

John McIntyre: It's John McIntyre here, The Autoresponder Guy; I'm here with Josh Felber. Now Josh came to me, as a lot of my guests do, from via email and his assistant hit me up and told me a bit about his story which is pretty interesting.

Josh has been an entrepreneur since the age of 14. He's a serial entrepreneur, he's built over 15 different companies, he's the host of Making Bank TV show on a grand scale [?] on tv.com and he's a two times bestselling author.

So I decided to get him on and we can chat – we're doing a chat about basically high performance and especially for people in business to understand sort of what they need to do, how they can do it better, how to get clarity in what they're trying to do, and sort of all things in that area. And the way I thought which would make this interesting is to talk about someone with what I'm doing right now on my own business and use that as a jump off point for some of these ideas.

So we had a bit of a case study approach as we went through it so, we'll get into that in just a moment. Josh how you doing man?

Josh Felber: Awesome John! Really appreciate you having me on the show today.

John McIntyre: Good to have you here man. So before we get into, I guess the nitty-gritty stuff of what you actually – how you actually help people and what you're actually doing, can you give the listener a bit more of a background on who you are and what you're doing?

Josh Felber: For sure, definitely. So my background is everything from owning multiple companies since I was 14. I've owned over 15 different businesses ranging anywhere from fitness and health, nutrition to financial. I

owned one of the second largest merchant processing companies and sold that as well as internet satellite businesses, technology. We've started a green wireless technology business and, you know, we're able to start implementing systems and solutions in everything from dorm rooms to hotels to, you know, businesses being able to rewire their whole offices without running any kinda new wiring and everything.

So a lot of cool technological things there and finally, you know, over the years – I have always worked with a business coach and, you know, finally he was like, "Josh, man," he goes, "You're being so selfish with all the knowledge – all the information that you have and you're not sharing that. You're not communicating, not helping other people." And so, when he said that that's when, you know, kinda when that whole light switch – light bulb moment happened. I was like, "Wow! You know you're totally right." And, you know, and so from that moment on I was okay how can I get out there? How can I help a hundred to a million people? How can I help a billion people, you know, change their lives? Enhance their lives, be able to find that time freedom and have the energy to be able to connect with their families and friends and live their life, you know, how they want and so that's kinda where I'm at now today.

John McIntyre: Cool, cool okay. So coaching or the business that you have right now, helping entrepreneurs, that's the only thing or the main thing that you're doing?

Josh Felber: That's one of the main focuses. Is high performance coaching, that I've really focused on. It's been able to really help me connect with a lot of different entrepreneurs or just even normal people that wanna push, you know, kind of that next level in their life and so, you know you don't have to just be an entrepreneur to wanna have, you know, higher

achievement, but I also have some fitness businesses, CrossFit businesses out there right now that I own as well as a nutrition company where we make a whole range of nutritional products for workout recovery, that sort of thing, a brain boost – our brain boost it's our mental melatropic [?] product that we've launched that's just exploded and – as well as a Mastermind retreat that we, you know, are in the process of rolling out to help businesses. Kinda really focus on the details and the nuts and bolts and marketing and everything to push their business and you know to the next level as well.

John McIntyre: Very cool, very cool. So you're in the CrossFit too now?

Josh Felber: Yeah I've been doing CrossFits since 2003 so; I used to be a big runner running in 60, 80 miles a week. And you know always pushing to the next level of performance and you know came across CrossFit and its start [?] loved it and have integrated it to everything I've done since.

John McIntyre: Nice, nice. I was doing CrossFit back in Thailand. Yeah I did about 12 months. Right now I'm sort of doing some other stuff, but it was good man.

Josh Felber: Awesome, that's cool. Yeah it's a whole another – you know if you raise on the really challenges and pushes you from a mental as well as a physical standpoint you know and in that you know CrossFit's where I found that it worked really well for myself...

John McIntyre: Yeah.

Josh Felber: ...so...

John McIntyre: Good stuff, good stuff cool man. All right then let's get into some of this – some of the performance stuff coz I'm really interested in this right now. So all the –

not so much from a – I actually just started an interesting conversation with a guy who's or my friends who's staying with me here in – I'm in Columbia right now.

Josh Felber: Cool.

John McIntyre: And so right now I'm putting together a sort of writing project. It's just a personal thing at this stage. It might turn into a business leader, but we were chatting about the different posts, you know, different topics that I could write about and he made a really good point that, you know, sometimes when– you know anyone can write a generic post about for example what gets measured gets managed was that you know when we were talking at it. You know fairly well understood concept that – and most people get. And that's all very, you know, he mentioned – he made a really good point. "Like if you right a post about that I wouldn't read it," but if you wrote about your application of it, the way – coz right now I have a bunch of spreadsheets that I use on a daily and a weekly basis to track all sorts of different things, he said if I wrote about that he'd probably you know he probably would read it coz that'd be really interesting. Hearing how I'd taken that concept and probably you know sort of expanded it and applied it...

Josh Felber: Sure.

John McIntyre: ... to my life so, I think what would be interesting here is instead of say, probably going to just – there's a lot of generic sort of performance stuff, everyone's very aware of self help and you know motivation in business so, – and if you've seem the dive into some of the specific stuff around it – so can you give me sort of a – let's start with a broad overview of sort of how you approach performance and then we'll see if we can find some you know nitty-gritty things to dive down into.

Josh Felber:

Sure, no I definitely – awesome. So where we take a look out for high performance is there's 5 key areas that we really try to focus in on and you know help our clients. They're being really dial in on and the first one is clarity you know our you know are you clear with your you know where you are right now in your life? Are you clear with where you're going – what your focuses are?

You know then we look at energy. So you know power from an energy level standpoint. You know are we you know saving ourselves up in the morning to have energy throughout the day. What are we doing throughout the day to break up our day? Does this have sustained energy as well as be able to finish the day still have the you know a high level of energy to be able to come home, connect with our families or connect with our friends and you know maintain that you know throughout the whole day.

And then we look at courage. You know so, there's a lot of people that you know have a lower courage score coz we rate everything 1 to 10. And you know a lot of it has to do with you know courage to be more vulnerable to connect with somebody or the courage to take that risk to step out of you know where you are in your life in your situation and take that next step forward to better your life – to better your family's life.

And then productivity, we have so many technological distractions around us today. The phones, the computers, the iPads, that sort of thing and we become so distracted with that that our productivity has decreased and so, we're really focused in on getting dialed in with productivity.

And then influence, you know, if we can become better influencers in our lives. You know we can help

people enhance and become you know better in their life as well whether it's our employees, our kids, our spouse, our business partner that sort of thing. So John those are the 5 areas that we really look at and really look to focus in on.

John McIntyre:

Cool okay, okay. So like this that's the broader review. Wouldn't be interesting is like – how about this so, what – when is your iPad for the last – probably for a long time, actually, is the issue of clarity. I've gotten a better handle on it for myself. I've understood why it's a lot more about why it's important, but where I've struggled with it is you know recent one was this past week. You know about basically about a week, yeah, well I listened to a podcast with a friend of mine and I met him in Thailand and he was back in – I think it was like 3 or 4 years ago. I was living in San Fran, had all the sort of trappings of a successful life. Great car, great apartment, great job, lots of money, all you know everything from the outside looked great.

On the inside though he wasn't happy which is only happens quite sure with people. And so he decided he was gonna go and start a business online, move to – you know go and live in South East Asia, for him it was, and figure out this business thing. And I remember the story, this is on another podcast which I can link to after the show. He went to a Mastermind and in this Mastermind he said, "Well I'm gonna go build a business, but I'm not gonna have clients and I'm not gonna do any phone calls," something like that. He had some really strict rules like that.

Josh Felber:

Right.

John McIntyre:

And understandably the other guy's in the Mastermind is you, know you, go in and you're an idiot, you're you know this is business you need a

host, you need a client, I mean this is – you need to get on the phone that's where the money happens.

In that I've heard that from so many different people so, normal typical you know common sense advice. He stuck to his guns though and said, "No, no, no I don't want any of that that's exactly what I'm trying to get away from." You know to get away from Silicon Valley so...

Josh Felber: Expertly.

John McIntyre: ... he stuck to his guns and 3 years later he's got a business is doing about \$20,000 a month profit. So I can mention that coz he mentions this in the actual interviews. So it's public knowledge and I thought that was just such a cool story that he'd left this you know quote unquote successful life of his to go and start what appeared to be you know starting at the bottom and also making some – what a lot of you would think are big mistake in business, just being ignorant like no phone calls and no clients.

And you know it all worked out you know it all really worked – it's worked out really well for him. Then I actually spoke to him on Facebook a couple of days later and he said you know he's really got to struggle – he really struggles to not work. And he has to really like adhering to his rules is really hard for him coz he's you know I think for anyone who's ambitious and hardworking...

Josh Felber: Right.

John McIntyre: ... it – those sort of rules are gonna be hard.

Josh Felber: For sure.

John McIntyre: So where – so what I'm interested in is like so when I listen to that – the reason why that stuck with me is

coz I – I think I mentioned this before we started recording, I went to Necker Island to hang out with Richard Branson and you know for a sort of an entrepreneurial event, everyone on there was about 30 other people, everyone's in his amazing businesses building satellites and solar powered aircraft and just crazy stuff.

I've turned up there – at first I was really intimidated, felt like a you know loser here I am with his little marketing industry and here are these people who are legitimately you know changing the world.

Josh Felber: Right.

John McIntyre: And yeah I'm feeling like, "What the hell am I doing?" By the end of the week though I'd sort of resolved to myself, "I'm gonna go out there and do the same thing." I had this – you know I was very excited, I wrote a big blog post about it got a lot of comments and so, I've put this – been speaking about this out there in the world and then now, last week, thinking about it I was like, "Well if I was actually to go and – I love the idea of going and doing this stuff, but the reality of it is, for example, going and working 16 hours a day like you know if you're gonna be you're gonna be Elon Musk, for example, it's gonna be basically putting everything on the line including the \$20 million you, you know generated or you got at the last company you sold, ...

Josh Felber: Right.

John McIntyre: ... putting all that on the line, working 16 hours a day, basically not taking care of your health or anything, it talks about this in the biography I just read of his.

And so as I thought about that I was like, "I don't think I really do want to work 16 hours a day." Like I

love the idea of doing something big and I still want to continue to explore that, but I'm not actually interested in working that much and when I do I actually get depressed and find I don't like it. So – but then I still feel I go back and forth and I can't commit to 1 way or the other. So how do you help someone in this position?

Josh Felber:

No for sure it's you know it's an interesting position to be in. It's like you know you see all these other people and they're doing you know these perceived great things or you know it's like you know how can I – you just solve a problem for a billion people or you know how can I you know create energy you know there's – and I've been around in, like you said, is – you're around all these other people and now you spend a lot of time with Peter Diamandis and you know help produce one of his movies and everything.

If you see all these people at this level and it's like how can I be at that level or how can I do the same things that they're doing? But when you take a step back from all that and you sit down and you really get clear on who you are, what you want to do, where you want to go, that may not fit you know exactly what your vision, what your thoughts and you know everything about yourself and how you want to live your life.

And an interesting quote came from a friend of mine I worked a lot with, like Russell Brunson, from ClickFunnels and I know in his Mastermind he works a lot with people and you know all these he was telling me, "These guys come in and you know they all want to make millions of dollars every single month," but don't we really sit down and map it all out it's like why do you even want that? And you know okay great you wanna house, I want a car, I want this, I want to build a house in Taiwan and

spend it with my family. And they start listing all their stuff and really breaking down what they want. And it's okay well now let's add it all up. You know okay you want to have this, and you want to have this, you want to be able to do this, you want to be able to take time off and this and this. And you add it all up it may come up to \$25,000 a month that you need.

John McIntyre: Yeah.

Josh Felber: So do you need millions of dollars a month to be able to build the life that you want to have for \$25,000 dollars a month? And you know I think we get so caught up in this glamification – this glorification of what we see and what we have around us and when we really sit down and understand who we are, what we do, where you want to go, and how we want to be able to help and create value for others then that allows us to really define – have a set course of action like your friend did. You know he's like I don't want to be – have phone calls, I don't want to have to deal with clients, I don't want to have those headaches and he set a course of action for himself and stuck to it and is now become you know what his success is you know for himself.

So what we really like try to jump into when we start focusing on in clarity is you know we take a look at you know what you know – for you John you know where do you see or what – you know – what does clarity mean to you?

John McIntyre: It's interesting because you mentioned Peter Diamandis there and I think, for me, what was happening I was living – so I lived in Thailand for almost 3 years and while I was there I you know basically moved to the Philippines before that in 2011 to – for an internship.

I ended up doing the – basically becoming the marketing director for a chain of beach resorts there. I did that for a year and started, obviously wanted to get off on my own – make my own money with my own business and be able to travel around and have this lifestyle. So I moved to Thailand, I started making a few thousand dollars a month doing copywriting this was 2 or 3 years ago and at the time I was thinking, "Great! I've made it. I'm – here I am making money, I'm sort of got a lot more freedom than I had before."

And, yes, it was good, but then all throughout that time – I had a lot of great times, a lot of great experiences, but all through that time I was start to think, "Well what's the – what's the – maybe not so much what's the purpose of life, but sort of like what's the next step? What's the next thing. And just building up a company to make more and more money, never really – it doesn't really get juiced, but eventually after – it was around about the start of probably towards the end of last year and the start of this year I started to feel like – had a decent handle of what I was doing.

I certainly wasn't down to working you know 1 hour a week or you know retired or anything like that, but I was making good money and having great experiences and I'm thinking well do I really want to do this or do I want to go and do something bigger? And I've read Abundance and read BOLD and read some of these things. I thought what better way to go and create more meaning than to go and do these things? So I you know I applied to Singularity University, which didn't end up happening, ended up on you know Necker Island for this even with Branson and the other guys and that was sort of the next step, but then now where I am, here, I you know the goal right now is to – well the goal I had was to go and build this business up, take my time down to

about an hour a week, put a whole lot of cash in the bank, then go to Silicon Valley and get involved in some sort of sale, but then in the back of my mind part of me thinks that that's just a should like it sounds like a great idea and I love the you know obviously I think everyone wants to make an impact and feel like they had a positive you know influence in the world, but at the same time I can't tell me how to shake this like I only be able to commit to 1 direction so, I think I've struggled with – definitely struggled with clarity in this area and I know all of other people to – coz when I wrote that post a lot of people are in this position where – especially with this you know they've read the 4 hour work week, for example, they've ...

Josh Felber: Right.

John McIntyre: ... created a business where they have a you know quite a large degree of freedom compared to you know most people have a job and so, but you know a lot of these who aren't making huge amounts of money, but they're making enough that they can you know travel around and not work too much and basically have a really, really great lifestyle, but then always the second sort of thing seems to come in where people think, "Wow I'm –" you know they've got like a – spoke to someone with a Facebook account business and he's like, "You know I'm making good money, I'm having fun, but yeah it's just not that meaningful." You know and so for me I was like...

Josh Felber: Sure.

John McIntyre: ... I was like I'm doing this agency and it's just not meaningful, you know? Something's missing. And so there's this drive to – it's almost like a – you end up at that point at Maslow's Hierarchy where it's self actualization of what's really gonna get you going.

Like it's fun enough to go and just make money online and travel around. What's that next step?

Josh Felber:

Definitely and that's you know once we really start become clear you know with that next step and who we are you know we you know we take people through you know a variety of different questions to really start to understand that.

And then we have a what we all a clarity chart and so, with this clarity chart – and this is something that you could do as well is there's 3 different categories. So we have self interactions and success markers and what we look for is we want to put 3 words under each of those areas and so, what we focus on and practice is what we become. And so with this worksheet and when fill this out its gonna allow us to continuously remind ourselves of these three things throughout the day, throughout our life.

And you – we can set it up whether it's like an alarm on our iPhone, whatever it might be so those become a habit and one of the things we do is we look at – okay the 3 words about ourself. This is defining the best of who I am or who you are and we'll use this to guide this through my – through your personal life or my personal life including my thoughts and actions. And so, for me, I always look you know as myself when I want to be – I want to have integrity with myself as well as honor and also be energized so, you know that's how I look at myself every day. You know integrity, honor and full of energy. And how I want to interact with others – so when I'm interacting with others I look to be vulnerable to be able to communicate and be open. You know share what I'm thinking as well as joy – bring joy into every situation because if you can bring joy into somebody else's life you're gonna help them you know expand and grow.

And then also being present because there's so many people that are disconnected through technology that they're never actually present there when you're communicating.

And then the last category is your success markers. You know this is 3 words that remind me you know what its – remind me that what has made me the most successful and what will make me even more successful so, the 3 words that have helped me as well continue to push myself is I've always been relentless. So that was 1 of the big key points for me was being relentless, focused and disciplined. And so once you kinda define these different areas its gonna allow you to really understand and know who you are as well as find the you know and start creating habits of those success markers, those inner action markers, those self actualization markers.

And so what that then – be – creates that clarity in us to really start to learn and become and head us down the right path that we want to go on.

John McIntyre: I like that. I like that. One idea that I found helpful in the last week which is probably building up some of the things that you just mentioned is, is really knowing – obviously you don't know what you want to do which is you know I go and build this company or I want to have a great relationship – whatever all the different things that we all want to do, but the nature...

Josh Felber: Sure.

John McIntyre: ... of the important question is well if like this there's various ways to unpack that sort of just what I'm moving to what? But what a lot of us don't focus on is what am I gonna have to give up if I do that? Coz that's part of the package.

Josh Felber: Right.

John McIntyre: And if you want to go and build – and this how I was thinking out in relationship – Elon Musk did this last week coz like if you want to build space rockets and totally – like just totally – a lot of his competitors would be out of business probably in the next few years.

If you want to go into an industry in do these sort of stuff that he's doing it's gonna require working some pretty intense hours you know hours that most people just wouldn't be able to do you know without burning out after a few weeks or a few months. He just keeps going.

Josh Felber: Right.

John McIntyre: And so – and that's a M [?]. He's been divorced 3 times, 2 times from the same girl – the same woman and obviously there's certain cost associated with doing certain things in life.

We often don't pay attention to those so, for me I'm finding that an interesting or useful way to look at this is you see what's going to be the cost of this? What am I giving – what am I gonna have to give up to have this and then the third question is really what is that sacrifice worth making to me? But you know based on our you know my personal value system or your personal value system. Is that sacrifice – is it worth it? Coz to some people it's real, I must go and see that sacrifice totally is worth it, but to another person they're gonna look Elon and think he's a total idiot because he's not focusing on the important things in life like having a good family or something like that, you know?

Josh Felber: Right.

John McIntyre: So there's no right wrong way here so, it's an interesting – I think the reason why I find this issue – this high idea of clarity so interesting coz once you get this down – once you figure this out, and I suppose it's never really totally figured out it's more of an evolving process, figuring out what to do is fairly straightforward. It's always this issue of clarity. Coz when you're not – don't have clarity you can't commit to it.

Josh Felber: Definitely and you know one of the things that you can really – that really help kinda jumpstart you is kinda take a look at your you know life and say okay where have I really been successful at?

And you know have I you know when I was where was my clarity? You know did I have things defined? You know and take a look at those situations as well then okay cool now take a look at the situations where we may have – or situations currently where we may feel uncertain, unclear direction is. And you know then we can kinda take a look and say okay why is that?

And you know then we can really start to figure out you know how – what makes us tick. Coz I mean it's you know it's interesting when I'm coaching clients all the time and they're like, "Hey well okay tell me what works for you," and it's like you know we're totally different people so, what works for me is not gonna always work for you. And so we – what we do is we try to teach a framework to empower and to allow you to go out and utilize that framework to create your clarity in your life. To create your you know focuses and how to move forward and you know in your life and so, you know with that is – I think that's the first place to start and where we all have to start to really move forward in our lives whether it's in our relationships, businesses, what we

want to do, how we want to serve, and you know how we want to interact and connect with other people.

John McIntyre:

Yeah, yeah I mean yeah. I mean the other thing there when you mention that – what you just mentioned is this idea of like it's really good to say you want something like you want to be fit or you know you want to have that business that makes you know millions of dollars a month and part of it is figuring out like do you actually want that, are you willing to give up you know whatever it is that you know – whatever it takes to get there? But then there's this idea of just look at your life.

Like what are you doing right now? Like for me I – if I you know if I'm only sleeping like 6 hours a night and working all day well into the night, having dinner and going to bed, maybe all I do is go to the gym, after a few days like I'm miserable and that's not something that you know I think the thing that we don't really give – maybe we don't really allow ourselves to well not really accept is this idea that a lot of us can't – we can't choose what we want. That's the interesting – I mean we can choose, we can sit down with a piece of paper and list out whatever it is that we want, but a lot of time – the time, I think, it's more a process of discovery than a choice. But we've got to...

Josh Felber:

Right.

John McIntyre:

... dig inside and figure out what is you know what is it that we're sort of automatically moving towards? What's the stuff that's gonna get us excited? We don't really choose what gets us excited it's just certain things happen to get us excited and other things don't.

And so, for some people they're – they love working all the time and other people you know they love not working all the time. Like they'd rather be meditating

and doing all sorts of you know maybe like exploring self healing whatever that you know you want one corner area of life.

Josh Felber: Sure.

John McIntyre: And they would hate to it like in – so these things is – the fascinating thing is like it's hard – you can't just choose. Like just because I want to go and build rockets doesn't mean therefore I should go and build rockets or that it's the right thing for me to do. There's this issue of like do I actually – it's like goes back to that thing that core issue of like do I really want to put in 16 hours a day and if I'm not putting that in right now then what makes me think I'm gonna be willing to do it later?

Josh Felber: And that's true. And you know I think it all boils down to you know how much you love and how much you know what your interest too is in things. I mean you know I may see Gary Vanyerchuk and I think he just posted an article several – I think a week or so back about you know how much he goes out and work and how hard he's hustling and every day you know all the time you know and people think you know, "He does – he has a family and everything, is he able to connect with them?" and you know that's a lot of times is you know what people see is like you know they see a hustler and they see you working hard, they see you driving, you know and they don't see the other side – you know the other side of it.

And you know for me my days are really broken up and you know blocked out so I can have the most efficient day as possible. So whether it's making sure I connect and have time with my kids in the morning and the evening, you know being able to spend time you know with my wife and things as well as then making sure you know that I'm crushing stuff throughout – every morning, every afternoon, you

know, and then late into the evenings and so, I mean I love what I do and I love you know being able to connect and help other people and I think when you find you know what you're supposed to be doing you know just like Elon Musk you know working you know he was working basically back to back jobs for the longest time and you know and now you know with the SpaceX and Tesla and everything else and you know you just – you love it so much and you want to make such an impact not just for yourself, but for the world you know coz of that passion and, for him, he's been able to become crystal clear on what he wanted you know and his priorities you know for him are just not you know are – it's not family it's you know what he wants to do, how he wants to change things.

And you know for me I try to take a more of approaches you know I – you know I love business, I love you know what I do, I love hustling, I love helping other people creating value, connecting, I'm obsessed with that, but I'm also you know I have – I have 3 awesome kids and you know my wife – and I want to make sure that they're in a situation to help empower them and help them grow up to be set up for success and to become successful themselves and you know I want to make sure I'm teaching them those correct things and so, I have to set my days up to be able to do that.

And you know I think with everyone out there, like you said John, is you each have your own place, your own thing, and just because you're not an Elon Musk or Gary Vanyerchuk or Richard Branson does not mean you're successful in your own way. And you just have to become clear who you are.

You know you can utilize the clarity chart like we talked about. You can then also become – you know once you're clear on who you are – like you said John

is what are you willing to give up to now make what I love – what my passion is, what my dreams are come true and you know and then you know is that gonna fit the lifestyle and the mold that I want to you know to allow me to provide for my family or provide for myself and then as well as creating deliverance, serve others you know at that level as well so...

John McIntyre: Another thing I was thinking of then is that a big part of this is how I like our ego all right like how it becomes a part of our identity. Now for me example, I mean, you know I had this – I get this idea in my head that I've got to go and do this you know this huge things – we're gonna build rockets or you know I use rockets as just an easy example, but you know I came off that island with this I'm gonna do something crazy big as well. And...

Josh Felber: Right.

John McIntyre: ... I think very much is or became a part of my identity to the point you know I had to find myself as this person who is gonna go and do those things which it feels really good and it's an addictive, I think that's you know why we do it, you know it's very addictive to feed the ego like that. To tell myself that I'm gonna go and do some amazing stuff, but I think it's also damaging at the same time because if it's not like – basically what ends up happening is that I end up investing so much in that identity that I'm not able to admit to myself that maybe that's not what I want and that you know and that you know that I'd actually genuinely enjoy doing something else.

Whatever happens to me and so, I think that's part of the issue here is a lot of times we're not willing to face the – just face the reality that we don't care about something as much as we say we do. You know everyone likes to talk about like go into the gym – like going to CrossFit for example.

I know when I was doing CrossFit I wanted to be – you know I went through a sort of a few week so I was like yeah I was want – I love these like CrossFit athletes. I think a lot of it will get like this. I want to go be like Rich Froning or anything you know top athletes there. And I was like all right that's cool, but you got to look at like Rich Froning he trains like 3,4,5,6 times a day. All he does is train.

Josh Felber: Right.

John McIntyre: He's probably on some sort of performance enhancing supplements and you know there's a whole range – his whole life is structured around this thing. I think he owns a gym or something like that. So he can just basically make his whole life about training. So if you want to go and compete with Rich Froning or any of those guys you're gonna have to build the same kind of life.

Josh Felber: Right.

John McIntyre: And if you've got a job or a family or all these other things it's probably gonna be quite difficult to build that life.

Anyway so long story short is you get back to this thing where you probably don't care about it you know in your mind coz I certainly didn't care at that as much as I wanted to think at the time and so, it's – I think it's very helpful to sort of realize you know I actually don't care about that so much and then you can let go of the guilt and let go of the shame and let go of the oh I'm not productive enough or I'm not working hard enough or I'm not whatever and just go no I just don't care about that as much as I thought I do. And that's okay.

Josh Felber: Right definitely. And that's where you know that kinda that whole courage part comes into play as hey you know you got to have the courage to you know know who you are, but also have the courage to you know – where are you stepping up in your life or where are you backing down you know where you – times that you mean to just step up so, you know like you said John as hey that ego's getting – taking control and stuff like that we got to have the courage then to admit to ourselves like hey you know this isn't the right spot or the right place for me you know or hey my ego's getting too big here you know this isn't – got me off course you know on where my focus is and where my passion is even though it sounds all fun and exciting the whole entrepreneur new shiny object thing.

And so and with you know with that is you know where we take a look at is awareness of what we fear and we have you know we have those you know fears whether it's loss of pain or process pain or outcome pain you know we...

John McIntyre: What do you think about that?

Josh Felber: ... don't take...

John McIntyre: What's this process pain, outcome pain thing?

Josh Felber: Sure so what happens is the process pain is you know the mere act of the process or changing will be too hard for us so, you know if you know we're in the situation like you said and, "Oh man I'm gonna build rockets, I'm gonna do this, and do great stuff," or maybe I'm you know maybe I have my marketing show or my marketing company, but it just you know that process pain of changing of will be too hard so, "Oh man it's gonna be too hard for me to go out and start building rockets and competing and you know with like Elon Musk and those guys or you know the

third would be outcome pain so the effort that we put into to changing may not lead to a better outcome.

We may be you know the grass may not be always greener. So we may be in the same situation or worse situation and so, what happens is we have a tendency to come across one of those fears and we don't have the courage to push through and take that action or move ourselves past that.

And so you now really been able to find the courage and summon the courage you know and that can be as basic as communicating with somebody and telling them how you feel about a situation or you know whether it's a spouse, your kids, business partner, employees you know if you're employees don't know what you expect of them coz you don't have the courage to go talk to them. How are they gonna really perform and be able to perform and deliver to the level of higher performance or higher achievement that you, you know you would want them to or you need them to, to move the business forward. And so you know that's why it's one those top 5 things we really like to dive into.

John McIntyre: Nice okay, okay cool. Well I mean I think we can keep talking about this for a long time so, but we're...

Josh Felber: Yes.

John McIntyre: ... going a little bit overtime here so, before we go though can you give me – basically tell me a bit of sort of where – if the listener wants to get more information about you and what you do, maybe to work with you or learn from you where is the best place for them to do that?

Josh Felber: Sure our – my website is joshfelber – F_E_L_B as in boy E_R.com and I got a lots – a lot of ton free awesome content on there.

There's a free productivity cheat sheet that I use. A lot of 7 figure clients' use to plan out their mornings, set up their projects for the day, who they need to contact for the day as well as you know who they need to – what they need to do to move those projects forward. And then at the end of the day they can go back check it off as well put 3 wins. You know what they've accomplished throughout that day that made them successful as well so, and then a ton of just free video content, free blog articles, I also write for Entrepreneur, Forbes, and Business Insider so, I'm always posting different blog articles and things as well. And then feel free to subscribe to any of my different information links to free video series as well as my online TV show. We're actually switching – in the process of switching networks and we'll be re-launching here in about 2 weeks as a headline in show and so, Making Bank online here shortly so we'll be sending out a notice you know when we're back live so...

John McIntyre:

Cool I'll have links to all of that in the show and it's at themcmethod.com. Josh thanks for coming on the show man.

Josh Felber:

Awesome really appreciate it and thanks for having me on and being able to spend some time with you today.