



SPI 228

Taking Care of Yourself as an Entrepreneur with Jeff McMahon

August 24, 2016

Pat : This is The Smart Passive Income Podcast with Pat Flynn, Session number 228.

Announcer: Welcome to The Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the benefits later. Now your host, buy him a coffee and you'll be a friend for life, Pat Flynn.

Pat : What's up everybody? Pat Flynn here. Welcome to Session 228 of The Smart Passive Income Podcast. Thank you so much for joining me and spending time with me today. I appreciate that. Before I go onto today's guest, I do want to thank you all for the amazing feedback about last week's episode, Episode 227, which featured 15 different answers from 15 different entrepreneurs about what they wish they had known before starting their own online business.

I'll likely be doing a lot more episodes like that one in the future because the feedback was just so tremendous. Thank you all so much. If you haven't heard that yet, smartpassiveincome.com/session227 will take you there. I highly recommend you listen to this one because this involves one of my answers to that question, what's one thing I wish I had known?

I put my own answers in that episode, but something that comes to mind that I would also like to add is, well I wish I knew how important it was to take care of myself health-wise as an entrepreneur and how much that actually plays a role in the success I would have. That's why I'm really excited to invite our guest on the show today. His name is Jeff McMahon and he is known as my virtual trainer.

Now, what is virtual training? Virtual training is like personal training. This involves nutrition plans. This involves exercises, sometimes live workouts over Skype, but oftentimes he just texts me over the phone what my workout is for the day and I go and do it. It's incredible because it provides a lot of flexibility this kind of virtual training.

We're going to talk a lot about what he has done to help me and what I've learned, some of the mistakes I had made and what we

can all do to better enhance our health and fitness so that we can better find results in our business too. A lot of people think, oh, I don't have time to go to the gym, right? They're working on their side business.

I felt like this way too where I would put an hour into the gym and feel like I was losing that hour with my business. I found that just rather quickly that I would get that time back 2, 3, 10 fold sometimes because of the energy, the focus, the creativity that comes out of just having a healthy body. When you think about it, like your body is a machine, right? It's the machine that has all this output based on all these things that you're doing.

If you're not healthy, then you're not going to have as good of output. Now, that doesn't necessarily mean you have to have rock hard abs or anything like that, but having a healthy body means having a healthy mindset which means better business. This is why when people ask me what's the number 1 thing that I would recommend to see higher productivity and output in their business, I say exercise. Richard Branson has said the same thing.

I'm excited to have Jeff on the show. We're going to talk a little bit about what this virtual training is like so that you could perhaps find somebody to do something similar. You can also find Jeff at tbc.fit, and then at the end we share some of my workouts and what those look like. We also give you links so you can see what workouts I do each day, which is pretty cool.

Let's get to the interview with Jeff McMahon from totalbodyconstruction.com or you can go to tbc.fit. Here we go. Jeff, what's up? Welcome to The Smart Passive Income Podcast. Thanks for being here, man.

Jeff: Hey Pat, so happy to be here man, so happy.

Pat : I mean, it's not like we don't talk very often because we do almost, what, 2, 3 times a week?

Jeff: At least.

Pat : You text me every day. For those of you listening you might be like, “Well, what’s going on here?” Well, Jeff, for those of you who don’t know, he is my health and fitness coach and we train virtually. I tell people that I have a trainer, that I have a fitness coach and they’re like, “Oh, where in San Diego is this person?” I’m like, “Actually he is ...” Where are you? You’re in Ohio, right?

Jeff: I’m in Cincinnati.

Pat : You’re in Cincinnati and they’re like, “Well, how do you guys train?” I’m like, “Well, we train over Skype.” Skype has kind of moved over itself into FaceTime but we do that and I get text messages every day from Jeff in terms of what I should be doing and the whole plan. Man, it’s made a massive, massive difference.

I thought it would be fun to have Jeff come on the show to talk a little bit about his background and his business too, but more than that we’re going to get into why fitness is important. I think it’s the most important thing for any entrepreneur to do, because it has made ... Once I’ve gotten serious about my fitness, my health and just my nutrition, I see massive returns when it comes to my focus, my productivity, and as a result, my income too.

We’re going to talk tips and things people should look out for, maybe just some take home things that you guys can use at home. We’ll get into that. Jeff, before we get talking, why don’t you talk a little bit about like how did you get into physical fitness and all that stuff in the first place?

Jeff: Yeah. Well, it all started I guess when I was a freshman in college. My mom had a massive stroke and lost the use of the left side of her body, so for 3 years of my college career I did therapy with her from her feet all the way up through her shoulders and neck to try and get mobility back for my mom.

I’m Italian so growing up with a mom is very important in your life.

Seeing her go through the struggle made me learn to appreciate my gift, which is helping people in their fitness health journey, whatever that entails. From there, I wanted to be a doctor but I was color blind so I can't do that and I was like, I loved training with my mom so why don't I after college get into personal training and fitness and things.

I've got a degree in pre-med and pre-pharm but then I'm dual certified in exercise science and sports medicine. I've worked with 600 different people working through 5 different sports teams, 2 colleges and a plethora of now virtual people. The way virtual all happens, so you guys know that it's out there, my mom with her stroke a lot of those people can't drive to physical therapy. They can't go places.

My mom was like, "How can we get a way to help my other stroke members so they can work out at home?" That's where the virtual thing has really spawned from and since then, now I work with you, Pat, and many other online entrepreneurs.

Pat : Yeah, it's awesome. The first time we got connected was actually when I had just posted on Twitter, what was it a year and a half ago or 2 years ago?

Jeff: It was Christmas, yeah.

Pat : That I was going to be doing a triathlon and that I couldn't wait to do it, but I didn't know where to start and you had just randomly tweeted at me and said, "Hey Pat. I listen to your stuff. I'd be down to help you." We just started talking from there and Jeff became my virtual trainer.

He actually flew to San Diego to watch me in my first triathlon and it was a lot of fun. The training was hard, but because I had Jeff on the other end kind of holding me accountable, I had to report back every day with how the workouts were doing and what I was eating and stuff. It really helped push me forward, because I knew that if I was just training on my own like with anything else, it was going to

be a struggle.

I've always found that in my life with anything business related, health related, anything else related, if there's somebody on the other end who is sort of paying attention to what I'm doing, I work a lot harder and I do the things that I'm supposed to do. Of course, as you heard Jeff is an expert and so he was able to share with me what I needed to know and do to really just be successful with my triathlon.

I wasn't trying to place or anything like that. I was just trying to finish. I had never ran a triathlon or done a triathlon. I had run races before but I'd never biked. I had to buy a new bike for the triathlon and so Jeff trained me on kind of how to get going with that and different workouts for that.

He also gave me some great resources actually to learn more about that, and the swimming too. Jeff, I want to thank you just publicly here on the podcast for helping me get through my first triathlon and the second one. I actually did another one just a couple of months later, so thank you for that. I appreciate you so much for all that you did for me.

Jeff: You're very welcome, buddy. I was happy to be a part of the journey.

Pat : Yeah and you actually flew, like I said, you flew to San Diego, I picked you up at the airport, then you came to watch me early in the morning. I remember after the ... It starts with the swim and then it goes into the bike. It was just a sprint triathlon so it was the shortest one, but it was still hard. I remember after the bike, I saw Jeff there at the transition before I was going to run and he was actually like taking pictures of me and had his phone up. Guys, I totally like ... Okay these bikes, they have ...

Jeff: I'm trying not to laugh but I remember it so vividly.

Pat : They have these locks that you put your feet in, right? You have these special shoes that lock into the bike for maximum speed and optimization or whatever, but it's a little bit tricky to get them off.

Again, I'm just a beginner, so I had trouble taking them off and I'm slowing down and Jeff is right there like almost right in front of him, my feet are stuck in the bike and I just fall over flat on my side.

Then he has his phone up and I'm like, "Did you get that?" He's like, "No, I just missed it." I was like, "Yay," but I thought it would be kind of funny if you did capture it. Then I got up and ran 5K after that. It was a lot of fun.

I wanted to bring Jeff on to talk about the importance of fitness and exercise. A lot of people ask me, "Pat, what's your number 1 tip for being productive?" I always say exercise. I think it was Tim Ferriss who actually asked Richard Branson what his number 1 productivity tip was and Richard Branson said the same thing and I could not agree more.

Jeff, if somebody were to ask you like why should I even worry about physical fitness and education? I think on the surface people know that it's important, but when it comes down to it we only have so many hours in the day. We're all so busy. People who are building side businesses have their 9-to-5 on top of that and family, and so there's no time. There's no extra time for health and fitness, but what are the consequences of not worrying about that?

Jeff: The consequences of not worrying about it is that there's so many things in this world that are deemed to our demise like fast food convenience, going out to eat all this horrible fats and things that cause cancer. That if we don't stop paying attention to it, there's no point of having a business because you're not going to be well enough to take care of it.

Being an entrepreneur, you know how expensive doctor bills and hospital bills and things like that, so the healthier you are to not have to go there, the more money you get to keep in your pocket, the more fun you get to have to enjoy life and live pain-free, do triathlons. I'm 33 and I used to do martial arts. I can still do all the martial arts things I used to be able to do. I can do anything I want to do, play with my kids, because being active allows you to have a

free lifestyle like everyone always wants.

Pat : Here's the thing, Jeff, and I'm speaking for everybody else out there, we're so busy. We know that if we send this email out or create this product, that's going to show us returns from our hard work. With physical fitness though, if I go to the gym tonight, all I'm going to get in return is just being sore tomorrow. I don't get like immediate results from it. How would you respond to somebody who is just like well, you know, I know it's important but I have all these other more important things that are going to get me results faster to do.

Jeff: Well, to get you immediate results is going to be 2 parts, a, you're going to have a lot more energy throughout the day because even after your very first workout you're going to have endorphins kick in. Once those endorphins kick in, your body starts to like it and it wants you to do it more.

The more you maintain those endorphins, the more energy you have throughout the day, so you can be productive, have those longer workdays like the Gary V's and everyone else, like you Pat, have and are able to conquer, because your head is focused. You clear out all the foggiess that comes from eating bad, not taking care of your health and ignoring it.

Then the second part would be that the other immediate result is just confidence. There's the psychological aspect of working out that comes into play that no one really talks about because you can't see it. That confidence when you're up on stage and you just feel good in front of everyone, you go into that business and you just know that the suit looks good on you.

You feel good that you can close this deal, and then you do. That's the part that comes with time, but it comes very quickly and you just start to be wow, I can now do this. Wow, I can now do that and it just spurs that momentum.

Pat : Right. Not to mention when we put ourselves on video, when

we're on Instagram or Snapchat or whatever, that confidence totally bleeds through and confidence, when you're trying to be an authority makes such a difference in how much people trust you and how much they believe in you and take your recommendations, potentially buy your product.

It's kind of sad that oftentimes how, I mean it just makes sense ... I was going to say it gets kind of sad how like that actually matters so much how confidence from the other end and what you see in that person and how they act. It should always be about the content of that product, but it's always also about who's creating that product. If that person is confident, then you're going to have confidence in what they're offering which is really important.

Let me tell you a quick story. I think I told you, Jeff, but for everybody else out there maybe I've told this. I don't remember, but this was like my first time really feeling the impact of exercise. It was actually after my wife and I had our first son, Keoni. This was back in 2009, well late 2009.

In 2010, he was just a couple of months old at the beginning of the year and because it was just so difficult of a lifestyle change and because I work from home, it was very easy for me to just, like you said, go get fast food because I wanted to be there to take care of the kids. I didn't have time to go to the gym because I needed to be there to support my wife and also work my business. Exercise was not a top priority for me.

I remember being at grandma's house in April or somebody snapping a photo of me on the couch and I looked at it and it didn't look like myself. I knew it was me, but I just saw rolls in places I had never seen them before. I could tell I looked tired and lethargic and I knew part of it was because it was just hard sleeping and taking care of my kid, but also because I just wasn't exercising and not eating well.

That's when I got involved with an at-home fitness program called P90X, which a lot of you know about. I did actually blog about

my journey and I actually showed before and after pictures and stuff. Even after like you said the first week of just every day for 30 minutes going in and doing the workout, I felt so much clear in my head and I felt more confidence, even though I didn't really make any massive or any really physical changes by that point.

I guess it was the endorphins and I felt a lot more confident. Then I got into the point where, and this is where I'm at with you now Jeff, and I know because we talked last night and I'm a little bit under the weather right now. I talked to you last night about how badly I wanted to get back into the routine, because when you get to the point at which you are doing anything, it becomes almost a habit.

A point where when you, for whatever reason, don't get to do that thing. Like you go to the gym all the time and then that one time you don't get to go and it just feels like you feel sick that you didn't get to go. That's how I was feeling last night because Jeff and I got on our kind of weekly in-person review and called and I told Jeff that my throat was hurting and that I was running a small fever. He was like, "Oh, we shouldn't work out today, because it just makes it worse if you work out when you're sick."

I was like, "No, but like I need to work out. This is what I'm supposed to do. I feel bad." He's like, "Dude, you don't make it worse." I love that I'm that way now because just to fast-forward after that week of P90X, after the 90 days, I felt a lot better. I looked a lot better.

I had a lot more energy and it came at the right time too, because now my son is 6. We're playing basketball together and I have all this energy like you said now and I feel like if I just didn't pay attention to that, I would just be sitting on a couch all day, tired, not fully present mentally. I'm just very thankful for having exercise in my life.

Now, I will say that I tried to do P90X again to keep it up, because it's 90 days, and I just couldn't. It just got boring because I had already done that same workout. I needed something more and

that's when I got into the next program which was like INSANITY by a guy named Shaun T, same beach party program but then I realized that I needed a personal trainer.

I didn't want to be held down to the point where I always had to show up at the gym every day at a certain time. I needed something that was kind of personalized but also on my own time and a little bit flexible, and that's when Jeff and I started working together for the triathlon. It worked out really, really well because he knows what I have going on and he asks me every week like okay, what's this week going to look like? When are you traveling? When are you out? Can you do these days?

Whatever days I have available, he puts them in and he just makes sure I get them done on those days. Sometimes they're at home, sometimes they're workouts that are at the gym, but man, that accountability is so important. In your experience with working with over 600 people, how important is that accountability piece? I think there's a lot of people out there who know that fitness and exercise is important, but they don't add that accountability component which is why a lot of people fail. How important is that really?

Jeff:

Well, the accountability is going to be 80% of showing up. Your prime example of the P90X is what everyone goes through. It's great to have this home DVD and to go through it but a, you're going to get bored and b, if the kids are sick or your wife needs you or something like that, you're always going to postpone it.

Ever since we're kids, growing up, we always don't want to let people down. You don't want to let your parents down. You don't want to let your coaches, your teachers, your professors in college. We're brought up to be held accountable to someone else.

When we're an adult and we have our own business, we don't have people to be holding accountable to, so that's where coaches and experts there to help you are so important because you have that person to push you to say yes, we've got to do this this week. This is what you need to do. Then when you get it done, you feel

so accomplished and you love that feeling that you want to do it even more.

The accountability part is what keeps me in business along with the convenience to allow people to realize that you can fit it in, in your day. I mean, everyone only has 24 hours in a day. I'm busy, you're busy. I mean everyone always has things going on, so you just have to rearrange your day. Say no to some other things to say yes to this, because when you're happy, you're confident, you're feeling good everyday, your kids see that, your employees see that, your customers see that.

That's what makes people want to come back to you, because they're, "Oh, you're the fun loving Pat that's always smiling and in a good mood." It's because you feel good on the inside. When you were eating fast foods and not you weren't and that's a totally different path that other people wouldn't know about.

Pat :

Yeah. No, that's completely true. I will say that in the beginning when I was starting to work on my exercise, on my physical fitness, I felt like I was losing an hour every day or 30 minutes every day. I was like, "Man, I could be using that time to answer emails or create my next product," or do something that like I said earlier will get an immediate return.

Man, it didn't take very long for me in that 90 days of doing P90X to realize that I was getting those hours back sometimes 5, 10 fold like in energy, in creativity. Things started to flow quite nicely. I think it just is a mix of everything related to that, with the exercise being the beginning part of that butterfly effect of confidence, of energy, focus, and just man, it all comes out to that.

Here's a question for people who are entrepreneurs, like most people listening to this show, or want to be entrepreneurs, soon to be entrepreneurs, excuse me, but they don't even know where to start with their physical fitness. What are some things that they can do, maybe even before working with a trainer or a virtual trainer or a health coach that can just have them find some immediate results?

Jeff: Perfect. I love doing biohacks and this is some good tips, so if you guys have pen and paper, write this down.

Pat : All right, go for it.

Jeff: All right, in the morning, you want to do lemon in your water. Lemon in your water is going to help jump start your metabolism, so already gets your body burning fat. As it does that, it flushes toxins out of your body forcing you to go pee. As you flush those toxins out, you immediately start to feel better. Water with lemon in the morning is like crucial for everyone.

I do it. I tell everyone to do it. It's a good way to start your day. Going into the morning, the night before when you're sleeping, another good hack you can do to keep your health and energy levels up is to just realize that your body sleeps an hour and a half intervals, so you want to maximize like 6 hours, 7.5, 9 hours. Just find out when you're going to bed and give yourself a minimum of 6 but at least you want to shoot for the 7.5 and/or 9.

When you wake up in between those kind of time frames is when you wake up in your snooze alarm because you're feeling groggy. You're in the middle of dreams and your body doesn't want to wake up. It's being forced to. Whereas if you go in the hour and a half intervals, like I sleep either 6 or 7.5. I set my alarm for one or the other. Then when I wake up, I feel refreshed. I turn off my alarm because I know I'm not falling back to sleep and I'm ready to start my day feeling good and then go through my morning routine.

Pat : Have you heard of the app called Sleep Cycle, Jeff?

Jeff: Yes.

Pat : Do you recommend that? I use that and I kind of accomplish it. I mean it does keep track of your sleep and the quality of it based on your movements and stuff. The feature that I love the most about it, again it's called Sleep Cycle. I think it's like 2.99 or 4.99 or something.

You set an alarm of when you want to wake up and it makes sure to wake you up by that time after a cycle ends. Sometimes I set an alarm, for example, like 5:30am but I wake up at 4:45. The alarm goes off at 4:45 because it's after I've been done with the cycle.

Jeff: You feel good, right?

Pat : Dude, like totally. It's incredible how it doesn't make sense where if I got 30 more extras of sleep I would feel worse. It doesn't make sense but you're absolutely right. It's all about those cycles. Whether you use an app or not, paying attention to that hour and a half sort of cycle can be really great. Would you recommend Sleep Cycle for something like that?

Jeff: Yeah. Just understanding how the body sleeps is going to be so much more energy as you wake up in the morning, that you're going to feel great starting off your day. The third hack I wanted to tell everyone is like, you know how the 10,000 steps Pat like everyone should be doing 10,000 steps a day.

Pat : The Fitbit, yeah.

Jeff: Yeah. Well, the whole point of that is 10,000 steps roughly equals between 500 and 600 calories burned if you walk 5 miles a day. In doing so over 7 days, you're inept to lose 1 pound. After a month, you're down between 4 and 5 pounds. That's why the 10,000 steps is so important.

Everyone always knows that number, but no one ever knows why that number is there. If you put in relations, I mean you can be down in 6 months between 25 and 30 pounds if you just keep walking every day. That's not even going to a gym or anything crazy. It's just focusing on your health and just being a little bit more active.

Pat : The Fitbit, I got involved with Fitbit after Cliff Ravenscraft got involved with it and started like recruiting people to join in on like who can have the most steps every day. It was actually really fun. I don't use the Fitbit anymore because I'm working with you, but it

was really fun and I was trying it.

There were nights where I remember I was like at 8,000 with 2 hours left in the day and I would just walk around the house until I got to 10,000 steps because I didn't want the rest of my group to see that I actually wasn't putting in the effort. That was interesting. It did make a difference, just the walking around.

I think a lot of us have seen the difference that it has made on Cliff. Obviously he's now also working with a coach and has done a lot more than just walking, but Cliff has just gone through a massive change. Hopefully I mean obviously you know Cliff. I mean we all had breakfast together at some point.

Jeff: Yeah.

Pat : He was a completely different person. Not just physically, I mean absolutely he looks completely different. He's like a quarter of his ex-body, but just his attitude, his positivity. I mean, I'm in the mastermind group with him and we talk every week and I've just noticed a massive difference in just his positive character now as a result of him gaining confidence from the working out that he's doing now.

He just finished 100 mile bike ride the other day. He was Snapchatting it the whole time and man, I haven't even done that yet. Kudos to Cliff. Again, just start it small. I think that's what the purpose of these hacks are, it's like these small ...

Jeff: Small little things.

Pat : Small little things, these small wins and you're going to kind of get addicted to doing a lot of these things. Over time, you're going to start to want to add more because it just feels great.

Jeff: Exactly. Yeah, I'll give one more little life hack that will be super easy, is for you guys that are making dinner with the family and stuff, focus on green vegetables at night because that will help you burn

fat while you sleep. The maximum time when you guys are burning fat and changing weight is when you go to bed.

That's why you want to be sleeping for that 7.5 to 9 hours, because it gives your body premium time to be burning fat and helping you lose weight by excreting that in the morning. When you go and have dinner, focus on lean proteins and green veggies and that's going to be super important to your health, to really transform how you feel at night and then how you wake in the morning.

Pat : You essentially pee out your fat is what you're saying.

Jeff: You do a number one and a number two, correct.

Pat : Okay. Would you say that just drinking water throughout the day can help that even more?

Jeff: Yeah. Water you want to shoot for a minimum of 64 ounces up to 120 ounces, but a minimum of 64 should be a half gallon is what you want to be shooting for throughout the day. Obviously the more you drink, the more efficient you are because you're hydrating your organs and allowing them to perform at their optimum level.

The more you perform at optimum level, the more fat you're burning, more muscle you're building and you just look leaner. You feel better. You're stronger. The whole thing starts to take place.

Pat : Nice. Now, here's the question. This is similar to when people buy online courses, I don't know, not even most of the people who do actually put in the effort required to actually go through the course and actually take action on what's being said.

I think it's very similar when you say, Jeff, that when people buy gym memberships they think that just buying the gym membership and going in a couple of times and continually paying monthly for that gym membership. I think a lot of us can relate to that thinking that that's what was going to solve the problem. Obviously what's going to solve the problem is going in there and doing the work.

Jeff: Right.

Pat : For those of us who have gym memberships but we're not going to the gym, what should we do? Should we go to the gym and start working out? Then that begs the question, well, how do we know what to do? That's the first thing, how do we know what to do? Can any of this stuff be done at home?

Jeff: You can do a lot of it at home. I mean going to a gym, most people join and when they don't know what to do go up and do cardio. They do it for an hour and then they go home, but the problem with cardio is you only burn fat for 2 to 3 hours after you're done doing cardio.

When you do resistance training with dumbbells or barbells or stability ball or whatever, you burn fat for 16 to 48 hours. You get much higher return on the resistance training than you do with walking on the treadmill or jogging on an elliptical and stuff. If you want to transform your body, you need to be active and working out a minimum of 4 to 5 days a week, optimally 6. If you're looking to maintain, then you can drop down to the 3 days a week to maintain where you're at.

If you want to make a change to gain weight or lose weight, you've got to be hitting the gym, the majority rule, the majority days a week. 7 days a week you're in there at least 4 or 5 days a week, staying active, staying moving and pushing yourself. If you don't have a gym membership, you want to start at home, 30 to 45 minutes is your optimum time of working out.

That's going to get your heart rate up the most, but it's also going to get you the quickest results without having to spend 2 hours a day thinking that you're missing out on other things. Save 30 to 45 minutes, group 3 or 4 exercises together whether it's body weights, squats to push-ups to planks and a core exercise. If you have dumbbells, YouTube has a ton of free resources. I give consultations on my website to help people go through home workouts on their own and things.

There's plenty of options out there to get you started, but if you have a set of dumbbells and a stability ball, you have a gym in your house. You just have to start using it. That's where the know-how just Google or YouTube some videos and you can see what you should be doing in those 30 to 45 minutes and really keep the intensity. The higher the intensity, the more change you get. If you start small with dumbbells, you're not really going to hurt yourself.

Pat : We're closing up here and I want to make sure people know where they can find you, Jeff. That's totalbodyconstruction.com. Again, I've been working with Jeff for a long time now and I continue to do so because he's great. He has a number of options if you want to work with him on different levels and different ways virtually and things like that, so totalbodyconstruction.com.

Now, one of the things Jeff that motivated me, and you know this, is the things I sign up for that we then train for, for example, the two triathlons. Even before that it was the triathlons to start out with and in between that and the next thing I did like a half marathon, so we switched things up and trained for that.

Jeff: Yeah.

Pat : Then now I'm doing, and a lot of people who are following me on Instagram and Snapchat know this, I'm training for basketball. Essentially specifically in basketball I'm learning the jump higher and so you're giving me very specific exercises about that. That's what I love about working with you, Jeff. I mean, you take these things that I want to do and you give me exactly what I need to do to get there.

Already I've increased my vertical like 9 to 11 inches since working with you, which has been awesome. We're not quite yet at the rim, but we're going to get there very soon I know it. The whole point of this is that for me at least, what motivated me was knowing what my goals were. I think a lot of people struggle when it comes to exercise because they just feel like it's just this consistent thing that they have to keep doing and there's no really end game to it.

How would you recommend people conquer that? Would you recommend some sort of goal setting? I mean, I think it's important to have goals and some people just say oh well, I just want to look better. I want to feel better. How can people craft goals that are going to work for them?

Jeff:

Crafting goals is usually a 2-part series. Obviously it's the why that comes inside, like why is touching the rim important to you, Pat? Why is losing 30 pounds important to you? Making that change like most people always come to me like you know, I used to be 50 pounds lighter when I got married or when I graduate college I want to get back to that again.

Realize that it took you 10 or 12 years to get you to where you are in the opposite direction, it's not going to happen overnight. Goal setting as far as weight loss, a typical goal should be anywhere between 8 and 12 pounds a month of weight loss, depending. Everyone's situation is different, but planning a normal healthy weight loss that is not just supplements and cleanses and things like that, that's what a typical weight loss should be.

If you're looking at that realm, that's realistic. Then when you hit those goals you feel good because you're on target with what you're supposed to go with it. The other round is like you Pat, the people that want that competitiveness, start signing up for things and go small. Do a 5K and walk it or walk-jog it and then know what your time is and say, "Okay, I'm going to beat that on my next 5K. What do I need to do different? How can I train for that?"

A lot of people grew up playing sports, so they like that competitive edge and I highly recommend doing 5Ks, 10Ks, triathlons, signing up for different recreational sports activities to keep that competitive edge, because it never gets boring to you. Like you playing basketball doesn't get boring to you, does it?

Pat :

No, never.

Jeff:

You go every week, so when you have that fun side it doesn't make

exercise a drag like I've got to go to boot camp and this marine guy is going to yell at me. It's oh, I get to go play basketball and my workout so I'm making this basketball better so I can jump higher and be faster and steal the ball and whatever. Working out is always going to complement how you want to attack your goals.

Pat : Yeah, awesome. You had asked a hypothetical question which was, Pat, why do you want to jump higher and touch the rim? Well, I'll answer that for people because I know they want to know the answer.

Jeff: Okay.

Pat : I think you know the answer, but for me when I grew up I was always the shortest kid in the class. Every band picture I took, I was always in the front row. It was very easy to find me. There was even a joke where when I was on the field marching in a show, I was always the guy that was just ... It was very easy to spot me because there was just a row of tall people and then whoop, like there's Pat and then back to the tall people.

I stood out like a sore thumb and nobody ever wanted me to be on their team, that sort of thing especially for basketball. I never got to play basketball with my friends because I was too short. Yes, I was fast and I felt like I had the annals but because I was short I was just always kind of discounted.

For me at this moment in time, getting a lot of inspiration from a lot of people out there who are doing bigger things, a lot of things that maybe even might seem impossible for people, that's really inspired me to do something that is almost impossible. I feel like that is touching the rim.

I'm still fairly short, about 5'8" Filipino. I don't have natural jumping ability, but this is something I'm shooting for and I'd love to do it to prove to myself and others that what might seem impossible is not. We're on our way. We've already increased my vertical about 11 inches and so a lot of that was technique.

- Jeff: Tell the people how close you are right now.
- Pat : I'm about 2 or 3 inches away.
- Jeff: Right. I mean, you're right there. A couple of more weeks and you've got it. I mean, any impossible dream is always going to be possible as long as you put in the time and effort.
- Pat : Right. Then I'm going to go into the NBA draft and play for the Warriors alongside Curry and Thompson and it's going to be awesome. No, I'm just kidding. Anyway, yeah thanks, Jeff. Again, I appreciate you coming on and sharing this advice. The reason why I wanted to have Jeff on and we didn't even really talk about your business model, but this is really important stuff.
- Jeff: Yeah.
- Pat : To me fitness has been one of those things that was a huge surprise to me in terms of the return on investment. Mostly the investment is just time and just the mental clarity that it's provided me, the focus and creativity to allow me to build my business bigger and better and stay more focused on what I needed to.
- I mean, it's so important. That's why I wanted to include you. There's no better person to talk about this than you, Jeff. I appreciate you being here. Where can people find out more about you and what you have going on?
- Jeff: Yeah. Like Pat said, go to my website totalbodyconstruction.com and then I'm also on Snapchat, Instagram, Twitter @jeffmcmahontbc which is for Total Body Construction.
- Pat : Awesome.
- Jeff: That's it.
- Pat : Do you want to set up like a special page for people here or should they just go to the homepage?

Jeff: Yeah. I have it set up. It's tbc.fit/spi and you guys can log on there. I have my assessments. You guys can get one-on-one assessments from me. I can take you through what you guys have going on, whether it's injuries, goals, weight loss, training for something and then we can help you get started with a complementary workout plan.

Pat : Nice, so that's tbc.fit/spi.

Jeff: [.fit/spi](http://tbc.fit/spi).

Pat : Awesome, Jeff. Thanks so much. I appreciate you offering that to everybody. We'll definitely have that in the show notes of course. We'll talk probably tomorrow.

Jeff: Exactly.

Pat : All right man, chat soon.

Jeff: All right.

Pat : All right. I hope you enjoyed that interview with Jeff McMahon. Again you can find him at tbc.fit/pat if you want to check out my training and some of the things we do. He also has a little Free Health Breakthrough Assessment. They're 2, which is really cool. Again that's tbc.fit/pat.

Jeff, thank you so much. I know you listen to the show, thank you for all you do. It's really funny because ever since we started working together, we found out that we're pretty much twins in a lot of ways in terms of our hobbies and how we grew up and things we've participated in and whatnot. It's really cool. Jeff's become a really good friend and we're going to be playing some Xbox and stuff at some point, once I finally get an Xbox.

Anyway, Jeff's awesome. Check him out and thank you to everybody who has spent time of their day listening. I appreciate you and I hope you will take care of yourself in some way, shape or form because

the world needs you and the world needs you to be healthy so that you can provide that service that you're looking to provide.

I also want to take time to thank today's sponsor, which is 99designs.com. A lot of you have seen the infographic that came out as a result of my recent 99designs project where I took an old blog post and I said, "Hey, guys this is something I want to repurpose into an infographic."

I had dozens of designs come in and I selected the best one and that became something that then drove more traffic to my site. It became this great asset that I can then use on social media. It's just been amazing. The feedback has been great. 99designs.com is a site where you can get any sort of designs done. Not just infographics, but logos and websites and custom graphics of any kind.

It's cool because you can have multiple designers from around the world to help you with your creative projects, which is really cool. Then you get to pick your favorite one. Turnaround time is within 7 days often and if you don't like what you see, you get your money back. That's really cool.

If you can't afford that 1 designer to work in your business, which is obviously the dream to have that 1 guy or girl who is just working on your brand and knows you in and out, it's really hard to do that when you're just starting out. Starting with something like 99designs.com is a great way to go.

Here's what you have to do. You go to 99designs.com/spi and you're going to get \$99 that you can put towards your next design projects, so you can unlock certain things. You can get more designers and other cool things. 99designs.com/spi for free \$99 for your next design project. Check them out.

Thank you so much. I appreciate you. The show notes for this particular episode are at smartpassiveincome.com/session228. Yeah, thank you so much. I look forward to serving you.



In next week's episode we bring on a great guest who has made some noise in the world of website design. She's amazing and the way that she was able to reach out to me was really cool too. You're going to hear all about that and more. Thank you so much. I appreciate you, and I'll see you next week. Cheers.

Announcer: Thanks for listening to The Smart Passive Income Podcast at www.smartpassiveincome.com.



SHOW NOTES: <http://www.smartpassiveincome.com/session228>

RESOURCES: [Total Body Construction](#)
[Jeff on Twitter](#)
[P90X](#)
[Fitbit](#)

SPONSOR: 99Designs.com

