

Daymond John ([00:00](#)):

Every single thing that has been solved, built, or created in this world started with one person that had one idea that took one action. And why can't it be you? I do know the Ford and the Carnegies and the Roosevelts and Rockefellers and all these people that have helped do such great things to this country. Well, why don't they own the Teslas and the Instagrams? The Facebooks in this worldwide because the first generation makes it the second enjoys it, and third destroys it. So it's not about money. Because if it was about money, then Blackberry and Blockbuster and Kodak would still be here. Every single person in this room has an opportunity to be bigger than the Elon Musk of the world.

Dave Asprey ([00:35](#)):

Your listening to the Human upgrade with Dave Asprey, please join me in welcoming my friend, Damon. John, look at this seat. Wow. Wow.

Daymond John ([00:58](#)):

How many people do you have in this room?

Dave Asprey ([01:00](#)):

You got about 3000 people.

Daymond John ([01:02](#)):

Geez. Imagine all the spinach these people are eating. What's happening,

Dave Asprey ([01:05](#)):

Man? They don't eat any spinach. Damon, you offended? They don't eat spinach. It's bad for your kidneys. You don't

Daymond John ([01:11](#)):

Know? Yeah. Got it, got it.

Dave Asprey ([01:13](#)):

I'm feeling triggered right now. I'm just messing with you.

Daymond John ([01:18](#)):

Thank you for having me. I really, really appreciate it. This is my first time here and it's absolutely an honor to be around so many people, so many great people that I actually know and have been mentoring me, especially you from afar. So thank you.

Dave Asprey ([01:32](#)):

You're so welcome. What brought you here? I mean, you can go anywhere you want.

Daymond John ([01:37](#)):

So what brought me here, and I brought up one or two slides, is that defining moment, I think in everybody's life, it happens in one second. It actually literally to me is a culmination of action, words of thoughts that may have taken an hour, two days, 10 years, but that one second. I just want to throw up the slide if they have it. Let's throw up the slide really quick. I sat with someone, he was the manager of Muhammad Ali, and he said, with all the money you have, have you ever really went and got an executive physical? I said, what the hell is that? I get physicals. I mean, the doctor puts his thumb in my ass, tells me to cough, and then tells me, go about my way.

Dave Asprey ([02:18](#)):

Do you ever shop for doctors by the size of their thumb? The small thumb doctors? Yeah.

Daymond John ([02:21](#)):

Well, he usually says, this is not going to hurt. And then I go out and he says, I mean it wasn't going to hurt me.

([02:29](#)):

So I go get the executive physical. They say to me, Hey, you got a little nodule on your thyroid. Go get it. Checked out. They do the biopsy. Of course, 90% of the chance they could tell what it is. I'm the 10% chance they can't. They say, go get it removed. You're 47 years old, you're a healthy guy. Go. The one hour surgery becomes five and a half hours of removing a stage two piece of cancer. That was the size of a golf ball that was in my body for many years. And I didn't realize that it was in there. And at that point that I was going to just give up, I said, you know what? I've lived 10 lives. I never want to see my mother. I don't want to bury my mother. My two oldest girls are great girls. My wife is super smoking fucking hot. So before I'm in the dirt, she's going to be married again.

([03:17](#)):

And I got a little three-year-old who will never know who I am. And then I realized, I said, I'm a selfish bastard. No mother should ever bury their child. I should see my grandkids. My wife is fucking hot as shit, and I get to sleep with this hot ass woman every night and I want to see my three-year-old grow up. I decide to start checking into people who could help me with my health. And I realized one person was, I looked at the mentors and one is my buddy Brandon here who really started helping me with my hearing, not realizing you of course. And knowing brain health, that hearing is something we neglect all the time. Takes 10 years for somebody to know, admit they can even, they have hearing loss. Their brain is not active. They're the person now turning the TV up to 10 when everybody's at two, they're always getting into arguments and misunderstandings with people.

[\(04:09\)](#):

So I start working on my hearing and I start realizing that the technology is so great in these things that now we can tell with ai, we can tell 15 minutes prior to your parents falling, you can understand what's going on with Starkey. And hearing, I started doing that. My wife tells me to start looking at your stuff. You are on a board with me, an advisory board. I'm up there talking to you. My wife is like, you are on the phone with Dave. Asper i's like, yeah, it's cool. She's like, you know what he can do? I said, yeah, he can send us a truckload of coffee. She's like, no, this is Dave Asprey. I said, I understand. What the fuck are you talking about? And then I start looking at you and sometimes I don't want to look. You're naked in the desert. And I go,

[\(04:53\)](#):

But then I start to get mentored by you from afar. I call you. I said, what's this hyperbaric chamber? You put me with a guy named Samir? Unfortunately, you tell me later something had happened and now his beautiful son is running the company. You Joe Polish. And you started advising me. I start talking to Brandon, I start talking to Dr. T, Dr. Rewire over here, and now I'm living Gary Breca, Dr. Ong Ibu machine, RMI become somebody who my life has changed and everybody in this room understands it. Who you start going down this biohacking longevity path. It's like Christmas. Every day you find out something new every single day. And I know my weakness. Listen, I'm still trying to find one of you guys or girls who will lie to me and tell me I can still eat as much sugar as I would like. I'm sorry, I just can't get over that. I love a

Dave Asprey [\(05:45\)](#):

Snack. I think I know a vegan or two will tell you that. Yeah, but they're fat

Daymond John [\(05:49\)](#):

Too though. I gave up alcohol.

[\(05:51\)](#):

Wow, that's congrats.

[\(05:58\)](#):

I watched somebody very dear to me who was 55 years old, drink herself to death. And it took her, and not only it brought down the whole family for the last six months, we watched her shrivel literally on the deathbed, and I realized the pain of drinking as entrepreneurs, I used to go to three different dinners. I

would drink the first two to get numb because of the assholes that I was with that I couldn't stand. And then I was so happy to see somebody at the end of the night, I would drink again. And it's something that if you take, let's follow the money, if you take it out of the environment, well, what would happen to bars, restaurants, clubs, and various other things. And if you actually tell people you're not drinking anymore, they actually go, come on, you're bullshitting. Come on. Are you kidding me?

[\(06:38\)](#):

And it's everywhere. So it's so hard to give it up. And then when I started giving up, I dropped 15 pounds immediately and my life started to change. I gained back more time in my life. I didn't wake up in the morning going, oh my God, did I really say that? And so that's what got me here, a series of mentors. And then after that I decided to live life on the edge. I decided I never went scuba diving ever in my entire life. So for this, the first time I'm going to go scuba diving, fill up the slide right before I got into the water because I had this new reinvigoration of life, right? God, this is

Dave Asprey [\(07:12\)](#):

So beautiful. There it goes.

Daymond John [\(07:14\)](#):

That's before I got into the water. I was like, let me go. I mean, look, they were so happy. Look, they were wagging their tails. They were like little dolls. And then after that I decided to go in. Let's see if we have the next slide. Oh, there I go, right there. That's me in the open ocean, no cage, and around a 14 foot live tiger shark in the while there are about three or four tiger sharks in there, embarrassed other thing. But the bottom line of why I would do that, because a lot of people ask me what the hell is wrong with me is that I've had this reinvigoration of life as everybody knows in this room, when you can think better, when you can appreciate life more, when you can have these conscious decisions that you're making and keep unraveling the way that science is moving so fast, thanks to advocates like David just sharing this and everybody in this room who has amazing technology like TI Health and VI and Veem and all, and RM, I have this thirst for life. I feel like I can live for fucking ever, and it's absolutely amazing. So thank you. So that's why I'm here. And the only thing now I have to do is find a way to get Kevin O'Leary to move three seats over on Shark Tank.

Dave Asprey [\(08:35\)](#):

It is going to happen. One thing is just live longer.

Daymond John [\(08:38\)](#):

Yeah, there you go. Well, Kevin's a vampire. He's going to outlive us all.

Dave Asprey [\(08:42\)](#):

It's tough to beat the vampires, man. It's so inspiring. One of the taglines I use is who knows what you might do? Because you don't know until you start doing things that give you more energy and you give up alcohol, and I've done the same thing I have maybe once a quarter I'll have a shot of sake with sushi. It's just not a part of my life.

Daymond John ([09:05](#)):

You kind of look at it and go, well, why?

Dave Asprey ([09:08](#)):

Yeah, you wake up the next morning and you're reminded why you just don't really do that, right? What percentage of the people you work with have made that move?

Daymond John ([09:17](#)):

It is odd though that because I guess when you do get older, you see two very extremes. You see somebody who was on this quest to understand life. They know they need balance. They knew they need to. They know they need nutrition. They know they need to constantly exercise. And then you see this other aspect of somehow magically it will get better and it doesn't. When they put their head in the sand or they say, let me, I hope that thing, that bust doesn't hit me when they're not listening, they can stop the bus from hitting them and you try to talk to these people. But what I found is I don't talk to people like that. I talk to the people who want to learn.

Dave Asprey ([10:03](#)):

There you go.

Daymond John ([10:04](#)):

And I share my story about how it's not one answer, what works for your body doesn't work for somebody else. And I just try to show people the vulnerability of how I'm still learning every single day.

Dave Asprey ([10:20](#)):

It's that sense of curiosity that cancels out fear and it keeps you younger and you're one of the more curious guys. I know. I want to know that. Were you always curious or did this come later in life?

Daymond John ([10:32](#)):

No, I was always curious because I remember I was driving down the street one day on my mother. We lived next to JFK and anybody, I don't want to show my age, but there was the Concord used to land two times a day in our neighborhood. And I said to her one day, we were driving natural street. How did men and women build such massive machines like that? Shook the whole neighborhood. She said, every

single thing that has been solved, built or created in this world started with one person that had one idea that took one action, and why can't it be you? And I didn't have an answer for her.

[\(11:10\)](#):

So my curiosity at the end of the day for the rest of my life has always been, well, somebody else did it. Why can't I make it bigger? Why can't I make it better? What you think? They all had money. Well, 65% of the world, Forbes, top wealthiest people in the world are self-made men and women. That means they started with zero. And if it was about money, well then I do know the Ford and the Carnegies and the Roosevelts and Rockefellers and all these people that have helped do such great things for this country. Well, why don't they own the Teslas and the Instagrams? The Facebooks in this worldwide because the first generation makes it the second enjoys it and third destroys it. So it's not about money. If it was about money, then Blackberry and Blockbuster and Kodak would still be here. So it's all about every single person in this room has an opportunity to be bigger the next than the Elon Musk of the world and everybody, every single person in this room, I looked at this conference, it started with what it was a hundred people in a bar 12 years ago. Look at it now. It's saving and changing people's lives. You didn't have that. Maybe you had that vision, but you just wanted like every entrepreneur in here, you wanted to solve a problem.

Dave Asprey [\(12:23\)](#):

My vision was a little smaller. I wanted five people not to go through the hell that I went through, and that was why I started blogging. I'm like the right people will read this stuff, and if someone had just told me this when I was 19, it would've set me free More than five people cared. Thanks guys.

Daymond John [\(12:38\)](#):

There you go.

Dave Asprey [\(12:41\)](#):

If you want to stay healthy as you age, you need to keep your muscles strong and ready to move. You might think the answer is to hit the gym harder, but there's a hack for this. So you don't even have to add a single rep to be stronger. It's called MIT pu by timeline. As you age, your muscles naturally start to shrink and you feel tired and worn out. Studies say that weakened mitochondria make you feel that way. MIT peer by timeline gives your mitochondria a big jumpstart, which means better muscle strength and endurance, even if you don't hit the gym more. I use Miop Pure and it's a real game changer. Give Mitre a try for two months and you'll feel the difference. At least that's what the studies say. And hey, if you visit [timeline.com/dave](https://www.timeline.com/dave), you'll even get a sweet discount. What I'm hearing here is it was actually parenting that helped you get here because your mom taught you to be curious and to just think expansively. What do you do for your daughters to transfer that knowledge?

Daymond John [\(13:41\)](#):

I have my ex-wife. I have two girls. I'm a girl dad. I have a 30-year-old, a 25-year-old, great, great women. One of 'em is a championship ballroom dance. The other just graduated toward her masses from Parsons for architectural design. I'm my current wife who is my biggest mentor in regards to health and my little 3-year-old. So both of my wives call me a Disney dad. I come home, I said, what did you do? She said, I did this, and then mommy's mad at me. I go and I give her a toy and then I leave. So that's the kind of dad I am. I have great, great partners. My ex-wife and my current wife are great partners, so I wish I could tell you that. But what I do is I try to lead by example like anybody else, I try to tell my daughters that you never arrive.

[\(14:28\)](#):

So I'll give an example. A lot of people in general think that you arrive. I take inventory of my schedule every month because something has to give us, something has to change. And the same as you're doing in this conference or people with all this lifesaving equipment, they go, this works for you now, but this is not working for you here and move over here and try this. So what I've tried to tell my daughters is the concept of problem solving and you never arrive. I'll give you an example. During the pandemic, a woman was stalking my wife myself and she was calling, I don't know how she got my wife's parents' phone number. Wow. My wife says to me, what's wrong with you? You're a celebrity. You should have somebody who knows how to get all of this out of the way and nobody ever gets your contact. I said, okay, well, I don't like the name drop, but I'm a name drop for the purpose of this. I said, let me call a couple of people. I call Mark Cuban, Catherine Zader Jones and Pit Bull. I call Mark and I said, mark, you have a technique to get your information off the internet. He said, dj, you only got one stalker. You suck. I got 12 this year.

[\(15:38\)](#):

I called Catherine Za Jones. She goes, oh darling. She said some shit like that. Ah darling. And I call Pit Bull and he said, what's the lady's name who was stalking you? I said, what? I told her name. He said, pop O. She's on the other line right now. My phone too. I realized that you don't never arrive. You don't say now that you're on a BBC and you're a star, by the way, here's what you get. You'll always be famous, you'll be protected. You'll be this, you'll be that. You never arrive. By the way, when you get married, happily ever after, you never arrive, right? You can eat the things that you were eating at 19. You can't eat them at 25. Just because you get a piece of paper from a college doesn't mean that you're going to have a job. You never arrive.

[\(16:19\)](#):

And when I teach my daughters that you never arrive, I think that that is the best thing that you always have to reinforce your moral. You always have to work on your network because money will come and go. People will come and go. But as we see lately, people's ethics and people's network, you can't lose that, your reputation. And I tell them that's the one thing you have to work on. Two things you have to work well, three things, obviously, faith, constantly educating yourself and your moral standard and your compass for who you are because it will either come back to reward you or it will haunt you.

Dave Asprey [\(17:03\)](#):

Wow,

Daymond John ([17:04](#)):

Absolutely. Thank you.

Dave Asprey ([17:09](#)):

It would be helpful for a lot more kids to hear that. So maybe someone will listen to this episode when we put it out on the air because yeah, your reputation being truthful. One of the things that I learned about, I don't know the exact date, but I read a study on the metabolic impact of lying. Just even little lies, lying, lies, lying, just not telling the truth. And there are people who practice only telling the truth. And even in the smallest way, an example, someone says, Hey, can you pick me up at the airport? He goes, sorry, I can't make it. Well, the reality is you can make it. You could blow up your day. The truth is I'm not going to make it right. And just those little things. And so I started doing this a while ago, and the amount of free energy in your brain when you never have to have that little voice that goes, that isn't quite true. So you just work on always being truthful. It doesn't mean you have to tell everyone everything, but what it means is that the words you say are true to the very best of your knowledge. And for me, that's been a profound thing in just allowing more space for creativity and I've been working on sharing that with kids.

Daymond John ([18:20](#)):

I realize, thank you. And to build off of that, is everybody here who does the what show? What's it called when you eat once a day

Dave Asprey ([18:29](#)):

M Mad.

Daymond John ([18:30](#)):

Okay, and the ones who fast realize how much time you spend thinking about food, right? We got to get ready, we got to do this. What are we going to go? I mean, while I'm eating lunch, half the time my wife is like, so what are we having for dinner? What are you talking about? Where are you eating lunch? Now she works out two times a day and I get why she's doing that. So I realized that, but then you know what else I realized the same about the lying. I said, I started doing this about eight years ago, same time of trying to have wellness in my life. I started writing at the beginning of the year or the end of the year. I wrote everybody that I was going to cut out of my life forever. And the criteria were this, if you weren't a good friend to yourself, you were never going to be a good friend to me.

([19:11](#)):

If I wasn't a good friend to you, there is a reason and I may be at fault if I call you and I feel that you're jealous or if I say things or if I cannot say something to you because of the drama. Even if you're a family member, it started off, I cut off 10 people next year. I cut off six next year. Two, you can't imagine the

amount of stress you go through even though you don't talk to that person. But once every month, two months, four months, the amount of strength and time that you have spent on that one or two or five people, that affects the rest of your entire life. And now once I started doing that, guess what happened? I could sleep easier and I had time to offer my love to people who deserved it and to accept other people's love, and that was the most important thing. And then God came back into my life. Wow, these small things are huge in the end result. We die by what they call paper cuts due to these small things like lying, having false relationships, doing things because others need to approve of that. And obviously eating the wrong and taking in the wrong things. That is a shortcut, but it's not really. It then takes more of your life to fix, to get back to where you want to be.

Dave Asprey ([20:42](#)):

That's some profound wisdom.

Daymond John ([20:46](#)):

Thank you.

Dave Asprey ([20:52](#)):

One of the things that I work on teaching younger people when I'm talking about relationships, I've even had this conversation with my kids. If you spend time with someone, you go on a date or just time with a new friend is how you feel afterwards. That tells you whether they're trustworthy. So if you went on that date or you met this person, you had a really good time, but afterwards you get that icky feeling. Those are the kind of people you got to listen to that signal, and it is intuition. What I used to do is I would just kind of quash that signal and say, well, I'm just going to be logical about it. But then you end up surrounding yourself with people who don't have your best interests at heart and will lie to your face and smile while they're doing it. So it's hard to notice. One of the things you do on Shark Tank is you're making a rapid assessment of entrepreneurs, and of course they have their business model, but I don't think you're looking at that. You're looking at the people, right? What do you look for? Do you feel it in your gut? Do you feel it in your heart?

Daymond John ([21:44](#)):

Spot on. I think it's your gut. I'm looking when I'm went the on shark Tank. So by the way, we don't know those people. We don't even get a piece of paper on those people. That guy Maury stand up Morey, he was on Shark Tank. There you go. Say a little more. Had Hanukkah tree topper on Shark Tank, thank average pitch is one hour long. 16 cameras shooting that pitch. So you have 16 hours of footage for you to see. Eight minutes takes us six to nine months to close the deals. We close about 60, 70% of the deals. But you're right. I'm looking the company because I want to hear the entrepreneurial story. When an entrepreneur tells you the story, they almost tell you the story such as the train's leaving the station, whether you like it or not, I want you on the train, but this train's leaving the station and they're excited

about how they're solving a person's problem or they're bringing them joy. I look at the numbers and if I like the product, I'll just buy one of your sponges,

[\(22:44\)](#):

But I want to like you. It is my gut in you because if this business works out or not, then we'll start another business together. You see, if I want to make money, I send my money over to the market. Well, they don't dust off Steve Jobs from the dead and he asked me to fix computers. I either make money or lose money. So if I'm going to do business with you, I have to you. I have to want to talk to you every single day for the next five or 10 years, and I want to learn from you and with you, and it's my gut about the person.

Dave Asprey [\(23:19\)](#):

Our mutual friend, Joe Polish has introduced me to a guy named Robert Cini who wrote the book Influence. You Might've Come across it. This is a professor who's been on the show a couple of times, and he went through and said, well, how do I know how people manipulate others? All side note to a used car salesman, a real estate thing, and went to all these kind of slimy professions to learn how they were manipulating people. And then did academic work on that and wrote a great book. In fact, it's a book I've gifted to my kids. I'm like, if you want to know if someone's running an operation on you, this is it. But one of his biggest signals to say that someone's working you is if you like them right away faster than you should before you really get to know them. You just feel this unnatural, wow, this is the best person ever. How do you sort out that manipulative signal from someone who's genuine and authentic? Everyone? Here's the question, is this a real supplement? Is this a real entrepreneur? How do I know I could trust this person? Where's your trust come from?

Daymond John [\(24:14\)](#):

It comes from experience, and that's why hence six to nine months to close the deal because I'm checking on them. I'm seeing how they're responding to things. I'm seeing how they're talking about other people when those other people aren't in the room. Those are clear telltales. But you're right. I mean the aspect of influencing people, men and women have nothing technically to sell besides to like them, to trust them and for you to tell them a problem or give them an opportunity that you didn't really know existed, but they have nothing else to sell besides that. Real entrepreneurs, they usually are horrible business people, especially scientists. They really are because they're creating something so great and they're trying to tell you, I don't give a shit how my iPhone is built. Does it have cool apps? Can I get my music right? And that's where the entrepreneurial spirit come from. But the problem solvers in this room, when you walk up to somebody and say, listen, let me tell you what's wrong with you and all. No, no, no. Can I run quicker?

[\(25:21\)](#):

Can I hear my daughter's little whisper in my ear? Can I live longer? The takeaway, the aches in my body. So that's what happens where I find the difference, entrepreneurs who have great storytellers are unstoppable. Steve Jobs we all know. He said, I'm not going to geek you out on computers. I'm going to tell you where technology is going, and I'm going to not just tell you about how you want to be a geek on a computer. I'm going to put all those tapes and CDs you have. I'm going to put 'em all on this thing

called MP three play that existed for a long time. I'm going to put 'em all right there and then you're going to be able to hear your Rolling Stones. Oh, by the way, I saw James Taylor last night. Absolutely. Still amazing. Wow. And he started there and then he turned you into computers and various other things.

[\(26:10\)](#):

So that's really what the difference is. Men and con women have nothing to sell besides that immediate trust. But your gut is usually something you should really, really trust. I made my biggest mistakes in my thirties when I had massive amount of money coming in every single year through fubu. And when people said that I should invest or purchase something because of the way the person looked or on paper or the segment of the market, and I invested in it. And out of the 10 times I didn't trust my gut. Eight times I lost. And the two times I won, I went, thank God I at least made my money back.

Dave Asprey [\(26:46\)](#):

Wow. Do you ever wish that you had a remote control that could just change how you feel at any time? I do. And there is such a thing. It's called the Apollo Wearable by Apollo Neuro. It doesn't just track your biometrics. Like most wearables, it allows you to control your biometrics, how you just wear it around your ankle, your wrist, or as a clip attached to your clothes, and it helps to rebalance your autonomic nervous system using vibration. The more you wear it, the more it improves your HRV and trains your body to relax, sleep better and find deeper focus. Neuroscientists and physicians develop the Apollo wearable and it's got research to back it up. Users experience up to 40% less stress, 30 minutes more sleep at night and up to 25% more focus. I've been wearing it whenever I feel like I want help shifting my state, and it makes a big difference in stress levels. Try it out and see how it works for you. Head to apolloneuro.com/daveasprey to save 15% on your Apollo wearable. That's apolloneuro.com/daveasprey. Save 15%. I've been studying a lot on what does a gut feeling look like, and I want to run my theory past you and I want you to shoot holes in it.

Daymond John [\(28:01\)](#):

Sure.

Dave Asprey [\(28:03\)](#):

So when someone walks in the room or you look at something, whatever it is, there's an immediate gut feeling. It's really, really the first thing, but it's very short. And then you have an emotional response after that, and then you justify it with your brain afterwards. So I've just been paying attention to that very first thing that's really in the body before the brain even can think. Does that jive with what you

Daymond John [\(28:27\)](#):

Sense? I would normally say that because I grew up in the hood and he used to be like, why is that guy looking around so much when he just came up to me? But Shark Tank over 15 years has changed only because it is crafted to change that. Again, we don't know these people, so the producers have gotten to the point where it's very wonky. Hey Shark, by the way. You're like, oh, cool. Oh, this sucks. Oh, whatever the case is, and they go and then they go, and we've done 3 million in four months. It doesn't change the gut feeling on the person, but my intuition there is not as sharp because I have seen, I think something like 1800 pitches and I've been trained to kind of just wait for it, wait for it, wait for it. I wish I had that feeling, but I would say that, do you think sometimes, I know we're all in this room, sometimes we say, well, we don't want to be the know-it-all. We don't want to be judgmental because we never want to be judged like that ourselves. Where is that balance you have in that gut?

Dave Asprey ([29:33](#)):

To me, it feels like the judging happens in the brain long after the gut's already made a decision. Either you listened or you didn't listen. And for me, it's been a practice over especially the last 10 years of just carefully recognizing that little twinge before I get the like or don't like. And before I then go, well, I should like them because of this and all that. There's almost like three tiers. So I've been honing in on that, just that little first thing. And I think that's where intuition lives, but I'm not How

Daymond John ([30:03](#)):

Many people will be able to be that in tune with it? Because I see entrepreneurs or regular everyday people that it's kind of like the old joke. A guy get pushed out of the 12th story of a building and he's falling on his way down. And on the eighth story, somebody says, how you doing so far so good on the fifth floor? So far so good. How do you have time to do that when so many people sit there and they go, I'm working this dead end job. I'm not thinking about any level of financial intelligence. I'm 55 years old. I'm not studying AI or technology. I'm going to be okay. They're doing that. They're not even using sensibility about either their toxic relationship, their businesses that they just may need to rehack or their life. You think how many people can do that within every person they meet within seconds?

Dave Asprey ([30:55](#)):

I think it's automatic in everyone. And it's like a hearing thing. If you don't know, you're not listening to it until you hear it the first time, you're not going to pick it up. And the reason that this comes to mind for me is I had Asperger's syndrome when I was young on the autism spectrum, and I say had, and so people get triggered by that. Sorry. And I didn't think there was anything useful below the neck in terms of immersal stuff as just hyper-rational.

Daymond John ([31:24](#)):

You said you had

Dave Asprey ([31:25](#)):

Yeah,

Daymond John ([31:26](#)):

I'm still dyslexic.

Dave Asprey ([31:28](#)):

We can talk about that. About erlin lenses.

Daymond John ([31:31](#)):

Yeah. Well, eight of the 12 sharks are dyslexic.

Dave Asprey ([31:33](#)):

Yeah, it's really common in entrepreneurs. I was supposed to be dyslexic.

Daymond John ([31:37](#)):

Oh, sorry. Didn't make the club, man.

Dave Asprey ([31:38](#)):

No, no, I'm serious. I have all the fluffy stuff around the things When they analyze my eyes, they're like, how are you not dyslexic? What's going

Daymond John ([31:45](#)):

On? I was talking to Dr. Ned, a DH, adhd, Dr. And I said to him, Hey dad, you're really dyslexic. You're supposed to be a doctor on this shit. But he's fascinating. But go ahead, sorry.

Dave Asprey ([31:56](#)):

No, it is funny. Those all run in that same thing. And so I'm fortunate that I wasn't dyslexic, but there's a reason I like my true darks, aside from the fact that blue light isn't good for your circadian. It's that certain frequencies of light piss off my brain, and if you want me to read under the wrong color light, it's harder for me. And there's different colors of light for different people. So I learned that. But once I learned that there was a signal underneath this, I didn't just pick it up as a kid, I just ignored all this. It was too much work. I didn't have enough energy in my brain. So then after 30, I started going, God, I got to unpack all this stuff. So it's been a huge amount of work. I had to learn how to move my eyes, how to hit to hear, right, all kinds of things that people wouldn't really imagine, but that made me maybe more conscious of this stuff. But what I learned is when you hear about things like people who meditate, they can do this. Dr. Joe Deppen is coming on stage later and he's going to talk about some of the science of this. And what you find is that people, even if they're in dead end jobs, if they learned breath work, they learned meditation or they just tweak their diet. So they have just to spark more energy. If they put the energy back into themselves, then they can do it.

Daymond John ([33:08](#)):

Lemme ask you something, Dave, and this is why I said it's a rabbit hole. It's a fun, fun rabbit hole to go down because just in this little bit of time that I've talked to you and I haven't had the honor or the privilege like many of these people to hear so many thought leaders in this business, in this world, in this little time from hearing how the light can trigger different aspects of what you have or had in your life to how you've learned to tap into your gut from this standpoint and all the things we're talking about, what do you suggest, and you may probably have this, what are the first steps for people to take? Because this is trying to eat an elephant at lunch. I'm sorry for eating right now.

Dave Asprey ([33:48](#)):

This was grass fed elephant. You guys love that.

Daymond John ([33:50](#)):

But it's a lot of information and we can get stuck on analysis paralysis as we go back out into our world and we have to deal with our family, our kids, our significant other inflation, housing,

Dave Asprey ([34:03](#)):

A lot of stress issues.

Daymond John ([34:04](#)):

What would you suggest? Is that kind of 1% a day or 1% a week somebody should do? And how do they prioritize that?

Dave Asprey ([34:12](#)):

The first thing, let's say you're just getting into this, you don't know what to do. You might say, I got to go out and spend \$500 a month on longevity supplements. Actually, you don't. What you do is you learn how to sleep. And this is something that doesn't cost any money. It's just knowing what to do. It's dimming the lights at night, having an earlier dinner, paying attention to it, possibly getting a sleep tracker if that's in your budget. But the idea here is having a consistent bedtime, having darkness the way Mother nature designed things. Shockingly, depression goes down dramatically when your bedroom is just blacked out, like a 69% reduction in depression from darkness. We can have light during the day. We have darkness at night. So it's not even about being perfect about that. It's just saying, huh, how do I feel when I woke up this morning? What caused that? And that one change. It can be timing of things, be brightness of things. In fact, clinically people with bipolar disorder or even people with BPD can improve when they have darkness at night. So this is cheap, it's free,

Daymond John ([35:19](#)):

It's cheap. And then I've seen you do other things like, listen, I was telling one of my buddies, I know you want to get back to the gym, just start doing 10 pushups in the morning and then move it up to 10 in the morning, the evening and the whatever. But I like something else. You said, go in the shower, turn it from hot to cold four days straight, right? That's it. Right? I would say the first thing to do was read the book, think and Grow Rich by Napoleon. Amen. Yes.

Dave Asprey ([35:47](#)):

If you read that book, raise Your Hand

Daymond John ([35:50](#)):

And Set Goals seriously. My bottom line in my key to success I believe, is I read the same exact 10 goals every single night before I go to bed. And every single morning when I wake up, six of them expire in six months. The other four expire in two years, five years, 10 years. In 20 years, I never hit my six month goals because at the end of the day, if I'm going to make this amount of money, if I make this amount, when I reset it, it's this amount. Lose this amount of weight, various other things. The reason I read 'em before I go to bed at night, I want it to be the last thing I think about because when those shades are dark, I want it to be the only thing I think about when I go to sleep. That's why I don't watch Yellowstone before I go to bed.

([36:32](#)):

The reason I read 'em in the morning, I want to be the first action I take. I'm human sometimes. I don't read 'em in the morning. I skip a day or two days. You know what I do? I allow everybody else in the world to take the two most valuable things in my life. It's my time and my thought because I wake up in the morning. If I don't read 'em and I pick up this, and everybody that I know that I see on social media, they're skinnier than me, they're richer than me, and they're all in Greece for Christ's sakes. I have no idea when these people work. And then I open up my emails and my email is always allowing somebody else's goddamn problems into your head. So before you kiss your significant other or your dog, and it might be the same person, Dave,

[\(37:15\)](#):

You have social media depression in somebody else's problems on your mind. But the point about reading goals is also you have to envision yourself in the goal. Like I said about the drinking, we all know what we need to do. So I wouldn't wanted to lose 20 pounds for about three years. So that would be six blocks of goals. And I kept reading my goal, wake up in the morning, I'm going to substitute one meal with a green drink, 10 bottles of water, 10,000 steps on my Fitbit, whatever the case is, not eat any fried foods and or meats. Earn my workout at the end of the night. And in regards to that, lose three quarter of a pound a week, and by this time I would get down to my ideal weight. I never hit that goal. I'd get down to the 175 and I'd bounce back up because I said, I want to envision myself in my shark tanked season one outfit.

[\(38:12\)](#):

I kept envisioning myself there. We didn't do anything. All of a sudden I changed that last goal to I wanted to live longer to see myself walking my three little girls down the aisle. I dropped the weight in four months. No chef, no trainer. It was the goal. That was the most important thing. So as the book says, or any other book you'll see from Brian, Tracy or any of our men and women, if you don't set goals for yourself, you will let other people set goals for you. You become what you think about most of the time. I will never get a girl or a guy. I'll stay in an abusive relationship. I'm never going to be able to build this company. You are going to embarrass yourself. You are going to embarrass us, and we allow other people to set goals for us, and that's what I think is the most powerful thing we can do. So if the goal is I'm going to start off with sleeping in the room like that, month number two, I'm going to start taking the shower. Month number three. If I see this, I'm going to do this. I think that's the most important part.

Dave Asprey [\(39:17\)](#):

Little bites.

Daymond John [\(39:18\)](#):

And we have to read it every single day. I started reading these. I put 'em on my mirror, but I didn't have a phone that I can look at as my screensaver because I'm going to pick this up 220 times a day.

Dave Asprey [\(39:28\)](#):

And that's on your screensaver.

Daymond John ([39:30](#)):

I do it really well. I know how to do it. But when I started, I used to put it like Napoleon. I used to put it on my bathroom mirror, and that was 40 years ago.

Dave Asprey ([39:40](#)):

It's funny, when I was 16, I read Think and Grow Rich, and I wrote my goal on my bedroom mirror. It was my bathroom mirror and it was, I'm going to have a million dollars in liquid assets by the time I'm 23. And I did that because I thought money would make me happy. And it turns out there's not a great correlation there, and I kind of think it didn't work. I only made \$6 million when I was 26, and I didn't say make and keep. So I lost it when I was 28 and kind of had to start over. So when you're writing your goals, put and keep on

Daymond John ([40:16](#)):

There, same exact, same exact thing I read it at 16. I said, I'm going to have \$1 million by the age of 20, and I said a million dollars, but I didn't have a goal for the million dollars. Yes. What I was going to do, buy Bugatti. I'm sorry, I was 2 million short. Was I going to buy income producer houses or was I going to whatever the case is? And I made zero and I was almost homeless up until 29. I changed my goals right around 28, and I had 30 million liquid by the age of 30.

Dave Asprey ([40:50](#)):

Yeah. Guys, for your health goals, your longevity goals, your biohacking goals, your intelligence goals, this is what it's about. You've got to set a goal. You don't have to be a failure if you don't meet your goal right now, you can change your goals. You can take bite-sized goals, but you got to have a why. So why do you want to live forever? You'll be bored if you don't have a why and you probably won't want to live forever. So find the reason behind it, which is why you hit your 30 million like that, because you had a reason for it. Absolutely. What was the reason that you wrote in your goal?

Daymond John ([41:27](#)):

The reason I wrote in the goal is because I said to myself, I want to empower an entire community that I felt was being neglected. And I came up with fubu. A lot of people thought that FUBU was about of color, but I got to be very honest. My father, who happened to be my stepdad, who came in my life at 16, happens to be of the Jewish faith. His brother was a lead attorney for Mandela in United States, and my Jewish stepdad told me, son, be but never anti anything else and never become the thing you're

fighting against. Absolutely. So I created something called FUBU is about a culture. And in closing, I want to hopefully give a CTAs to give people discounts and everything else. But one thing about our health and about the things we think about is I think we in this country are more in common than we have apart. Don't let these 5% of these assholes rip us apart and think about,

Dave Asprey ([42:22](#)):

Yeah,

Daymond John ([42:24](#)):

What's the difference? Why is country music and hip hop going to be the most dominating music always because it's the voices that have notes and what is the difference? One is country music. Oh, my dog died. I can't find my dog. What is hip hop? Where my dog at? Snoop Doggy dog. It's the same shit, right? At the end of the day, I want to thank everybody here for what you're doing and changing life. I want to really thank Dave aspr, who has been such an amazing mentor. He did not even know it until it became full circle. I want to thank two of my other mentors, or of course, Naveen. You're going to see Nave up here. I want to thank Brandon from Starkey hearings. Brandon, please stand up and Dr. T, Dr. Rewire, right there.

([43:09](#)):

Dave has allowed me to do a call to action for who's in this room, but of course for the people going to be on the podcast, I'm going to put up the call to action right now. So I'm telling you right now, I'm walking Brandon around, who was the president and CO of Starkey hearing. This is like if I were to walk Steve Jobs around the room when he decided that he was not only going to show about computers, he was going to show about where technology's going. This man and Dr. Rewire are important. I'm, I'm going to make sure they're going to give everybody in this room the power and understanding of where we're going with the most vital, important thing that Dave aspr has brought attention to our brain. Because everything we do here from a health perspective, if you can't get the nourishment to your brain, it won't power anything else.

([43:58](#)):

So hit my QR code and there's a couple of things here. You can go on there, and we're going to of course populate it with various different opportunities with RMI, Oxy Health Balancer Pro, and all the stuff that Dave and I have that we can give discounts and aspects to. If you go to any of the balancer, pro Oxy Health and RMI today, while I'm at the booth, you want to meet me and you sign up, there's up there. And of course, if you ever want to work with me or any of my guys or join my CEO Access group that I'm going to try to convince you Dave to be one of the advisors. I'm advise CEOs who want to become world renowned sharks if they're actually changing lives. Just go on there and there's a lot of stuff there. Put in the title, whether you want to work with us, whether you're a podcast, whether you're a changing lives as a company, a CEO, or you just want to get some discounts from us. But again, thank you for having me in this room and thank you all for what you're doing. Alright, thank you.

Dave Asprey ([44:57](#)):

Thank you. You are listening To the Human Upgrade with Dave Asprey.