

## Unstoppable Fat Loss Interview with Dax Moy



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## Unstoppable Fat Loss Interview With Dax Moy

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**Scott Tousignant:** Hello everyone and welcome to another edition of **Unstoppable Fat Loss**, where our goal is to uncover the real, time tested, and proven secrets of achieving the body of your dreams. Now today it's my absolute great pleasure to introduce you to an amazing man who has inspired me recently, Dax Moy.

Now Dax, has been a personal trainer for about seven years now, and he has three personal training studios. He's got some great fantastic programs that are helping people achieve their goals and the body of their dreams through that program. The big thing that has really caught my attention was the recent release of his [Magic 100 program](#) that really helps you go after, set some incredible goals.

A hundred goals in a hundred days, and not just the fat loss goals, it really affects your whole entire life. And it's a powerful, powerful program that inspired me. It's a program that I listen to pretty much daily.

It gives me great pleasure to introduce you to him and I'm sure this call is going to inspire many of you to realize the true power of the mindset and reach your full potential and go after the body of your dreams. So Dax, welcome to the call my friend.

**Dax Moy:** Thanks Scott, thanks for having me here today.

**Scott:** I'm really excited so let's get going here.

**Dax:** Cool.

**Scott:** Now when we talk about fat loss, or usually when people approach me for fat loss most of the common things they're asking me, they're looking for the best fitness program, the best diet out there, very rarely does anyone mention how can I set powerful goals? How can I change my mindset? How can I overcome these obstacles?

And when I mention it to them, and the very first thing I usually do with my personal training clients is sit down with them and really look at what's been holding them back. Set some goals. And a lot of them just kind of look at me with this blank stare, and some of them will sometimes think "Yeah, yeah, yeah, I've heard that, I know I need to set goals, let's just get on with the workout, come on. Beat me up here right now, I know that's what can get me there."

I mean this is pretty common. Do you have an explanation or some reason why so many people just brush off the power of the mind? Really there is so much research and

evidence of how powerful the mind is and not just in recent years. These secrets have been around for over a century now, but really right now just coming out into the mainstream, but people are still brushing it off and saying, "Oh, I know that."

**Dax:** That's an excellent question. It's a question I actually have spent years and years trying to get to the bottom of. Because the fact is you just stated, there's tons of evidence, there's tons of research whether you look in science or theology or philosophy. Every single branch of human development is saying, ultimately, that we are teleological organisms. We need to learn things and progress towards something in order to feel fulfilled.

And yet when it comes to trying to achieve, in many respects if we set what if we say, what many people would say mundane goals. Trying to kind of get a little bit fitter, or get off a little bit of body fat. People are far more than just not seeking goals. Most people I think are almost anti-goals. And the only explanation I can give you is quite simply that people don't believe, they really don't believe that by focusing on the mind they can actually change their body.

If you don't believe that, you know, Napoleon Hill said if you can conceive of something, and you can believe in it, then you can achieve it. We can all conceive of things, but we don't necessarily believe in those things that we can conceive. So instead of following through on the power of the mind and saying: "Well hey, you know what, I'm going to set myself something clear to focus on, and then I'm going to put a lot of my emotional energy, and a lot of my intent, and a lot of my belief behind it and really make this happen for me."

People are kind of scared to do that, because it's almost like an investment. Just in the same way as you may not want to invest in a stock or a share that you're not really sure is going to mature in the way you want it to, I think that a lot of people are scared to invest in themselves, and in their dreams and in their goals. Because in the past they've used faulty strategy to bring them about, and now they've got a false message saying you know what, every time you really commit yourself to a goal there is a huge chance that you're going to screw up and your not going to get there.

So do you know what? I'm not going to commit to the mental side of this, I'm not going to invest a lot of my hopes and my dreams into it. What I'll do instead is I'll try and do this based on logic. Logic dictates there is an A, a B, a C, and a D, let me just follow A, B, C, and D, and eventually I should arrive at my destination. And the problem is, logic in itself is not a very effective motivator.

Nothing in your life Scott that you want, nothing in your life that you like, nothing in your life that you feel passionate about is based in logic. You can't explain any of those

things in logic. You just like them, you just love them, you just want them. OK? It's based in the heart, it's based in passion.

Most people are not setting goals because they are unused to actually exposing their passion to anyone. Because I think that a lot of societies that have become extremely stilted, extremely limited. It's almost embarrassing to share your passion with anyone.

I'm not going to share my passion with you because if I share it with Scott and I share it with all these readers on the telephone right now then in some way maybe I'm weakening myself. So I won't share my passion, what I'll do is instead is I'll share some of my logic with you. And my logic says I'm a bit fat, so I want to lose some weight. I mean if that makes sense?

**Scott:** Oh yeah.

**Dax:** And that's what I think a lot of people are operating from. And it's the people in life, I've done a massive study of successful people. Not just when it comes to exercise and fitness and fat loss, but when it comes to all areas of life. And the one thing that successful people have in common is that they have passion.

And the other thing that those successful people have in common is they're not embarrassed by their passion. I always say to people if you're not in a position to say your goal out loud, to actually put it out of your mouth and you feel a bit embarrassed to say.

Well actually I'll share with you my purpose right here on the telephone call. My major purpose in life is to have a positive impact on the lives of every person I come into contact with, that's my major purpose. I'm not embarrassed by it.

**Scott:** Right.

**Dax:** I'm not saying: "God does that sound conceited, does that sound, I don't know, strange in some way or weird? Is Dax Moy out there and is he gone all flaky?" It's almost irrelevant what you or the other callers, or the other people that are going to listen to this call are thinking. I am confident and I am passionate about my goal. Which means for me I'm able to take steps toward it every single day.

Now if you and your listeners are not in a place where they're able to stand up and say, you know what, this is my goal and I'm going to tell you because I'm absolutely passionate about it. If they're not at that point yet then maybe they're not quite ready to pursue it completely. You've got to get people to the point where they are so passionate about their goals they can bring it into the real world. It has to come out of your mouth.

In answer to your question I always come to these I think in a long circuitous route. Ultimately what I'm saying is that I think the reason so many people are brushing off the power of the mind is quite simply that they are scared to unleash their passion and their scared to unleash their passion because they're scared of either outright failing, or they're scared of what people are going to think. They are absolutely terrified. Oh god, are you going to think I'm a weirdo?

**Scott:** Right, right.

**Dax:** Are going to think I'm strange for saying this?

**Scott:** And it's disappointing and discouraging that people aren't able to put themselves out on the line and they are in this constant fear of I'm afraid that other people will see me fail. And I do find that the most successful people, they we're not afraid of failure. We're able to put ourselves on the line. And if the goal doesn't come to reality when we're hoping, when we plan for it to come out, we just learn from that and move on, and it doesn't really bother us what other people think because we're still driving for it, that goal.

Back in June of 2006 I had, when I really started getting into this online business, I had set a goal that I wanted to make \$150,000 by September 14th, when I was attending this big live event. And I had no idea how I was going to get there, but I knew I had to do it. I had spent all my life saying I'm going to try to do this, I would like this to happen, but I never really was following through with it.

And I saw a few other people that had just become successful recently, and some of them stood on stage and announced their goals to a huge live audience, and they had no idea how they were going to accomplish this goal, but they did it, and they weren't afraid to do it, and actually they accomplished their goal.

Now, for me, I didn't accomplish that goal of \$150,000 in that three-month, four-month span there. But, I announced it to several people, I posted it in forums, I was not afraid to do it. I did not succeed at that moment but I took those actions steps that have brought me closer and closer to that goal, and I know I am going to see it in reality. It's constantly in my head in the background and it won't let me continue on without succeeding eventually with that goal. So I wasn't afraid of failure. I learned why I didn't reach that goal, and I'm just steadily pushing ahead.

**Dax:** Absolutely. You know, I think Jack Canfield actually has got a great way of explaining. He's got two different ways of explaining. First off, you know, you've got to consider in many respects there isn't really a failure, OK. There is never truly a failure. We call it failure; it's just a label we put on it. But there are only results, OK. They are

either the results you wanted or less than the results you wanted. You haven't failed. It's like, OK, this is what I wanted to get, \$150,000; I didn't, I made \$75,000.

**Scott:** Right.

**Dax:** But maybe that was \$75,000 more than you would have ever made if you hadn't had a goal.

**Scott:** That's right.

**Dax:** OK. Jack Canfield talks about the concept of "failing forward." OK, it does not matter if you trip up and land on your face as long as when you trip up and land on your face you are at least one step forward of where you were last time before you fell. OK, take a step, fall flat on your face, and then get up, dust yourself off goddamnit, and come in for it again, you know.

**Scott:** That's right.

**Dax:** You don't have to kind of think to yourself, "Oh my God, I've fallen flat on my face, that means this is never going to work," then you are never going to be successful from there. It just means, OK, there is something else I need to learn in order to get the results. It's not failure; you've got a result less than you'd anticipated. But you know, that's not the biggest problem. The biggest problem, I think, is not the case of people failing; it's people's fear of failing.

**Scott:** Right.

**Dax:** OK, their fear of failing makes them fail by default. Because for me there is only one type of failure--and that is not giving something a go when your heart is calling you to do it. Notice I am going to talk about the heart quite a lot in this call because a lot of people think goals come from the brain. Your goals do not come from the brain; you should never set your goals from logic. OK, you always set your goals by following your heart.

And in this modern day and age I know that for some of you listeners that is going to sound a little bit kind of wishy-washy, a little bit kind of airy, and "well, what does he mean by that?" People know what that means. You know when your heart is truly telling you to do something, OK, but you will let your logic shout down your heart. And that's what happens.

Again, that's another reason why most people are... If we use the word "fail"; it's not one of my favorite words, but if we use the word "fail," I believe the only way you can fail is when you let your logic shout down your heart. You let your logic say to your heart, "Shut up, you'll never do this," that's when you fail because you don't even take a step.

**Scott:** Right. Right. I'm anxious to continue talking about the heart and our goal-setting and everything because it gets me excited, I know exactly what you are talking about and I get goose-bumps thinking about it. So we'll definitely, I know we will be going back to this as we go along.

Now, aside from people not giving goal-setting and the power of the mind and changing their mindset, aside from them not giving it a chance, and from what we've just mentioned in the past few minutes, is there something else? Like are there, what are the most, the biggest things, the most common things that people do mentally that hold them back from achieving their dream body?

**Dax:** Another great question. You are going to have me going off on another rant now, Scott.

**Scott:** [laughs]

**Dax:** OK, the biggest most common thing that people do mentally is basically give in to fear, OK. They give in to fear. For me, my favorite acronym for the word "fear" is: Forever Expecting Awful Results.

**Scott:** Wow.

**Dax:** OK. They are forever expecting awful results, which means that nine times out of ten they don't even start because before they've even taken... You know, Lao Tzu said, "The journey of a thousand miles begins with a single step," didn't he. OK.

Now most people are going to let fear, they are going to let the fact that they are forever expecting awful results stop them from taking a single step. Because they are going to say, "You know what? I'm going to invest..." It comes right to what I've already said, but you know, they are going to say, "I'm going to invest a lot of time and energy; and oh, you know, it's probably not even going to work."

**Scott:** Right.

**Dax:** "It's probably not even going to work. Now why should I join the gym? I've joined four gyms in the last three years, and each time I've gone and I haven't gotten the results. It's probably not going to work."

That's one of the big things. They're forever expecting awful results. I know that later on you want to talk about different aspects of the mind, so I won't get into too much depth about the subconscious mind at the moment. But basically, you get what you focus on.

**Scott:** Right.

**Dax:** If you turn around and you say, "this probably isn't going to work," guess what command you're giving your subconscious mind. "Hey, let me find some ways it's not going to work for you." OK?

**Scott:** Right.

**Dax:** That's what I think is actually one of the biggest things that is holding people back. They've simply got too much fear in the way of their goals.

Secondly, almost equally in fact, they feel that their goals have to be set in reality. I know that when I first went through the first stages of becoming a coach and becoming a trainer, we did our Psych 101 and this type of stuff. I'm sure that you heard, Scott, about setting smarter goals?

**Scott:** Always. We heard that over and over again.

**Dax:** Yes. Specific, measurable, attainable, realistic, time-framed, exciting and recorded. Blah, blah, blah. Yeah?

**Scott:** Right.

**Dax:** I don't teach people to set smarter goals. In fact, I totally dislike smart goals. I think they are terrible. I think they're terrible. The only bits that are useful in the smart goals are the specific and measurable and the time frame. The rest of it is a waste of time.

**Scott:** [laughs] Right.

**Dax:** I'll tell you why. When we look at the "A" and the "R" of smart - the attainable and the realistic - let's think on this. First off, is it attainable? If you say no, then who says? Is your trainer now in a position to say, "actually, Mrs. Jones, that's not attainable"?

**Scott:** Wow.

**Dax:** That doesn't make sense. We know that people have attained far, far, far in excess of what any people have asked for in their goals.

**Scott:** Right.

**Dax:** So attainable is irrelevant.

Now, realistic. I have a big problem with reality. [laughs] Strange as that may sound.

**Scott:** [laughs]

**Dax:** Because for me, for the universe, and for everyone, the only reality is this moment that you're sitting in right now. This is reality. Every single thing that happened up until

this moment right now is no longer real. That's just a memory of something that's behind you.

**Scott:** Right.

**Dax:** Every single opportunity that faces you in the future is not real either. We have to make that as we go along. So that's not reality either.

So when we tell someone to be realistic, what we're saying is to base all of your future projections upon the person that you are now with the experience that you've currently got. That's what reality is.

When most people talk about becoming realistic, they're saying, "you're being unrealistic here. You're basing this upon these great big things that you're hoping are going to happen. That's not realistic at all."

When we truly realize that reality is only right now, I truly believe that we would be a fool to be realistic in our goal setting. Because our goal setting is saying, "I can only ever achieve the things that I've been capable of achieving up to this moment in my life." And you know that's not true.

**Scott:** Yes.

**Dax:** If you were realistic when you were a toddler, you wouldn't now be holding the job that you've got. You wouldn't be walking around and driving your car and operating computers. Because that wasn't realistic for a toddler to achieve.

**Scott:** Wow. That's a brilliant way to look at it. Yeah.

**Dax:** If you're then saying that your entire future is based upon your current reality, then maybe you haven't got an absolutely awful life. But it doesn't leave you a lot of reasons to continue living if you say you're going to live some kind of Groundhog Day that's going to be a repeat of today, every day for the rest of your life.

**Scott:** Right.

**Dax:** Well, that's not going to be particularly inspiring either. The only thing that motivates and inspires people is, in many respects, what we would call "unreality". Being unrealistic is our dreams. Again, it comes back to our heart. Those kinds of things that tickle you in the heart and actually say that one day you could do this.

Listen to kids. Look at kids before they get all grown up like we are. Listen to the fairy tales that they tell each other. I've got four kids, but my youngest is six. When you listen to his imagination, we could blow that off and say that he's being totally unrealistic.

**Scott:** Right.

**Dax:** The things that he's saying are really unrealistic at the moment. You could easily blow that off. But he's having such fun in his mind. He's having such fun in his heart.

**Scott:** Oh, absolutely.

**Dax:** If we base everything purely on reality, we're going to have a boring existence. And also, let me just give you some examples. This call that we're on right now was not realistic even 20 years ago.

**Scott:** Right.

**Dax:** This wouldn't have been possible. And you're recording this into an MP3 format that's going to go out all over the world in a split second, to as many different places as possible. That wasn't realistic either.

**Scott:** Right.

**Dax:** Nothing that currently exists right now was realistic, at one point in time. So there's another thing to bear in mind. Again, as I said, I take quite a circuitous route to answering many of my questions, but I'm just trying to emphasize the point that being realistic in your goals is the quickest way to actually kill off the passion. If you think back to question one, where you asked, "What was the biggest key there?" and I said it was passion--well, reality is the biggest passion-killer there is.

**Scott:** Mm-hmm.

**Dax:** So I think a lot of people, what's holding them back is quite simply that they're being realistic. They're saying, "Ugh. I'm not going to actually say what I want. I'm not going to say what I truly want to go for. Instead, what I'm going to say is what I think, based upon my current reality, that I could achieve if I work quite hard."

**Scott:** Right.

**Dax:** That's not the same.

**Scott:** So basically, reality kind of crushes any dreams that we may have. Really, since we start dreaming big, reality kind of, "Hey. No, no. [laughing] Hold that down. We can't really achieve that." So we stop dreaming--as a kid, of like becoming Superman or becoming a firefighter, or whatever it is we're dreaming...

**Dax:** Yeah.

**Scott:** It just pulls us right back. That's awesome. You touched on some really great points.

And one thing that really hit me is something that I hear often about people, when it

comes to fat-loss and working out, and they are always looking back at the un-successes that they've had, where they've fallen off programs that haven't worked. And I like journaling and recording, just to see where I can improve, and where I've done really well and all my successes. But if people have failed in the past... [laughs] I know we hate that word, "fail..."

**Dax:** Mm-hmm.

**Scott:** But if they've done that in the past, and they're constantly thinking about that, like right now, who they are and the body that they're in right now is a product of everything that they've done in the past. I love that, in the movie "The Secret," James Ray describes that...

**Dax:** Yeah.

**Scott:** We are a result of what we've done in the past. Now hey, that's who we were. [laughs] Now let's start creating who we can be. So forget about that stuff, and start working, following these amazing golden nuggets of information that you're giving us right now, and move forward. Become the person who you can be, rather than focusing on who you were. So I think that those are awesome, powerful tips.

And the other things are: people limiting themselves. You briefly touched on that, where we hold ourselves back, and we say dreams aren't possible or that they're unrealistic, yet the people who have achieved these great things--amazing, mind-blowing things, to most people--they're no different than you and I. All these people that have had great successes...

**Dax:** Absolutely.

**Scott:** Physically, genetically, whatever. They're the same as us, but they've just taken these steps, and they followed their dreams, and they've done everything that you're saying right now. So yes, if everyone on this call listens to what we're saying, they can totally achieve some mind-blowing things. Really, we're all capable of doing it, but other people may look at it as unrealistic. But hey, we're doing it.

You've touched on some great stuff, and I can't wait to keep going here. Also, the reason I'm starting the call off like this is, when my clients first come to me, I like them to list everything that's been holding them back all these years from achieving their dream body, from achieving fat-loss. And I know you do it in your program as well. So what's the importance for people to realize what's holding them back before they continue and go on to going after what they really want?

**Dax:** I'm not a big believer in regressive thinking. I'm not a big believer in a lot of traditional psychology, where we go back to guys in white lab coats asking you to recline and tell-you-about-their-mother types of things...

**Scott:** [laughs] Right, right.

**Dax:** I don't think regressive thinking necessarily produces progressive thinking. I think they're two opposite ends of the spectrum. However, when you look at circumstances from an inquisitive or instructive point of view as opposed to from a destructive point of view, there are a lot of things you can learn to propel yourself forward.

I almost think that what's holding a lot of people back is quite simply that they have not identified the brakes in their life.

Imagine you're about to go off on a long drive. I've actually done this in the past, and I know most drivers at some point have done something quite similar. You don't fully release the handbrake, and as you're driving off you're thinking, "wow, the car's really dragging today. It's not really got much oomph behind it. It's not really got much kick."

**Scott:** [laughs] Yeah.

**Dax:** You're driving along, sometimes you might even go a couple of miles. Then you look down and you say, "Oh!"

**Scott:** [laughs]

**Dax:** You take your handbrake off, and what happens? As soon as you take your handbrake off, with no more energy than it was taking you before - in fact, less energy - you start to propel forward and you pick up speed.

**Scott:** Right.

**Dax:** I'm sure every driver has done that at one point or another. Or maybe I'm just really dumb.

**Scott:** [laughs]

**Dax:** I'm sure every driver has done that in the past.

Well, I think a lot of people have got brakes on. A lot of people have got things that are holding them back. They kind of know that those things are holding them back, but they've never truly been honest with themselves.

They've never said that this relationship they're in right now - it might be a relationship with a person, it might be a relationship with food, with cigarettes, with alcohol, whatever the relationship is. The relationship they have with this thing, this person, or this object in their life right now is a brake. It's holding them back. It's slowing them down. It's stopping them from making any forward momentum.

I think a lot of people, if they listen to their hearts, they know truly that this relationship is bad for them. Anyone who listens to their heart knows that smoking is going to kill them.

**Scott:** That's right.

**Dax:** They listen to their head, and they say, "Oh, but I like it and all of my friends do it. It's so hard to give up."

When you listen to your heart, your heart tells you that you've got some brakes here at the moment. There's a lack of congruency between what comes out of your mouth and what's going on in your head, and between what's going on in your head and what's going on in your heart.

**Scott:** [laughs]

**Dax:** There's a lack of congruency. Things are not tying together.

Get rid of that thing. Throw away that anger. Get rid of that brake. Take that particular handbrake out of your life. And with no more energy, you will propel forward.

That's why I think it's important for people to actually examine their habits and their relationships with an individual, with a person, or with themselves. What I always say to people is that most people are liars. Absolute stinking liars, OK?

**Scott:** Yep, yep.

**Dax:** It's not a case of lying to other people. It's the lies you tell yourself that are most damaging. Your lies are your biggest brakes on your car. Until you turn around and say, "hey, you know what? I've realized that I have to get my lazy butt up and say that I am actually lazy."

Or, you've got to say, "I am just so damned greedy." Or, "this person in my life at the moment is totally the wrong person for me." Even if you're married or whatever it is, you say, "I've just realized I've made a big mistake."

You have to get through the lies that we've been telling ourselves in order to be able to see the truth. As the Bible says "the truth shall set you free." That's absolutely true. The truth will set you free.

As long as you're honest with yourself about what your anchors are and about all of the limiting factors in your life, you can do something about them. But as long as you keep lying to yourself, then you're always going to have the brakes on.

It doesn't matter what motivational tape you listen to or what motivational speaker's conferences you go to. It doesn't matter how great your trainer is or anything else. As long as you're not prepared to accept the truth, the same problems are going to keep coming back and bite you in the butt.

You'll never escape them. All you'll get is a temporary respite from them while you're feeling motivated. But there's a difference between motivation as a tactic and motivation as a strategy. Most people get motivated as a tactic, as a short term thing. It's almost like taking a drug, they get a short hit of motivation.

**Scott:** Yes.

**Dax:** They say, "wow, I'm feeling really great. Scott's a great trainer. I'm having a really good time. He's really motivating."

But what they don't realize is that Scott truly can not motivate his clients. The clients motivate themselves by telling themselves some truth.

**Scott:** Wow.

**Dax:** You would never need the services of the likes of you or I, Scott. I'm putting us out of work here, by the way.

**Scott:** [laughs]

**Dax:** No one would ever need the services of the likes of you or I if they were truthful with themselves. They could say, "hey, you know what? I'm fat and I'm lazy and I can't be bothered to get off my butt." And they tell themselves truth.

As soon as you listen to that kind of truth about yourself, everything changes. But we don't say that. We say, "hey, it's my metabolism." Or, "it's OK for you, but I don't have the opportunities that you have." Or, "I don't have enough money for a trainer or a gym."

We tell ourselves lies. Anyone can move.

**Scott:** That's right.

**Dax:** And no one took that danish and stuffed it down your mouth.

**Scott:** [laughs] That's right. It's true.

**Dax:** I'm coming across a little bit harsh, but I use this harshness to illustrate some things. When we are totally truthful with ourselves and there are no more lies present, that's when the true power comes to you. That's when you become truly unstoppable. This is Unstoppable Fat Loss - well, that's when you become truly unstoppable.

**Scott:** That's right.

**Dax:** It's the lies that stop you. It's the lies that put the brake on. Hopefully that makes sense.

**Scott:** Awesome. Totally, totally awesome. I think some light bulbs are switching on right now. We're really starting to inspire people and wake them up to what they're really capable of.

But I'm sure there are still a few people who are experiencing some doubts and beliefs. They're still thinking, "a lot of it is going to revolve around my trainer and my workout program and my diet."

**Dax:** Yes.

**Scott:** What do you do with your clients to help them overcome this bit of disbelief? They just don't quite get it, they're not quite there, and they're still thinking in their head that it's diet and workout mostly. How do you get them to really believe in this type of thinking?

**Dax:** Belief is a really strong thing, isn't it? Belief requires faith. You have faith that the floor underneath you is going to be there if you get up and walk around your living room, don't you? If you do that, you feel comfortable with the scenario.

Put it this way. Every single morning, you don't wake up and put your feet on the floor and say, "Oh my god, I hope it's going to take my weight." Right? You've got belief in that.

**Scott:** Right.

**Dax:** That's a belief that's been established over the course of your life.

A lot of people say, "I really want to believe that, but I can't." What I say is to just suspend disbelief. Stop disbelieving that something better is available to you. Stop disbelieving that success is going to happen for you.

Because it's much harder to believe that you're going to get into fantastic shape into the

next six weeks, and it's going to happen, and your life is going to change, and you're going to meet a new guy or a new girl or your car is going to manifest. For a lot of people, it's actually quite difficult to believe that.

**Scott:** Oh yeah.

**Dax:** But, it's important for many, many reasons - particularly when we come to talk about how the subconscious part of the brain works - that you suspend disbelief. It's so important to suspend disbelief.

Because otherwise it's a self-fulfilling prophecy. Your disbelief becomes proof positive that there's no way you could ever achieve these things. This happens by law, it's not by accident. Your disbelief will immediately disqualify you from achieving the goal.

**Scott:** Yes.

**Dax:** But I really do understand that for many people it's so difficult, after a life of seeing things not work out in their favor and seeing things not go right, to say, "Hey, I'm a believer. I'm a convert. I totally believe it's going to happen for me."

If I'm in a coaching session with someone, and someone immediately turns around and says, "Yes, I believe," I immediately switch my B.S. detector on.

**Scott:** [laughs]

**Dax:** I personally have yet to see a single person who truly goes from a non-believer to a believer that quickly.

**Scott:** Right.

**Dax:** Just like in anything, there are stages of change. The first stage is not to take you from a non-believer to a believer. That will come. The first stage is to actually take you to suspending disbelief.

We can do that in lots and lots of different ways. We can get you to suspend disbelief just by - and again, I told you I'm not a particularly regressive type of person - merely by looking back at examples in the past of when you were successful.

**Scott:** Yes.

**Dax:** We can ask what you've done in the past that was successful. If someone says, "Well, I wasn't really successful because I lost 20 pounds but then I gained it all back," that's them focusing on gaining the weight back.

But if you say, "Wait, hold on a second, let's backtrack here. So, there is a period in your life where you've lost 20 pounds before?"

**Scott:** That's right.

**Dax:** Up to that point, you were successful. So now let's analyze why it came back on. So it's not that you've never been successful at this, you were successful up to the point that it started to come back on.

And at that point is where your belief systems around what you needed to do everyday, and to get your butt out of bed and hit the gym or do some exercise before you go to work in the morning, your belief systems changed again. And you said, "hey, I'm doing really well."

Let's look at things like keeping thinks like victory journals. Every single day, log down all the little victories you have. We are so quick to actually say, "I screwed up!"

**Scott:** [laughs]

**Dax:** Have you seen how uncomfortable people get when you actually say to them, "hey man, you're doing really well"?

**Scott:** Yep, yep.

**Dax:** They're almost cringing. It's like, "Oh my god. Yeah, OK, thanks. Yeah."

**Scott:** They're embarrassed.

**Dax:** They almost don't believe that you mean what you're saying to them.

**Scott:** Right.

**Dax:** And yet, if you said, "Hey man, you're a fat blob. You need to sort yourself out." Why is it so easy for them to believe that?

And they'll think about that all day. They'll think, "Oh my god, Scott said I was a fat blob and that I needed to sort myself out." And they'll believe that immediately.

But they won't believe, "you are the best client I've ever seen. You are achieving so much so fast, I've never seen this rate of improvement." It's so easy for us to believe the negatives. That's because we've got a lot of frames of reference for negative things.

**Scott:** Yeah.

**Dax:** This is something to bear in mind. We tend not to play over in the theater of our mind the good things that happened to us. If something really great happened to me today, the tendency is not to play it. I might chat about it with my family and some friends and say, "you'll never guess what happened."

But, I'll tell you what. If something really bad happens to me today, I will replay that time and time and time and time and time again. I'll tell everyone within shouting distance about how bad my day's been.

If you were to imagine both these as being on a set of scales, which system are you training more? Are you training your belief system or your disbelief system? Disbelief, right?

**Scott:** Yeah.

**Dax:** So, our first thing is to actually gather evidence on how we can be successful, gather evidence on how we have been successful in the past, and gather evidence on what you have done today that you feel has been really successful.

Or even if you don't think it's been really successful, what have you done today that has been really good or great? Or just better than it would normally be. Keep these little victories and remind yourself. Which is what I do with the Magic Hundred. I get people to actually write down their power questions and remind themselves of their daily victories.

**Scott:** Right.

**Dax:** Every single time you have a victory, give yourself a medal. Just like a soldier going off to war - he's won the battle, he gets a medal. Daily, you should be giving yourself a medal.

I don't know about you. When you were a kid and you used to do something right in class - it might have just been after roll call and your teacher asked you to take the register to the secretary's office - wouldn't the teacher give you a gold star?

**Scott:** Oh yeah, absolutely.

**Dax:** Or, if you wrote your name correctly in your workbook when you were in the first grade, wouldn't you get a gold star?

**Scott:** Yes.

**Dax:** And how did you feel? Fantastic.

**Scott:** Totally fantastic.

**Dax:** You were getting a victory. That supported the good behavior, didn't it?

**Scott:** Yep, yep.

**Dax:** Every time you had a positive behavior, your teacher or your parents reinforced that behavior. But what we're seeing now is people are reinforcing their negative behaviors.

So, when it comes to suspending disbelief, keep a victory log. Look at examples of how you've been successful in the past. Give yourself a gold star or a gold medal or whatever.

Give yourself acknowledgment that you're not a screw up. Actually, things do go right for you. In the past you've just focused on the negative. But you've actually realized that in the past there were a lot of good things that happened to you in the course of the day.

**Scott:** Oh yeah. There's always going to be something day to day that we can look positively on, some sort of victory that we can write down. That's outstanding.

**Dax:** Absolutely.

**Scott:** Yeah. Excellent, excellent stuff.

All right, let's get into more talking with the listeners about how they can go after what they want. When it comes to fat loss success and fitness success, we're finding out the real key is having a powerful mindset.

**Dax:** Yes.

**Scott:** Now, you and I know that the real powerhouse of the mindset lies in the subconscious part of our brain. Can you briefly describe and explain to our listeners what our subconscious mind is and how it works?

**Dax:** Absolutely. Now, I don't know about the word "briefly" there, Scott. I think you're getting...

**Scott:** How actually...

**Dax:** ...how I bring about my own, really quite long. The subconscious part of the mind is probably the most important part in terms of, these are where all your habits are stored. These are where all the, what we call, autonomic functions. That's a scientific word for automatic. All your automatic functions that happen in your body are controlled by the subconscious part of the mind.

Now, we're talking about respiration. You think about breathing. You don't go, "OK. I'm going to breathe in and now I'm going to breathe out." It just happens. That's being taken on by the subconscious part of your mind. You don't think about, "Oh, my god. I forgot to tell my heart to beat," and it suddenly stops beating. Again, that's the subconscious part of the mind. All the biochemical processes in your body, all the things that you don't actually think about but that happen anyway are all in the subconscious part of your mind.

Most of them, particularly the physiological responses, they're embedded there at birth. They were there. There was a program that was laid down through your DNA. But there are many other things that embed themselves in the subconscious part of your mind that are related to your habitual way of thinking and acting and performing. We plant those things there initially through the conscious part.

So you can imagine your conscious part, I like to think in... I went to military school, so I like to think in military terms when I go through this. Your conscious part of your mind is almost like the general. It's giving commands to the troops. It holds one thought at a time. It says, "OK. What am I thinking about right now?" Whatever you're thinking about right now it's working on. It files it away in this big warehouse called the subconscious mind. It just dumps it back there for later on. Once your subconscious mind or the troops of your mind get enough data to support what you've been thinking about, they just go right to work and find it for you.

So, in the Magic 100, for example, I was talking about, you know, I really wanted this car, this Land Rover Discovery. Not just like, "Oh, wouldn't it be nice." I decided, in my conscious mind I thought about it a lot, and I'd gotten emotional about it. I thought about it with my heart as well as my head. I had gotten really emotional. "I really want this thing. This is going to make me feel so great." I reminded myself, and I reminded myself, and I reminded myself.

After enough repetition the subconscious mind kind of took over, and it did something for me. It said, "Hey Dax, you don't necessarily have to think about this all the time. You can continue doing that if you want, but you don't have to because I'm going to look out for some evidence for you to support the belief that you're going to end up with a Land Rover Discovery." What it did is, what happened after a really short period of time, because I was embedding this for a couple of weeks, but with a lot of intensity. Everywhere I went it seemed that there was a Land Rover Discovery. I'd walk around the corner. There would be a Land Rover Discovery. I'd drive down the motorway, there'd be... I'd feel almost like I was boxed in by Land Rover Discovery. Everywhere I went there was, like, more and more of them.

It led me to three suppositions. One, that Land Rover had suddenly brought another million Land Rover Discoveries out into the market, which was highly unlikely in the two-week period since I decided that I wanted one.

**Scott:** Right.

**Dax:** Another one was that, OK, you know what? I think maybe I'm getting stalked by Land Rover Discovery drivers. Now, I wasn't particularly well known back then in my industry, so that was kind of highly unlikely that every Land Rover Discovery driver in the UK would suddenly say, "Hey, there's Dax Moy. Let's follow him."

So, it left the third and final supposition, which was the only one that made sense. It was, you know what? I think maybe I've become more sensitive to the world when Land Rover Discoveries are near me. Maybe I'm spotting them more. Maybe there were always this many of these cars driving down the street, but now suddenly, because I've sensitized to myself to them. As it turns out in my later research, I found out that's exactly what happens. The subconscious mind becomes sensitive to the thing that you focus on.

This is both a good and a bad thing, because if, in your conscious mind, you're continuously thinking a negative thought, if you think, "I'm a big screw-up and this is never going to happen for me and I'm doomed to a life of being fat and overweight" and you keep saying that to yourself, then one of the subconscious mind's jobs, one of its jobs is to not make you a liar. It's not going to make you a liar. It's not going to say, "Hey, you're being silly." It doesn't argue with you. It doesn't reason with you. The subconscious part of the mind does not have a rationalizing or a reasoning process at all.

It just basically goes to work, and it says, "OK. This is what you asked for and I'm going to show you evidence to support that." If you said to yourself, "I'm going to be a screw-up, I'm going to be a screw-up, I'm going to be a screw-up," it will show you evidence of every time in your life that you have screwed up. It will show you evidence of people around you that are trying the same thing as you and not screwing up. It will show you evidence of why you are absolutely dumb to even consider going ahead with this. It will just show you example after example after example of why what you're asking cannot be done.

Flip that on its head, then. If you're putting in, you're looking for examples of people that have been successful, and you're looking at looking... The subconscious mind will basically go to work and show you, if you say, "You know what? I'm going to finally do it this time" and you embed that in enough times, and you start the visualization process, and you start to truly get to the point where you're starting to believe, "Yes, yes, yes, isn't it time for me?"

Well, your subconscious mind is going to work in exactly the same way. It's going to say, "Hey, I'm not going to make Scott a liar. I'm going to go and find him some evidence that, yes, this can happen." You'll start to spot more news reports about the person who changed their life by dropping an outrageous amount of body fat. You'll see newspaper articles about the person who changed their life by dropping an outrageous amount of body fat. You'll meet people in Starbucks who are saying, "You know what? I used to be 80 pounds heavier, but I dropped an outrageous amount." All these people will suddenly surface into your life.

Your subconscious mind's job is how to find that for you. It finds evidence to support whatever theory you currently hold in your conscious mind. That's why you have to guard the gateway to your conscious mind. You have to be, particularly in the short term, when you're first using some of these exploits, you have to police your mind. You have to think to yourself, "What am I thinking?" Most people have not got the slightest clue of what they're thinking. They let their brains run away with them. They just let their brains do, you know, "I can't control my thoughts. It's not my fault what I'm thinking. That's just how I think."

Well, that's actually a big fallacy. We can control our thoughts. We can change our thoughts at any moment in time. The way I can prove that to you, and I can prove this without a shadow of a doubt, by telling you there are times in your life where, let's say, I don't you personally, Scott, as an individual, but you've been in an outrageously bad mood with someone, let's say. Let's say it's your girlfriend or a close friend or something like. You've been in an outrageously bad mood. Someone has really gotten to you and you're in a bad mood.

**Scott:** Yep.

**Dax:** Now, whilst you're storming around the house and you're slamming doors and, "Grrr, I can't believe they said or did that." You're really annoyed by that. You're focused in on this totally negative behavior, and yet the doorbell rings, and your mom pops around or kind of a friend who's not from that particular circle and isn't engaged in that problem immediately. They ring on the doorbell and what do you do? What do you do when the phone rings? You go, "Oh, hi. Very good, good to see you." You can change immediately.

**Scott:** Right.

**Dax:** People are always telling me that change takes time. It doesn't. You changed immediately. OK, you changed dependent upon the thought that you hold in your head. While I'm going to use the example, let's say, I've had an argument with my wife. I'm really p'ed at her. I'm in a bad mood. I'm stomping around my house. I don't come to work and then take that out on my clients, do I? I don't come to work and go, "Hey you, get on the damn treadmill and just get on with it."

**Scott:** All right.

**Dax:** See, I don't that. What I do is I say, "OK, new thought in my head. I'm in a different set of circumstances. I'm in a different scenario. Now what are the actions that are relevant to the scenario that I'm currently in?" So you can and you... Not only you can, you do many, many times a day, you change the thoughts in your head by design. You do it by choice, not by chance.

**Scott:** Right.

**Dax:** So, here's the thing. If you to program your subconscious mind, you need to program your subconscious mind by choice and not by chance. It's that simple. You need to say, "Hey, what do I want going in there?" In exactly the same way as if you had kids, would you indiscriminately switch the TV on and allow them to watch porn and violence and all sorts of other crap that's coming on the tele? Or, would you police it and say, "Oh god, that's a wrong show for my children. That's not the sort of thing I want them to watch." We do that. We do it with the television set. You can do it with your mind.

**Scott:** Oh, yes.

**Dax:** You can just say, "OK, this isn't the sort of thing that I want going into my head. I'm going to get out of this scenario. I'm going to get out of these circumstances and put my head somewhere else." Whilst it... You know, I know a lot of people are going to think, "Yeah, surely it's not that simple." It truly is. That's what it comes down to, but it just takes practice.

We need to... just like where you go to the gym and you do a set of bicep curls, and you do another set of bicep curls. Over the weeks and months your arms get stronger. You get stronger at bicep curls. Well, at the moment most people have got flabby goal setting muscles. They've got flabby subconscious mind programming muscles. They've got... these muscles are flabby.

They get stronger exactly the same as any other muscles, by exercising them. The more you exercise what you want to go into the conscious part of your mind, and by that into the subconscious mind, the stronger you're going to get at it. You can put whatever thought you want there when you want it.

**Scott:** Brilliant, brilliant, I love it. I love looking at it that way. Building our brain muscle and our goal achieving muscle, definitely one step at a time like that. It's excellent.

Basically, what I'm gathering from all the things that you're saying here with the subconscious mind is basically our brain, it's a goal seeking machine. Whatever we program into it, into our subconscious minds, it sets out to achieve it. So what are some key components to setting powerful and effective goals to go after what we want?

**Dax:** What a fantastic question. OK, it's very, very simple. People think that goal setting is difficult. For some reason, people have got it into their head that goal setting is a really difficult thing. "I don't know what I want. I don't..." Well, here's what it comes down to. First, know exactly what you want. Don't be wishy-washy about it. Don't go, "Hey, I'd like to lose some weight, and wouldn't it be great to get a better body?" Say, "I'm going to lose 50 pounds or on April the 1st, 2007 I'm going to be standing here butt naked at 122 pounds with a six-pack." Be specific, OK?

Again, if you think about what I just said, your subconscious mind, if you're programming that in, and you're programming it in, and you're programming it in, it's got no choice but to show you evidence on how to achieve that. It's got no choice. It just has to do it. So the first thing is, know what you want.

The second thing is to know why you want it. I don't think it's enough to just say, "Hey, I want that." Know why you want it. Knowing why you want it is where you start to bring emotion into the equation, and that's when it becomes more powerful. Knowing why you want it, a good example: I coached someone not too long ago that said, "Hey, I want to lose 30 pounds." I said, "Why?" "Well, you know, I just want to be fitter." I said, "OK, why?" "Well, I don't feel fit, and I feel overweight. I'm not really happy with that." I said, "OK, why aren't you happy with that?" "Well..." Basically, I continued. "Why" is the most powerful question you can ever ask yourself.

**Scott:** Yes, it is.

**Dax:** "Why" exposes the truth.

**Scott:** Yep.

**Dax:** We spoke earlier about the truth. At the end of it, the very, very last layer of peeling away the onion on the "why" this lady told me that she felt miserable, unappreciated. She felt unattractive. She didn't truly ever believe that she was going to be able to find a man that would love her because she was so out of love with herself and her own body.

Now, that's both sad, but extremely powerful leverage that she gained over herself. She told herself the truth. On a superficial level she was saying, "Hey, I think it's..." And she was, initially she was quite flippant about it. "You know, I really think I need to lose some weight. I'm a bit overweight." By the end of it, she was actually in tears. She was crying, and she was saying, "I really don't believe that if my life continues the way it is now I'm ever going to find love and I'm ever going to settle down with a person that's going to really truly love me for the way I am, because I don't believe a person could love me for the way I am, because I don't love myself." She goes, "Wow!"

**Scott:** The real reason.

**Dax:** She found her true "why."

**Scott:** Uh-huh, Uh-huh (affirmatively).

**Dax:** When you find... Jim Rhone has said it ceaselessly. When you get a strong enough "why" you can tolerate any "how."

**Scott:** Wow, powerful.

**Dax:** If you get a strong enough... Most people are focused on the "how." "How do I get a six-pack and what's the best routine to do it? How should I train in order to get it? How should I eat in order to get that?" To get all that, focus on the "why." Why am I even bothering at this stage? Be truthful with yourself. Peel away the onion. Take away each layer. The very last... Once you get to the very last level of "why," that's your truth. Your truth is what's going to empower you to truly finally achieve your goal.

**Scott:** And that's where a lot of the heart and the passion comes from as well.

**Dax:** That's where the heart and the passion comes from, absolutely. So I think that is one of the truest and most powerful components of that. We know what we want. We know why we want it. We're really clear on why we want it, so now we've got passion involved into the mix.

Now we ask ourselves what's the price? What is the price of it? Anything you want, there's a price for that. If you want a better body, one of the prices is going to be that you may have to give up some stuff that you particularly like eating and drinking. You might have to give up some of your free time in order to hit the gym or do your home workout routine. There's a price. There's a cost.

Most people, again, when it comes back to truth and honesty, most people are not truthful about the cost, or they've never truly figured it out. They're just kind of... somehow they figure that within their life all their time and these changes are going to somehow take place. I'm going to hire Scott, and he's going to tell me what to do and somehow I'll wake up in a few weeks' time with a six-pack. Well, that's not how it works.

**Scott:** Right.

**Dax:** Any client, I've had clients who haven't been successful, and I'm sure you have as well. Luckily most of them have been, right?

**Scott:** That's very true.

**Dax:** I've had clients that haven't been successful, and they're people that quite simply were not clear on what the price was. So I'm very clear with my clients. Up front I tell them what the price is. "You're not going to be able to eat this, this, this and this for the next 30 days. You're going to have to exercise like this every day. We're talking seven

days a week. Are you willing to do that?" "Oh my God, I didn't realize the cost was going to be so much."

And then they always see it as the financial implication. You know, you're going to have to join a gym, or you're going to have to pay for a trainer. You're going to have to... maybe you're not going to do either of those things. Maybe you're going to have to invest in a new pair of pumps and some new jogging clothes and get out and do it by yourself, but there is going to be a financial cost as well. So, know what the price is.

The final step: So, we know what we want. We know why we want it, and we know what the cost is. The final step that cements the whole thing together: pay it. Pay the price.

**Scott:** Right.

**Dax:** Absolutely everything else stands for nothing. You can imagine a great goal. You can say, "I am willing." I have met clients like this as well. "I am willing to pay. I am willing to do everything." "I want to start your first training session on Monday." "Oh well, you know, I can't make it then, but can we push it back a week?" There are people that are not willing to pay the price. They find out what the price is. They lie to themselves again. When the truth comes back, they lie to themselves, but they never get around to actually paying the price.

You can see the car of your dreams sitting in the showroom, and you might have enough money for that car in your bank account right now. But until you actually go down to the showroom and you write them a check for that car, you're not going to get it. If you do, it's called theft.

**Scott:** [Laughs] Right.

**Dax:** At some point, there has to be a transaction that takes place. OK. This is the thing that I want, the car. Well, here is the thing that I must give up, the price. There is the cost, the money.

**Scott:** Right.

**Dax:** Well, it's no different. Know what you want. Know why you want it. Know what the price is, and pay it. Get your butt out of bed earlier. Go ahead and go and exercise. Change your eating. Quite simply, be truthful to yourself and say, "You know what, I'm not getting the results as fast as I'd hoped, but then I also realize, I'm not paying as much of the price that I promised I would pay." People are reluctant to do that. People are reluctant to tell the truth at that level.

**Scott:** Right, right.

**Dax:** For some reason, then, it becomes everybody else's problem. "Well, my trainer wasn't as good as he could have been. Work got in the way. My boss kept keeping me behind." No, you just didn't pay the price.

**Scott:** Right, right, right.

**Dax:** You didn't pay the price. I know on a lot of things, Scott, I can sound... in some ways I can sound quite kind of directed, but ultimately I think people need... For too long, I think people have thought of goals as being these kind of wishy-washy pie in the sky kind of wouldn't it be nice one day type of concepts. The reason why I achieve a lot of my goals, and the reasons that my clients achieve a lot of their goals is because we hold them accountable. Truth is actually one of the most powerful leveraging tools that you can possibly ever use on yourself or another person. It's also the only thing that you've really got that's only ever yours.

Actually, you've got three things, and you'll know what they are because I sign off every single Email: truth, joy and love.

**Scott:** Right, right.

**Dax:** So your job on a daily basis is to tell yourself the truth. It's only when you're lying to yourself that you don't get the results. Does that make sense?

**Scott:** Absolutely, absolutely. Love it. You put it out there perfectly. I love it. I love it. So yeah, basically, it's really what I see from a lot of people and hear from a lot of people, and it sounds about the way you're talking. They're just kind of, they're wishing for a better body. They're just kind of thinking, "Well, I want to kind of get in better shape." That thought always seems to be in their heads, but it's not enough to just wish for it and hope that it comes to reality. They really, they've got to pay that price. They've got to earn it, and it's not easy.

If it was easy, then it really wouldn't be the rewards that you're going to get by paying the price. I find paying the price for the dream body is really where all the joy and inspiration and confidence comes. All that comes out of going through that journey and paying the price, rather than just wishing for it and hoping it's going to be easy..

**Dax:** Absolutely. And was the destination itself as important? It's not so much the destination, it's the person you become on the way to reaching it.

**Scott:** Yes.

**Dax:** If you know that you don't lie to yourself, that's a very powerful thing. That's an extremely powerful thing. In effect, you can trust yourself in life, and you will trust yourself to try and do anything.

If you spend your life wishing for things, you never develop that trust. You never become a different person. All you become is a person who wishes for things.

Each thing that you do is a self-fulfilling prophecy. If you're a person of action, then you're a person who will continue to take action. If you're a person of wishes, then you're a person who will constantly wish and hope that things will get better, but who will never take action and change things. It's all about action.

I like it because within the word action itself is really the definition. Think about the word action. A-C-T-I-O-N. "Action" is things that "I act on". That's what it is. Draw a big circle around the letter "I" in the word action. "Action" is things that "I act on".

**Scott:** Excellent.

**Dax:** If you're truly a person of action, if you're taking action in life, you're acting on things. That's all it is.

**Scott:** Right.

**Dax:** Absolutely everything that I'm talking about is not rocket science. People are going to be sitting there saying, "Yeah, this is so obvious." But, it's only obvious if you're taking action.

If you're not actually doing the things that I'm saying here, then it's not truly that obvious. Because if it were that obvious, you'd be left with no other choice than to take action.

**Scott:** Right, right.

The thing that I love about your program, the Magic 100, is not only that you have us write down all of our goals. But it's a daily thing, where we're always writing out the smaller goals that will bring us closer. How important do you believe it is to write out your goals on paper? How often do you recommend it? Once a day, twice a day?

**Dax:** First off, I think it's amazingly important to write your goals down on paper. Once anything is in your head, Scott, it's not real. It doesn't actually exist. It's a thought. It's a dream. It's a wish. It's a fantasy.

But as soon as you've written it on paper, Scott could walk away from it and leave that laying around on the table. Someone else could see that and say, "oh, that's Scott's goal." That means it's real.

**Scott:** Yes.

**Dax:** You can't have a thought about what you're going to achieve in your life, walk off to another part of your house, and I could walk to where you were standing a minute ago and say, "Oh, that's what he wanted to do." There's nothing real there. It doesn't exist at that moment.

**Scott:** Right.

**Dax:** It exists when you write it down. We were talking about reality earlier, and the fact that there's only one reality and that's the here and now. If you want to bring something to reality, you have to make it real. You make it real by action.

The action might be writing it down on a piece of paper or verbalizing it out loud. Personally, my preference is to do both. I write my goals and I say them out loud as well.

**Scott:** Yep.

**Dax:** I've got two different dimensions of reality going on. But that is so important. You really do have to get those goals down. I would actually say that the optimum is as many times a day as you can. You should be trying as many times a day as possible to, at the very least, look at your list.

**Scott:** Yes.

**Dax:** The more times a day that you can actually rewrite your list or the more times a day that you can verbalize that, the better. I'm a bit crazy. I might be driving down the street from one appointment to another. As I'm driving to a client's house, I might actually be saying my list out loud.

I know you know that in my Magic 100 emails, one of the exercises is the "I am powerful beyond measure" exercise.

**Scott:** Yep, yep.

**Dax:** Well, it's not uncommon for me to have my windows rolled up in my Land Rover driving down the street screaming at the top of my head that I am powerful beyond measure.

[laughs]

Now, people might think, "My god, this guy's a nutcase." But what I do is I actually manage to touch upon the emotional side of myself. The emotional side of myself is almost like giving the logical side of myself a turbo boost again. It gives me a big infusion. I am powerful beyond measure.

**Scott:** Yes.

**Dax:** I would tell you without a doubt, on days that I reaffirm my goals, am vociferous about them, write them down, and talk to other people about them, I achieve far, far more on those days.

There's a direct correlation between the amount of communication I have either with myself, verbally or in writing, or with other people about my goals to the amount that I actually get achieved on any given day.

**Scott:** Without a doubt, I can back you up on that. I agree 100%. I experience the exact same thing. And that's what baffles me when I hear about so many people that have goals and set goals. Most of them aren't writing them down.

It's a step that almost seems like a chore to them and they're not doing it. If they would really realize the true power of writing them down, I think a lot more people would be participating in it.

I think all it takes is just doing it for maybe a week, and then looking at how much you've accomplished over the past week just by writing out your goals on a daily basis as many times as you can throughout the day and reading them. Vocalizing them, like you said. Saying them out loud. It's awesome. People should just give it that chance.

**Dax:** Absolutely.

**Scott:** That's great stuff.

When I like to write my goals, I like to write them as if I've already achieved them.

**Dax:** Yeah.

**Scott:** Same thing when I visualize. What I hear from a lot of people, we've briefly talked about disbelief and about how they can't picture themselves already there. It's really difficult for them to picture themselves with six pack abs and in their dream bodies. They just have a real tough time.

Do you have any tips that can help them to get there? To help them visualize themselves already there or write down that they're already achieving it?

**Dax:** Absolutely. One simple thing is the writing exercise. It is April the first, 2007, and I have a six pack. You know?

**Scott:** Yes.

**Dax:** Now initially that sounds like a lie to your subconscious mind. You think, "no you don't, you're fat as hell!"

**Scott:** [laughs] Right.

**Dax:** But you keep reprogramming that in, and your subconscious mind does pick up on it. I've got to now find some evidence that on April the first, 2007, I'm going to have a six pack. I've got to find evidence to support that. So that's one thing.

Secondly, visualization. Like we said, a lot of people struggle with visualization because they see their body. They see the shape that looks back at them in the mirror every day and think, "how am I supposed to imagine a six pack into that? It's been so long since I've seen beneath this layer of lard."

So, what I really like is both interactive vision boards, and - I know for a fact because I've seen your YouTube clip - of cutting out examples. We can blueprint. We can actually take pictures or take cuttings or find photographs of people that already have what we want. It's called "modeling".

**Scott:** Yeah.

**Dax:** Someone's already got what you want. You might not be able to imagine your body with it right now, so imagine their abs. Get rid of their head because you don't want your face to look like them. Focus on the body part you want to focus on.

**Scott:** Yeah.

**Dax:** I want these types of abs, so focus on those types of abs. Gradually, as you're suspending disbelief and you're pounding this into your subconscious mind, your subconscious mind is saying, "Oh, those are the types of abs you're trying to find. Those are types of abs you're trying to build. OK, I think I can do that."

And it starts to show you evidence on how that can come around.

**Scott:** Yeah, yeah.

**Dax:** I love that YouTube clip, Scott. I think it's fantastic. I'm actually going to steal that idea and do the same for my own class. Because I just love that.

**Scott:** Awesome, awesome.

**Dax:** I think it was really good.

**Scott:** More people need to see that.

**Dax:** Yeah.

**Scott:** And not be afraid of it. For the people that are listening right now, they can go to <http://www.youtube.com/watch?v=72U7UpX0074>. You can see I've got all over my house these clips of abs and arms and legs. I've also got inspirational quotes attached to them and I have my goals all over the place as well.

It's on my bathroom mirror, on my alarm clock. It's all over. I'm not embarrassed by it. People come and they see that this is my goal. I want to look like that. It's realistic. Well, I can't use that word. [laughs]

**Dax:** You'll never use that again now, will you?

**Scott:** [laughs] That's right, man. That's right, I love it.

But this person has a body type that's very similar to mine and I know I can definitely achieve it. If they can and they have the same body frame, I can definitely go after that.

**Dax:** Absolutely.

**Scott:** I surround myself by it, and I love it.

**Dax:** And it comes back to suspending disbelief. Because you find examples of people that are already out there with your similar type of body frame. But, they already have the leanness or the hardness or the muscle bulk that you're looking for. You go, "Hold on. What's so special about these guys and girls? If they've done it, why can't I do it?"

**Scott:** Right.

**Dax:** That's also what you're reaffirming through your own unconscious mind. Hold on, there are some examples of people here that have already got what I want. That means that, hey, that's quite amazing. If there's one person out there who is able to achieve something that means everybody can achieve that.

**Scott:** That's right.

**Dax:** That's amazing.

**Scott:** It is amazing. It is, definitely.

**Dax:** That's what I always remind myself. If there's a person out there who is able to do something, then anybody else can do it.

**Scott:** That's right. That's right. That's excellent. That's excellent and this what it's really... It's all of those, man, like all the strategies you said out there. The goal setting, the visualization, this is where, like, the Magic 100 and the secret really comes into play. Once we have this all set out and we're focusing seriously on our goal, and we're focusing on the experience and the excitement and the feelings of already having achieved it, it's amazing how all of a sudden all these opportunities to help us get there start popping up

all over the place. I know you mentioned about your Land Rover thing.

Once I started personally applying these strategies, it blows me away. It totally blows me away how it's magical. Like your Magic 100, all these opportunities just started popping out all over the place. Man, it's just like... I've got to tell you about my one big goal here that I've got set for my Magic 100 is to interview Oprah, and I would even love to be on the Oprah show. I have no idea how I'm going to be on the Oprah show or how I'm going to get in contact with her to do an interview. But the day I set that goal, wrote that down, I've got to tell you, the passion I have for this is outstanding.

It comes from the heart. There's so much meaning behind why I want to interview her. In the morning when I go for my early morning walks and I'm listening to your program, I've got a skip in my step. It's so emotionally charged I just want to do cartwheels down the road thinking about achieving my goal. I picture myself, what I'm going to wear on the show, all these different things. It excites me so much. But the second I started doing this, like the very day, all of a sudden Oprah, like I'd turn on the TV...

**Dax:** She was everywhere, wasn't she?

**Scott:** ... or turn on a video for my kids. Oprah is on the TV. I turn on the radio to get in my car, they're talking about the Oprah show. I got two Emails that exact day from Jack Canfield and Joe Vitale saying that Oprah was going to be talking about the secret and they were going to be on. I'm saying like, "Where the hell, what's this Oprah thing?" And then my wife would call me on the phone. She'd be in the store and she'd be like, "Scott, you won't believe it. Oprah is on the TV in this store."

So it's like, wow, all these weird things. I may not know exactly how I'm going to do it, but there's these opportunities and people that I now know that know Oprah. There's always someone that can... There's ways to get there. Opportunities are presenting themselves. There's been examples of conferences that I've wanted to attend. I have no idea of how I'm going to get there, couldn't afford it, and the next thing you know, someone's sending me an invitation for free. It just seems... It's like you just... I'm trying to spit this all out here, but I can't even know.

**Dax:** We like to believe that a lot of this stuff is happening by chance.

**Scott:** Right, right.

**Dax:** It happens by choice.

**Scott:** Right.

**Dax:** You chose to put your focus on Oprah.

**Scott:** Right.

**Dax:** And when you chose to put your focus on Oprah, the subconscious part of your mind had no choice but to start delivering you what you wanted.

**Scott:** Right.

**Dax:** OK. In your earlier stages what it would deliver is examples of how she's all around everywhere. She's in every magazine. There are going to be people listening going, "What the hell is he going on about? She's in every magazine every week, and she's on TV every week." But you weren't as sensitive to it before.

**Scott:** No, not at all. That's what I like about, you mentioned in your program as well, it's kind of like you become more... Were these opportunities always there, and I just didn't realize it, or am I now more in tune and more sensitized to my environment and seeking out these opportunities that have been there all along and now I'm more aware of them? I believe that we pass up opportunities that are right in front of our face. There are so many goals that we want to achieve, we just put blinders on and don't even see them.

**Dax:** Absolutely.

**Scott:** Yeah, and now they're opened up.

**Dax:** Absolutely.

**Scott:** This is excellent stuff. Now, another great thing that I really, really love about your program, and it's what I, the message that I really try to get across to a lot of people. That is education. You include education as a part of the Magic 100 talks about how to... Like reading, I know you're a big reader. I used to hate reading, personally, when I was younger. Now I can't get enough of it. I polish off books like crazy and I hear that a lot about successful people. Joe Vitale, I think, he mentioned a quote to me one time that, "Poor people have the big screen TVs. Rich people, successful people have the big huge libraries."

**Dax:** Exactly, yep.

**Scott:** I love that. I see it even when fitness professionals, a lot of the big successful body builders and fitness professionals and authors, they have huge libraries of books. We just don't stop learning. And audio programs, like I listen to your audio program pretty much daily. I love listening to it on my walking. I've pretty much got it memorized, but I still like to listen. I listen to many other audio programs in my car. I've got a half-hour drive into work sometimes. So, is education a big part of goal achievement?

**Dax:** It is absolutely huge because the only way that you can become more than you are now is to learn how.

**Scott:** Right.

**Dax:** To gain more knowledge, OK. But knowledge in itself can be a dangerous thing. I'll talk to you about that in a second. I've always believed that... I quoted this in the

Magic 100, and I said, "Your success is kept on the top shelf. The only way to reach it is by standing on all the books you read."

**Scott:** Love it.

**Dax:** OK. So here's a success in life. You can imagine you're some little kid and all the... If you're anything like my parents, but you know, used to put the cookies and the sweets up, way, way up high so that we couldn't reach them. We'd stack up all these stores and kind of boxes and all sorts of things and eventually climb to the top of it. Well, success itself is like those candies, like those cookies. It's all kept on the top shelf. It's way, way up there. The way to reach it is by standing on the books you read. It's like gathering knowledge. You gather knowledge. To become, to be a different person than you are now, you need to know different things.

But here's where the balance comes in. I also believe that people that gather knowledge without taking action on it become far, far more frustrated.

**Scott:** Right.

**Dax:** OK. I have a belief that the more action -- I'm sorry -- the more knowledge that you've gathered that you've failed to take action on, the more frustrating your life becomes. You hear people all the time saying, "Oh, I know this, and I know this, and I know that," but they're not doing.

**Scott:** Right, right.

**Dax:** They're not doing any of it. They just kind of know it. Well, I think that's BS. I think you only truly know something at the point where you do something.

**Scott:** That's right.

**Dax:** Yep. If you say, "I know I should give up smoking," but you're still a smoker, you don't know that you should give up smoking. You really don't. If you say, "I know I should be eating better," but you're not eating better, you don't really know that.

**Scott:** Right.

**Dax:** You know some things at the point where you take action on it.

**Scott:** Yep.

**Dax:** So, I wrote an article not too long ago that Alan Cosgrove and a few of the other guys published. It was saying that knowledge is dead, try do-ledge instead. Our basis in life is not on the things that we know. Our life doesn't change purely based on the things we know. Things we know are important. There's no doubt about that, so education is totally important. But I think that the missing link of education is what I would call do-ledge. We all know about knowledge.

**Scott:** Yep.

**Dax:** With know-ledge, yeah? So we have to focus on do-ledge, the things that we do.

**Scott:** Awesome, awesome.

**Dax:** Do-ledge is basically the marriage of knowledge and action. So yes, read your books and listen to your audio programs, but if that's all you're ever going to do, then don't expect your life to change. It's like taking a quick hit of a drug. You're going to get a quick motivation hit, and you're going to go, "Wow, that was a great book. Wasn't it interesting? Oh, it was great." A couple of weeks later it's gathering dust on your bookshelf, and you've not changed your life at all. You can read one chapter of that book or one page of that book, take action on it, and go, "Wow, my life has changed."

**Scott:** Yep.

**Dax:** So I make it a rule that I take action on everything that I learn.

**Scott:** Yep.

**Dax:** I take action on everything that I learn. Now, some of it, I take action and I go, "Oh. That wasn't as successful as I hoped it would be." But I still took action on it. And now I can add that into my memory banks and say, "Hmm. OK. Note to self: that's not the most powerful piece of information that you've ever come across. Maybe that's something to save for a later date, and come back and reexamine it." But I took action on it so I could test whether the knowledge was worth holding in my conscious mind, or whether I can dismiss it and come back to it later.

**Scott:** That's great.

**Dax:** Most people don't do that.

**Scott:** No. Most people don't even finish the books. That's what I find.

**Dax:** No.

**Scott:** A lot of people, they'll buy a diet book or nutrition book and, already, as soon as they're done with the first chapter, they're already thinking of the next nutrition book they want to buy.

**Dax:** Yeah.

**Scott:** They don't take action...

**Dax:** Get a move on, you know? Take action. Again, it comes back to things that I act on. You need to act on your education. And education isn't: "Well, hey, I acted on my education--I went to college." What did you do with what you learned at college? That's acting on your education.

**Scott:** Yeah.

**Dax:** So education, I believe, is critically important. I like the way Brian Tracy says it. He says, "For every goal that you have, you should attach a learning object to it."

**Scott:** Mm-hmm.

**Dax:** "Attach a learning object to it." What he means is, let's say I want to lose weight. Learn something new around it. Don't just say, "I'm going on a diet;" learn about the nutrition, because as you learn something about it and you take action on it, you embed the goal further.

**Scott:** Mm-hmm.

**Dax:** And I have had clients like this. They didn't want to read any of my dietary philosophy. All they wanted to do was have me hand them a diet sheet that tells them what to eat in the morning, lunchtime, and evening. I'm sure you've had the same.

**Scott:** Absolutely.

**Dax:** "Can we just skip the whole dietary philosophy bit? Can you just tell me what to eat? That's all I want to know."

**Scott:** Right.

**Dax:** Well, those people invariably fail.

**Scott:** Yeah.

**Dax:** The people that get involved in education will say, "Oh, right! That's why I shouldn't raid the cookie jar. That's why I need to drink more water. OK." Because once they're educated and they're taking action on it, they cannot fail to get results.

So that's why education is so important to setting your goals. Educate yourself. Attach a learning object to every single goal: what do I need to learn in order to bring this goal to fruition?

**Scott:** Mm-hmm. Awesome, awesome. And basically, everything we've been talking about and covering, right through this whole audio program here, is, we're modeling things that successful people have done in the past. And I have loads of role models. I'm sure you've got lots of role models. And I've got some amazing mentors for my fitness goals, and I've got mentors for business goals, and I know you've followed some amazing mentors yourself.

How important is it for the listener on this call to go out and find a role model, or see someone that they can model themselves after, and go out and find someone who can mentor them to achieve the body of their dreams?

**Dax:** OK. Scott, this one is so important, and most people just don't get this, and it's one of the reasons why they fall flat on their face very quickly. The importance of role models and mentors is the same as... If I were to say to you, "Scott, I want you to build me a television set from scratch," would you know how to do it?

**Scott:** [laughs] Not at all.

**Dax:** You wouldn't have a clue. But if I sent you down to Radio Shack with a shopping list of every single component that you need to build a television set, and I said, "Go and bring these things back. Bring them back and lay them out on your living room, and when you get back, I'll then tell you what next to do," would you start to feel a little bit more confident about, "Oh, actually, maybe I might be able to do this?"

**Scott:** Oh, absolutely.

**Dax:** In the next stage, if I actually handed you an actual blueprint and said, "OK. You've got all your shopping list laid out on the floor. Those are the components. You are not missing a single piece, and this is the A through Z of how I want you to put together this TV set," would you feel pretty confident?

**Scott:** Oh yeah. [laughs] I'd pretty much feel guaranteed that I could do it.

**Dax:** Right, because all the instructions are in place. Well, most people, they approach something that they know very little about, and they try to basically build the TV set by themselves.

They say, "Oh my God! I don't know what the components of a TV set are. I don't know where all these buttons and bobs and knobs and transistors and everything else go, and I don't even know if I've got all the right pieces. And when I've spread them out on my living room floor, I don't really know which bit to begin with. Ugh! I can't understand it. Why am I failing?"

A role model and mentor are people that have already built their TV sets. In effect, they are people that are already getting the results in life that you want to get. Or they're at least getting some of them.

My role models and mentors have changed over the course of my life, because I use one role model or mentor to get me to that point. Once I've reached that point, I say, "all right, who do I need to move me to the next level? Who's got the blueprint for me to read to get to the next level?"

**Scott:** Right.

**Dax:** How do these people talk? How do these people act? What goes through their head? What do they think about all the time? How do they spend their time? What do

they eat? What do they drink? How often do they eat? How often do they drink? What is their training like?

That saves me from having to create it from scratch, doesn't it?

**Scott:** That's right. And you're surrounding yourself with successful people by going after mentors. The more you're around them, the more what you're hearing what they're saying and watching what they're doing. You start to model. It's almost automatic.

**Dax:** Yeah.

**Scott:** The more of them you have around you, the more you start acting just like them. Wow.

**Dax:** They can knock years off of your success process. I've been fortunate. I've been mentored by Joe Vitale. I've been mentored by Bob Proctor. These guys are outstandingly successful. Every one hour I spend in conversation with those guys is like a year in forward momentum for me.

**Scott:** Yes.

**Dax:** Because they've already lived it. They've already been there and made the mistakes, so I don't have to make the mistakes.

Basically, what you're doing is you're finding someone that can guide you through the minefield. You don't have to make the mistake. You don't have to get blown to bits by a goal that wasn't very well thought out. Someone can say, "hey, I've tried that. That kind of thing doesn't work."

Again, it really is important that they're genuine role models and mentors. They're people with the qualities that you want, as opposed to simply people in your life telling you things. There's a big difference between your mom or a colleague at work saying, "That will never work," and a mentor saying, "I don't think that's the best way for you to go about this because I've tried it five times and each fell flat on my face."

That's doesn't discount the fact that you might be able to do it. You don't immediately have to totally agree with your mentor and never deviate from what they say. But you can say, "hold on, if these guys are this successful and they're telling me that every time they've tried this they lost \$1 million, then maybe I won't do this."

**Scott:** [laughs] Right.

**Dax:** [laughs] Maybe when you become a multimillionaire yourself later, then you can come back and say, "I think I'm going to play around with that little strategy and see if it works, see if I can pick it up off the ground."

**Scott:** Yeah, yeah.

**Dax:** Your role models and mentors, they guide you through the minefield basically. It speeds everything up.

**Scott:** Excellent, excellent.

Many people out there, when they decide to lose weight and go after a fat loss goal, they try to go it alone. Another great thing about your Magic 100 program is you say that they should be asking for help whenever the opportunities arrive. Would you agree with that?

**Dax:** Absolutely. We were never really designed to work completely by ourselves. If you break the human body down into its component parts, there are about 50 trillion cells living and working in cooperation together to actually create this one person that you call "you" when you look in the mirror.

They're all working together to create the various roles. We tend to think of ourselves as one body, but we're not one body. We're an integumentary system - your skin and your hair and your nails. You're a respiratory system, and you're a cardiovascular system, and you're a digestive system and a reproductive system. You're all of these different systems.

They all work together to create you. If you break those down, you've got cells that actually make up all of those systems.

If we then just completely take that in the other direction, within my own body right this minute I've got lots of examples of how cooperation gets better results. Could you imagine every individual cell in your body deciding to go off and do its own thing?

**Scott:** [laughs]

**Dax:** Or trying to figure out everything completely by itself. I'm going to go my way and you're going to go your way. It's called disintegration. People disintegrate. They're no longer integrated.

I think that people in society at large are disintegrated. They are not integrated anymore. We tend to think, "My god, this is my problem, I've got to solve it." Well, you don't. There are people out there that not only would happily help you, they actually really want to.

**Scott:** That's right.

**Dax:** And all right, there are some people out there that may actively want to screw you up as well. So you avoid them.

**Scott:** [laughs] Right.

**Dax:** You step around them. But you say to people, "Hey, do you know what? I've got this problem that I really need a solution to at the moment? Is there anyone out here that can help me?" I guarantee, in much the same way as we've been talking about the subconscious mind and the reticular activating system, as soon as you program in the fact that you are looking for someone to help you, you'll find you them.

**Scott:** Right.

**Dax:** But if you program into your head, "Everyone's against me and everyone's out to screw me up," then you'll find them as well.

**Scott:** Yeah.

**Dax:** Go out, ask for help. Let someone share the load. It's going to be very difficult for one person to lift the car off the ground, but you get 20 people together around that car and they can pick it up.

**Scott:** Mm-hmm.

**Dax:** They make light work of a heavy job. And that's really what asking for help is. You say, "OK. This is quite a heavy job. I could maybe do this, but it's such a big task, it'll take me a while. What if I ask two or three people to help me? Wow, I'm getting this done a lot quicker." This isn't rocket science, Scott, it really isn't, but people treat it like it is.

**Scott:** Right, right. And I love it, because there are actually so many people out there that are willing to help. And just that little bit of help and going out there and putting yourself out, it can help really accelerate you closer to your goal than just going at it alone.

**Dax:** Yeah, absolutely.

**Scott:** That's just a good way to go, for people to help you. Excellent.

I'm sure now we're getting a lot of people who are really excited about achieving their goal. They're picturing their final destination. And for a lot of people, that can be overwhelming, especially for someone who may have 100 pounds, or even more than 100 pounds to use, picturing that big, long-term goal is a bit overwhelming. What kind of smaller goals can we focus on so we don't feel so overwhelmed, and make it less likely to backfire for us?

**Dax:** I think there are several things we can do here. First off, we all know that Lao-Tzu saying: "The journey of a thousand miles begins with a single step." We all know that. That's one of the first things we can do is take the single step. We have to wake up tomorrow morning and say, "God! No! It's 5:00 p.m., and why haven't I become a millionaire already? Why haven't I dropped 50 pounds?"

**Scott:** [laughs] Right.

**Dax:** "The journey of a thousand miles begins with a single step." But what I think has been left unsaid, partly because it's obvious--but unfortunately, most people haven't picked up on it--is, while something might begin with a single step, we need to keep taking that single step on a day-in day-out basis.

A journey of a thousand miles may well begin with a single step, but if I take one step and I just stop, I'm not going to get very far along the thousand miles.

**Scott:** [laughs] That's right.

**Dax:** The first thing is, if they just keep taking the steps... What is it I've done today? That's what the power questions are about: what three things can I do today that are going to take me closer to all my goals? What three things?

**Scott:** Yeah.

**Dax:** In the evening, you say to yourself, "Well, did I do the three things?"

**Scott:** [laughs]

**Dax:** [laughing] Quite simply, "Did I do those three things?" "No. All right. If not, why not?" "Well, I was too bum lazy and sat down and couldn't be bothered to do it." "OK, is there still time?" "Yes there is, actually. I can pick up the phone or I can go for a walk around the block or I can do a set of crunches on the carpet here," whatever it's going to be.

But it's the continuous taking of the steps of that thousand miles that is important. That is actually the most important thing: to get out every day and take action.

**Scott:** Right.

**Dax:** Keep taking the single step. But also, in *The Magic Hundred*, I describe things a little bit like Microsoft Windows. You imagine, I'm sitting here on my computer, and I open up PowerPoint and I open up Word and I open up my Internet browser and I open up... Who knows? However many programs. They're all open.

What do you find when you try and work on of the programs?

**Scott:** A way overwhelming computer slowdown. It did it to me today, before our call.  
[laughs]

**Dax:** It slows down to a turtle crawl, doesn't it? It's hardly moving at all, right?

**Scott:** Right.

**Dax:** Well, many of us are like that in life. We've got lots and lots of little things open, lots of windows that are open, that are actually slowing down our mental focus. We can't focus on the big goals, because, "You know what? I was supposed to have gotten my taxes down," or, "I was supposed to have done this."

People don't call these things goals, but they are, because they are what I call window-closing goals. You close down your Microsoft Windows. And why are you doing that? So that the main program that you really want to run, your big goal, is going to run faster, and you're going to accelerate it. So that's another excellent technique: you find as many windows in your life that are slowing down the program, and close them.

**Scott:** Excellent.

**Dax:** Again, it's so simple.

**Scott:** Yeah.

**Dax:** It's not rocket science.

**Scott:** Right, right. That's fantastic. It's definitely a big part of what I like about the program, the Magic 100.

Another great thing that I love about it is that my goal setting is very effective when I set my goals and go after it with everything. That's the way I used to work. Before the Magic 100, I would just set one goal. My one big fitness goal or one big financial goal, and I would go after it with all of my might.

With the Magic 100, you've taught me to set goals in all areas of my life and that it's possible to achieve more than one goal at a time. Can setting goals in different areas of your life help you achieve your fitness goal as well? Like you said, you kind of close doors in other areas.

**Dax:** Yeah, absolutely. Because your fitness is not a standalone quality of your life. I tend to think of it as a matrix, an interdependent connection. Everything is dependent upon another thing.

Your work life directly impacts upon your health and your wellness. If your boss is

keeping you late because you're not getting through your tasks quickly enough, or because you're being dumped on every night before you go home. Your boss suddenly comes in and says, "Scott, you've got this report to write by tomorrow and I need it by nine A.M." All these things impact on your life.

If you're getting home in the evenings and you want to change the way you're eating and the way you're living your life and getting to bed, but your wife or husband is cooking meals that are high in fat and you don't want to offend them because they've had a hard day at work too and they've been generous enough to provide this meal. That's going to impact upon your life.

If your kids are playing you up and there's a lot of shouting, a lot of complaining in your house at the moment, that is going to impact upon your life. You may even be comfort eating.

Every area of your life impacts upon every other area. If you're not feeling very fulfilled because your career might be going well but you're working every hour under the sun and you're not getting any adventure time, you're not even getting any time to sit down and read a book. Well, that impacts upon your life as well. And yes, it impacts upon your fitness.

Every single area impacts upon every other area. I think a big mistake we make in life is trying to think, "That's my working life and I'll keep that separate. That seems to be going OK. But that's my family life. That is not going so well. And this is my health, and that could be a lot better."

You could say, "at least the working life is going well, and that's all that matters." But what we need to do is look at the entire measure of our lives and say, "Am I happy? Am I happy across the board here?"

**Scott:** Right.

**Dax:** And if we're not happy across the board, then our job may well be to temporarily back off on one area of our life to allow the other areas catch up.

But we need to set goals throughout our entire life. Because unless we do that, all we're doing is building a successful career. Or, all we're doing is building a successful body. But because you're spending four hours a day at the gym bodybuilding, Scott, your wife never gets to see you.

**Scott:** Right.

**Dax:** And now you super-compensate after that. You say, "Look, what if my six pack comes through? Then I promise I won't go as often." And then your six-pack does come through, and you don't go as often, and you start to put on the fat again. Right?

**Scott:** [laughs] Right.

**Dax:** If you set goals throughout your entire life, that can't happen. Sure, there might be periods of your life where you put slightly more emphasis into one area of your life for the moment because you've set a whole new series of goals that are really important to you down this route.

The most successful people in life are also the most balanced. You'll find they have great family lives. They have great working lives. They look after their health. They get a fair bit of adventure. They look after themselves educationally. They've got money going into the bank every week. They're balanced.

It's not like they have some good things going on, but they're fat and they're broke and they're unhealthy. They're balanced people. That's how you measure success.

Basically, success is measured by happiness. Success is 100% measured by happiness.

**Scott:** Definitely.

**Dax:** So, you might be happy with your body. But if everything else in your life is crap, then life is crap. [laughs]

**Scott:** That's right. That's right.

**Dax:** I think this is an area that people are not focusing on. They're not focusing on the matrix. They're not focusing on building a big matrix of how their life works. They're focusing on an independent factor of life, like getting a six pack.

**Scott:** Right.

**Dax:** If you want to be truly successful, focus on the matrix.

**Scott:** Excellent, excellent, excellent. I love that.

We're wrapping things up here. Some of these things, people have heard it and it's all sounding good. But writing their goals down every day and telling people about their goals and visualizing it may make them feel a little uncomfortable at first. But wouldn't you say, like a lot of things in life that are worth achieving require us to feel a little uncomfortable and scared at first? But then, as we get going it starts to feel good, so how

can we get people to kind of just step out of their comfort zone for a few moments and actually give all of this a try that we've been talking about today?

**Dax:** Human beings are what we call homeostatic organizations. We like to obtain balance or what we perceive as being balance. So, we don't necessarily want extended periods of excitement, but we don't necessarily want extended periods of boredom. As soon as we get bored we want excitement. As soon as we get excitement we want boredom. It always kind of pulls us back. I won't say we want boredom, but as soon as we get excited we want some level of calm to bring us back down again.

What we're really trying to do find this middle ground most of the time. The only trouble is, what becomes the middle ground, what most people would call their comfort zone is less of a comfort zone. It's more a prison, and it's a prison that's informed by their habits. So it's not a case of it's truly scary to come out of it, but you're habituated to that environment. It's just like, you feel really comfortable. Think back to when you went to school. You went through kind of grade school and things, and you got used to the classrooms there and you got used to the teachers. What was it like when you moved up to junior high and high school and you went to a completely new school? It was terrifying.

**Scott:** Right, right.

**Dax:** You look at it and you're, "Oh my god, a new environment. This is scary."

**Scott:** Right.

**Dax:** In fact, there's not much to be scared of. All you're doing is you're changing one environment for another one. You're changing one set of circumstances for another. You have... You know, we take action, but we take action in the knowledge that what that progression is bringing us is something new, something that we didn't have before. Quite simply, as the old saying goes, if you keep on doing what you've always done, you'll always get what you always got.

That's what the comfort zone... The comfort zone is calling out to you, "Scott, keep doing what you're always done. Don't do something new. Stay with what you know." But if you stay with what you know, you're limited in your ability to progress. You're totally limited in your ability to progress. All you can ever get, then, is more of what you already have.

**Scott:** Right, yeah, exactly.

**Dax:** But you have to step out of the comfort zone. But no one says you have to jump or you have to run full tilt speeding out of it. You don't have to go from one extreme to another. That's actually a quick, a very quick way to send you reeling back in total fear and jumping in never to come out again. It's a tippy-toe. Stick a tippy-toe in the water. What can I do today? And again, in the Magic 100, I say, "What one thing could you do today to move your life forward?" What one thing?

I'm not saying, "OK, right. Here's what I want you to do. Day one of the Magic 100 I want you to divorce your wife and go move to another country." We're not talking about massive steps.

**Scott:** Right, right.

**Dax:** We're talking... We're not talking about a total life change, but it's the small steps that can create the big life change. One degree off on a compass over the distance of, say, 100 feet is nothing. If I point a compass straight north, but I walk one degree off of north, over 100 meters, I'm not really going to be that far away from my destination. Over a mile, I'm going to be a bit further away. Over 100 miles, the difference of one degree's variance is going to be massive.

**Scott:** Yep.

**Dax:** Over a thousand miles, the difference of one degree of variance... If an aircraft took off today, and it was flying one degree off of its bearing for a thousand-mile journey, it would end up hundreds and hundreds of miles away from where it needs to be.

Well, it's kind of the same in life. If you take one small variance away from where you currently are, if you take one small step, but you keep taking that small step in that same direction, you're going to end up a long way away from where you are now. You're going to end up a long way away from the course that you currently set yourself. You'll go, "Wow, how did I get here? This is great." It seems like small tippy-toes and yet, I've gotten here.

Most people, I think, are doing it the wrong way. They try and set themselves... You know, I do believe in taking... Anthony Robbins talks about taking massive action, and it works. It works on some areas, and I think it can work on every area of your life. But it doesn't have to be. You have to feel comfortable about taking... You know, follow your heart. You have to follow your heart and say, "Is it right for me at this stage to take a massive action on this, or is a tippy-toe going to do it?" Just always bear in mind that that one degree off course today is, in 100 days, it's going to take you a fair distance off of the destination you were heading for 100 days ago.

**Scott:** Excellent. Excellent, Dax. This has been outstanding. The listeners on this call are probably going nuts and are super excited about going after their goals and realizing that their dream body is truly within reach and they can achieve it. I appreciate so much the time that you have spent with me.

Are there any last-minute secrets or advice? I know we have talked about probably the

biggest thing they can do after this call is to take action. Anything else or last-minute words?

**Dax:** Two words, just two words--Passion and Action. OK, three words--Heart, Passion and Action. OK. Follow your heart in everything, because basically your heart has no reasoning faculty; it can't lie to you. Follow your heart because your heart is actually going to give you your passion for things.

If you are passionate about something, you cannot fail, as long as you take action. All you have got to do is get up every single day and take that single step; that is the most important thing.

**Scott:** Awesome. Awesome. Now, we have talked a lot about your program--The Magic 100. If listeners on the call want to go check it out, I highly recommend you go check it out right now at [www.magic100goals.com](http://www.magic100goals.com). The Magic 100 is just an outstanding program. We have really just touched on so many aspects of the program. It is outstanding; I love it.

The thing I love about your program, there are so many things I love about it. Not only did I read it several times, you have got it in book format, you have got in MP3 format where I can listen to it on my walks. You email me every single day, there are nice reminders, and actually some great little motivational and inspirational messages within each email daily.

There are so many things about the program that just really--it works. It works; it's effective. I love it. I highly recommend they check it out. Anything that you would like to say about it other than what we've covered?

**Dax:** No, I think most of your listeners have heard me blabber on for quite a while now. I think they have a fair idea of what they will be getting.

Scott. Yeah. Yeah.

**Dax:** I just want to thank you very much for having me on the call today. I have just really enjoyed sharing some of this stuff. Again, when we talk about passion and action; I am very, very passionate about kind of helping people achieve their goals and about sharing this information whenever I can. Just thanks for giving me the opportunity.

**Scott:** I feel the passion jumping through the phone right now, definitely. You have shared way more than I ever imagined you would share. This has been incredible, thank you so much.

**Dax:** My pleasure.

**Scott:** Have a wonderful day. Keep inspiring people all around the world, Dax.

**Dax:** Thanks, Scott. Thank you.

[music]

**Scott:** Wow! Was that ever a mind-blowing call with Dax Moy. I am sure that you got a boatload of information there from him, just as I had. Now it is up to you to spend at least the next ten minutes taking immediate action on what he taught.

Now, if you heard him, you definitely know that it is all about action. So here is a few things I want you to do: First of all, decide what it is that you want to achieve. Second, why do you want to achieve this, and dig deep. Third, what is the cost to achieving this goal. Fourth, what is the price that you are willing to pay to achieve this goal, and are you willing to pay that price.

Now there is another thing that I want you to try at home: What are the three things that you can do today to bring you closer to achieving that goal? Very, very important; key, key step--three things that you can do today. It's simple, it can be simple little things--eat healthy meals today, go to the gym, go for a walk. Whatever it is, get something done. Small or big goals, no matter what, drive closer to those goals.

Another thing I want you to really take from this call: The word "fear" and what Dax said it stands for--Forever Expecting Awful Results. Fear of failure will make you fail by default. So just go for it, believe in yourself. Identify what is holding you back, what is that brake, just your foot is on that brake, what is it that is holding you back. Identify that, eliminate it, and just believe in yourself. All right, man. Go take action right now. Thank you for joining this call. Go be unstoppable.

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