



SPI Podcast Session #125 -

Small Secrets to Stay Mentally Focused and at the Top of Our Entrepreneurial Game with Shawn Stevenson

Show notes: <http://smartpassiveincome.com/125>

This is The Smart Passive Income Podcast with Pat Flynn session #125. Let's get smarter!

Intro: 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. And now your host, his theme song in high school was *I Wish* by Skee-Lo, Pat Flynn!

Pat Flynn: Hey, hey, what's up everybody! Pat Flynn here. Thank you so much for joining me today. I am just – I am actually pretty out of it right now. My entire family is out of it. We are recovering from jet lag right now. Feeling good like at this very moment when I record but for the last few days, we've just been really, really out of whack. Kids are waking up at like 3:00 in the morning and we're just trying to get back into our regular schedule because we just gotten back from a 10-day trip to Australia. But it was totally worth it because it was an amazing trip. Seriously, one of the best trips I've ever taken in my entire life.

The first half was sort of a family vacation. We've done a lot of family type things. And the second half, dropped the rest of my family off to some family that we have over in Brisbane and I spent the second half of the trip doing business stuff at a conference. And it was amazing. Thank you to everybody out there who was an attendee at the event and also to the team behind the ProBlogger event and especially Darren Rowse from ProBlogger.net for inviting me to speak. It's just simply amazing and just the response from the keynote was awesome.

And the kids had such an awesome experience. I know Kai, my 1-year-old, is probably going to forget everything but my son, he is four now. He was asking questions when we got to pet and feed kangaroos and take pictures with koalas and do all these cool stuff. We visited a really good place called Lady Elliot Island and I met the owner of the island, an entrepreneur, and just eco-maniac who is doing amazing things over there who I just fully admire now. A lot of cool things I'll be talking more in detail about that on the blog soon.

But in terms of staying on top of our game which I'm trying to get back into right now, that's what today's episode is about. We're interviewing Shawn Stevenson from The [Model Health Show](#) on iTunes, a number one nutrition and fitness



based podcast. I don't really listen to that many podcasts. You might think that as a podcaster, I actually listen to a lot of podcasts. I don't because the more podcasts I listen to, and trust me, I want to listen to all of them. There are so many great shows out there, a lot of great content being pumped out into the airwaves. But the more I listen, the less I'll be able to actually get done and I have to be wise with how I spend my time. So I'm very selective with the shows that I listen to.

Shawn's show is one of the three shows that I listen to right now. It's The Model Health Show and it's all about health and fitness but there's a lot of awesome tips that he shares to help me improve as an entrepreneur, as a father, as a husband, and physically and mentally, and those are the type of things we're going to be talking about today. How do you take your game to the next level? How do you stay at the top of your performance level when you're an entrepreneur and things like that? So, a lot of amazing things.

Shawn, he's the founder of what's called the Advanced Integrative Health Alliance, which is a very successful company that provides wellness services for individuals and organizations. He is sort of like the last resort for a lot of people. They go to doctors, they go to all these people who are experts and if they can't figure it out, Shawn is the guy to help them out. And so, a lot of great tips today especially about eating, about sleep, and really actually what I like best about this show is these aren't things that are going to change your life drastically in terms of how to implement them. But when you do implement them, you're going to see major results. So these are like the 20% of the things you can do to get 80% of the result.

So yeah, let's just get right into the interview. Again, this is Shawn Stevenson. I mean this stuff is so important because you can learn all the strategies, you can know the best marketing material in the world and you could have the best product but if you're not on top of your game as an entrepreneur, if you're just not mentally focused and physically able to do what you want to do or what you need to do, then it's kind of pointless, right? So let's get right into the interview. Again, this is Shawn Stevenson from The Model Health Show or TheShawnStevensonModel.com.

Hey, hey what's up everybody! I'm so stoked to have my good friend, Shawn Stevenson, from The [Model Health Show](http://TheModelHealthShow.com) on today's podcast. Shawn, what's up? Welcome to the podcast.

Shawn Stevenson: What's up, Pat? How are you doing man?

Pat Flynn: I am doing awesome. I'm just so happy to have you here. Tell us a little bit about who you are and what you do.

Shawn Stevenson: Absolutely. Well, first of all, I kind of started off online not really knowing exactly what I was doing. And it just so happened, my wife came across you, and got a lot of great pointers, because I had an offline business where I was a



strength conditioning coach and it transitioned into me having a clinic. And being one of the foremost expert nutritionist in the country, I'm happy to say now, and really finding a way to transition that work with thousands of clients online so I can reach more people and give them the valuable information and strategies that I was learning and coming to with my clients one on one.

And it's quite a different world when you go online and you really have to understand structure and you have to understand how people are thinking when they're coming online and their particular mood and also what they're looking for. So I really focused on packaging things up in a way that's highly digestible and also, in a way that's really, really engaging.

So as you know, Pat, I got some great tips from you starting my show, The Model Health Show, and it fortunately leads as being featured as the number one health show in the world on iTunes several times. And those – that information, and I want everybody to really walk away with this, is that number one, absolutely you must have great content.

And this is something that we really resonated with, Pat, is that that content has to be really drawn from a place of giving and really caring about the person that's listening on the other end and giving value knowing that you're going to be able to help to uplift that person to give them an edge. And so, that's number one. That's a given, good content, great content. Let me say that, great content.

And the other part is the strategy. And it's the small things, the very, very small things that you've got to put in place when you're doing business online. For example, with The Modern Health Show, just making sure we have – we're optimizing our headline. We're optimizing our summaries. We're optimizing each show of – each title of each episode for example.

Small steps like that we might not think about. You might just want to start showing and you're like, "Episode #1 of Awesomeness." Not understanding that a lot of people aren't going to be searching iTunes for awesomeness. They are probably at a deeper level but that's not what they know they're looking for. They might be looking for something in marketing or something in health or in raising a child, or whatever the case maybe.

So I really got into the world of podcasting and very, very passionate about that. I love my show. It's one of the funnest things I do in my life today and we're reaching a lot of people all over the world. And also, my business online, we created an online program, online product and it's just a place where people are getting video training and they're learning some of the more detailed stuff where I'm taking people into the classroom and showing them exactly how I would train a trainer. So I'm giving them information that they would be buying from someone else, buying over and over and over again. I'm just giving it to people.



And that's in my home site, TheShawnStevensonModel.com. And there is where I give a bunch of free articles, a bunch of free – obviously, the podcast is there, and just resources for people to leverage and to become the best version of themselves. I'm really, really passionate as people could probably hear, I'm passionate about people being inspired. I'm passionate about people having great information and applying things in their life to get the results. So that's really where I'm coming from. And a little bit about how I got started, and of course, we're going to talk more about this stuff. So yeah, there you have it man.

Pat Flynn: Yeah, thank you, Shawn. I have to tell everybody. I don't listen to very many podcasts. I used to and I found that the more I listen to podcasts, the less actual time I had to work. So I had to really narrow down the number of shows that I listen to. And Shawn, your show is one of the shows that I listen to. It's The Model Health Show on iTunes. You'll see in the show notes and it's just – it changed my life. So many amazing tips, so many amazing strategies that has helped me live a better lifestyle, be healthier, be happier, and be more creative, be more focused both in terms of personal life and business. And really, that's what we're going to focus on a lot of today's show about the sort of thing – the small things we can do.

I was telling Shawn earlier, I don't want this to be like a P90X commercial or just some boring education about things you could do to be healthy, that type of thing. But Shawn has so much information and has always presented in an entertaining and very valuable and memorable way. That's why I listen to his show. It's just so incredible. You have to listen to his show. But we're going to talk about these things that we could do as aspiring or existing entrepreneurs who can just – we want to be at the top of our game. Like what can we do to be at the top of our game? So we'll talk about that.

I just want to say that it's so cool to see your progress. We've been talking via email for a while and just to see you grow the way you have and it's just oh my gosh, it's so inspiring. Like number one in health. I didn't even know you got to number one. So that's incredible news. Congratulations. Like how has this changed your life as far as doing one-on-one stuff and having a practice offline to now doing stuff online?

Shawn Stevenson: That's such a great question. For me, it became a situation to where I had to make a decision about what I was most passionate about doing because as you know, we've got somewhat of a limited time. We got – we've all got the same 24 and really putting a priority on things that we value. So I value just like you do, my family. I value devoting time with them and seeing my kids grow up and really having a great time with them, taking my son to his baseball games, that kind of stuff.

And then also, I live to help other people. I live to help people to really – I spent so much time in my practice helping individuals reverse chronic conditions. A lot of times a person will come see me when their physician tells them that there's nothing they could do about the situation. In some cases, they got a certain amount of time to live. So



helping individual to reverse diabetes who got over 86% reversal of type 2 diabetes in my clinic, helping people with cancer treatments, natural treatments, helping individuals to reverse heart disease and things of that nature, get off their statins and all that crazy stuff.

Pat Flynn: Was there an episode where you help somebody overcome cancer through what you teach and everybody else was saying that person had just a certain amount of time to live?

Shawn Stevenson: Yeah. So the funny thing – so with this situation, we don't use the word "cure." So we don't say C word but I put first to get her scans like her before and after of one month of doing our protocol. And you can actually see the breast tumor going from the size of maybe a small plum to the size of a bean in a course of a month. And just understanding – and a lot of people, they don't get the opportunity to know what cancer, what is it? What is it actually? What is at the core of this disease manifesting itself in the body?

And so, I teach people about what's going on with their DNA, what's going on in the DNA level, what's going on with their genetics, what's contributing to – and what I teach is something called epigenetics. So epi is like epidermis so it's above the dermis. It's the outermost portion. So epigenetics is above genetics. It's above genetic control.

And many people don't realize that you have so much power at influencing what your genes are actually going to do. You've got thousands, tens of thousands of different genetic programs that can go down. But if you're just unconsciously like eating honeybuns and like staying up watching the *Walking Dead* all the time, you'll become the walking dead. It's just one of those things that people don't realize. I've got so much power and potential to change what my genes are doing.

And what a disease really is, Pat, and I'm glad you brought the subject up, a disease is a signal. A disease is an alarm system built into our cellular matrix to give us information that we need to change. It's not a death sentence. It's not that life is over. A lot of times life is beginning now because we're starting to pay better attention to our own health and our well-being and understanding that if from our perspective, Pat, when you do well, when you feel well, you do well. When you feel good, you perform at a higher level. And I'm really about peak performance so I spend a lot of time in my practice talking about helping to reverse these chronic illnesses and I'm very, very good at that.

And at the same time, I got to a place where I don't want to focus on sickness anymore. I want to focus on being the best version of yourself. I want to focus on human potential, how much better can we get? So I've got strategies for people and this is why I started the podcast, a big reason, so I don't get to say the same thing a hundred times in a week. I can just say it one time and tens of thousands, hundreds of



thousands of people can listen to it. So that was that. So let's get that base covered. Let's get you out of sickness. And now, let's get into how can I be as strong, as healthy, as vibrant, as effective as possible as a human being.

So to answer your question in a long roundabout way, I shifted my practice over to I work with very few clients one-on-one now. The vast majority of my time is devoted to doing my show, doing my – teaching people in my programs. So, one of my programs is the Fat Loss Code so teaching people in there and also speaking. So I go to different places. I just did a talk for an event, a big event of the American Association of Women Dentists for example out there in San Diego. I've got an event coming up with US Bank. And just speaking to different corporations and organizations about how they can help their employees and management to perform at a higher level.

So I've really transitioned and made a decision that you know what? I love working with people one on one but my most value and the thing I love the most is speaking on stage, doing my show and also, writing and sharing information. So there you have it man.

Pat Flynn: And you're able now to help more people with this decision you've made to sort of not walk away but focus more time online. You're able to reach more people and teach more people and change more lives.

Shawn Stevenson: Yes.

Pat Flynn: I mean before I move on, episode 22 of your show is the one about cancer. It's called Cancer Truth. And I highly recommend you listen to that. That was huge. Also, [51](#) is about that as well. But 54, which is called Sleep Smarter, was a big eye-opening moment for me because a lot of people know out there that I don't actually sleep or I didn't sleep much ever since architecture school. I just so used to getting 5 to 6 hours a day and I've been living that way for a while. And I do feel like it has helped as far as allowing me to spend more time, have more time to do things and just not be there in bed sleeping doing nothing.

But let's talk about this really quick because I think this is huge. A lot of entrepreneurs especially sacrifice sleep like I was doing. But ever since being a little bit more conscious and sleeping more and sleeping smarter, I felt the differences. So can we talk a little bit about sleep?

Shawn Stevenson: Yes.

Pat Flynn: And we'll start this whole talk about the small things we could do to really make big change in our effectiveness and our business and just our lives in general. So let's start with sleep. And actually, you wrote a book called [Sleep Smarter](#) as well which I think is really cool. So for you Shawn, this is – I'm so excited for you because sleep is just one of the many things you talk about and you wrote a book and it's doing very



well. I read it and it's awesome. You have so many other books that you could write. I'm so excited for what's ahead for you and your brand. So first of all, that's just so awesome. But yeah, let's talk about sleep now.

Shawn Stevenson: Awesome. Yeah. First of all, man, I'm just so blown away. The book right now, it has been two months at number one on the bestseller's list on Amazon and in three different health categories. And it's because people are really waking up to the fact, well, that's a little pun there.

Pat Flynn: Nice. I like that.

Shawn Stevenson: They wake up to the fact that sleep does matter. What I call sleep – I refer to it as a force multiplier. Sleep effectively makes everything else worse or everything else exponentially better depending on where you lie in the spectrum of getting the quality sleep that you need. Now, one thing that I did that's pretty different from a lot of the cookie cutter information out there, never at one point in my book do I say, "You need to get blank hours of sleep." Because it's not about that. It's really about optimizing the sleep that you are getting.

And for individuals who are interested in performing at a high level, first of all, everybody is not going to be like Pat Flynn and having like the vampire juice in your butt, you know what I'm saying, where you could do the twilight thing and you probably got like diamond skin. You know what I'm saying?

Pat Flynn: Yeah, it twinkles.

Shawn Stevenson: A lot of people are not going to be able to do that. And also understand that you can also get away with that for a certain amount of time. And what changes though and everybody knows this experientially like why is it that when I was younger, I could eat all the stuff like I can eat like pizza and drink milk shakes and all this stuff and I didn't gain any weight? But now if I even look at a doughnut like my butt won't stop jiggling. Right?

So what happened from then to now, what happened is your hormones changed. And the stuff that we can "get away with" changes and what's you're doing – when you're ignoring the stuff when you're younger, you're actually accelerating your ageing process. I've got a lot of data and I've actually talked about that on my show of how it actually does cut away something called your telomeres, which are little casings basically, little protective mechanisms at the end of your DNA. Basically, it keeps your DNA from unraveling. And every time you're exposed to excessive stress, you're clipping away those telomeres and bringing about accelerated ageing process.

So with that said, let's talk a little bit about performance and why people might want to pay a little bit more attention to optimizing their sleep and then we could talk about



how to actually do it and to make it as painless as possible because I'm all about pleasure.

So one of the things I was really fascinated that I talked about in *Sleep Smarter* is the fact that they took executives and they had them to complete a task. Then they made them sleep deprived, just 24 hours of sleep deprivation. Then they had them to do the test again. And this study was published in the Lancet. What they discovered was that the sleep deprived individuals took 14% longer now to complete the task. And they made 20% more errors. OK? Same tasks, same person, sleep deprived brain.

So oftentimes especially when we're an entrepreneur and we're working on building our brand, building our business, we just want to work, work, work. We grind away trying to get stuff done not understanding that there's a difference between doing work and being effective. If you were actually well-rested and healthy and vibrant and feeling good internally like your brain is actually working then you would be capable of making decisions faster. You would see potential mistakes far ahead and you would complete your work much more efficiently and effectively.

So what it really boils down to is starting to understand we can structure our life if we become aware that we can structure our life. So here's one of the other interesting things is that what they discover was again, just 24 hours of sleep deprivation pulled away or prevented about 14% of the glucose getting to you brain. OK, so, the brain food.

But the 14% was mainly from your frontal cortex, your prefrontal cortex. This is the part of your brain that's responsible for decision making or distinguishing between right and wrong or your "willpower" and oftentimes when we're sleep deprived or we're up really late is when if everybody looks back on their life where we tend to make some poor choices, maybe it's with the food you go for and maybe it's with the person you go for, you know what I'm saying? If you're out kicking like, "Why did I do that?"

So we make poor decisions when our brain is sleep deprived because literally our brain isn't getting fed. So understanding little things like that, we start to realize how valuable, what a leverage point sleep can actually be. So if you want to Pat, we can get into some specific tips on how to improve sleep.

Pat Flynn: Yeah, maybe the – and this will be sort of theme throughout this whole episode, the 20% that we could do to get 80% results for sleep.

Shawn Stevenson: Absolutely.



Pat Flynn: I do have a confession to make and you're probably going to not like this. But one time in college for my final studio project in my senior year, I stayed up for 72 hours straight.

Shawn Stevenson: What?

Pat Flynn: I stayed up 72 hours straight.

Shawn Stevenson: You're trying to set record man.

Pat Flynn: Trying to. No, I'm sure it's much higher than that. But I was drinking Red Bulls and Monsters. Obviously, very, very poor decisions and working with an X-Acto knife trying to build my model, so, not the best thing. And I actually did from time to time not – I did cut myself a couple of times, not like badly but I was just not focused of course.

And then the funny thing is after the project was done, we present it to the jury and they were good and fine and whatever. I went home to sleep and graduation was later that afternoon. I was like, "OK, I'm going to go home and get two hours of sleep and then wake up and go to graduation." The sort of school-wide graduation. And I woke up and it was an hour later. And I was like, OK. I was getting ready to go to graduation and then I realized a whole 24 hours had passed. So I had missed graduation. I woke up around the same time the next day.

Shawn Stevenson: Wow!

Pat Flynn: That was like the most sleep I've ever gotten just trying to catch up. And I remember for days just being completely out of it like jet lag times 20. And so yeah, sleep is important and I didn't learn from that lesson I guess I could say. But let's talk about some of the things we could do that are easy that people can implement in their lives right now to get – just feel better.

Shawn Stevenson: Absolutely. Whoa! You brought up something valuable that I wasn't going to mention this one but a lot of times when we're trying to "have energy" we look to marketing ploys. So we go for energy drinks, right? Monster! We go for the pimp juice or whatever it is that people are drinking to get all of this. Really, it's going to be a tremendous amount of B vitamins for example and also, caffeine, right?

So to give us a charge, and what that is with caffeine is, is that it's a nervous system stimulant. It's a nervous system stimulant. And your nervous system is linked with your endocrine system through a gland in your brain called the hypothalamus. And this is basically – I want people to understand when I say that, the endocrine system is responsible for your hormone function. So you're going to be aggressively kind of altering what your hormones are doing and releasing more stress hormones. OK? It's



inherent in consuming caffeine. It's not that it's bad. It's just the timing of it can be bad.

And what happens over time is that we become, our receptor sights for the compounds in caffeine start to essentially become numb to the effects of caffeine. This is why people start off with like one Monster or one cup of coffee and they're just like, "This is the best day ever!" When they had that first one. Then over time, it's like, "I got to have two. I got to have three." I've had clients who drink like 11 to 13 cups of coffee a day.

Pat Flynn: Wow

Shawn Stevenson: And wondering why they got the jitters, wondering why like, "My hand won't stop shaking." And then I'm looking like a genius when I get them off coffee. You know what I'm saying? It's just like really? But understanding that this is a very, very powerful nervous system stimulant and our ancestors have consumed this food, this medicinal compound. It's a medicine, guys. It's not something to just take lightly. And had more respect for it. Now, it's just like whatever.

But here's what's going on and I what I want to share with everybody is that chapter 4 in *Sleep Smarter*, the chapter is called Have a Caffeine Curfew. And there was a study published in the Journal of Clinical Sleep Medicine and the study participants were given caffeine at three different times, immediately before bed, three hours before bed, and six hours before bed. And interesting enough, of course, you would be like, if you're going to drink caffeine right before bed, yeah, you probably going to have some problems. But what they discovered was that drinking coffee or caffeine as much as six hours before bed caused – actually, it's not just anecdotal but they monitored this with sleep monitors, caused extreme sleep troubles.

So what individuals were unable to do, they went to sleep but they weren't getting as much time in the non-REM deep rejuvenative sleep. And this is because even six hours out, caffeine has what's known as a 6 to 8-hour half-life. So basically, if you consume 200 mg of caffeine, after 8 hours, a 100 mg is still active in your system. Then 8 hours after that, another half will be 50. So this is why for some people, caffeine can radically disrupt their sleep and then they wake up and because they're tired when they get up, they go for more caffeine. Right? And this creates this perpetual vicious circle.

So what I recommend for people to do is to have a caffeine curfew and understanding like we want to leverage like caffeine is awesome. We want to take advantage of that but we want to have some more respect and get that in in the earlier part of the day. So I recommend having a shut off time with caffeine at 2 p.m. if you trying to get to bed around 10 or 11. And maybe even a little bit earlier if you – because everybody's metabolism for caffeine is different too. So 8-hour half like might be 10 for you. So just have more respect and awareness of this and understand that the caffeine you're using



to stay up is actually making it harder for you to get good sleep. OK? So let's have a caffeine curfew. Put that in play and have your caffeine in the early part of the day.

Now, let's get into the highest leverage point for radically improving your sleep quality. Now, this one personally, so for my own anecdotal experience and then of course I looked into the data and research on this like why is this so effective, if anybody has had the experience of going to like a really nice hotel on vacation and they've got those blackout curtains, you close the curtains and it's just like a cave in that room. And then you're just like, "I get the best sleep when I'm on vacation." That's what you're thinking like, "It must be because I don't have stress. It must be because I'm by the ocean, whatever." Those things are helpful. But the reality is it's because you're sleeping in total darkness.

So surprise, surprise, humans are part of nature, right? And we've evolved sleeping in darkness because number one, if you're up late at night like running around in the wild, you might get attacked by a rival tribe, you might get eaten, like you got to be careful. It has only been in the last hundred years that we've been able to manipulate light. And basically, we can go home even after it has gotten outside. We can create a second daytime in our house. We can light that place up like a theme park. You know what I'm saying? It's just it's so – it's such a gift but at the same time we don't really understand what it has been doing to our genetic expression.

And so, what we want to share with everybody is the fact that an eye mask is cool. That's cool. But your skin actually has photo receptors that pick up light and translate information to your internal organs. So for example, like your hypothalamus, your pituitary gland, your adrenals to secrete more stress hormones, more daytime hormones because your body is like picking up light.

So when we go to bed, instead of like worrying about, "I need to get 8 hours of sleep," when you do go to sleep, whenever that maybe, get some blackout curtains for your room because what that's going to do and it's clinically proven to induce deeper levels of sleep. So you get the REM sleep and the non-REM sleep. You spend more time in the deeper levels of sleep which here are some of the benefits when you get that deep sleep, number one, greater secretion of human growth hormone.

So when people hear human growth hormone, they might think about Jason Giambi or like Barry Bonds or something. But it's human growth hormone. Your body produces it on its own. Your body will produce this. And HDH is known as the youth hormone. Kids have so much of that pumping through their body. Number one, they get more sleep and number two, this is why kids are always like they're so energetic and their parents just kind of sitting there watching them, "Get down, Billy. Get off ..." It's just like the parents don't have the same energy. And to produce more of that in your body to feel more vitality and youthfulness, you've got to leverage getting that high quality of sleep especially the early part of your sleep is very important, which we can talk about next.



But I want to wrap up this point of – so get those blackout curtains. Get your room as dark as possible. And get the electronics out of your room. Get the phone, all the stuff that could be kicking off electromagnetic frequency has been proven to cause disruption between the cells of your body. So we're literally talking about cellular disruption by having these EMFs by us all the time. And some people right now here is like, "No, I'm not going to get the phone away from myself. It's my alarm clock." So we've been using our phone like a Swiss army knife, right?

Pat Flynn: Yeah.

Shawn Stevenson: When in reality, it should be for certain purposes. But it should definitely not be by your head. I just saw something yesterday. I was at the gym and I saw a scene, there's no volume on TV but apparently like this girl is like burned a hole through her pillow by sleeping with her cellphone under her pillow. You know I'm saying? And it's not a lot of radiation but it has been clinically proven to for example, lower your sperm count if you're keeping it in your pocket. It has been proven to cause tumors to develop in the breast. This is all factual stuff that people need to know more about.

So put your cellphone in another room. I promise you that the world is not going to end like you can get the cell phone in the morning. And this is the higher level strategy, Pat. This isn't in the 20% but definitely – and here's another productivity tip tied in with that, when you have your cell phone right next to you when you wake up in the morning as your alarm, all the executives, all of the entrepreneurs that I've quizzed about this, the ones that do that say that yeah, they turned the alarm off then they start checking emails. Then they start checking messages. And what you're doing, even though you have goals that you want to accomplish during that day, you've got an agenda for yourself, as soon as you open up that inbox and start checking messages, you're putting everyone else's priorities in front of yours. So that's not the right way to wake up to feel empowered.

Wake up, employ some of the strategies we're talking about today of getting yourself hydrated, doing a little bit of exercise to start to get more anabolic hormones being produced, get some nutritious food in your body, set yourself up for great day and get to your inbox on your time. So that's another little thing I want to slide in there.

So tip number one, the biggest, well, yes, it's actually tip two, but tip number two is to get your room blacked out. It can be so powerful and I promise you're going to get great sleep the first night you do that.

Pat Flynn: Right. So number one, coffee curfew which I think is a very relevant thing to most of us listening to this. I know I drink coffee now too. And I think the curfew would do me very well. And then blackout curtains, that's the one that I actually did implement. I don't have blackout curtains but we do put the shades down all the way,



turn the TV off. I used to sleep with the TV on and I do still sleep with the phone next to me. But I'm going to probably not going to do that anymore.

Shawn Stevenson: So it's all about just picking up these strategies and learning as we go along like, "Hey, maybe this thing that I've been doing as an unconscious habit is causing me little problems and it's taking away from my results." And again, oftentimes, it's that small thing that you could change that can create a tremendous impact and benefit to your business, to your life, to your health. And so, let's move on to the next tip. So obviously, yes, caffeine curfew, black your room out.

Pat Flynn: You don't have to do all of these, right? I mean you should but like you were saying, you could pick one and just see results from that. I mean that's what sort of what I've been doing with a lot of the stuff I've been implementing. It's like when you see people who are overweight and they drink a lot of soda amongst other things, you just tell them to cut the soda. That's one thing but it creates huge – it just creates this amazing effect on them just that one thing. So don't think for those of you listening like we're telling you to do every single one of these things although you could benefit from doing that, pick the ones that seem to make sense for you and just start to add more over time.

Shawn Stevenson: Absolutely, Pat. And this is why again, I really just compiled so many great strategies into the book, just 21 tips, 21 strategies and I don't do all of them all the time. It's just one of those things where you pull from the things that fit best for you right now. And it's really again, like what level do you want to play at? Do you want to play at a high level of performance? Then yeah, you're going to want to employ more of these strategies. But if you just want to feel a little bit better, if you want to get a little bit of body fat off when it doesn't seem to budge, employing strategies like these can be so valuable, and that's what I want to talk about next is the fact that what they discovered was that.

And this was a study published in the Canadian Medical Association Journal, they had individuals in two groups, one group was the control group. They slept eight plus hours a night. The other group is the sleep deprivation group who slept less than six hours a night. They put them on the same nutrition, the same exercise program.

At the end of the study, they discovered that the sleep deprivation group lost far less weight and far less body fat than the control group. The only thing different was they were getting less sleep. And again guys, this goes back to the fact that sleep is a force multiplier and your body really changes while you're sleeping. It doesn't change when you're hitting the gym. It doesn't change when you're consuming your healthy foods. It changes while you're sleeping. That's when all the beneficial hormones are getting produced. That's when your muscle repair mechanisms are taking place. That's when your brain is healing.



So the last tip that I'm going to share as far as sleeping, we can maybe talk some other stuff, and actually, I could tie it in, is train hard but smart. Train hard but smart. The reason that it's so important to exercise as far as your sleep is concerned, and this was another study. This was published – a published study from Appalachian State University. And they discovered that when they set individuals on to three different times of exercise either 7 a.m., 1 p.m., or 7 p.m. what they discovered is that those individuals who exercise at 7 a.m. slept longer and they spent up 75% more time in the deep rejuvenative stages of sleep.

So that's what I've been saying all along. It's not about the hours. It's about getting that deep rejuvenative sleep. And if you exercise in the morning, you're going to be far more likely to sleep better at night. And it might seem like a little bit of a dichotomy or something that doesn't connect but in reality again, we're part of nature and human beings, we secrete a natural dose of cortisol early in the morning for the purpose of doing activity.

Now, with that said everybody, I'm not saying that you got to go hit the gym first thing in the morning. If you're somebody who works out in the afternoon as your time, that's awesome. You can still employ that. But do something active in the morning. Now, what this does is it helps to set your circadian timing. It helps for your body to secrete more cortisol in the morning naturally so they can produce more melatonin at night. OK? Very, very important and powerful.

So what I recommend is getting up and doing some form of activity in the morning. So this could be some yoga. This could be some body weight training. This could be the time that you hit the gym and do your workout. This could be a power walk. This could be doing some rebounding on a mini trampoline. There are so many different things to do but it would be very advantageous to your sleep at night if you do some exercise of some sort in the morning.

Pat Flynn: Yeah. Actually, to go along with that in terms of a morning routine, something I picked up in the book also is the importance of getting some sunlight in the morning as well for that same exact reason. So every morning now since reading your book, I've been going outside especially when there's sun and I just soak up to sun for five, ten minutes. I'm out there. That's when I check my email or go on social media really quick before the kids are up or maybe if they're eating or something. And that has helped with my sleep like crazy for me personally.

Shawn Stevenson: It's so powerful, yeah. It's so powerful because again, it's just getting back to the reality that even though we're in our fancy pants homes and offices, we're still very much a part of nature. And the sun is literally responsible for us being able to have life on this planet. And a lot of us are cut off from that and we are spending all of our time indoors and not understanding that just getting a little bit of sunlight first thing in the morning can help to improve your anabolic hormone secretion.



And of course, the benefits that are coming out now about vitamin D production and things of that nature.

So, we're sort of like walking plants. We go through photosynthesis so that sunlight converts cholesterol in our system into vitamin D, which is a powerful bone-builder, brain-builder, cancer – anticancer compound and on and on and on. But you don't get that if you're not getting some sunlight.

And also, a lot of us tend to turn towards, "Well, I'll just get a supplement." Well, you're actually taking a hormone so you got to be conscientious of that. It's not just like, "Oh, I can just go pop these like candy and it's no big deal." We don't really know yet. We haven't had any really long term studies about consuming vitamin D in that form. I'm not saying that it's bad because I use it, I recommend it. But the natural source, what we've been designed to have is through the sunlight. And I'm so glad you brought that up, Pat.

Pat Flynn: Yeah. I mean it's like I didn't – I thought it was weird at first when my son was born and he had jaundice and they were like, "Oh, put him out in the sun." And I was like, "What? Like that's weird." But that was like, "Wow! The sun is healing him. How crazy?"

Shawn Stevenson: Yeah. I know, right? I've seen the same thing in some prenatal care stuff that we've done, kids with rickets. It was just like, "Who has a rickets now?" It was like – I thought that was like some World War I stuff. But kids still go through that because they're not getting nourished and also they're lacking that exposure to the sun, which is again, it helps to really give us life. So yeah.

Pat Flynn: Crazy. So we talked about sleep. And let's talk about a few more things to be our best selves. What are some things we have to do in our lives?

Shawn Stevenson: Absolutely. So obviously, well, maybe not so obviously, is the fact that what we put into our body is probably the most powerful leverage point that we have conscious control over. OK. So I want everybody to write this down. Write this down. Food is not just food. It's information. Food is not just food. It's information. Your body that you have right now is basically a printout. It's a receipt of the food that you've invested in. Everything that you eat literally creates the way that you look, the way that your jeans are expressing, the way that your skin, your hair are appearing.

The human body is largely made out of water, which we know that and we'll talk about in a second, but we're also largely made out of minerals. Minerals are basically like the earth element. So minerals are essentially kind of like what people see when they see you or the lack thereof. So it's so important to understand that we need to get more of these bioavailable nutrients into our body so we can express more beauty and vitality.



And a big component of that is eating real natural foods because here's a really big takeaway is that again, a lot of times, we look for a pill to take. Not understanding that those multivitamins, if anybody is taking like a multivitamin like a Centrum or whatever and then they go pee a little while later and their pee is like neon green. This is like ninja turtle color, right? Or the Secret of Oz color, right? It's crazy and it's just because your body is not absorbing or a lot of that stuff is not bioavailable. Your DNA does not recognize that pill that has been made in a laboratory.

Pat Flynn: You're basically just peeing money.

Shawn Stevenson: Yea, you're peeing out your cash. I'm not saying that some of that stuff doesn't have some value but we want to – if we're going to play at a high level and be the best entrepreneur possible, the best business owner, the best ...

Pat Flynn: Parent.

Shawn Stevenson: executive, the best parent, if we're going to do that stuff then we've got to really pay attention to what we're putting into our mouth. So what I do is I make this so simple. When you're working with me, we're focused on eating real food. OK? So we're eating real food. And here's a way to understand what that is.

Number one, if it's from a drive-thru, chances are, it's not real food. If it has a mascot, chances are, it's not real food. If you can't recognize where it came from, if you can't recognize that this came from the earth at some point, chances are, it's not real food.

So to use the test, it's just like if somebody comes to your house that's from an indigenous tribe like an indigenous culture that hasn't seen the modern world which today, we know that they're maybe like a hundred tribes that still, they don't know that there are cell phones, which is just crazy, right?

Pat Flynn: Yeah.

Shawn Stevenson: So, if they were to come into your kitchen, would they be able to recognize where your food came from? And so for example, you take them over and they see the fruits and vegetables and they're like, "Yes, we have fruits and vegetables." I guess it's my indigenous voice but, "Yes, we have fruits and vegetables." And then they see the nuts and seeds, they're like, "Yes! We have nuts and seeds." And then they see the meat, the animal protein. It's like, "Yes! We hunt animals." Then they see the Cap'n Crunch. Then they see the wonder bread. Then they see the so-called the hundred calories snack packed cookies or whatever the case maybe, there's no recollection of how that can actually come from the earth anymore. It has been de-natured. It's no longer real food. So it lost its essence.

And what our paradigm has done, Pat, is that we take process food like that then we add elements back to it again. So they are fortified with vitamins and minerals,



right? So again, like pasteurized homogenized milk from factory farm cow and then we'll fortify it with vitamin D, because what we've done is they process their milk so much that it no longer – just for example, the Max Planck Institute showed that when you heat a food and particularly, we're talking about milk over 118 degrees, you're destroying upwards of 50% of the protein that was in there. You're destroying upwards of 70 to 80% of the minerals in there. And again, the minerals are the things that we need. We're denaturing our food.

And I'm not saying to eat a bunch of raw food. I'm not saying that. But we need to be aware of that, and to get more real food into our body. So I hope that everybody really got a good glimpse of what that looks like. Like can we actually recognize where the food came from when we buy it? So that's probably the biggest takeaway as far as nutrition, is to eat real food.

And how do we make this usable in our day to day? Number one real simple, start off with breakfast, all right? Dominate your breakfast like make breakfast the best thing ever and then worry about the other meals later on because one you get that intelligence, remember food isn't just food, it's information, into your body, the funny thing happens, that you start to crave better things. The funny thing happens, that you start to seek out higher quality foods. So let's start with breakfast. We can either do – you can be a blender chef or you can do the kind of old fashioned when they were actually much healthier than us.

Let's start with the blender chef version. OK. We can break up the Vitamix or the Blendtec or whatever you're into, the ninja, whatever fancy gadgets you got. Now, we're going to load that thing up with so much nutrient dense food that it's absurd. So that's just whole super food conversation.

And one of the things that I'd like to employ is – well, first of all, if you're making a green smoothie, focus more on the green. So people are making these shakes but they're like load it with like bananas and all the sweet fruits and OK, that's OK but if for example if fat loss is the goal of yours, you want to keep your insulin levels down in the morning because you're far more insulin-sensitive. You can have a greater propensity to store more fat. All right? So that should be a reason right there in of itself. So let's back away from the banana because bananas are breed to be very, very sweet.

Pat Flynn: Stay away from the O.J.

Shawn Stevenson: Oh my goodness! O.J. Simpson, stay away from that. Totally, yeah. It's just pure sugar and especially if it's pasteurized. But if you want fresh squeeze, some oranges every now and then, go for it. But it's not a great idea to do that in the morning because you're more insulin-sensitive and that's going to again, cause you to probably store more fat.



So what we're going to throw in there? We're going to throw in some berries. We're going to do some blueberries in this particular example. We're going to put the kale. We're going to roll some kale today. And understand please that this is still going to taste awesome even if it's some weird like vegetables going in there. A lot of people now, executives, and entrepreneurs are doing this stuff right now. But some people that aren't, here we go.

So you got your berries, you got your fruit base. You've got your greens. Now, we need our fat. The fat helps to sustain you. It's slower released energy. It's kind of like putting a big log to your metabolic fire, versus putting a bunch of carbs in which is like putting paper on your fire. It burns, we got like a lot of quick energy but it fizzles out very quickly. This is why people that eat a carbohydrate-based diet which is what I was taught in my university is 7 to 11 servings of grains and whole grains and basically carbohydrates and sugar-based products, this is why you're hungry all the time. You got to eat like five meals a day.

Pat Flynn: Yeah. The fat thing is crazy because after reading Vinnie Tortorich, I've had him on the [podcast](#) before, like fat just because it's named fat like we have this perception that we have oils and that it's going directly to our gut. But really, and he suggestion, that it should be renamed to energy.

Shawn Stevenson: I totally agree with that. That's brilliant. Vinnie is the man. I love Vinnie. I was on his show too. He's an awesome guy. So yeah, it's kind of like the concept of like if I eat blueberries, I'm going to turn blue. It doesn't work like that. If you eat fat, it doesn't make you fat.

What would actually make us fat is having what's known as carbohydrate spillover. I'm literally telling everybody right now what puts body fat on your frame. We have stored glycogen in our body. For example, we have muscle glycogen. But when you're glycogen gets full in your muscles for example, then it starts to fill up your liver glycogen.

And a lot of like endurance athletes used to do this historically to have more energy for their event. But now, we understand like people like Vinnie for example, he does endurance stuff, he doesn't do this – he has a different approach. But they would fill up their liver glycogen on purpose so they can use it for energy.

But here's what happens, Pat, is that when you fill up your liver glycogen, that sugar cannot get put into your blood stream again because it will kill you. So your body in its infinite intelligence would start to convert that excess glycogen into something called palmitic acid. So what that is, is a combination of like very low dense lipoprotein, cholesterol, and some amino acids. And that has a much larger likelihood, number one, it's going to get stored as fat. You might as well forget about it. The liver is not – it's something called lipogenesis. It's created fat because you had so much carbohydrate.



And then this has a greater propensity to get caught up in transport. So these are low dense lipoprotein, so any kind of inflammation that you may have in your arteries for example, these things can get caught up much easier and cause some kind of catastrophic event like a heart attack or stroke. A lot of people don't realize that.

It's not because they were eating avocados. It wasn't the guacamole. It was the six grain bread. And people are doing this every meal of every day and not understanding that this is the reason that they struggle so much with getting the body fat off with having the health that they really deserve, because we've been taught a lot of bad science. So ...

Pat Flynn: It's not just about the fat on your body. It's about the energy levels, the focus, the creativity. Like ever since I've been conscious about the fuel I put in my body, my business has exploded. It honestly has. My creativity, my focus, my energy levels, my ability to do more in less amount of time, which is what we're all about on the show, it all starts with the food of course.

Shawn Stevenson: Absolutely. So let's wrap up that drink. All right. So we've got the blueberries in there. We've got the kale. For that fats, we can roll with hey, we can do avocado. We can actually put that in there and make it into like a yogurt type of consistency if you want. Or let's for this drink, let's go with some almond butter. Let's go with some almond and cashew butter. And to make it taste nice, to give it some nice creamy thickness and then we're going to get our fats that way. And then we can also get some vitamin E, some antioxidants or what not from the nuts.

And then we're going to add in our protein. We've got to have the protein. And I'm a big fan of hemp protein. And hemp protein, the reason that I recommend it is that this is the highest source of amino acid structure, a protein called edestin. And edestin or edestin, however you want to pronounce it is probably the most bioavailable protein for the human body. And it's very, very concentrated in hemp protein. And edestin is derived from a Greek word meaning edible. OK. So this is a very, very edible food. It has been known about and reviewed for a long time. It's just in our culture, we've kind of lost track of it.

So we've got to get the good stuff. And I talk about my particular choices and what I use on my show so people can definitely check that out there. But in goes the protein. Of course, the berries you put in there are frozen berries so it can give it some coolness, to have a nice cool, frosty drink. Maybe with that protein powder for example, to have some Stevia in there or some other sweeteners like lucuma or Miski because we're not going to put like maple syrup in there or like some I don't know, CNH pure cane sugar or something. We're not going to do that. We're going to do that. We're going to sweeten it naturally. So some Stevia is a non-glycemic to low-glycemic type of sweetener. You can use that. And blend that bad boy up and there you go.



So that's one. You can do the super food smoothie or classic breakfast of, and this is for people that probably geared more towards reversing insulin resistance, reversing diabetes, or if they're focused on like possibly burning a little bit more body fat. We're going to go high fat. You're going to have some couple of free range eggs, you're going to have maybe some – maybe another type of meat protein, maybe a little bacon. But mainly, we want to have a half a plate of non-starchy veggies, so we maybe we sauté that kale instead of putting it into the smoothie. And then we're going to have our fats. So I'm a big fan of avocados in the morning or a handful of olives, slice it up, put some kale powder on top of that which is a C veggie, load it with iodine to help your thyroid and then you consume that for your breakfast. You're going to go straight for hours.

Pat Flynn: Yeah. That's similar to the kind of breakfast that I have and it keeps me going for the whole day for sure. I almost forget to have lunch sometimes which is weird because typically I'm really hungry. Where before, I would be very hungry. Now, I'm like forgetting to eat because – and like you said, it's a signal that I'm getting the nutrition I need.

Shawn Stevenson: Yes, yes. A lot of people, they're constantly hungry and wanting to consume food because of that metabolic signaling. And this boils down to these two hormones or these neurotransmitters, these communicators in our body called leptin and ghrelin. Leptin is the satiety hormone. That makes us feel satiated. You had more leptin in your system after you had a good breakfast like that. This is why we can just kind of breeze through. We focus on creating, focus on rocking it out in our business, and doing well. And we're not caught up like, "I got to get my next meal. I'm dying here." It's not that reality anymore.

Whereas ghrelin, that's called as the hunger hormone. I call it the ghrelin gremlin. So when that hormone is active in your body, it's like you're ravenous like, "I've got to eat something right now." And a lot of people condition themselves to actually produce more ghrelin unknowingly because they are eating all the time. So it's like one of those things that ghrelin begets ghrelin.

And I want to point this out too in case anybody is like, whoa, Pat, it's not good to skip a meal like I know you're not hungry but here is what the latest research shows is that when individual – so for example, he's so satiated in a cellular level, his metabolism is not going to slow down because he's not eating. That's old body building rhetoric. If you miss a meal of one of your seven meals, your metabolism is going to slow to a snail's crawl. You know what I'm saying? It's not like that. Your body, your metabolism is active all the time or you would not be alive. You know what I'm saying?

So what we want to do is allow our body to go and to break down stored fatty acids and use that for fuel. But if you're constantly putting more food in, your body is going to use that first. It's like the accounting, LIFO, FIFO, last in first out. Your body is going to use that readily available nutrition rather than go break stuff down. So this is why it's



so important to really satiate yourself and don't worry if you're not hungry. If you don't want to eat lunch and you just kind of want to power through. It's all good. You're actually probably going to be burning a little bit more fat if you're not metabolically messed up. So I think it's a great strategy, Pat.

Pat Flynn: This is such unbelievable information. I feel like I've been so fortunate to be sitting in at a university class about this without having to pay for it. Like this is so cool. We've reached the 50-minute mark already, Shawn. I mean I feel like I could talk to you for days and I think everybody could listen to you for days. I think you can tell just how knowledgeable Shawn is, how incredibly passionate he is about this topic, and just – he's so easy to listen to.

So I would definitely recommend checking out his show for all the best tips you can for improving your life and making yourself better to improve your business, but not only that, just improve your life and be more happy. I mean ever since getting in tune with The Model Health Show, my life has changed.

So Shawn, we definitely have to have you back on in the future. Just thank you again so much for all of this information. And where should people go to find out more about you and everything else you have to share?

Shawn Stevenson: Pat, thank you so much. You know how I feel about you man. You're amazing and you're such a wonderful gift for all of us. And so for me, people can check me out at my home online. It's TheShawnStevensonModel.com and that's S-H-A-W-N and then Stevenson with the V, so TheShawnStevensonModel.com.

And also, check out The Model Health Show over on iTunes. We got so much amazing content there on the shows ranging from obviously, fat loss, exercise to more interesting things, topics like reversing diabetes. It's the show which we mentioned earlier about natural cancer treatments, reversing depression, things like that. So we've got so many amazing resources for people. It's out there for free for you to take advantage of. So please definitely connect with me there. And yeah, Pat, I appreciate you so much man. Thank you so much for having me on.

Pat Flynn: I appreciate you too, Shawn. Thank you.

Shawn Stevenson: Thank you man.

Pat Flynn: All right. I hope you enjoyed that interview with Shawn Stevenson from The Model Health Show. Find him on iTunes or you can find him at TheShawnStevensonModel.com. Of course, all the links and resources mentioned in this particular episode can be found on the blog at SmartPassiveIncome.com/session125. And I highly recommend his number one bestseller [Sleep Smarter](#) also which is a fantastic book. I know in the past, you might



have heard how I only sleep for like five or six hours. Well, I'm working on changing that after reading Shawn's book. So definitely check that out.

Also, he just came out with a brand new podcast episode knowing that this episode was going to be posted on the day it was going to be posted for all of us out there. If you want to go and visit, it's The Model Health Show #67 which you could find on his blog or on [his podcast](#). It's [five health and performance tips for entrepreneurs](#). And that is sort of an extension of the show that you've just listened to.

So definitely check that out. Shawn, thank you so much for your time and your tips and just keep pumping out that great content. I am a devoted listener and I know we have some new listeners coming your way from this show as well. So again, thank you for your time.

I also want to thank today's sponsor which is 99Designs.com. If you're doing any sort of designs for your website and you're having trouble finding a designer to help you out, I highly recommend going through 99Designs. You could get a design you love. You can get multiple submissions for what you need done. It's exciting, fast, and affordable. It sort of creates a contest around your particular design situation or scenario. And I personally have used the service myself many times in the past from stuff like logo design to web design and even a t-shirt design at one point. And it's great. It's so much fun. You can check it out. If you go to [99Designs.com/SPI](#), you'll also get a \$99 Power Pack of Services for free today. Again, that's 99Designs.com.SPI.

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