

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 is pretty much confirmation that the internet changes your brain. A team of researchers from across the globe just found the internet is producing both short-term and sustained alterations in different areas of cognition, which affect your ability to pay attention, your memory process, your social interactions. In other words, you're already a cyborg, you just didn't notice it. This is a first of its kind to view, it was published in World Psychiatry Journal. We're talking Harvard University, King's College, Oxford, University of Manchester, a few other big things like that. They all collaborated to say, "What is going on with our brains?" They looked at other studies that come from the areas of psychiatry, psychology, even neuroimaging, and said high levels of internet use, including limitless streams of prompts and notifications, means your attention is constantly divided, which decreases your capacity for maintaining concentration on a single task. That actually changes the way that you store information, and even the way you value facts and knowledge, and in your brain.

They're basically saying, we don't really know what this is, but we have "deep concerns about the potential impacts of increasing internet use on the brain, and how it's altering the structure, the functioning of your brain, as well as the social fabric."

So what should you do, stop using the internet? No. Turn off the damned alerts on your phone. Even the phones that say there's a new episode of Bulletproof Radio. It doesn't matter. You should have no alerts in your life. You know how many alerts I get on my phone? I get text messages from some people come up, and that's it! I don't get emails. In fact, if your phone right now ... You need to pull over if you're driving. If your phone gives you email alerts, you need to pull over and turn that off. It'll actually change your brain. It's that big of a deal. And social media? You know, who cares who's following you right now? I don't get any of that stuff. Someone hit you up on Instagram? It doesn't matter. Go to Instagram when you want to and look at them.

So this is just a really big, across the globe, top universities study saying, "No, that stuff is messing you up." Yeah, maybe there's other things that are good that are coming from having the internet in your brain. Oh, there's this little fact that you have access to more information and knowledge than a king or a president did 50 years ago. It's insane. You can do whatever you want with that. It's awesome. You don't need to go to Harvard University to learn whatever you want to learn, because it's all there for free right now, and you just have to take the time to do it. It's probably on YouTube!

So anyway, the internet's kind of good for your brain. It's also bad for your brain if you let it run things. But if you use it strategically, it kind of kicks ass. At least, that's what I think.

I don't know how much that was a fact versus a rant, but you guys are good with that, right?

Today's guest is David Meltzer, who is a fascinating, interesting author. We're talking about a guy who was CEO of Samsung's first smart phone division, a guy who's had a profoundly strong career in business, and has written books on actually how to be happy. Books on how people succeed at different levels, and what the definition of success is. He just came out with a new book that I thought was really worth talking about today. The book is called Game-Time Decision Making: High-Scoring Business Strategies From the Biggest Names in Sports.

Now, I'm going to confess something to you before I even really fully introduce David. I really don't care that much about sports. I mean, I have some good friends in sports. Nick Foles has been on the show, and the Bryan brothers, and these amazing human beings. I mostly didn't know who they were because I like to play sports. But in terms of watching them, I actually read PubMed and things like that when I have spare time, or I play with my kids. I'm pretty damn good at ping-pong, and I might watch that on TV, but I don't have to be a fan. Right?

So I heard about this book. I'm like, "I don't really want to interview Dave, because he's going to want to talk about all these sports people, and I don't know who half of them are. Even though I think it's awesome what they're doing, I just don't know who they are! But when I looked at what he's achieved in his life, David's done some amazing stuff. What this book is really about is, what's going on in your mind, not just on the field but everywhere. And when people at the top of their game ... You know, I did write that book on game-changers. When you're doing things on the field, it really matters. So I think you're going to get a lot out of this interview, because well, it's very rare to find a very senior executive who's also paying attention and working in the sports and entertainment agency world. Going from tech to sports, and just saying, "What do people who kick the most ass actually do?"

So Dave, welcome to the show.

David Meltzer: Thanks Dave, I'm really excited to be here. Yeah, it's interesting because I'm not actually a sports fan anymore myself. I just am in the business of sports. So I think that's a big change. I've always looked to sports and was successful in this business because I didn't have the emotional big-eyed response. What I learned to do was monetize those people that actually have an irrationality. I used to call it the irrationality of middle-aged men, and I wanted to monetize that irrationality. But I've used sports because of the mass appeal in order to teach people the lessons I believe that we're here to learn, to expand and accelerate what we want out of our existence.

Dave Asprey: You've had a strange path to get here, because I mean, you not only had all these career successes, you sort of went bankrupt.

David Meltzer: Yeah, sort of. Yeah, I did go bankrupt. I actually did.

Dave Asprey: And that was your first book. It was like, "Hey, here's how I had to come back, not just from having money, but from having money and a spiritual practice to make me successful." That's kind of cool how you worked with Leigh Steinberg. We're talking Jerry Maguire-level stuff. What I want to know is, in 2014 you wrote your book about this, "Okay, I hit rock bottom financially, and I came back," and you're a happier guy. We've had time to chat and you actually are a happy guy, which is cool. It's always nice to see people who are authentic. Why the shift to looking at what a professional athlete does? Because some of those guys seem pretty miserable. Some of the ones I've met have been profoundly awesome human beings, but you also see this stuff on National Inquirer or ESPN. I think there's a difference between those two. It seems like there's a lot of problems across all the sports in this. So why is this a population of people that we should pay attention to about happiness?

David Meltzer: Because I think the successful athletes have a spirit of excellence that exists in a conscious level, even a subconscious level. Meaning that I believe great athletes, successful athletes, professional athletes think, say, and do things consistently and persistently, and they create a belief for their neuro pathways - as you know David, your mind - that really create discipline and habits.

Where I found it interesting is that the reason I went bankrupt is also the reason that these highly functioning, successful athletes go bankrupt. 75% of the athletes that we represented two and a half years out of playing were bankrupt, even though they had every opportunity, every chance in the access to financial literacy and support.

Dave Asprey: Seriously? 75%? That sucks!

David Meltzer: Yeah. So I started really exploring the unconscious competency. Why is it that people have a thermostat that if we grow up with nothing, that we have to actually look at our personality traits, characteristics, obsessions and additions that create an energy, this genetic layer that ... You know, some people think it's four generations. I personally believe it's from billions of lifetimes that I carry this energy inside of me, this unconscious competency.

Dave Asprey: Billions of lifetimes, of your own lifetimes? So you're like [crosstalk 00:08:34].

David Meltzer: You know, my soul. Yeah, I guess super. I'm a Judah-Buddha.

Dave Asprey: I've actually never heard that. That's funny.

David Meltzer: But I literally was looking at why do we set these thermostats. I was able to recover because I looked at the quantum shift in my life. I was so addicted to money and the power of money. I believed money bought happiness, and everything that I did in life indicated that money bought happiness. I was a

millionaire nine months out of law school, bought my mom a house and a car, which was the only reason I wanted to be rich. I was really, really happy. But eventually, there was only so many things I could buy. And what I learned was the power of shopping, not just on a pragmatic level of going from a green card to a platinum card to black card, where I could go on Amazon and there's different powers of shopping. I learned that if I shopped for the right things, that it made me happy. And that a lot of athletes and celebrities, they shop for the wrong things and they end up miserable, on drugs, and even suicidal.

People look up to these people, so we have to now create some sort of learning curve that just because you're great on the field doesn't mean you're great at all things off the field.

Dave Asprey: So what are the brands I shouldn't shop for?

David Meltzer: For me, it was the Ferraris and the Porsches. They're my lessons, right? I believe we're here to learn lessons, and lessons keep on coming, so we learn them. Manifesting itself in pain is a good indicator of whether we've learned those lessons or not. I believe truly, though, that faith is like a green card, a platinum card, and a black card. Faith to me was that aggregate of thinking, saying, doing, believing, and the genetic side of my personality traits, characteristics, obsessions, and additions that created a frequency, that no matter what I did really attracted with action. Right? Attracted, if I got out of my own way, cleared the interference, what I wanted.

I think it's so funny that so many times in our lives, we can plant a seed for tomatoes, we're not surprised when tomatoes come. But I see so many people planting seeds for what they don't want, and they're super surprised when bankruptcy comes. I had planted seeds my entire life for bankruptcy, even though my actions and everything resulted in over \$100 million. Right? I didn't lose a penny. It was a lot of money that I lost.

Dave Asprey: Okay. How do you actually lose \$100 million?

David Meltzer: Good. It's in the book. People that ask ... No. 1, go ahead and surround yourself with the wrong people and the wrong ideas. That'll be a catalytic event to lose everything. But when you make bad assumptions, and here's the assumption I made: I didn't need any help. I was Midas. I was a millionaire nine months out of law school, multi-millionaire by the time I was 30. I never, literally ... every job I took, everything I did was a financial success. When I owned a golf course at Ski Mountain, 33 properties, a ton of stock, I got into a lawsuit and my ego, my need to be right, my need to be offended, all these different needs of my ego, I went through all my liquidity trying to prove I was right in a huge lawsuit. Knowing, without a doubt in my mind, that I could borrow against \$40-50 million of equity that I had with my private bank. Meanwhile, when I needed cash, I went to my bank, made that bad assumption, and I said, "Hey, can I get \$5 million," and they said no.

I almost fell over. I said, "Excuse me? I have equity. Give me a line." "No, no, the bank's not doing well, and we're not borrowing on non-stated income, on straight equity, on properties. We're going to have to go through and do due diligence, and take all this time." Meanwhile, I start looking there. They needed to take more time. I went to go look for more money. Pretty soon, nobody was giving money. I missed one payment, and then the whole thing started. You know, you miss one payment, you're not able to borrow any money, I can't sell stuff fast enough, and that's a lot of bills coming through. It's its own economy when you have that much in property. It was a mess. And I literally ... it just started to fall.

I know, though, that it was the greatest lesson that I ever learned. It took me nine years to process the lesson energetically, because I used to tell people, and I did mean it, "Oh, this is a really good thing. I'll be fine." You know, trying to convince myself. But it took a good nine years before truly, internally I know that that lesson was so valuable. I'll never, never be broke again, because I understand and don't carry that energy. I am worthy of everything I have, and I can manifest anything I want.

Dave Asprey: Do you ever want to, I don't know, punch one of the attorneys who files baseless lawsuits for no reason, other than just harassment?

David Meltzer: Yeah. I think, it's funny that you say. [crosstalk 00:13:14] No. You know what's so funny? I think, it's one of the passions, if I wanted to change our structure, I think our legal system is completely upside down. I would love to be able to hold plaintiffs responsible for the accusations that they make, meaning they're financially liable. That you just can't bring up ... Even worse than the lawsuits is making claims on the internet that go along with the claim. Right? Because we immediately believe it. I could sue you today, Dave, for something completely ridiculous, post it up with my millions of followers, and it would affect your life. And you would have no recourse against me, because I can just have a tiny thing that was true.

For example, you and I were in a hotel room and did my podcast. I could make up some story, and just the fact that you were in my hotel room at the podcast is enough evidence to go ahead and file the lawsuit. In the end, it would cost us both money. But you probably would have to settle with me, because it would be cheaper than the half a million dollars to have all that news out there, and the lawsuit. That's our system, and it's unfair.

By the way, nothing happened in the hotel room. Going on record. I can never sue you. You are an amazing person. Just legally, everyone know that. There's no lawsuits coming. [crosstalk 00:14:26] You're an amazing person. Yes. Everybody, there's seven people in the room, tons of witnesses. He's a genius.

Dave Asprey: No, it's funny. I don't go in hotel room meetings with people. I always have the lock on the door thing opened so that the door doesn't close, and I've never actually not done that because it just removes any possibilities. Right?

David Meltzer: Right.

Dave Asprey: Plus having a stable marriage is usually helpful.

David Meltzer: I agree.

Dave Asprey: I mean apart from that, I just know that when people go through bankruptcy, you end up seeing just like a swarm of attorneys and fees, and all that sort of stuff.

David Meltzer: Mine was worse. I had a malpractice suit that I won. My lawyer committed malpractice, and it was really ugly.

Dave Asprey: Oh my God.

David Meltzer: Won it, they settled in two seconds, and everything just went into the bankruptcy, and I had a fresh tabula rasa, a new start to my life.

Dave Asprey: Let's talk about forgiveness. This is something I spend a lot of my time on. 40 Years of Zen is very focused on that. You said it took you nine years to through and process all this stuff. Did you have a specific switch or trigger, or maybe it's forgiveness, maybe it's something else, that let you turn off all that? I mean, a lot of crap comes out in your mind when you're going through like ... You have this one picture of the future, and all of a sudden ...

I know, because I lost \$6 million I made when I was 26. It messed with my head. It was really traumatic. So what did you do?

David Meltzer: First, I would forgive myself, right? I started realizing that I truly had to forgive myself for all the mistakes that I had made. I wanted to turn every mistake into a miracle. I wanted to prove to people that setbacks are setups for something better. I had all these things in my mind. Now, the interesting thing was, there was one person, a neighbor who I'd bought a condo conversion from who I blamed. Right? That's the person that I was in a lawsuit with, and made up all these lies about me. It was horrible. When I say it took nine years, it was because I verbally could forgive him. I was out there saying, "You know what? I know, I forgive him, I forgive him." And then I'd go home and dream about pulling out his fingernails and putting Tabasco on it.

I literally had various ... So the technique that I used, and it literally went on for nine years, and I use this to shift my true energy. Because I know mentally, I can let things go. I can think, say, and do the right things, but if I can't shift my true energy, then I'm going to have painful feelings, and it's going to attract painful and attacking thoughts. So what I do, and this is very woo woo. I don't know if it's Zen enough for you, but I closed my eyes and I looked at the guy that I hated, and I started thinking about all the good things about him. I thought he was a really good dad. He was a community guy. He had a lot of good qualities,

and I find the light in him with my eyes closed. Every night I used to cover him as I was hating him, and I'd find the light, I'd cover him, and then I'd picture the true loves of my life, my family, and I'd combine the light of the two. Then I'd take the light and hold it over me, in my mind's eye, until I physically felt a shift of energy.

Slowly but surely, just like working out Dave, it actually shifted my energy and dissipated the actual feeling. Not what I thought, said, and do, or even believed. There was actually a feeling of tenseness, of anxiety, of hatred, of attack every time I thought of the guy, and it finally dissipated to the point where I went up to him at Tailgate one time, and I walked up to him and thanked him. Right? I thanked him out of pure energy, and he was freaked out because obviously he hadn't processed his feelings for me.

Dave Asprey: He thought you were going to punch him?

David Meltzer: He sure did. He flinched, and I just grabbed his hand with both of mine and I said, "I just need to thank you, because you helped me learn the greatest lesson of my life that has truly shifted my perspective, and I wanted to thank you so much." And I walked away.

It wasn't I was just thinking, saying, doing, believing it, I actually felt grateful. That's what I try to do with things so I don't manifest or attract what I don't want.

Dave Asprey: Now in your book, you talk about how there's a conscious mind. You just talked about thinking. It's what you think, say, and do. The subconscious mind, which is the things you believe. But then you talk about this unconscious competency. Where does this feeling thing that you're talking about ... ? I do viscerally know what you're talking about, but in your teaching, in your new book about offensive and defensive mindset, I don't see feeling in there. I see consciousness and unconsciousness. But unconsciousness is different than feeling, or is it not?

David Meltzer: Feelings are emotions, and emotion is energy in motion. The energy that we emit, I believe, comes from our personality traits, characteristics, obsessions, addictions, our DNA. The feelings actually come from an energy that is emitted through that continuum, or aggregate - I call it faith - of the aggregate of conscious, subconscious, and unconscious being. All of those together create an emotion. And if we can shift our emotions, which is the highest vibration, literally, of my belief. A frequency that then can be either one, a higher frequency you have, the more aware you can be of that which vibrates lower than it, or more importantly, even at its similar vibration, faith-wise we can put faith in something and get what we want.

It's a three-step process for me. In the conscious level, it's the love going in, like our friend John [Asseraf 00:20:00] talks about. You know, get off your ass. I think there's three things we do to get off our ass: one) work hard, two) work

smart, three) work long. And working long is interesting, because most people don't work long. They have a very short-term perspective. You were talking earlier about the internet and how it affects our brain. I work in the time zone of infinity. So I work really long in my perspective. I focus on the acceleration and growth, not on the outcome. Right?

So I can achieve things through that long thinking. So that's love going in. Love, attraction we talked about, which is a frequency that attracts what it was. The key to this emotional side is what I call the law of surrender. Everyone has interference. It has a corrosion. I believe we're like lamps. We're always plugged in to the power, the source of all, this extraordinary power. In fact, we have enough power in our pinky to light up your house for a year. We don't use it, but we're plugged in.

So what my goal of the law of surrender is to know two mindsets. The first is, I only have one action that I can take in a day. The minute I wake up, I have one action. Everything after that is a reaction. My mindset shifted to, "My first action is going to be to find peace, or to clear the connection or interference from the most powerful source of energy, inspiration." Then two, everything that occurs that throws me off of that, these ego-based emotions, ego consciousness that causes interference, instead of trying to react to that, my reaction is going to go back to the source. Go back to center, go back to peace, which I know is very Zen. Then I'll be in a better place to be productive and accessible to all.

Dave Asprey: If you were to talk to your 25-year-old self, how the heck would you have known where to go to find peace in the first place? You say, "I'm going to go back to peace." But most people, honestly ... I didn't understand that place at all until much later in life, until I started doing a bunch of heavy duty neurofeedback and I watched good stuff like that.

David Meltzer: Right on.

Dave Asprey: What's the path to peace for people who maybe haven't got there yet?

David Meltzer: So I created a four step pragmatic approach that actually is a transcoding of what you and I have learned over decades. What I do is try to make things simple. I talk about four values. I talk about, "Hey, just try and be grateful. Change your perspective with gratitude and literally talk about the simplest form. You want to change your life?" I'm talking to my 25-year-old self. "Say thank you before you go to bed and say thank you when you wake up. Try to convince yourself that you get to do everything. You don't have to do anything. Really learn to love what you're doing. Be grateful."

Two, forgiveness. "Hey, forgive yourself. Don't worry about the other person. Just forgive yourself." Three, and most importantly at 25, is accountability. I would teach my 25-year-old self, "Hey, it's below the line blame, shame, and

justification. You don't have to do that. Ask yourself two questions: What did I do to cause this in my life, and what am I supposed to learn from it?"

Then finally, try to teach them about inspiration, to live. First, to connect to that which inspires you, then inspire others. Right? Don't search for it. Try to learn where that is. Then below that, I would teach my 25-year-old self to ask for help. That's the biggest lesson I needed, was radical humility. Hey, there's a bunch of old dudes like Dave and I that are so flattered and so willing to take our time. Dave would even wake up early to help somebody. But literally, wake up early. Whatever it is, I ask for help. And here's how I'd phrase it. "Do you know anybody that could help me? Mr. Asprey, do you know anyone that could help me? Mr. Meltzer, do you know anyone that could help me? I need this."

Three, after you learn to ask, understand time by just being a student of your calendar. Study your calendar. Look at time. Look at sleep. Study sleep. It's eight hours a day that we're ... it's probably the most time, the activity that we get paid for or don't get paid for, there's no work. But the most amount of time we spend in our lives consistently is sleep. But nobody studies it, and it has the most impact on the continuum of the conscious, subconscious, and unconscious mind. But nobody gets sleep trainers, nobody studies it. I do. I would drop every mentor I have. The last person I would drop would be my sleep mentor. Because it's a third of my life, and I want to be good at it.

Dave Asprey: You know, I had that one wrong for a long time. Sleep's a necessary evil. When I started Bulletproof, I was sleeping only about four hours a night for actually quite a while. It turns out you can do that, and as long as you're pretty good during your four hours of sleep, it's possible. But I get my six and a half hours, the way the studies actually show, every day. I have my Oura Ring on. Now for 12 years, I've had a piece of tech monitoring my sleep quality. So I have 12 years of sleep data, and I've gotten to be a bad-ass at sleep to the point that I get the REM and deep sleep that the average 20-year-old gets in eight hours, I get in six nap hours. I'm in my mid-40s, and it's supposed to go the other way.

David Meltzer: I'm with you. I'm 51.

Dave Asprey: I even write about it in my new book. So I'm with you.

David Meltzer: Yeah, I'm 51 and I do the same.

Dave Asprey: How do you monitor your sleep? How do you know you're good at sleep? Do you have a headband, or something?

David Meltzer: Yeah. I have the sleep monitor as well. I actually go in and do a sleep study every two years, just to make sure. I have sleep apnea. They have a San Diego sleep clinic. My sleep coach is Dr. [Meeta 00:25:25]. Because I have two schedules, my daily routine that's unaffected and normal routine, and then an adaptable routine. So if I go to Hong Kong, I call my sleep coach and we discuss what time

I'm flying, if it's necessary to get the bed in the plane, or what position I should be and when I should open the-

Dave Asprey: That's awesome.

David Meltzer: ... Open up the shades or not, what to eat, what time to eat on the plane. How I'm going to do these things so that I can keep improving my sleep, not depreciate my sleep, what usually happens to people as they get older and older.

Dave Asprey: That is beautiful. I love it. I didn't think we were going to go there in this interview. I'm sending you, by the way, some True Dark glasses. I don't get jet lag anymore because of those. That's a big deal.

David Meltzer: Awesome. Thank you.

Dave Asprey: See if your sleep coach agrees with them and likes them. All right, you talked about something else in your process of how you were able to let go of all the ... really the anger that comes along with something like bankruptcy. You talked about, first gratitude, saying, "I'm going to find something I can be grateful for about this person who, frankly, sounds like he was kind of an asshole." Right? But first you found some little things. "Yeah, he's a good parent. His completely baseless lawsuit, a bad human, but a good parent." So okay, a little spark of goodness.

And you use gratitude as the gateway to actually do what I would call forgiveness. That's the process, by the way, that I use in 40 Years of Zen. It's a process I'm really familiar with. What's standing out to me, though, is you've been a big time CEO and all this stuff. That is not a common spiritual teaching. You don't see it anywhere. Where did you learn that you had to be grateful first in order to get to whatever that glowy state is that let you overlay good energy on top of this bad thing until it was gone? Where did you find that?

David Meltzer: It was born in me. I was born a grateful person, but also socialized by my mom and my grandparents that were consistent. My mom made us pray every night, because we had so little. You can imagine five boys, one girl in a two bedroom apartment in Akron, Ohio. Most people do not have the perspective that there's more than enough in my life. I actually thought, when I was five years old and my father left, that there was more than enough. It was because my mom had this gratitude practice that she would make us, if we didn't come down to breakfast grateful, she'd send us back up to our room and restart. Right?

Dave Asprey: Wow.

David Meltzer: Yeah, so there's no negative-

Dave Asprey: [crosstalk 00:28:06]

David Meltzer:

So this was practiced, and then I lost that. My wife saved my life, because she literally, two years before I lost everything, noticed that I was living my life the wrong way, and told me. I've adored her since the fourth grade. I asked her to go steady at sixth grade camp. I pursued her through high school, and she hated me. High school, college, law school. Finally, I bumped into her in Mexico, and for some reason there was finally a connection, and forgiveness by her for the egg I threw at her when I was 12. But this woman, who I would die for, and it's the best choice or decision I've ever made, told me that she was not going to be with me. Either I start practicing and take stock in who I was and what I wanted to become, or I'd better start practicing being lonely. I had three beautiful daughters at the time, as well, and now I have a son too.

I'm like you. I have a great relationship. I was cold turkey, shock therapy, put back into gratitude, and that's where I built this outline that wrote my first book. I wanted to figure out how is it I became a millionaire nine months out of law school? How was it I came from nothing? All I had was law loans when I graduated. I had no great skills. How was it different for me? I put an outline together of how to take the what, the possibility, because I always knew what I wanted, or thought I did, and how I became inspired, the why. Then how I actually manifested or created the perspective of the reality that I was going to get it. How I put clothes on my idea and allowed it to come to fruition.

It came from books like Think and Grow Rich. Very pragmatic. I started studying the course in miracles. I had run in ... coincidence started happening. I was consulting for a guy in The Secret, Lee [Brower 00:29:57] who introduced me to all the TLC people. All these things are happening for two years. The funniest thing is, when I lost everything, I was already CEO of Leigh Steinberg, I was making good money. I was a very spiritual person. I was prepared to handle what was happening, and I was really glad it didn't happen two years earlier because I don't know if I would have recovered. It was almost as if I was prepared when it happened by all these things.

And I met this woman that taught me to meditate. That was a really big part of my life. I do theta meditation in [inaudible 00:30:27], and by accident, I sat next to this crazy ... she's a medical doctor who looked at me and said, "You're so full of light, but you're blocking it." That's how my meditation experience started, because she started to explain to me what she meant and I thought she was crazy.

Dave Asprey:

Earlier, you called yourself a Judah-Buddha. I'm going to go back a little bit. You ascribed a lot of this gratitude stuff to your mom. Where did she get it?

David Meltzer:

Her parents. My grandfather, her father, I called him, he was my Poppa. I called him the Poptimist. I always said I was the Toptimist. Above a Toptimist would be a Poptimist. He was the top of ... he was someone that you literally ... he could find light in anything. He was just so positive, and I know that that was handed down to her. Some of these practices were handed down to her. He played piano for Benny Goodman. He dropped out of dental school and was a world

famous big band pianist. His job was to make people happy by entertaining them. He literally looked at everything with the glass half full. All the time. The only thing he did, which was interesting, is he never let any of his children play an instrument, because he truly was so driven by education. The one disappointment in his life, the only thing I ever heard him say that was negative, was, "I wish I would have finished dental school. I left dental school to join the big bang, and I never finished." He drove his kids ... he believed the fetus wasn't fully developed until after graduate school.

And my mom ... I always tell people my favorite story about my mom, because my siblings are hyper-successful. Harvard, Penn, Columbia. I never knew how intelligent I was because I got a B in high school and wanted to play football in college, so I didn't go to any Ivy League school like my siblings. But we're talking perfect scores on the SAT, summa cum laude from the best schools, and literally, people would say, "How did your mom do it as a single mom?" I said, "Very simple. She was a black belt in the martial arts. She's actually a third degree black belt in the martial art of Jewish guilt." So between waking us up at five and guilting us almost to death, we were hyper-successful children.

Dave Asprey: So I was kind of going there, right? That is a stereotype. That is a ... in fact, most of my Jewish friends will talk about that one way or another. Most of the time though, if you grow up with guilt and shame, you've got to do 20 years of therapy, and it doesn't necessarily lead to high performance. Or if it does, it's high performance and great unhappiness. Right? Was shame and guilt a part of your unhappiness in the first part of this?

David Meltzer: It was. More shame-based, meaning I wasn't worthy of everything I had, and felt very, very guilty. Guilt is an ego-based consciousness. Most people don't know it attracts shortages, voids, and obstacles in our lives. I literally remember seeing myself ... I was so guilty and had the money, of course I was going to buy my mom a house and a car first. I felt guilty paying off my law loans before I paid for my brother's college. Right? This is the stuff that went through my mind. I was not worthy of anything I received, and I would constantly ...

The only time I was unhappy, literally, in my whole existence there, was when I caught my mom crying because we couldn't afford something, which created great guilt for me. She was working two jobs. Even worse than working two jobs, she'd come home from a second grade teacher, she'd pack her dinners in a paper bag, she'd fill up turnstiles at the 711 convenience stores. The older siblings would teach the younger siblings, and I would tell my siblings, and sometimes even my mom ... my dad was a shit. Back then, he didn't pay child support. He had a wife that was closer to my age than his. He didn't pay attention to us. I would sit there at five years old and tell my mom that my dad was my hero and why couldn't you be more like dad? Meanwhile, my mom was doing all those things. That created a lot of guilt.

When I made my first ten million dollars in one year, my mom made \$17,000. I felt so not worth ... I remember feeling so guilty. Like, "How could it be that I'm

getting all this stuff, and my mom works so hard for \$17,000 a year?" And she was crying because we couldn't fix the car. Right? I buy cars like they're gifts. You know what I mean? I had to work through all of that.

I think the lesson of losing everything, so I could adjust and find my center. I wish I had your program available to me, because I will tell everybody here, you're so generous to our charity, the Unstoppable Foundation which I'm the chairman of. One of my biggest ego boosts is people will donate money for me to executive coach them, and Jack [Canfield 00:35:21] and I. As much as people donate for that, three times as much money is given to be in your program, and people were like, "Could I buy one?"

It was a ridiculous amount of money and four people did it. That's how powerful what you teach is. I think I lived what you taught, and I think if I went to your program would just reinforce a lot of things that I did, somehow, through life practice.

Dave Asprey: You figured out a lot of stuff that most people don't, which is one of the reasons that I wanted to have you on. Yeah, at the Unstoppable Foundation, I think that that donation of 40 Years of Zen classes ... if I'm recalling right, it built four schools for girls in different villages in Africa.

David Meltzer: Yes, and I got to see those. You literally impact thousands and thousands of people.

Dave Asprey: Have you been to them?

David Meltzer: Oh yeah, twice.

Dave Asprey: I haven't been. I am not sure that I have-

David Meltzer: You need to go.

Dave Asprey: ... a trip to Africa on my schedule for the year. I want pictures of this.

David Meltzer: Come with me.

Dave Asprey: It was a [crosstalk 00:36:20]. I wasn't planning to do that either.

David Meltzer: It's awesome.

Dave Asprey: It's intriguing though that somehow, you figured this out, but most people don't. It is very easy to be crushed by defeat of bankruptcy, like the one you went through. Especially when you're flying really high, the higher you fly, the harder you fall sort of thing. But you did something, and when I'm digging, like okay, so you have a gratitude practice from your mom. You also had some shame and some guilt. You didn't have one guru who suddenly did this. You

collected from the people you met, right? And eventually, you're in TLC running a big non-profit. I didn't even mention it in your intro. You're doing a lot of stuff, and I find that arc to be more interesting than someone who just went up to the top and stayed up at the top. Maybe there's more to learn from that for people listening.

You said some other things. Some of these are almost a little bit cliché, and certainly it's in my Game Changers book as well. You say, "You are who you hang with." But the way you put it is, "Show me your friends and I'll show you your future." Here's the problem though. How the hell do you know if you're hanging with the right people? I'm putting on my 20-year-old, 25, 30-year-old hat, I hang out with the people who are my roommates, people in my classes, people who I work with. How do you go about, when you're just getting going? What's your advice? Maybe it's from athletes in your new book.

David Meltzer:

Great. That's a really great thing, because I think there's two things we can do when we're young, and we're forced to be around our roommates in our dorm room. We're forced to sit next to somebody in class. We're forced to be on the basketball team with somebody. These are forced relationships. The first side of it is, those people that we don't get to choose to be around, a lot of times we call it family and friends. All we need to do is two things. Our job to be around them is not to put faith in what they want for us. I think that's the mistake we make when we're young, is we put faith in what other people want for us because we're afraid of what we want. When we manifest what other people want for us, we actually resent them. So it damages the relationship.

So where do we go with other people that we have to be around? We go to understanding, and we pray for their happiness. Whatever opinions they have, my goal is to learn lessons from them and understand them. Obviously, not let them affect me. I let their opinions go right through my head, which is the most difficult thing because I was a pleaser, I was insecure. Somebody would say something about me and I would take it to heart. I'd put faith into it, and it was terrible.

The other side is to choose. When you say, "Show me your friends, I'll show you your future," I use a pragmatic thing. I said, "Look, what you want in life ... if you want a lot of money then go find friends or mentors that are in the position or situation you want to be in." The people you get to choose to be around, those are the ones that we have to really be, I think, pragmatic and calculate, "Look this is what I want." Because those are the people that are going to elevate our understanding, our awareness, and our frequency, and also provide us opportunity.

My life has changed always by people that can stroke a million dollar check just like my broke friends can stroke a ten dollar check. There's two different energies of the world of manifestation. One is money. It's an object of energy that we put into the flow, and usually use Amazon now to get what we want. The other is faith. If you're not a realist, if you don't realize that I should have

economically, and surround myself with the right friends that have a lot of resources for me, I'm not doing myself any justice. I'm diminishing my capacity to manifest on this pragmatic earth of getting money. That was one thing that I think I did very very well, because I had those mentors.

I surrounded myself with people ... like when I was in law school, I got two job offers for one reason. Right? I did very well. I worked hard and smart and long. But I became friends ... I went to Greece and became friends with the head, a guy named Professor [Ilanopolis 00:40:36], who wrote the Louisiana Treaties, who was so connected, and the dean of the law school, because I knew one thing. I went to the law school because the dean told me, "IF you come here, I'll take care of you." I said, "You know what? That's going to get me a job. Because that guy's going to know who has the jobs, and I want to be an oil and gas litigator." So I made friends and went to Greece. Literally, that's my focus. It wasn't to get all A's from the guy, it was literally so he liked me, and all I did was ask him for help.

I told him, "You know what? I want to be just like you when I grow up. Can you help me?" And I flattered him, just like people flatter us, and the guy made me his mentee. Then when this job for legal research online came up from the publisher of his book, which he made seven figures from, he said, "You know you need young guys who can sell ice to Eskimos, that are good litigators." And I was top of his choice.

Those two job offers changed my life. I was a millionaire nine months out of law school, because I took a job that paid \$250,000 a year, and I figured out the math how to literally work 56 days a week. I did it by math. People will laugh and say, "You made a million dollars in ninth months." I go, "Yeah, but I worked ten years." And I actually wasn't that good at it. I made a hundred grand a year by working 10 years in nine months. Because I looked at productivity, and I wanted ... you know, most people are eight hours productive in a day. I became 64 hours of productive, seven days a week. I figured I'd beat them by math. I didn't have to be as good as a salesperson.

Dave Asprey: Didn't that burn you out?

David Meltzer: No. That was the plug-in part, that I started realizing at a young age. There's other guys, like I don't know if you've met Gary Vaynerchuk because we both-

Dave Asprey: Oh yeah, I have met him, yeah.

David Meltzer: Yeah. So Gary feels the same way. I believe that it's the exact opposite. I believe that we become tired because we create interference between the power source. Here I was connected to the power source. I learned to love everything that I do. So I'm pursuing something and that excitement keeps going, and I've used that source for so long to be more productive and accessible. When I say accessible, I don't just mean accessibility to others. I mean accessing what I

want. No. I am one of those people, Dave, probably like you, I pass out but I don't get exhausted and emotionally worn out. Because I go back to center when those negative energies start interfering with my direct connection to the source, and I constantly try to expand my connection to the source so I have more and more energy. I believe that's really happening in my life.

Dave Asprey: Yeah. That's a really important nuance you just pointed out there. In fact, let me ask you this question. People ask me this a lot. What do you struggle with the most?

David Meltzer: Ego. I struggle ... Here's the fact, and I'll give this great story. This is the quintessential thing in my life. I wake up at four AM, I meditate for 20, I then get ready and I go to the gym by 4:30, and I get home by 5:30 from the gym, when I'm at home. I walk outside a Saturday morning at 4:30, and my 17-year-old daughter's car is not there. Now I know, and I've learned everything that I'm supposed to do, yet I pick up this phone and I'm one number away from yelling, swearing, screaming and destroying my relationship with my 17-year-old daughter.

Dave Asprey: Right.

David Meltzer: I then stop, drop, and roll. I catch myself. I catch myself, and I put myself down, and then I called her calmly, because I asked myself, "Why am I so mad?" And I tell myself, "Because I'm scared to death."

Dave Asprey: Yeah.

David Meltzer: That's my baby. Like, "So you're going to ruin this relationship because you care about and love and her? Then her treat her like you care about and love her. Don't treat her like you hate her." So I call her calmly and say, "Where are you?" She says, "I'm in bed." I'm like, "Where?" "In our house." "Where's your car?" "It's at the grocery store. The kids were drinking. You told me Dad, kids are drinking, and I'm better off to Uber home and I'm just listening to you."

I'm like, "I am so sorry I woke you. Go back to bed, I'm proud of you." Now, that's years and years of thinking. The biggest problem or challenge I have is that we are here to learn lessons. If I learn the lessons, they'll stop coming, but here's the trick. No matter what lessons I've learned, and this is the biggest challenge I believe for everyone, I'm going to forget every lesson I learned from time to time. Whether it's gratitude, forgiveness. I'm going to forget those lessons. So how well I practice, how strong is the muscles that I have to try to remember. I have the capability of remembering all the lessons at any time. Because of the internet, I can access the lessons at any time.

But no matter what, I can't give myself an egoectomy. I am always going to be struggling and fighting the ego-based consciousness that will create shortages, voids, obstacles, and resistance in my life. It is the challenge of all challenge,

how quickly I can get to peace, and how often I can stay at peace. This, to me, is my ultimate life goal because I think the better we become at it, the more happy we are. The cool thing about happiness is it affects everybody biochemically. The people that receive it, the people that witness it. We can change the world if we figure out - systematically, mathematically, scientifically - happiness. Get better, work those muscles to stay at peace, and not live in ego-based consciousness or fear.

Dave Asprey: That's a pretty powerful answer. Now, what's the difference between struggling with something and then working on something? Is constant vigilance a struggle, or is struggle itself an ego thing?

David Meltzer: Yeah. So I believe that within every struggle is ego. Right? Because you would have to want something that's missing. I believe that if you're pursuing something, there's always ego involved. Where I like to go with that to understand the distinction is fear. You actually, you gave a speech at the TLC with your lion creature, I forget his name, that represented the ego. I learned so much from that, because I learned about the actual basics of the ego: fear, and all that. What was interesting is I looked at it on a sports level and said, "So many athletes tell me that they're motivated by fear." Then listening to your speech, I was like, "This is impossible. Dave's teaching me all this stuff about the ego." The ego is one of the biggest depreciators of energy. It actually is a soul-sucking thing. Yet you taught me fear has a purpose. It provides extreme focus. What we do is we get mistaken by an energy sucker that we're focused on.

I'll give you an example. You know the old lady that picks up the car because the baby's run over? Well, people think that she was inspired by fear. No, she wasn't. She got hyper-focused and created a biochemical reaction that created great strength from great focus to help the baby. But nobody talks about what happened to that lady afterwards. She had torn ligaments, muscles, strained back. It took her weeks, if not months, to recover. And that's what we do with fear. It's not a sustainable thing, in order to expand and accelerate what we want. So what do we do? I think the struggle and challenge is, how do I substitute something with fear? When fear is there, put it into the right trajectory and you move it into an inspiration, move it into a pursuit that has positive qualities so that I can expand.

But at its core, when you have a challenge or a struggle to get something, when you're pursuing something you still have a perspective of just enough or not enough. How do we balance living in a world of more than enough, and still living by the law of [Goya 00:48:20]? Why would you work hard, smart, and long if you already have everything that you've ever wanted or ever needed?

That's the ultimate, to me, mental struggle in my life. I get more than enough, but I'm not willing to participate in that game yet, in the ultimate infinity game. I'd rather, I enjoy the pursuit. I enjoy the consistent, persistent challenges. I enjoy the idea that at times, I live in a world of more than enough. But yeah, there's just enough sometimes for me, I want more.

Dave Asprey: Got it. So that's how you think about struggle.

You talk a lot in your new book about offense and defense, the branding and marketing of communication. Also, just the core ... the happy athlete, and the guys I've met who are top of their game. I'm thinking of like the Bryan brothers and Nick Foles. They're profoundly spiritual some of the time, and certainly humble. There's a different energy to them than the, "I'm going to kill the enemy," kind of thing, which is the stereotypical sports movie. So it's very different than I would expect it to be. How do you take that offense and defense. Frankly, those are egoic thing. Like okay, I've got to take or I've got to protect. How do you apply that to something like branding or marketing? How does that work?

David Meltzer: Just in all transparency, which I try to be, and illuminate things. When we put titles onto things, we have publishers that may not understand what we understand. So yes. The offense and defense for me, though, is understanding frequency. Branding and marketing, I've been blessed to run the most notable sports agency of the world. We have brands like [inaudible 00:50:05] and Steve Young, Warren Moon, Lennox Lewis, Evander Holyfield. Probably even names that you recognize. You don't have to be a sports hero to know.

Dave Asprey: Yeah. No, those are names I know. I do live in a cave, but it's not that deep.

David Meltzer: Right. That also made the Jerry Maguire thing nice. It's really about three parts of frequency, and I think it's more important than ever because of social media. Before, we could only meet so many people. Now, 4.2 billion and growing are available to us to hear our frequency. So one of the three things we look at it in the offense and defense of marketing and branding. One, the strength of your signal. How far has that signal got to reach by how high the frequency or vibration is. More important than even the strength of the signal, I believe the spectrum of your signal. There's people that speak, and multitudes of demographics it resonates with. You and I both have experienced this.

One of the most remarkable things that's happened to me is I did a key note speech for the Denny's franchise. 7,000 franchisees, big huge stage, and I talked about saying thank you before you go to bed and when you wake up is the easiest way to change your life. I gave them the gratitude challenge, and said, "Anyone that can do that, I guarantee that your life will change within 30 days."

Dave Asprey: It's true.

David Meltzer: People lined up for an hour to an hour and 15 minutes to speak with me, to tell me that I had now changed their life, that they were going to say thank you every day, and that they had to tell me that this was a significant thing.

Now, every one of those person had heard of gratitude before. But it was now the force of my signal and the spectrum in which the frequency, that it touched them emotionally. Right? Here's the offense and defense of it.

Then the last part is, because of practice, I have greater clarity in what I'm saying. A lot of what we speak about, why it resonates is because we've taken highly complex, confusing, metaphysical, physical things that most people wouldn't understand if we were talking at a scientific level, from your neurofeedback training to everything. You break it down to, "Hey dude, say thank you when you go to bed and when you wake up, and you'll change your life for 30 days." There's a magic in that clarity.

Dave Asprey: Okay, so it's about having some spark of communication, or the ability to say it in a way that it lands. That is the greatest challenge in what I do. It's why I became a teacher years ago at University of California. I said, "I think I'd like to learn how to do that, but someday I'll be an expert." It's the hardest thing. Translating knowledge into actionable material is tough. But you clearly, I mean ... Forbes named you as one of the most sought-after inspirational speakers. You kind of nailed that one.

David Meltzer: We're getting there, yeah.

Dave Asprey: But it's a constant challenge. I'm thinking about what you said there, "Publishers have you do this and have you do that." I do the same thing in my books. It's like, "All right, how do I put the words on the cover that are frankly going to appeal to someone's ego so that they'll read the book?" Even if part of what's in the book is, "Hey, here's how you manage that ego that made you pick up the book." Whether it's a diet book or a personal development book, or whatever. I think it sounds like you kind of did the same thing.

David Meltzer: My next book's worse because it's going to be Don't Do Business With Dicks.

Dave Asprey: You know? If only I had that advice when I was young.

David Meltzer: It's going to be a bestseller. It could be empty on the inside. That title will sell millions of books.

Dave Asprey: It was a great title. Are you really going to write that one?

David Meltzer: Oh, I wrote it already. Literally. [crosstalk 00:53:45] Yeah.

Dave Asprey: It's true. The problem is, and I'm going to be real crass here, having a good dick detector is hard, because the best dicks hide themselves. Right? And they're hard to find.

So now we're going to go into your next book that people can't even buy yet. So all right. How do you spot the dicks early?

David Meltzer: Well, being a recovering manipulator, liar, over-seller, and back-end seller, what I've learned is, like any decision - I'm going to go back to the book I just wrote - what it is is, why do very successful people make decisions so quickly? It's a habit that I have seen, a trend that I have seen. Very successful people make quick decisions. It's because they know their values. Not only do they know their values, at a higher statistical success they live by their values. Just like we were talking about frequency, that's what people mean by authentic. It's overused and misused when we say, "You got to be authentic." Right? No, you've got to find your frequency. You've got to know what you are. You got to know what your values are.

So what I did, through experience, is I broke my values to four things, and I knew that every day I had to evaluate the percentage of those values, because they're going to change throughout my lifetime. I have personal values. Some of the significant things I do personally is a minimum of one hour a day is for my health. That is a new thing that I do in the last two years, and it has changed ... go back and look at videos. This is a different embodiment. Because every day, before my family, before my work, my job, my health. Personal values, then I have experiential values. At a younger age my experiential values ... in fact, I'm sending my middle child to college, and I told her, "This is an experiential thing. If I really just wanted you to learn, you can sit at home with me and I'll tell you the websites to go and the videos to watch."

Dave Asprey: Exactly.

David Meltzer: "And it'd be a lot cheaper, trust me. A lot cheaper than I'm paying." But it's an experience.

Then every day, what are my giving values? What am I going to produce today? And then what are my receiving values? What do I want to ask for? What am I going to receive? I think that, in order to have a dick detector, when we're firm and understand what the values that we have for [inaudible 00:56:00] values. When someone is not aligned with those values, we have to walk away. It's not going to get any better. When someone makes a racist remark to me, and I used to play it off and say, "Oh not a big deal," that's a significant thing to me. I don't want to be around that energy. I don't care if it's ignorance. I don't have to change the person, but I don't have to be around it and I don't have to do business with it. I don't want to be around low energy, and I've learned that if you're not aligned with my values, then I'm going to find someone that is.

You don't have to be exactly on my values, but there's certain things in my value system that I won't do business with. I won't choose to be with you.

Dave Asprey: Yeah. I like that. So just having the values. By the way, you and I share that health one. Most people don't. I work with the Bulletproof employees, and same thing. Look, you can't take care of your family, you can't take care of your job if you can't take care of yourself. People say, "I need to take time off." I'm like, "Good!"

David Meltzer: You do.

Dave Asprey: Because if you don't take care of your health, you can't do anything. Why do I want sick people at the office? That doesn't make any sense.

David Meltzer: I tell people all the time, "If you don't take time for your wellness, then you better store up time for your illness."

Dave Asprey: It's true. But do you know how few people listening to this right now actually put their health above their family?

David Meltzer: I didn't for 49 years. I knew health was important, but I did not ... and it is so hard to walk away from your nine-year-old and say, "Hey buddy, I can't do this with you right now because I promised myself I'm going to go do 30 minutes of cardio on the Peloton. For me and for you, because I'm going to be a great dad to you because I'm going to live a lot longer, and I'm going to be able to run with you when I'm 60."

Dave Asprey: Yeah. You know, it's really hard. My son's nine as well, and man. I'd really rather do something more fun, but that said, I know that if I don't do that ... And it comes to food, and it comes to exercise, and sleep and all that stuff. The self-sacrificing stuff even that your mom did. Right? It probably wasn't in her best interest, and maybe she could have been a better mom if she sacrificed less.

David Meltzer: Yeah. See?

Dave Asprey: Right?

David Meltzer: She's a catalyst. I tell her all the time, I said, "Isn't it ironic that all your children have to take care of you because you didn't take care of yourself? You put everybody before you." I said, "I don't mind."

Dave Asprey: What'd she tell you?

David Meltzer: [crosstalk 00:58:28] I don't mind. What if you used all that catalytic power to build yourself up so you could have just empowered us?" You know what I mean? Literally, we're in a different economy, and she would always say, she said I was lost about money. My justification was always, "You know what? I want to make enough money to hire a thousand of you, because I don't need to personally go teach second grade. I'd rather hire 1000 unbelievable teachers like you that can teach the second grade, and don't need that money." So it was always this complete different philosophy. She was the catalyst, and I was the source.

Dave Asprey: That's cool. I really appreciate that you shared that you made that change, as a hyper-successful guy. I mean, in multiple careers and all that. You know, big charity. I don't know, you kind of fit the mold for a guy who's kicking ass on

multiple levels. Even with all that, only two years ago did you say, "Oh hey, I'm going to put my health ahead of all that stuff so I can do all that stuff." I want everyone listening to the show to really let that sink in for a minute. I don't think enough of us do that. In fact, because of our puritanical, Western upbringing, we actually value, "I'm on the grind, I'm going to hustle, I'm going to eat garbage for three years and it's going to make me rich."

It's like, "Actually, eating garbage for three years, even if you make some money, it's going to make you poor."

David Meltzer: Yeah.

Dave Asprey: I feel like that message doesn't get out there enough, so thanks for saying that.

David Meltzer: Can I tell you what's interesting? To reiterate that, I was on this unbelievable panel. CEO, chairman of Burger King, HBO's head, and all these extraordinary people, they asked, "What's the number one piece of advice that you would give?" And here I was again, "Be kind to your future self. Do good deeds." You know? And other people are like, "Study hard." But I loved the lady from HBO, because you weren't expecting it. She said, and I wish I would have said it because I agreed with her and said, "I'm taking back mine. I believe hers is the best advice." She said, "Find something that you love to do for your health that you can do your entire life, and do it every day."

Dave Asprey: Wow.

David Meltzer: I'm sitting there living my minimum of an hour a day, but it was so ingrained in her to know that that is actually the most important thing that she could teach all of these thousands of kids, was simply, "Find something that you love to do for your health every single day, that you can do the rest of your life."

I said, "That is it." Just like you're saying, you cannot ignore it. Because if you put your family and business before your health, you'll never choose your health.

Dave Asprey: You and I have both given lots of key notes to rooms full of, I'm going to be real stereotypical here because this is what it actually looks like, fat old white guys. You know what I'm talking about?

David Meltzer: Yeah. [crosstalk 01:01:18]

Dave Asprey: You see it, right? And the world is changing. Now we actually have rooms where we have fat old mixed race and mixed genders. You know?

David Meltzer: Yeah, exactly.

Dave Asprey: But still, the fat and old and unhealthy.

David Meltzer: Unfortunately, I think we have more young, fat people. With a trend, I see more fit 30, 40 and 50-year-olds than I do 20-year-olds.

Dave Asprey: That's true. And you're not exactly 10% body fat right now, so this isn't about fat shaming at all. I'm using fat as a proxy for unhealthy people who are highly successful. I'm going to change the picture of that to say, "Hey, part of being successful is you took care of yourself, because who really cares if you lead a big company if you're tired, in pain, and you act like a jerk half the time because of it?" I didn't get that early on in my career. Let's hope that the world is changing from that front. Every time you give a talk like that, I think you're doing your part to help the current generation see what you've seen, and the next generation too.

David Meltzer: It's interesting too, because it's not just fat, like you said. My father gave me a great warning sign at 30. I wasn't close to him, but I had hated him because he forgot my birthday when I was ten. He sends me a birthday gift. My dad smoked three packs of cigarettes a day. He's now dead at 80 from a genetic family that lives to 97 to 100. Literally, he ate wrong. It wasn't that he was fat. Right? He just wasn't healthy, like you said. So it's more than just being fat. He gave me a jacket when I was 30 years old, and tore out all the pockets. I called him and said, "What are you doing? Are you torturing me?" He said, "I don't want you to be like me." I'm like, "What do you mean?" He goes, "I have sacrificed everything for money." And he says, "Hang that jacket in your closet to remind you of me every day, to remind you, you can't take anything with you when you're gone. You don't need to be the richest man in the cemetery." Right?

When I was 30, he was already 60.

Dave Asprey: Wow.

David Meltzer: And he only had 20 more years, but I think he already felt the mistakes. One of them being that he was unhealthy. He coughed up a lung every time he spoke with me, even when he was 60 years old. I would say in my life, my family lives so long, but my dad, for what he did to himself, was a genetic freak. Because living on candy and cigarettes to 80 is a miracle.

Dave Asprey: Yeah, that's pretty tough to do. I don't think I have those genetics. Let's put it that way. Man. Crazy kind of stuff. A lot of people, I think, are weaker now than they used to be.

This is fascinating to get inside why you are who you are because ... I don't know if I did a good enough job of explaining at the beginning of the show the level of success you've lived, in order to be able to sit down and say, "I've just written this book that's worth reading." Right? Because it's easy to write a book. I mean, there's a lot of 22-year-old life coaches out there, and they can write a book.

But you're like, "Who are you copying? Because I want to talk to that guy, because you haven't lived it enough. You haven't done the work yet."

But you've done the work, and you've been really high and really low and gotten back to really high.

One more question for you, which is cool because we're ending on health anyway. New question for you: you're a little older than I am, but how long do you think you've got? Given what you know about your health-

David Meltzer: I love that question. I know, and I used to tell people that I was going to die at 111 on January 11 on 1:11. I was born January 11 at 1:11. But Dyan Cannon, who's 84 years old and wears five-inch heels, and we share Laker seats down there on the baseline of Laker games. I told her that. I said, "I know that I am going to live to 111." She looked me in the eyes and said, "Why are you limiting yourself?" It was literally sad.

Dave Asprey: [crosstalk 01:05:04]

David Meltzer: So now I say, at a minimum, Dave, I'm going to live to a minimum of 111, and I'll decide past that. But minimum, I know at least 111 years old.

Dave Asprey: You know, that is a profoundly good answer. People in media are like, "You're going to live to 180." I'm like, "No, no, no. At least! Like don't limit me man! That's rude!"

David Meltzer: Exactly. Good.

Dave Asprey: Right?

David Meltzer: Exactly. Don't limit me either. Always say minimum or at least. The universe doesn't know numbers. You just create resistance. That's all.

Dave Asprey: Exactly. So that's a minimum. So there you go. At least 111. Is that based on any sort of like, "Because now I'm exercising, now I'm eating the right diet?" Or is that just because, "I'm bull-headed and I've got willpower, I'm going to manifest it?"

David Meltzer: I guess there's three things there. One, genetically, my great aunts ... my grandparents lived to 97, great aunts to 106. So I think genetically, I have a good disposition to make it. I think I have the attitude to make it. And now, I think I have the practice to even make it and feel good at 111. Right? I'm not just talking living to 111. I'm not going to be in a bed. I'm talking, I'm going to fall asleep one night. When I'm over 111, somewhere in there, I'm just going to ... instead of just passing out and going to bed, I'm going to pass out and go to my next journey.

Dave Asprey: Yep, there you go. I like that too. The definition of living isn't tubes and monitors. Although frankly, if those are necessary, you might want to do that for a week or two. But beyond that, no.

David Meltzer: Yeah, to heal. They're for healing. Tubes and monitors are for healing, not for living.

Dave Asprey: There you go. Well put. Well, David, it's been a great pleasure. People can find your new book online by looking for Game-Time Decision Making, and your website [davemeltzer.com](http://davemeltzer.com). M-E-L-T-Z-E-R. Anywhere else they should go?

David Meltzer: Add David Meltzer on YouTube, David Meltzer on LinkedIn. You can use [dmeltzer.com](http://dmeltzer.com) too. I'm trying to get away from ... here's that marketing side, that Dave and David confusion. So David Meltzer for the book. [crosstalk 01:07:07] The other Dave Meltzer.

Dave Asprey: [crosstalk 01:07:08] David, but you're website's Dave.

David Meltzer: Yeah, that's why I switched it to [dmeltzer](http://dmeltzer.com), because the guy who owns David Meltzer wouldn't give it to me.

Dave Asprey: Oh man. That guy. Well go do some energetic forgiveness, gratitude [crosstalk 01:07:20]

David Meltzer: Exactly.

Dave Asprey: You guys can't see him on the screen, but he just did a mudra from a yoga practice for forgiveness.

David Meltzer: The Judah-Buddha is at work.

Dave Asprey: All right. It's been a great pleasure to chat with you again. I think last time we chatted was actually at the Unstoppable gala to raise all that money for girls in Africa, which is awesome.

David Meltzer: Thank you, by the way.

Dave Asprey: Thank you for that work, as well.

If you're listening to this and you're excited about that idea that, "What would happen if there were schools for girls in villages where there never have been schools for girls before?" Well, it turns out that's a big charity thing that you can, and it's called the Unstoppable Foundation. I'm a supporter. I donate 40 Years of Zen things for auction at that, and David runs it. So that's another place to go if that just peaks your charitable interest. It's a long-term investment, but it's worth doing as well.

David Meltzer: Thank you.

Dave Asprey: If you liked today's episode, you know what to do. Go out there and read Game-Time Decision Making, or maybe just sleep better, or have a gratitude practice, or any of the other things that actually don't require you to put butter in your coffee. But frankly, you might want to do that too. You just don't have to.