have to train parents to treat their child in their mind as a future world leader because most parents are like, oh, it's my kid, and I'm an accountant, so they're gonna be some. Well, you've already killed off that they could be the next Einstein president slave cancer. Like, if the parents don't believe anything's possible for you, you're screwed.

But a parent can't think anything's possible for a child if they don't think anything's possible for them. Right? Only a goddess can give birth to a goddess. If I don't think I'm a goddess, well, my kid's just a kid. He's a girl. Yeah. Not a goddess.

So that's what I want you to listen for isn't the fear of, oh, what do I do when I, you know, create the webinar? It's someone's voice, you don't need to know who it is, is gonna be coming from the outside and be like, woah. All you have to know is that voice or that force is not you. You can trace it down.

You realize it came from the outside. As soon as you smell you know when you have a sticker on a circus and you gotta peel up the edge? And then as soon as you get a little bit we're just trying to peel up that edge and be like, oh, that's not me. And as soon as you got that, you slide in between, and you just see the intention.

Whatever's not me, whatever fear feeling story that is holding this aliveness and possibility and creativity down, I give it permission to go back to its owner and know that whatever you're giving it back to, they are edified by it. They needed that because that was theirs, not yours. And you can't do good job for the lineage holding the wound luggage from your ancestors. They need you to go succeed.

You're the cutting edge. You're they're all dead.

So the more you can throw off that and run into possibility, everybody wins. And so I wanna just encourage you to when you turn inwards, you're looking for the little edge of the sticker of, like, what what amount of this is not mine? And as soon as you smell some of it, just go whatever amount that's not mine, drain it into the ground, give it back, and then do your breathing, and then hold the vision.

Whenever you hold a vision of something you want, it's either clear and crystalline or something clouds it. The something clouding it is where you start to sniff and go, where is that coming from? Whose voice is that? You got it?

K. Yes.

Thank you.

And sometimes just taking an action even though you don't feel like it generates the motivation.

So we all have been to the gym where we don't wanna go to the gym. And then five minutes into being on the treadmill, we're like, oh, yeah. I'm so glad I didn't trust my feeling.

Exactly.

Yeah. Okay. Cool. So Thank you. Let us know how that goes. And then, Christo, anything alive with you?

Is today, like, a q and a day?

Or Well, I was gonna teach about resistance, but I was just checking in on everyone, and I wanna make sure you feel expressed.

Well, I guess there's always resistance out there. So I've been when Natalie and Ali talked about, it boils down to internal resistance, isn't So, yeah, I mean, when I hopped on initially, you guys were talking about an incredible topic about energetically connecting with it first.

And I'm glad you actually you did talk about it because it continues to confirm that this process works. And every time I do it, it's exactly the same thing happens. And to me, it's mostly through my meditations. You know, when I see some situations in life, whether it's certain in business, certain package, I'm I'm trying to envision, okay, that this is gonna be my new package.

I like that. It's a very complete package, but I don't have it.

Hold on a minute. Package that you're offering clients?

Yeah.

So you vision you think of a package as a thing that you're creating like an offer?

Yeah. Yeah. Yeah.

Yeah. Just make sure and I'm sure you're doing this, but make sure when you think of the package, it's not the words of the offer. It's the upgrade in the person's life so that what you're holding in the package is this joyful upgrade that the person's gonna get because how you speak about it is gonna be colored. That's why I don't even like to use the word offer.

We have to figure out an offer. And I'm like, no. You're not figuring out an offer. You're figuring out a way that someone's life could get better.

The the the phrasing is important even in your own mind. That's all. Yeah.

Well, what I envision is the end in mind. So what am I envisioning to happen? Right?

So, yes, and what they're gonna get to ultimately, but what I have found is, let's say, I don't have the package, and now I'm creating it in my imagination. And I already know what it's gonna look like. And actually, that was in the past. It's we already have that.

But it was a little higher package and higher than the rest of them, so maybe I had little internal resistance or incongruency. But when I sit down and meditate on it and envision clients are very gladly actually accepting when I propose that. Here's here's what it is, and boom, they jump on it. They jump on it with clarity, with with ease. Whatever I want to happen, I envision that with a feeling.

Try to put myself in a feeling of it.

Because if I don't create the feeling just like you mentioned earlier, what did you say?

It has to be congruent.

Congruent, but I think you said something but it it just using words for the sake of words is empty. It's, like, surface level, but it it's the feeling behind it. That's what really is the bridge, you know? Yes.

So so I had that so many times that that happened even with dating people with, you know, people with the opposite sex. Every time I connect with that and envision exactly the dynamic in the situation that I want it to be, maybe not a hundred percent of the times, but vast majority, more than that, it's Yes. It's happening exactly like this. And it's a you know, on the surface level, it could be a woo woo thing, but it just happens so many times and I'm glad that, you know, you were just discussing about it as well because it is a powerful thing to to happen. So but for me, anything yeah. I think same with Ali, actually, because I know the strategy I'm looking to start incorporating in business is integrating a lot more content like reels, okay, out there and shooting videos.

And and I find myself that I wanted to make it more and more perfect before I start pumping them out, you know, in the marketplace.

And specifically, what I'm trying to do is I even said that to you probably in the beginning before even I started with you guys, but it's gonna be because I said many things. Maybe you don't remember about it. But I wanna create a powerful reel where the message in it, the hook, the retainer, whatever the strategies that you incorporate in a reel because it cannot be just a video, like sixty seconds video. It cannot be only educational.

It needs to Arrest and abduct.

It it need to get them to stop scrolling.

You need to have a powerful three seconds. They they, oh, what was going on here? Then you need to educate. You need to create some you need to pull them.

And, so I've been attempting to make it So hold on.

Before before we go there because you work in fitness. So the metaphor here is gonna be really useful for you. It's also work for Ali. I have fit I have a friend who's a CrossFit champion, and she's well, both of them are physical geniuses.

And she used to do training for people at the gym. One thing she taught me, she said, I'm not interested in the workout that they do. I just want them to show up. Like, even if you just show up at the gym and you look and then you leave, that's a success.

Even if you do two minutes on the treadmill and you're like, I don't feel like that, that you got your butt to the treadmill. Starting to code success as the tiniest increment. So what I've learned I mean, I still am perfecting my reels. But when I first started Instagram oh my god.

You should see my first Instagrams. I can't even I look a mess. But what what I've learned from Evan over time is perfectionism or that making it perfect is especially for a new thing. Like, if you've had reels for a long time and you just wanna refine, that's one thing.

But getting something out imperfectly, I've learned, is ten times more valuable than the perfect one.

And fetishizing any public posting because that I can do a lot of things. I have a million videos on here. Not most of them don't get published.

The the publishing something to a surface where other people can see produces first of all, people say like, and then you start to go, oh, I wanna do another one. But the purpose of the first one isn't to do a good hook and to get people. The purpose of the first one is to go, oh, look. I broke my virginity.

I did the thing. It's just to get it done. When someone taught me how to paint once, and I don't know if you guys know this. You're supposed to do three layers of paint, like a proper paint job.

And they said the first layer, I was going, ew. All perfect. And they're like, no one's gonna see the first layer. You need to, like, just stick it up.

Just get the paint on the wall however \*\*\*\*\* nilly. So I learned to just paint messy, and only the third one, I go, okay. Just make sure the corners are nice and da da da da. So I have in my mind that the third of anything is the one where it matters to refine it.

So I just wanna get to three as fast as possible. And the first one, you all heard this. It it you have to be embarrassed of it. You you should be embarrassed of it.

That is the developmental move is and I think if you're training someone at the gym, you would prioritize them just trying the the exercise rather than even perfecting it. Like, it's just getting them on the machine is a win.

Let me just see how that that's landing.

Christo. How is that landing for you?

Oh, yeah.

I'm very, very aware of what you're talking about. Even, you know, just the just like you said, the the the first step should not even just to get something that is very high quality. It just to be honest with you, I I I teach the same thing to my clients. You know?

I don't care. I even said it a couple days ago. Right now, just be here. That's it.

I don't care what you do. I wanna see you around in the facility just whether you're on the bike, whether you do some other things there. I can assist you if you need to. But the the the the the big successes, I wanna see you here just be in the environment, period.

Yes. That's it. So no doubt about it.

So I was just sharing the little resistance about the the reels that But have you put any reels up that don't have a hook?

Say it again?

Have you put any reels up that don't have a hook that aren't I shot one, and I posted it the other day.

I I guess there was a because I use AI to create Sixty seconds of scripts, and it automatically it does have some, you know, hooks, so I just kinda go through that. But I'm making myself to do it. I know that I'm also very, very busy. That that could be some type of limitation because three, four three, four hours a day I go through, you know, webinars and meetings, and then another three, four hours is, you know, training people. And then the time that you have shrinks, but I know that it's it's it's possible if you commit, like, thirty seconds, you know, a day or thirty

minutes a day. To do that, it's possible, but there's always something that comes up in my mind says, okay.

Maybe that night is not the right time. And then here we go. We're in the in the story, in the movie again, not today.

Well, what about an ally? Like, whether it's someone like Ali or just any friend.

If I noticed that if I have a friend that is sitting with me to do something, even if we're just on the Zoom and because I feel like a loser to just eat popcorn while they're doing something. So it's a very subtle thing, and it's a win win because I'm sure you could find somebody who wants to do something that no one's holding them space for. And it literally could be a fifteen minute session. Can we meet fifteen minutes every Wednesday, which could extend to half an hour, but it's, like, fifteen minutes, so it's an easy lift. And we're just gonna either brainstorm together on an idea for real, or we work silently in the same Zoom. Have you ever tried Yeah. Ally?

I mean, it's great that we're discussing those things, and this is actually a part of that. So we we have hired an SEO company, search engine optimization company, to improve on many aspects of of the business. And part of that is actually a monthly q and a. They hop with us on a call, and they ask me questions.

And I just discuss about those questions, and then we chop that up, on many small, pieces of video, and they edit it, and we post it. So, but we know we started a month ago with them. We just have not gotten to that. Perhaps that's one of the things that I can just ask them to get rolling with that.

I I don't think I would like anybody else to be just around me. I much prefer to be myself unless it's those business people that ask me the questions like an interview. You know? Okay.

But a friend or somebody from the office, I much prefer alone to work. So yeah.

Okay. Well, that's good. Like, yeah, some people are the opposite. Okay. So let me just quickly talk about resistance because we kinda danced with it today, and I want you to notice that resistance is fear dressed up as distraction.

Now with Ali, it wasn't fear of writing the email or doing the webinar. It's fear of going against some ancient embargo, family system rule. That's like, you shouldn't be too happy. You shouldn't be too rich.

You shouldn't be too famous. I don't know. Something like that.

But it's still a fear of not connecting, not belonging, not being in rapport with someone who is an authority.

And fair dressed up as distraction often shows reasons, justifications, explanation. Like, if I asked Ali and Haristo why they're struggling, I probably they would have a lot of things to say. Well, I'm busy on this and that. You know? The the brain is going into the lounge of why why reasons because that's much easier than going into actually where the resistance is in the body. So just as coaches and it for ourselves, what I've noticed works is you have to dignify the resistance as having some validity because most of us make it wrong and see the resistance as trying to keep you safe in some ways. You're like, oh, you're clinging to a teddy bear that can't save you because you think the little part of you thinks that's gonna make you safe.

I understand why you don't wanna give me the teddy bear even though it's dirty and it needs to get washed.

So can we be tender and sensitive to the part of us or the part of another that's being weaned off their binky and how terrifying that must be to pull the binky out of the child's hands. If they think that binky, wrong as it is, is gonna save them, and every kid holding a teddy bear thinks that at some level.

That resistance is actually representative of low level terror. That's what I want you to see. Resistance is low level terror. Dressed up is no big deal.

Don't fall for that. Oh, I just don't know why I keep not writing the email, and it it's terror. And want I want people because that's why you're stuck. Because if you think it's some small little thing, you're like, I'm such a loser.

Why can't I just do the thing? Well, it's terror. That's why. And people usually are impotent around terror.

And you can break trust with another person, a client, a partner, or yourself if you try to push someone against their terror. If someone's terrified of going into a swimming pool or going to touch a dog and you push them, you have broken trust that that they're you're not safe anymore.

And so what I want us to get when it comes to resistance in self or other or any other person, the metaphor I use for change is curling versus hockey. Everybody does hockey. Right? Hockey you use the hockey stick, and you kick the puck with the hockey stick across the ice. The hockey puck is pushed or pulled across the ice. If you interview a hockey puck, it says, I'm just being pushed and pulled around.

I don't do hockey. Well, I have it in my toolkit, but I don't do it until I've used all my curling. So curling is another game where there's sticks that both teams are using to get the puck or the rock to move across the ice. But in curling, you're never allowed to touch the the rock. You have to use your stick with it to sweep the ice to make it smooth so that the puck goes in this direction.

And if you interview a curling puck, if you could ask it a question, it would say, oh, I'm just going for a walk down the ice. I'm not sure why I'm pulled in this direction. I'm just meandering. That is what great coaching and seduction really is, is making it smooth so the person naturally moves in that direction.

Okay. So I want us to practice. We've got three of you here. I'm gonna put this in the chat.

This is, what we're gonna practice today is dancing with resistance. So you can open it up, but, basically, we're gonna get into a group. One client's gonna pretend to be resistant. You're gonna blather on for a couple minutes about why you're stuck.

K? I don't I don't wanna do my taxes. I don't wanna look at money.

I'm struggling with meditation, and I've tried it many times, it doesn't work.

So your your job is to embody your resistance, like, ham it up, and then the coach is gonna say, it totally makes sense. You're gonna normalize and validate the resistance.

Then you're gonna inquire into the function of the resistance, which is kinda what I did here. It's like, it makes sense that you're nervous or frustrated and don't wanna do that.

Why do you think what might be getting in the way? So you're actually getting curious about the resistance.

And then oh, this is written wrong. It should be you're gonna offer as a coach the choice, not pushing ever, not shaming. Just, oh, we can you know, you can try this instead. Or, even asking the client, now that we've seen what the valid feeling is wanting for you, how it's trying to protect you, what could we do instead that would honor you feeling safe and allow you to make a step forward? So it's just breaking down the process of turning resistance into a brainstorming session where the resistance itself never gets made wrong. So it goes, oh, I'm safe here. I'm loose, so I'm open for revision.

K? You don't have to follow this exactly, but, basically, you're gonna coach someone out of their resistance in a way that's yes. Yes. And what else is possible with no pushback? So it's hockey, not curling.

You probably already know how to do this, but I want you to actually practice if you can. So do we have are all four of you gonna stay? Then I can do a group of two.

Okay. So, Kim, can you put them into groups of two? And you're just gonna coach your partner through a piece of resistance by validating, normalizing, getting curious about the resistance, good intention, and then offering a brainstorming session. What can we do that honors the good intention and could possibly give you progress along this area?

And you brainstorm. Let the client come up with it. Okay. So, Kim, put them in groups of two, and then we'll come back, you know, thirty thirty five, forty minutes.

Hey, folks. How was that?

Did you learn how to Yes.

Redirect? Great. K. We got few minutes there. Any comments?

That was fun.

Yeah? What'd you learn?

Well, I learned that I'm okay at winging it because I'm on my phone, so I didn't have that little sheet that you gave us, which I would love to use that sheet. But I was like, I don't have it. And and I only wrote down a couple things, so we'll just go with it.

Good girl.

But it wasn't bad.

Good girl.

Well, you'll leave to fantastic. I had a not breakthrough. What is the good word? I don't know. But few great insights and, action plans. So thank you very much. You're great at winging it and beyond great.

Thank you. You are wonderful too. I appreciate it. It was it was a lot of fun.

Alright. Fantastic. Alright. So we're gonna practice. Alright. Noticing resistance in ourselves in the world. And anytime I see resistance, if you can take a breath and breathe in in martial arts, they call it, I think, woo way.

Is that the name woo way where you move with like, a small little person can throw, like, a three hundred pound person off because they work with the weight of the other person. They don't push against. And you need it's a high leverage way to work.

And so how many times have we been afraid of someone something, and then someone tries to convince us, and that just makes us go, nope. Nope. Nope. Nope.

But if someone listens and goes, okay. You don't wanna get in the swimming pool. Tell me what's going on. You don't need to get in the swimming pool. I'm not gonna force you. I just wanna know what's what's happening there. And then they feel understood.

They feel like their little issue gets handled, and then they wanna go in the swimming pool. It's actually the fastest way to get someone to do something is to enroll them, but you have to meet them where they're at, basically. So Let's practice that this week with our family, with our friends, with our clients. I'll see you next time.