

Bo Eason: Think of a thoroughbred racehorse. Thoroughbreds do not think about what they're going to eat. They don't think about who's going to train them. They don't think about what they're going to do today. They don't think about how they're going to prepare their next day. Everything is taken care of a thoroughbred racehorse and that racehorse does one thing. It runs and it runs fast. That's it. Domination is a chapter I have in that I want people to start naming what they do. And that's all they do. So that they know that they are thoroughbred racehorse or their Frank Sinatra. They're actually achieving the top level because they do what they do, and the rest is all taken care of. That's domination.

Announcer: Bulletproof Radio, a state of high performance.

Dave Asprey: You're listening to Bulletproof Radio with Dave Asprey. Today's cool fact of the day explains how tardigrades protect their DNA to defy death. Now, you might not know what these things are, they're commonly known as water bears. And they're one of my favorite things, maybe kind of like my personal spirit animal. Because they can survive anything including X-rays, cosmic rays, you can soak them in hydrogen peroxide, they just don't die. So for me, it's like axolotl, naked mole rats, and tardigrades are those animals that call most of my soul, because they all have superpowers beyond what Mother Nature really normally does. Now, normally, if you hit any biology with radiation and chemicals like that, it damages DNA using hydroxyl radicals and these are just molecules of oxygen and hydrogen. Turns out there's a protein called Dsup, which stands for damage suppressor. By the way, if you're one of the many biologists who listen to the show, could you guys come up with better names? Dsup? Seriously, who's going to remember all this stuff? All right, I got that.

Dsup is damaged suppressor which shields the tardigrades from radiation. And when they add that protein to human cells, the protein also protects ourselves against radiation. Now we figured out why that works. Dsup surrounds nucleus films, basically DNA wound around proteins called histones, and the researchers at UCSD in La Jolla. By the way, the coolest university ever. You ever get to go there and look at the architecture, that is the place where you want to hang out and get a PhD. Anyway, they call it a fluffy cloud of cotton candy. And researchers think that those proteins evolved to protect the tardigrades from hydroxyl radicals when they're dried out, which happens a lot because they live in moss. And the damage can't be repaired when the animals are dormant, so they have to protect themselves without an ongoing repair process. Now, we have similar proteins called high mobility group nucleosome binding proteins or HMGN. Again, these dumb names. Anyway, researchers are looking to figure out whether the human proteins form a similar shield against DNA damaging chemicals.

I actually just think it'd be great to blend some tardigrades in my Bulletproof Coffee, but there's got to be a better way. And in the meantime, brand new study just came out that says, "Hey, if your mitochondria work very well, they provide the energy for the cells to protect your nuclear DNA." So good

mitochondria equals less mutations. Maybe that's our way of doing it. We just can't survive being desiccated and dried it out despite our best efforts. This guy is a speaker performer author who started his career in the NFL as a top pick for the Houston Oilers played for the 49ers and branched out into acting and wrote a one man play called Runt to the Litter that had a 50 city national run off Broadway. He's now a speaker and leadership coach, and again Who can own a stage like no one I've ever met really just shows up in a powerful way. He's spoken at the Bulletproof conference, good friend, an inspirational guy, but someone who pays attention to details you would not even know mattered. His name is Bo Eason. Bo, welcome to the show.

Bo Eason: Dave, thanks to be back. I'm so happy to be here.

Dave Asprey: Now, the reason I had you back is a lot of people don't understand this. When you work, doing the kind of influence or work that you and I do, you spend your time interacting with people. And in your case, you're teaching people how to show up on stage and how to have that winner energy that drove you in your sports career. But you also collect your best thoughts and the things that work your most precious things. And eventually, there's enough pressure in your head to write them down, and to create a book about it. And that's certainly what drives me. I know that's what drives you. You just came out with your book, "There's No Plan B for Your A-Game", which is really how do you become the best at what you do in whatever field you're in. Similar mindset to "Game Changers" highly different book because this is based on your own ass kicking in two different fields where you're at the very top of your game that's unusual in two fields.

So you're a unique specimen of humanity for your ability to do that, and you thought about why and how and you put in a book and that's what I want to talk to you about today. You down?

Bo Eason: Yes, sounds cool. My favorite subject.

Dave Asprey: One thing that impresses me and something that also scares me is that you've got 20,000 hours of experience on stage. And we've all heard the 10,000 hours rule. And you talk about your A game and being the very top of your field. Is everyone listening have to spend 10 or 20,000 hours doing something to be the best at their field? Because I got a lot of others stuff I want to do.

Bo Eason: Yeah, I know. I know. Not everybody has to but it helps. Now those hours if you look at the studies that like Anders Ericsson has done, he's done these 30-year studies on what it takes to be world class at several different things, whether it's violin or ping pong or athletics, or piano, it doesn't matter. He just have these certain hours after be put in. But if you can push yourself beyond your current capacity, outside your comfort zone, then those hours come fast and furious. Here's the problem, most people are just afraid of that struggle of being outside the comfort zone. So it takes years.

But look, here's another thing, Dave, based on your work, based on what we know, we're going to be here anyway, I always say to people, people go, "Hey, I don't have 20 years, Bo," and I'm like, "Well, where are you going? I mean, you're going to be here, right? So let's put those 20 years to work. Let's master a thing and see where you end up and you can measure yourself at the end of those 20 years because you're going to be here anyway, you might as well master something."

Dave Asprey: I interviewed Eric Kandel, who won a Nobel Prize around neuroplasticity. And his answer I just what can I do to make myself more neuroplastic? And he just kept saying it was kind of sad for me. He goes, practice, practice, practice. And later on, there's got to be a way to do it faster. Practice, practice, practice. And to do this I'm like Eric has practice, practice, practiced saying practice many times. Do you think there are hacks, Bo? I mean, you've put in so many hours you've done so hard, but is one type of training more effective than another? How do I shorten the number of hours?

Bo Eason: Well, here's the thing. Look, so when I first started doing this, I did it very kind of innately kind of primitively when I was nine, right? So at nine, I made a declaration that I wanted to be the best safety in the NFL. So that took many years, but here's the cool part, Dave, once I learned what it took to be the best safety in the world, then I knew what it took to be the best player right or the best stage performer or the best author. Mastery is mastery. So once you've got one, you've got mastery nailed. It's the same principles. What's cool about it is that you could live five, six different lives with careers and reach a world class level in one lifetime. Now that's pretty cool, right? So mastery is mastery, regardless of the discipline.

Dave Asprey: That is something that I also would agree with. My career in cloud computing is a little bit different than my current hacking human biology, but you learn how to do something and it can actually be a gift that you learned in one field and took it to another. There aren't any other professional athletes, I'm aware of that have gone to Broadway other than maybe Mike Tyson has done some powerful stuff different profits. Are there others who followed your path?

Bo Eason: There are some but I don't think it was like a career path it was more of I think producers went to them as celebrities, to Mike Tyson or to Joe Namath back in the day. And this yeah, I remember Broadway Joe. It was his nickname because look, he wasn't a stage performer. But because he won the Super Bowl as a New York et, they said he's so popular he'll bring in a bunch of people. I think they did the same thing with Mike Tyson. They said, "Wow, people are going to just love to see him on stage." So they used these people celebrity to get them on stage. I kind of went the other way. I wasn't a celebrity. I wasn't particularly known as an NFL player to that extent. And so I came in as I prepared to be a stage performer so took it many years, I got really good at it and then did it. You know what I mean? So my preparation was much different than theirs where they probably were hired and then had to learn how to act and perform really quickly.

So I went the long route to master that stage performance, and then entered as a kind of a unknown guy until people started to know me from being a stage performer.

Dave Asprey: There's some interesting comparisons, like Mike is actually crazy powerful on stage. I once got the opportunity to share a stage with him at a private event for hedge fund managers in Hong Kong, when Bulletproof's getting off the ground. And this was a group of people that they wanted to know how do we upgrade our brain? So I gave us this talk about that. And then Mike came on and I mean, he brought the house down over and over and over, even though he's had all these hits to the head, he'll be the first to admit it. In fact, he did talk about that on stage. But I mean, he was hilarious. His stage presence was big and his show did really well. Yeah, so he was successful. And-

Bo Eason: No, no for sure that.

Dave Asprey: ... yeah, my question for you though, is having seen that, so he's like, "Okay, I developed a brand and then I got some coaching and it came in and I kicked ass." And you're like, "Well, I went and I met with Al Pacino, and he told me, I need to spend 10,000 hours anywhere I can get it." And this is the first chapter of your book, which is I'm kind of paraphrasing it. So you went out and you did your 10,000 hours, didn't Mike do it in a faster, more efficient way?

Bo Eason: Yeah, here's the advantage that a guy like Mike Tyson has, and this goes back to this primitive instinct, right? Like so he is unapologetic of his human nature.

Dave Asprey: Very unapologetic. Yeah, he just shows up.

Bo Eason: Right? Most people, especially when you come from the athletic world, and you're dangerous, we become very apologetic about our danger about our own human nature. What made us really popular in one field can make you very unpopular and another. That dude is unapologetic when it comes to his natural disposition. I think that's a huge advantage. And in fact, that's something I train on stage, right? Like so you've seen me train people in this very way to be unapologetic about their predatory nature. Most speakers are apologetic about their predatory nature because they don't want to offend anybody, but Mike Tyson does not have that molecule in his body, which makes him ultimately watchable. Meaning you can't take your eyes off somebody who's in touch with their animal instincts. So if you and me had a stage right now, and we put a lion on that stage, I guarantee no one in that audience would move. No one in the audience would go to the bathroom, no one would speak. They would just stare in awe and not move.

That's the same thing that humans have. Except humans apologize for it. Except guys like Mike Tyson who are very rare, most of us have to relearn how to not apologize for that instinct.

Dave Asprey: Now I've seen you in your coach training programs, and I know you serve Bulletproof Coffee to get their energy up. So I've got a chance to drop in. And I mean, you show people how to stand and you do some kind of weird intercept, you're like, hold your pelvis this way, like really own this on the stage like a tiger, which is something that you've learned and there's some of that in your book. But here's what I want to ask, second chapter of the book you talked about unnatural talent and you say the only natural thing about talented people is that they're adapting better than other people. They push themselves hard, but okay, how did Mike get his unnatural talent to just not be apologetic about being able to just show up as a full warrior guy on stage the same way you do? Where did you guys get that? That wouldn't come from adaptation, did it?

Bo Eason: I think for my kids such training at such a young age, and look, he's trained to be the most dangerous man on the planet, which he definitely was.

Dave Asprey: I'm going to have to get him on the show. Why I haven't I interviewed him given that I've been on the stage with him. I'm going to reach out.

Bo Eason: Yeah, but yeah, I think that's a big element of it. And he's just he's so rare, which makes him so watchable. It's almost like you don't know what ... he's so unpredictable, which gives him total power also, right? Because he's not interested in that making you happy. [crosstalk 00:14:51] He doesn't care if he offends anybody. And the rest of us are really conscious of that, right?

Dave Asprey: Are you. I mean, I've seen you go on stage, you tell stories that piss off half the audience, I'm sure.

Bo Eason: Yes, that's true.

Dave Asprey: These are great stories, and you seem like you're not carrying a lot of baggage around that, Bo.

Bo Eason: In my regular life I am. I'm my regular life I'm trying to avoid conflict at all cost but on my stage life, there's a certain permission out there, right? So I'm actually if you're on stage, and you're not putting your nose up against conflicts chest, you are dead in the water to begin with, just like you, Dave, people aren't going to watch you. Because if you're not going straight up against longevity, and what our beliefs are about it. So you're putting your nose up against what the rest of the world thinks, and pushing, no different than David and Goliath that makes you watchable, that makes your company successful, and it makes you grow. If you got rid of that conflict of how society sees longevity, how society sees health, then you would be unwatchable just like the rest of the people trying to do that. But you have a built in conflict, or a built in enemy called the status quo. Same thing with Mike Tyson. Same thing with me when I'm on stage. I'm constantly putting my nose up against mediocrity. So anybody who believes in mediocrity hates me-

Dave Asprey: It's true.

Bo Eason: ... because I'm [inaudible 00:16:30] I'm attacking their way of life and their promotional way of life. I'm getting rid of it, and I'm attacking it. So that makes me watchable. But also it makes certain people who believe in mediocrity makes them upset.

Dave Asprey: Now I've taught my kids in part because we're friends and I spent a good amount of time with you both seeing you in you own them like, no one's going to get up when you're talking in a room. Undoubtedly, and you brought it that way for the conference. But I'm just having dinner with you. So I'd tell my kids, "Hey, kids, there's nothing worse than being average." But average is gross, either be above average or below average. But why would you want to make that your goal.

Bo Eason: Yet that ends up being so many people's plan B, right. I mean, this is why I wrote a book, it's called, There's No Plan B for Your A-Game, because most people are living their plan B because they have a plan B. That's a mistake. Your plan A is your plan A. That's the one you told your parents when you were seven, and you said, "Mom, Dad, I want to win the gold medal." And then many years later, you're telling people, "I'd really like to win a bronze medal." And when you don't win a bronze you're like, "Man, the world was against me and I just couldn't win anything." That's how we end up with this mediocre level that plan B. But kids they always have a plan A. No kid in the history of kids has ever gone to their parents and said this sentence, "Mom, dad, I have this. My ultimate dream is to win the bronze medal." No kid's ever said that.

So think about that, Dave. No kid has ever said that, but yet we accept a bronze medal years later when we don't win the gold, or we settle for some mediocrity or some average way of being. So that is what I'm against is I want to go back to our roots back to our nature, where we said, "This is what I desire, this is what I want." And then there's no way out of that option. That's the option. That's the only one you got, and those are the people who do win gold medals. But I just don't think I mean, if you think back to our very nature, the day of our conception, the day of our conception, it's 300 million sperm versus you, and you're one of those sperm. 300 million to one odds that you're born yet, through a million years of evolution and design has taught all those 300 million sperm to do one thing, and that is fertilize the egg. And you and me were the champions on that day. And so now we're born into this world. And now we're supposed to fit into some mediocre suit or some mediocre life or job.

That's what is being promoted to us, and I'm like, we're not made that way. We're not made for a second place. It's not in our DNA. So sometimes my kids and sometimes adults say to me, you know what, dad? You know what, Bo? It's really hard to be the best. And I always say, I know it's really hard to be the best, but you should try being mediocre. That's really hard because it's just not how we're set up. Yet, if you look at the media, if you look at our culture in general, what's being promoted to us is average mediocrity, middle class. That's as high

as you can expect to get. And they're talking to human beings who are just not made that way. So that's what I'm out to battle.

Dave Asprey:

I love that. So, I got to tell you a little story, and I want to get your take on this in the context of the A game. So my daughter was going to this thing called the Greek Olympics at her Waldorf school, and they really focus on emotional development and some wonderful things and my kids are happy and grounded and they're nice to butterflies. I'm very happy with my kids. But like, Anna, there's going to be one of these Greek Olympic things that most people don't practice on. So why don't you practice most on that one so you can maybe go for the gold, right? So I went around, it's very hard to get a javelin delivered on Amazon because they keep bending. But I got a javelin. Okay, there's not a lot of 11 year olds with a javelin. So we're in the front yard. We're watching YouTube videos and proper foot placement.

She's got a pretty good Javelin throw for an 11 year old, and they go to the Olympics, and they're all doing things. And at the end of the day, congratulations, we moved our average distance thrown up by 20%, we moved our average speed up by 20%. And they never mentioned which kid was fastest, which kid threw the furthest for any of the events. And I was like, "Oh, my God, what is going on here?" But it was like the outcome was average. Do you have any idea how parents whose kids are doing this, parents who don't necessarily agree with that? Or I'm happy that we look at our average like did we all improve but some of us improved more than others? Is there an antidote to that that you tell your kids like, "Hey, if you win, I'll give you a chocolate?" I have no idea but as dad, as a pro ball player who goes kick ass theater, how do you make kids so that they understand this a-game mentality?

Bo Eason:

I know. That's why I say you're up against the education system. You're up against culture media, I think publishing world for most of it, movies, Hollywood, you're up against video games even, you're up against this thing of like average. And we're always comparing ourselves to the average. And I would say, I would just keep talking to them, because look, you're the most powerful person in their life. You and your wife-

Dave Asprey:

That's only turned 14, right?

Bo Eason:

Yeah, right they turn 14, but they know they do what you do. So they're only in competition with themselves, like who's going to be the best at this thing. And it sounds like she's already the best javelin thrower. So she's just competing against herself and I'm constantly telling them the day of their conception, I'm talking about what's inside them. What's their true nature? I talk to them about people like Mike Tyson, like Kobe Bryant, people who are ultra-competitive because, listen, I know this word competition gets a bad rap these days in our culture. But if you look, the first rule of biology is life is competition. Life is competition. So you and me, if we weren't superior competitors, we would not be here today. If our ancestors weren't good at competing for mates and food and shelter, you and me would not be here.

We are ultimate competitors but we just keep apologizing for it. Here's what I know about kids, Dave, which I know your kids know this because I've been around you and your wife. Kids know the score. So here's an example. My daughter is young ... she's 10 but this was when she was like six or seven. She's playing in this basketball game and they start beating this team like 50 to 5. So the scoreboard keeper does what he thinks is right and turns off the scoreboard so that the other team can't see how bad they're being beaten.

Dave Asprey: What the heck?

Bo Eason: But here's what's funny, Dave, and this is my seven year old daughter. After the game I said, "Why do you think they turn the scoreboard off? What do you think the score was?" My daughter goes, "It was 75 to 8."

Dave Asprey: She kept the score.

Bo Eason: She knew the score. And I went around and checked with the other kids. The losers knew the score. The winners knew the score, they knew it in their head. Because kids have that instinct to see how they compete and how they measure up against other girl basketball players in this case, they know. So if you give them a participation trophy, or a participation ribbon, do you know what they do? They accept it just to placate us adult, but they know the deal. They know exactly where they place like say they have 100 meter run and 100 kids run across the field. Your daughter, my daughter, everybody's daughter on this podcast right now, they know what place they got, "Hey, I got 56 place." Hey, I got second. They know. Kids know. So why are we keeping it from them? We're trying to hide them, protect them.

Dave Asprey: It feels like but no one likes to see another person in pain. And in fact, we're wired I believe on a cellular level to help our species have our life. I guess there are things that get in the way of that a lot, but we're wired to do that. And so when you see a child in pain and you're saying, how do I take away the pain? But it seems like the way we learn to walk is by falling over and it hurts when you fall over so you don't do it again. So pain is a teacher, right?

Bo Eason: Yes.

Dave Asprey: But too much pain or lack of recovery are actually harmful and damaging for people. Do you have any advice for adults who are working on their A game at becoming really the best in the world? Becoming masters of something? How do they know when you're pushing yourself? You write in the book about deliberate practice and hard work, how do you know when you actually overtrained and you're going to pull a ligament or you're going to burn out? But how do you surf the edge of burnout and experiencing pain and being comfortable with it and actually harming yourself? This is the problem with A players.

Bo Eason: Yeah, for sure. For sure. For one you got to listen to your body and usually A players are so present with their body. They're in great communication with their body. They know where that edge is and they're always challenged.

Dave Asprey: That's bullshit. You're such a pro athlete. None of my A player software developers have a clue what their bodies are doing and they're the best in the world at what they do.

Bo Eason: All right. Oh, okay, yeah, yeah I'm thinking [crosstalk 00:27:18] mindset. Okay, you got me there. Okay, then we need to get touch with our body guys. [crosstalk 00:27:24]

Dave Asprey: Hold on. Did Bo ease in the toughest [inaudible 00:27:27] to get in touch with my body. Bo, you're letting me down man.

Bo Eason: And then he had seven knee surgeries.

Dave Asprey: Punch yourself in the face a few times and walk it off.

Bo Eason: My body was communicating to me, Dave, I just wasn't listening.

Dave Asprey: Okay. That's probably more real. That was my experience as a software developer guy. Like, oh my god, there was a signal to noise in there and you know when you're doing the right thing or the wrong thing, but I just didn't know to listen. So if you're an actor, you're on stage, okay. No one has better body awareness besides proactive athletes and actors. So you're a master of that and both of those things, but a painter may not have that, or ... How do people know? Let's even make it tighter for you. It might have been too general of a question. Anytime you're focusing on hard work, and you're pushing yourself beyond your comfort levels, you're also flirting with burnout. How do you know when you're going to go over burnout?

Bo Eason: Yeah. So Anders Ericsson, did this test, a study of the top violinist in the world. So took the top I think there's top 14 virtuoso violinist in the world. And he asked them a bunch of questions and studied each one of them. And now the second tier, right? The second tier was down below them, but he talked to the top 14 and he asked him this question, were you ever called by God to play the violin or did the violin just call to you? Was it in your genes? How did you become the best violin player in the world? And every one of them said the same thing, no, they were not called by God to play the violin. They were handed the violin at a certain age by a parent, and were told to play it. And they also asked this question, because I get this question every day, Dave, "Bo, did you love football?" And I was like, "No, I didn't love football." "Oh, Bo, do you love the theater?" I'm like, "no." And they go, "What do you love?" And they asked the violinists, if you don't love the violin, then why are you at the top? And they all said, "I fell in love with my improvement day in and day out."

And if you look back, and I look back being the best safety, I didn't like the position of safety, but I liked what it demanded of me and what it required of me and I got measure myself and improve each day. But the only way to improve is you got to be beyond that comfort zone that we're talking about. Otherwise, there's no adaptation can take place. So once we're challenged in homeostasis, our noses up against it, we know we're improving, and that's what you fall in love with and that flies, there's no such thing as burnout when that's happening, you're like recognizing your own improvement.

Dave Asprey: So you get a little dopamine squirt every time you recognize your own improvement if you're measuring it, and you're aware of it. And you're right, I see this actually in my daughter. The first time that we really had her kind of exercise on purpose with intent where kids normally they just play around, with even in the forest like go climb a tree, and then that's their exercise. But she came back and she said, "Daddy, I really like that I can see a difference in how my body works because I'm doing this," and it was like this sense of excitement. So it sounds like kind of what's going on with all these people [inaudible 00:31:07] they're seeing the improvement and you it feels good to improve. So there's a little bit of ego in that as well, though, isn't there.

Bo Eason: I agree. I think there is and I think that's healthy. But also I think it's great that she's recognizing the difference in her body. So she challenges homeostasis. Now, our body and brain adapt to that new demanding situation, and her body shifts so that she can survive so she can be more efficient at what she's doing. That we all love. We just don't do that enough. I think burnout something else. I think that's something like you're just beating your head against something that is a dead end. You know what I mean? I think-

Dave Asprey: What if you're working on improving you just don't improve? I mean, there are people, this is my fifth job as a manager of marketing, and I keep screwing up every time I do it. So I feel like I'm just failing all the time. At what point you're like, "You know what, maybe I suck at marketing and I should go into another career perhaps as a barista or whatever." Or Yeah, what do you know that like actually I'm just not destined to this because I suck at it.

Bo Eason: Yeah, we've all done that a few times. Yeah, you make a declaration, you think that you're calling, you're going toward it, and you keep getting your ass kicked and eventually you're good. What I always say is people go, "Well, Bo what if I picked the wrong thing? What if managing marketing is not the right thing?" And I say there's no such thing as the wrong thing, the wrong declaration, the wrong dream for you will always reveal the right dream for you. The good part about it is you'll be able to take some blows because you already have and now you redirect that new declaration, which is going to come to you eventually once you hit a dead end. It'll keep hitting you and you'll go, "Oh, there's the green light bam, I'm going in that direction." That's why I always say do not choose a declaration because you're afraid you're going to choose the wrong one. The wrong one always reveals the right one. And now you already have

mastery in your blood because you've been doing it and now that next declaration, boom, takes off.

Dave Asprey: Let's talk for a minute. For people who haven't read your book. This is there's no plan B for A game. You talked about the difference between goals and declarations. Can you share with people listening who haven't yet read your book what your definition of those two things are in which one you do?

Bo Eason: Yeah, the goals don't do anything for me. I mean, just the word. It doesn't do enough. I think of soccer, I think of hockey goals. But it doesn't turn me on. I remember as a kid being very moved by the Declaration of Independence. I wasn't moved because somebody wrote it. I was moved that people wrote that thing yet you and me don't know them, and that was 250 years ago. And I'm moved by the fact that for 250 years, all these millions of people, us Americans in the last 250 years and those going forward, actually make this declaration come to life every day. It's almost like they wrote a play or a movie that expressed our freedoms. That was their character. Our character as Americans was to express our freedoms in the way we moved, in what we ate, in how we ran and how we spoke. We lived into the declaration and brought it to life for 250 years, and who knows how long it's going to go. Well, that's why I like declarations. So I make a declaration no different than the Declaration of Independence.

That said, when I was nine, I wanted to be the best safety in the world. And then when I was 29, I wanted to be the best stage performer in the world. And then I was 49 I wanted to be the best speaker. So those are my declarations and it takes many years for me to live those out. That's why I like declarations but here's what's cool about declarations, Dave, do you know how when you set a goal, or even a mission, then you have to make this long list of to do list and you have to fulfill on this list and you got to gather a bunch of stuff. Declarations is more a way of being and if you declare to be the best safety in the world, you can be that. You can be the best safety in the world on day one of that 20 year plan. So I was only nine and I was being what the best safeties in the world were being. I was eating what they ate. I trained like they trained, I acted like, I dress like them. I dreamed about them. And then the world caught up with my declaration and eventually I was that guy, I was that guy.

So, and I've done that three, four times in my life. So it's exciting. It's a fun way to do it because now you can be the best in the world at whatever you do today. And then you start living it out and bringing it into existence, like the Declaration of Independence and eventually the world catches up with your declaration and your dream, and it comes to fruition. That's cool.

Dave Asprey: I think you nailed it there. When you declare something you're stating a fact and your nervous system, even those little compute nodes in your cells called mitochondria, all the distributor things in the body, they will listen on some level and they don't understand time they just understand is something or is something not and I mean, I did this part of the 40 Years of Zen, the

neurofeedback institute that I started, that's helped me program my own brain. I teach people when they were doing intentions in altered states, how dare you write intention that says, I want to do X, which is a goal. But if you were to pray to God, and God was there and God listened, and you said, "I want X," He say, "Great, you want X," and he'd go about his business, because you just stated what you want. You didn't say you were doing it. You didn't say you were even going to do it. You didn't say that you were already doing it. You just stated a desire and a desire is a goal. And a declaration is a state of being in effect. So if he would just learn that about their affirmations in the morning, the stuff they write in the mirror, the stuff they put in their journal, the stuff they say when they wake up in the morning, that alone would change the world. But you nailed it there.

That's just an important part of personal development that's missing, and can you bake that into the book in a way that I think is very easy to understand.

Bo Eason: Yeah, the declaration pieces it's a huge part of the book because it's been a huge part of my life and every one of these declarations seem impossible. When I started, all of a sudden became kind of real and much quicker than I thought.

Dave Asprey: You also recommend in your book that people use the words the best in their declaration. Here's a little logic question for you, four people wake up in the morning and say, "I am going to be the best tight end on Earth," only one of those four is going to do it. What are the other three going to do?

Bo Eason: Well, they're going to go right along with it. I mean, it's going to be a competitive race. And if that was the case, if four people which it never happens, because no one will commit this long, no one has this kind of mindset. But if there were four guys that say, "I'm going to be the best tight in the world in 20 years," think of the position of tight end, think of the sport are they art form or football in 20 years if those guys compete against one another and raise the bar that high, that's-

Dave Asprey: But the three of them are going to wake up and say, "I didn't do it."

Bo Eason: Well, but who's to say, because there's always another game, Dave, and there's ... not even another game, there's another quarter, there's another play, and this guy might pass him on this play, and then this guy could pass him on the next play. So-

Dave Asprey: I get that so-

Bo Eason: ... it's very fluid.

Dave Asprey: So Superhuman just hit number 40 out of all books on Amazon, but that was for an hour, because that was-

Bo Eason: Yes, sure.

Dave Asprey: ... like a 62 and hopefully you'd be number 22. So you might be the best for a brief period, but at least you hit the best and you're in the top quartile.

Bo Eason: Yeah, Dave, when I would go on stage, so I did run to the letter with my play for 1300 performances, right? So when you do something 1300 times you're looking at yourself in the mirror. You're backstage, you're about to go on stage. You've got your costume on, you've got your makeup on. You're about to go out, I would play games with myself, I would look at myself in the mirror and I would go, "Tonight, this is going to be the best performance, it's going to be better than Marlon Brando. It's going to be better than Sir Laurence Olivier. Only for this next 90 minutes, I'm going to be the greatest person to ever walk on stage for 90 minutes. Can you do it?" I'm talking to myself. And I'm like, "I can do it for 90 minutes." I go out there and for 30 minutes, maybe I was the best maybe for one minute. But at least that was my attempt, and it raise the level of performance for all performers. You understand?

Dave Asprey: Yeah.

Bo Eason: So who's to ever say, who's the best? You know what I mean? It's a game that we're playing with ourselves.

Dave Asprey: Interesting. So there's a bit of [inaudible 00:41:00] surround the numbers for most of these things. I mean, if you're the best IndyCar driver, you either were number one or you weren't though at least not this race but next year you might be number one, if you're number two this year is your point.

Bo Eason: That's right. Yeah. So those things are fluid. And that's what you need is you need that competition because it's always nice when you see two great tennis players go at each other. One passes, then the other pass, and that's what we love, and that's what they love because they get better and the sport raises. The problem is, Dave even our greatest competitors who are supposed to be our greatest competitors right now, like in the NBA, if you notice, they try to form super teams and ask less of themselves so they can win championships which are phony to begin with. Because they're building teams like a crooked way. And then basketball then goes downward. It ticks downward because now you got five of the best players all on the same team. How does that make sense? That doesn't make sense. True competitors compete against one another not on the same team. So that makes the whole sport and the whole world now tick down instead of tick up because of the competition isn't there.

Dave Asprey: Interesting so you want to distribute the best across all the teams so that we can have some growth. Okay. All right, that actually makes sense from a systems perspective I totally get it.

Bo Eason: I love how yours and my brain are trying to figure this out in our own particular way.

Dave Asprey: You got to set up the environment around you to get the results you want, and you're saying in a competitive environment is going to create better results than an environment where one team is so dominant that they smash everyone else and then high five each other?

Bo Eason: Yeah, that's right.

Dave Asprey: I can't argue with logic.

Bo Eason: And it's unwatchable. If you notice the human instrument will not watch that very long. We desire conflict and if we don't have any conflict, it becomes boring and we won't watch it.

Dave Asprey: So like a full on beat down is much less interesting than a good competition. I would agree with you 100%. In your book, just going back to the way you're teaching people how to be the best [inaudible 00:43:19] other things, you talked about something that I found a little bit confusing. So I've run a strategy for billion dollar companies. And how is the question you ask yourself, okay, if our declaration is like my recent declaration, I am going to live to at least 180 years old and it's gotten a lot of people saying, "You can't do that. How dare you?" I'm like, "Well, I'll be sad when I visit your grave if you don't join me, but it's okay."

That was definitely a strong declaration and it gets people's attention. And it's also I'm telling myself that very consciously, I am going to live down. But I also was asked myself, "How am I going to do that?" In fact, I had to write a book about it so I could study all the papers on how so I'd know what to do and what not to do. But in your book, you're saying ask yourself how you're going to do something is a dangerous question and you probably don't want to do it. You say, "it's almost always a losing question".

Bo Eason: Here's the distinction between the way you're asking it and the way most people ask it. So most people go like this, I want to live to 180 years old. But how? How am I going to do that? It's with the intent of somebody talked me out of this declaration I don't want to do it. You're not doing that-

Dave Asprey: Oh, they want to be told it's impossible. So they asked how as a leading question so that they can-

Bo Eason: So they get out of it. They don't want that declaration. So if you and your son came to me, and you go, "Oh, here's my son," what's your son's name again, Dave?

Dave Asprey: Alan.

Bo Eason: Alan. So, "Hey, Bo. Alan wants to be the best safety in the world. Can you help them?" And I would say, "Yes, I'll help them." But I would not say this to you and I wouldn't want Alan saying this to me, "But Bo, how we going to do that?" All I care about is the declaration, because the how will figure itself out? We'll figure that part out. I just don't want asking that question too early, because usually that's a way out of your declaration. You understand? That's the distinction about the question of how. Of course, you've got to get to the point where Alan's going to go to me, "Okay, Bo, what do we do on day one?" And I go, "I'm glad you asked. Let's go. We're going to start right now. This is the how. We're going to start and we'll start with food and we'll start being on the grass at 5 am." And he's going to start backpedaling. That's the how. But I don't want Alan going like this, "How are we going to do this?" because he's only looking for a way out.

I just want the declaration to be brave, and out there, but how just destroys that. It gets people out of their declaration. I don't want that.

Dave Asprey: Okay, I got it. That makes a lot of sense. So if how leads to an excuse, and in a sense of impossibility or I can't, then you don't do it, but actually having a plan and in your case, the how is you're going to practice with focus and determination and ... Okay, I understand that.

Bo Eason: That how is coming soon enough, right? Like, if you're going to live to be 180 years old, your night, your evening, tonight is much different than everyone else who doesn't have that declaration. So what you eat, what time you go to bed, what supplements you may take, all those things come into play right now. And those don't even come into play for most people. We're just thoughtlessly going through our day, but your declaration is requiring everything and so that how is on its way to you quickly.

Dave Asprey: All right. I like that. That subtle difference there. But subtlety isn't necessarily the name of your game, especially when you're on stage because in terms of sort of pissing people off, you have a whole chapter in your book on domination. Mrs. Natalie was on the show a while back, talking about that other kind of domination. But you talk about dominating yourself, dominating competition and it's kind of a theme for you. So what does domination mean to Bo Eason and how do you teach that as something that's good versus at least weird?

Bo Eason: I know, everybody know people luck. So many words in my book, even chapters, like competition, like predatory nature, like domination, those are bad words in our society right now. They're kind of frowned upon. So I think you we have to use words like that to arrest people's development, to stop them in their tracks. So people are going along with their lives, Dave. Some people in your audience who don't know you and they're just meeting Dave and they're hearing his declaration, and so that arrest their life right there. When Dave says, "I want to live to 180 years old," that arrest their belief system and everything about them. That's great. So does domination. I'm going to talk about dominating other

people in my book, I'm talking about dominating the space around you, dominating your space. You've heard the term ... I don't know if you've heard this, Dave, but I think somebody even wrote this book. The term is called Frank Sinatra doesn't move pianos. Have you heard that term?

Dave Asprey: No.

Bo Eason: Frank Sinatra doesn't move pianos. So here's how domination goes. This is how Frank Sinatra dominated his field. And here's the questions that were asked of Frank Sinatra. Hey Frank, did you sell the tickets to your show? No. Frank, did you move the piano in the middle of the stage where it is? No. Did you prepare your pre performance meal? No. Did you hand out brochures for your show? Did you Usher people to your seats? No, no, no. What does Frank Sinatra do? He dominates. Here's how he dominates. He sits in a piano and sings. He does what he actually does. That's domination. The rest of us are running around, trying to be multi taskers trying to do 1000 different things, and jack of all trades, and we're no good at any of them. Think of a thoroughbred racehorse. Thoroughbreds do not think about what they're going to eat. They don't think about who's going to train them. They don't think about what they're going to do today. They don't think about how they're going to prepare their next day. Everything is taken care of a thoroughbred racehorse and that race horse does one thing. It runs and it runs fast. That's it.

Domination is a chapter I have in that I want people to start naming what they do, and that's all they do. So that they know that their thoroughbred racehorse or their Frank Sinatra, they're actually achieving the top level because they do what they do and the rest is all taken care of. That's domination.

Dave Asprey: That sounds pretty good. Okay, I'm going to be a little bit blunt here. You're kind of rich. You've had 1300 of these shows on Broadway. So my guess is that you don't have to live paycheck to paycheck.

Bo Eason: Yeah.

Dave Asprey: Right. Okay. And I have lived paycheck to paycheck. People don't know I used to scoop ice cream at Baskin Robbins. I used to put truck parts in boxes for five years. So I've lived paycheck to paycheck too. But it's great to say that now but how does the average person listening to this who doesn't have someone to move their piano for them, who's working on becoming someone who has that level of domination, how do they drop out of all that distracting garbage so they can focus on the domination?

Bo Eason: Yeah, that's a great question, and it's often the one that I get the most pushback. Like you I delivered food and did all kinds of weird jobs.

Dave Asprey: You're a real guy. Your story about how you came up is crazy, and football, it's in your first chapter in the book, but yeah, you're a guy who's lived it.

Bo Eason: Yeah. So I'm not saying that I was born with a silver spoon and that people just wait hand and food on me.

Dave Asprey: You earned it.

Bo Eason: But yeah, but that's the declaration. That's where we're headed. You're headed that way now. You might not be able to afford that today, and I couldn't at one time, but now I can and there are certain things I can't afford to do or have, but that's the next thing on the list, but I just want you to know what you do to be the best like if you think of elite athletes, it's pretty easy like LeBron James or Tom Brady. They're not spending a lot of time grocery shopping, or wondering what they're going to be doing. Who's going to give them some rehab on their quad? Are they getting in cryo therapy or not? They're not making any decisions that's already decided. All of us can have that in our future, but we have to intend it. It's got to be part of the declaration, and you got to start thinking in those terms now. Take away a little thing. Say you need somebody to ... you don't want to prepare food anymore. You're spending a lot of time preparing food, then don't do that. Hire somebody to do that, or have somebody do that.

That way I just want you to get used to this at first. At first it's kind of baby steps. But eventually you're a thoroughbred racehorse and all you're doing is what you do. Now, that is a cool, cool life. You know why it's cool? Because now the world gets better because you're taking your art form to another level and all those people around you are now employed, because that is their dream. Their dream is to fulfill your dream and to make sure that this thoroughbred racehorse is fed properly or is recovered properly. That becomes their dream and then they fulfill on that. It's a very cool life.

Dave Asprey: Okay, I really like that. And I the advice that I've given on stage especially to women entrepreneurs, so you got to start small, but I love it. You have a room full of 500 people, how many of you are still washing your own socks? And literally three quarters of the hands will go up. And it's like, how dare you? And you know what? There's been less times I didn't just wash my own socks. I waited at the laundromat, because that was all I could do. But at least I did something useful. I waited at laundromat. But the deal is, even if it's the tiniest things that you can shed or you can make your kids do it. "Okay, kids, you're cooking one meal a week, because I've already done it for 10 years, Your mom's done it for 10 years and we want you to learn how to do it."

That's just how it's going to be, and we just instituted that. And usually, in fact, the kids have done a great job, it's actually been good food. But the whole point there is get it off your plate a little at a time, but if you don't know what area you're going to dominate, you don't have your declaration. You don't even know what to get off your plate, or why you're getting off your plate and the people who are helping you, your supporters, who helped but just, oh, I'll be happy to take it off your plate because it's for a good cause they won't know it either. This what I liked about your book is that you're laying this out in a very understandable way to say, look, this is why you have to focus on that.

Bo Eason: Yeah, that's why you got to start with declaration and then you'll get to domination a little bit later. Yeah.

Dave Asprey: Now you also talk about something called re compete in your book, and you say competitive people are pushing self-centered and uncaring. What's the flip side of that?

Bo Eason: Well, I mean, I think that's how it's promoted and perceived in the media and stuff. That's what people think. They say, look, if you look at our very nature, we talked about this earlier, like the first rule of biology is we are ultimate competitors. That's how we're made. And so now you're supposed to apologize for that? I don't understand that way of thinking. And I like competition. If you'll notice kids when they're doing a race and you go, "Okay, kids race over there, and whoever gets first place touches the monkey bars first and then second, third." The kids when they're running are giggling and laughing, and they're trying to be number one. That's how you know competition is fun. It's only us adults, that give it a bad connotation. Because competition makes the world better not worse. We got to embrace it. And like we talked about earlier, just like the ultimate competitors in our society have decided that they'd rather win championships then compete. Well, how much does a championship mean if there's no competition? Does that trophy even mean anything?

Dave Asprey: Okay. So your concept of relearning to compete is really kind of what we talked about before, in a competitive environment, we're all stronger and if none of us tries to compete, we end up being a bunch of jellyfish.

Bo Eason: That's right, and then we just have to re remember who we are at our very base, which is we're ultimate competitors.

Dave Asprey: Now, there's another side of competition here, right? There are people who to them, competition, beating someone it's about humiliating the opponent. It's about causing harm to another person's spirit, taking pleasure in their pain. And then there's people who are saying we competed fairly and I perform at my very best and I was better than you and I can celebrate that and you're a great guy. And I even see this in MMA, right?

Bo Eason: Yeah. Oh, yeah.

Dave Asprey: Some guys have that like okay the honorable warrior and there's other guys who are like, "I was bullied in seventh grade and never got over it. That's why I'm in MMA and I'm going to break your arm and spit on you when I kick your ass and literally take joy in your pain." I think that's why competition gets a bad name because-

Bo Eason: I agree, you're right.

Dave Asprey: How do you filter out the douche bags who create humiliation as competition?

Bo Eason: I don't think they're true competitors.

Dave Asprey: They're not but they're victimizers walking around in the guise of competitors. And what they're doing though, is they're giving competition a bad name. How do we get those people out of here?

Bo Eason: I just don't look they're damaged. They're trying to fulfill something that can never be filled. So I wouldn't even include them in the competitive world. They're there, but they're not there very long. The ultimate competitors, the true ones, the ones we admire, they actually even though they're trying to kill each other in the ring, they have so much respect and honor for one another. It's amazing. I remember the toughest guys I ever had to play against, I hated them in the moment. But right after we were done, I was like, "Dude, I love this dude." Because he made me better. Even though I lost he made me better. I got better in this moment. That's the distinction. I don't think those other guys are even competitors. I just think they're bullies or just punks or whatever you want to call it. They're not even part of the deal.

Dave Asprey: So if you're competing in a field, whether it's football, theater or speaking coach, whatever, and you come across someone like that, does that mean you take them out the knees so they won't play next year?

Bo Eason: No.

Dave Asprey: What do you do?

Bo Eason: That's not my competition, right? So they're not even competing. So I don't even include that.

Dave Asprey: But aren't they polluting their competitive environment?

Bo Eason: Of course, yeah, they're polluting their little sewer over there, which I'm not going to get in and wrestle with them in their sewer. I'm going to stay competitive with the people [crosstalk 00:59:13]

Dave Asprey: Because they're not on your level and not in your field and they try to climb up there and then they fall off because everyone can see that they're copycats or unethical or whatever their deal is.

Bo Eason: That's right. That's right.

Dave Asprey: Cool. God knows there's a few parasites out there.

Bo Eason: Oh, yeah.

Dave Asprey: You actually have 16 rules to incorporate into your life and we're not going to be able to go through 16 in the time we got in the interview, but they're awesome. A couple of them that stood out for me, I will be unreasonable.

Bo Eason: Yeah, for sure. Just like your whole life is based on that one day.

Dave Asprey: Yeah, I won't do it alone. I will live beyond my current capacity. So I think these will resonate with anyone who likes Bulletproof Radio. You guys know I wrote Game changers. I studied 500 people like Bo, in fact, Bo, you are one of the people I interviewed for that book, to say what do people have in common and sort of say what can you learn from that, there were 46 laws. And you went through your own life, your own experience in your coach for many people, and you came up with your set of rules here, including number 16, which is an absolute competitive art of husbandry. Your rule number 16, your last one is I will get a Dawn, and Dawn is your wife. So basically, you just paid your wife an awesome compliment there. And by the way, Dawn is awesome. I tried to get her once but she was uninterested.

Bo Eason: Oh my gosh, that's so funny.

Dave Asprey: Dawn is a great human being but you're saying you'll get a partner in life who's really supportive of you in that rule, and that you'll seek that out. I think that actually was both humble and also really good advice so [crosstalk 01:00:56]

Bo Eason: Yeah. And it's something that comes out of my mouth every time I'm at dinner or social event, I'm like, "Hey, you got to get yourself a Dawn." And because they're always going, "Well, your wife's amazing." I go, "Yeah, you got to get yourself one. Her name is Dawn, get yourself a Dawn." She's just one of those people that ... in most partnerships, one plus one equals two, right? But when you're with somebody like Dawn, it's one plus one equals a million, because that's what she brings to the table in partnership. So everyone's got a have it if they want to reach the top.

Dave Asprey: So guys, you're listening to this stuff, especially younger guys you're just learning how to manage relationships. So what Bo just did right there, he just guaranteed himself like a whole year of getting some, just from what he did right there. So, Bo well played my friend, well played.

Bo Eason: I have to make sure my wife listens in on this podcast.

Dave Asprey: She's going to kill me when I see her next.

Bo Eason: All right. I tried to get Dawn. Oh, that's funny.

Dave Asprey: But that advice is really just profound and awesome. It's a great way to close up the show. We have one more question. And he has a Super Human, my new anti-aging book. How long are you going to lift up?

Bo Eason: Wow. I've always had like instinctual. I've always had the number right around 100 in my mind.

Dave Asprey: Is that your declaration?

Bo Eason: Well, I haven't made that declaration, because I wanted to talk to you about it first and get some consultation and then maybe I can up my game a little bit.

Dave Asprey: Well, there is value in the declaration. [inaudible 01:02:32] telling yourself you're going to live a certain amount of time probably will move the needle, it's certainly not going to harm things, right?

Bo Eason: Yeah, right? That's true.

Dave Asprey: So you got to do some work on that. In fact, here's the thing you could join me in practicing not dying. I'm getting really good at it.

Bo Eason: Wow, that's actually a great declaration. So that's so good.

Dave Asprey: So around 100 right now subjects to a formal declaration later.

Bo Eason: Right. Yeah, I'll kind of put a good one now next time.

Dave Asprey: You've been listening to Bo Eason. His new book is There's No Plan B for Your A-Game, I went through some of the cool stuff and they're both just a fascinating guy to see him on stage. Whether he's teaching you how to speak, whether he's doing his Broadway game, just he will captivate you. And this book is equally captivating. And boeasonbook.com, B-O, E-A-S-O-N book.com. Anywhere else they should go above?

Bo Eason: Yeah, they can go boysandbook.com. That's the best place but they can go to Amazon, they can go to wherever they buy their books, Barnes and Noble. It's everywhere, and it's a best seller. And so we're really excited about it.

Dave Asprey: Well, congrats on your success with the book. If you're listening to this, oh, great here's another couple authors Dave and Bo hawking their books. I just got to tell you, Bo probably makes more from going on stage for a couple hours than he will in his book. And it's the same for me. You write a book to change lives and to concentrate your thinking and to distill your most precious knowledge. So spending 17 or 20, whatever the books are going for right now, it's just you saying I want to get the most distilled wisdom and knowledge from this person that I can. If you liked Bo, on the show, you liked what he had to say, and something woke up and you around, maybe it's okay to be competitive, and I can still care about my competitor, even if I win.

Look, if that resonates with you, I promise you that if you spend a few hours reading Bo's book the ROI will be very, very high. So do him and me the honor. If

you decide to read our books, leave a review. It's like tipping your Uber driver or your barista because we pay attention to it. So read Bo's book if this interview was awesome. Read my book unless you're a bad person. All right, on that note, Bo thanks for being on Bulletproof Radio.

Bo Eason:

Thanks, Dave. I had a blast just like always.