

WHY YOU AREN'T TAKING ACTION AND HOW TO GET IT DONE



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free your mind. free your life.



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Why You Aren't Taking Action

In this booklet we will talk about why you aren't taking action. I would say that constantly I get emails, and even when I'm talking to clients and talking to people, one of the most frustrating things for them is their seeming inability to take action. They have all these dreams and ideas and things that they want to do, and they try and try and try to do them but they just can't get themselves motivated to do them. And they always want to ask me why is it that I can't eat only when I'm hungry? Why is it that I can't exercise? Why is it that I'm not building my coaching business? Why is it that I'm constantly angry and I can't be kind to my kids?

And it all comes down to the same answer, which I think is great to know. One of the main tools that we teach at the school is called the model, or more precisely, the Self-Coaching Model. And it's a model I created based on all of my teachers and all of my mentors and all of their ideas that were so brilliant, I'm heavily inspired by Byron Katie and Eckhart Tolle and Abraham, and many of the forward thought thinkers of our generation.

And what I noticed with their work is, although I loved it all, I couldn't find a daily practice that really resonated with me. So I decided to create the model as really a way to coach myself through my own thinking. And the basic premise of the model, which I did not invent, is the basic premise of how the world works - there are circumstances in the world and those are the things that we cannot control. Everything that happens outside of us is a circumstance. And that's just a given, there are so many things that we can't control.

We can't control other people; we can't control our past because it's already done.

We can't control other people; we can't control our past because it's already done. We can't control anything that happened out there in the world, and those are all of our circumstances. And really those are the only things that we can't control in our lives, the rest of the components of the model include our thoughts, our feelings, our actions and our results. And all of those things are within our control. Now, we forget that often. We think that everything is either in our control or nothing is in our control. And it never is that way. It's always that circumstances are not within our control, and everything else is.

So again, circumstances are other people, other people are not within our control. I'm sorry, but it's true. And the world out there is not within our control and our past even though we keep trying to change it, it's just not within our control to change, but everything else is. And everything in our present experience is within our control. What we decide to think, what we think about, the conscious thoughts that go through our head are completely within our control.

Now we forget this, we don't remember that everything we think is within our control. We think that our thoughts are not within our control, and in fact most of us don't even know what we are thinking. We are responding to our thoughts that we aren't even aware of.

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Why does this matter? It really, really matters because our thoughts are what create our feelings. And everything you do in your life is because you want to feel a certain way, every single thing you do is because you want to feel a certain way. That's just really good to know. And if your feelings are caused by your thoughts and everything you do in your life is in order to feel better, wouldn't it be important to know what you're thinking? It absolutely would.

And the problem is nobody teaches us this. They don't pull us aside and say, "Okay, here is the deal." Everything you want in your life is because of a feeling. The feeling that you think you will have in getting it or the feeling you think you will avoid in not getting it. So if feelings are the most important thing, don't you think they should teach us that all of our feelings are caused by our thoughts and maybe we should learn how to think on purpose, so we can create the feelings that we want? That would have been amazing. I really wish someone would pull us aside, freshman year. Freshman year, the misery of freshman year, would be the perfect time to learn this very thing.

So our thoughts create our feelings. Now our feelings are also important because they drive all of our actions. They are the fuel for our actions.

So when you ask me the question, why am I not taking action? It's because of the way you feel.

Or why are you taking an action you don't want to be taking? It's because of the way you feel.

So your feelings are driving your actions. And then, of course, your actions are always going to create the results you want in your life or you don't want in your life. Your actions create your results.

So let me summarize this again, your thoughts, those sentences in your mind are what create your feelings. Your feelings are what drive your actions and your actions create your results. This is very clean and simple way of looking at the world and it is 100% accurate. I haven't found any examples where this is not the case. Everything I learned in all the cognitive thought work that I ever studied, I have a degree in Psychology, I studied at UCSC in California and, everything they teach you there is about your thinking, and your thinking creating your feelings, and your feelings driving your actions, and your actions giving you your results.

Now what determines what we think? That's the next logical question. If my thinking is driving everything, if it's creating my feelings, if it's creating my actions, if it's creating my results, then I need to know what I'm thinking. And I also need to know how to change that thinking if I want a different result in my life.

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Most of us have never been taught to witness our own thinking to compassionately observe our own thinking, and it's a practice that takes practice, really. So what I mean by that is the process of watching your mind think requires you to separate yourself from your own mind. And most of us don't make that separation; we don't even recognize that there is a separation there. So in order to go into that observer mode, we have to separate ourselves from our mind in order to watch ourselves think.

This is what a lot of meditation is based on. And I've never been one that could just sit and meditate for hours and hours, but I can sit and watch my brain think, and I can be in that space of recognizing my own thinking. And once you start doing that, once you start noticing what your own mind is thinking, you might be a little flabbergasted. And you might also say to yourself, "Oh, well, that totally makes sense." When I've learned that my thoughts create my feelings and my actions and my results and then I look at my mind, I can see exactly why I'm getting the results I'm getting in my life. My mind is creating them, that's where it's all starting.

So a lot of students will come to me and they'll say, "Okay, so I've had a look inside my mind, and I have observed it, and I don't like any of it, and I want to change it all immediately." And this is pretty common for all of us, we start looking at our mind, we start being more conscious, and it's amazing the number of negative thoughts we have. We have like 60,000 thoughts per day. And if you've never directed your mind or never told your mind what to think, it may be thinking old thoughts from childhood, it may be on a negative spin cycle, thinking a lot of negative thoughts. Who knows? It's been an unsupervised toddler, basically running rampant.

I like to picture the mind when it's unsupervised as like a two year old left in the house unsupervised.

I like to picture the mind when it's unsupervised as like a two year old left in the house unsupervised. It may have sharp objects and maybe running around with them. And once you turn the light on in your mind, you may be tempted to turn it right back off. And I've had this happen with a lot of people that I've coached. They start looking in their mind and they start recognizing how much pain they are in and how much negativity they are creating, and they just don't want to deal with it. And that's totally fine, but it really denies you of all of your power and all of your ability to change.

If you change in your life without understanding this, it's much more challenging. And let me tell you why. Most of us try to make change from the action piece of our lives. So if you think about this, remember what I just taught you, your thoughts create your feelings, which drive your actions.

Now if you try and change your action without changing the thought or the feeling that's driving the action, you're going to have a struggle, because you're going to have to work against that feeling and that thought that's creating that feeling. So that's why for so many of us change is so frustrating because we try to change how much we are eating or we try to change exercising, or we try to stop procrastinating without changing the thought and feeling that is driving that very thing that we are doing.

And when you can instead really get a hold of why you are not doing something or why you are doing something, then it will reveal to you the thought and feeling combination that's driving it. When you change the thought and feeling, changing the action becomes so much easier. That's why a lot of people, for example, smokers will be chain-smokers, they will try to quit many, many, many, many times and they will be unable to quit. And then they'll get a diagnosis.

I started off as a weight loss coach, and I spent many years just coaching clients who wanted to lose weight.

This happened to my mother-in-law. They will get a diagnosis of cancer or of something else that has been brought on by their smoking. And immediately they will be able to change their action, they will be able to quit smoking. What's changed? The only thing that's changed is their mind, they were told something that switched that thought in there and the feeling driving that action was completely changed. And therefore the ability to quit smoking became easier.

People that have been unable to quit for years immediately and cold turkey stopped forever. This has happened over and over and over again with my clients. When they start to understand why they're doing something or why they are not doing something, they understand their inaction or they understand why they can't take action because of the thought and a feeling that's driving it. And they decide to change that thought pattern and change that feeling pattern, they are able to change the actions so much more easily.

And that's really what coaching is all about. It's about finding the cause of our habits, the cause of our patterns, why we do what we do. And when we discover that, change is so much easier.

Let me give you an example, so you might be able to play this out in your own life because understanding this can change everything. And when you first hear something like this, you might be like, what the ... what is she talking about? I don't know. Or maybe this is obvious to you, I've taught this to people who are like, of course, that's how the world works. Isn't that amazing that you've known that, why didn't you share with us? Oh my gosh, I wish I could have learned this so many years ago.

So when you start to understand this, you can think about something in your life. My background is in weight coaching. I started off as a weight loss coach, and I spent many years just coaching clients who wanted to lose weight. So I use an example there. And actually this example is also found in a book, *If I'm So Smart, Why Can't I Lose Weight?* And you can get that on Amazon, if you would like to. And it just basically covers all my tools for weight loss.

But I want to give you an example to demonstrate how this, why you're not taking action works. I had a client who really wanted to start exercising. It was really important to her that she lose weight, she wanted to be healthier, so she wanted to start exercising. She wanted to start taking that action, and she just could not get herself to do it. She would write it all out, she would set reminders, she would get it on her schedule, and she would plan it. Nothing. As soon as it came time to do it, she wouldn't do it.

So I asked her to remember what I had taught her about how all of our thoughts drive all of our feelings, which drive all of our actions, reaction or inaction. So in this case it was inaction. She wasn't exercising. So I asked her, I said, "What do you feel when you don't exercise?" And she said, "Right before I decide that I'm not going to exercise, I just feel apathetic." I feel no drive at all. And I said, "Okay, what are you thinking that's causing the feeling of apathetic?"

So I knew that her feeling was apathetic, I knew that apathetic was creating this inaction, this lack of exercise. So I needed to find out what was the thought creating apathetic. And what we found out was that she was thinking, "it wouldn't matter anyway." She had exercised before, she hadn't seen any results, she didn't really want to exercise, she didn't see it as something that she enjoyed doing. She was telling herself that she had to do it to get results, and yet her thought was, it's not going to matter anyway, which created the feeling of apathetic, which, of course drove inaction. It drove her not to exercise.

Now typically when a client discovers something like this, they want to immediately change it. What I told her is, let's just understand this with some compassion. So many of us spend so much time beating ourselves up, and it's one thing I don't allow any of my clients to do. I tell them, we are not going to beat ourselves up today, we are not going to beat ourselves up ever again if we can help it. What we are going to do though is understand with curiosity and fascination why you do what you do." Because I believe that everyone has a really good reason for why they do what they do or why they don't do what they don't do.

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And if we don't take the time to really have some compassion and be curious with ourselves, we won't reveal our truths to ourselves. So when she discovered this pattern, when she recognized that she was creating her own apathy, she was the one creating that emotion that was driving her inaction, she started to get mad at herself: "Oh gosh, I can't believe I'm doing that." And I said, "No, no, let's wait a minute. Let's have a look at this. If somebody told you that they didn't think something mattered, wouldn't you want to listen to them? Wouldn't you want to understand why they were saying that? And let's have that same compassion with ourselves."

You've been beating yourself up, you've been putting yourself on these crazy diets, you had been making yourself for years do crazy exercise regimes that were punishing and painful.

And that's really what I think the most important piece of coaching is, it's really revealing ourselves to ourselves and developing that relationship where we can trust ourselves. So she decided just to notice it, she decided to pay attention to it, and I asked her not to change it. I said I think for you to fully understand it, you need to be patient with yourself and fully understand the pattern, and why you are thinking that way.

And as she was able to watch this pattern in herself and see it with compassion and understand why she was doing it, and literally not doing it, she understood. And from there, when she understood, of course, this is what you are thinking, you are exasperated with all of the things you've tried to do. You've been beating yourself up, you've been putting yourself on these crazy diets, you had been making yourself for years do crazy exercise regimes that were punishing and painful. And now, of course, you are apathetic towards it.

And when she was able to connect with herself, and give herself her due to understand that the reason why she was thinking that made sense, of course that's what she was thinking. From there she could really decide whether she wanted to change the way she was thinking or not. But you can't really change your thinking until you understand it.

We are going to talk a lot about how to change your thinking and how to think deliberately and how to create a motion that you want to create. But I purposely don't want to go into that now because one of the things that I want you to understand, really to know, is that you must understand yourself before you can change yourself.

You must be in a place of compassion and understanding and love, and from there you can ignite yourself to change. You cannot struggle yourself into change, you cannot beat yourself into change, it will not be permanent, and it will not last. Whether you are trying to lose weight or you are trying to do something in your life, create something in your life, you can't do it with force because you will buckle under the pressure. And you can't do it with willpower because you are against you, you are trying to defeat your own mind with your own mind.

And the mind loves to repeat itself, it likes to look for patterns, and it likes to be efficient. The brain and the mind had been thinking the same thoughts over and over and over and over and over again because it's been unsupervised. You haven't even been aware that you are thinking these thoughts. To change it requires practice and skill. And if you're trying to change it without understanding it, you're going to be in a battle with your own mind. And, of course, when it is you against you, you are going to be the loser.

I really want to emphasize that once you understand that your thoughts create your feelings, which create your actions, and that's why you're not taking action or that's why you are doing something you don't want to do, that you take a breath, understand the pattern and not beat yourself up for it.

The other example that people always are coming to me with is overeating. Now remember if you are overeating, that's an action, it's fueled by a feeling. That feeling is created by a thought. So you have to back it up, what is this feeling that I'm having when I'm overeating? And most people will say anxiety, most people will say resistance. For some it's frustration, for some it's apathy, for some it's hostility, loathing. Whatever it is, don't just try to stop overeating, because you probably have, and it probably didn't work. You need to look at that action that you are taking and understand it, what is the feeling fueling it? And if it's anxiety, then what is the thought that's creating that anxiety?

The brain and the mind had been thinking the same thoughts over and over and over and over again because it's been unsupervised.

And when you understand what you are thinking, and that that thought is creating anxiety, for example, one of my clients was having the thought constantly, "I'm going to miss out, there is not going to be enough and I'm going to miss out". That's what she was constantly thinking. She wasn't aware of this at all. This was a thought she'd been thinking since she was a little kid, but it wasn't serving her as an adult. So when she discovered that she was having that thought, she was like, "Well, that's ridiculous. Why am I even thinking that? That's so dumb, I'm just going to stop thinking that."

It doesn't mean you have to go back into your past, it doesn't mean you have to sit on a therapist couch and talk about any kind of anything that happened when you were a child.

And again, I told her, "Whoa, slow down the train. Let's understand this thought, let's understand this pattern before we just jump on, beating ourselves up over it." Let's really see if it makes sense because usually everything we do, even if it seems illogical on the surface, we usually have a very good reason for it. So if we take the time to be curious and fascinated with ourselves, we can find that answer.

And for her, as a child there wasn't enough. There wasn't enough love, and there wasn't enough food. When she was a child, when she thought those thoughts, they created really strong emotions in her, the same thing happened to her as an adult. As she thought those thoughts, it created a lot of emotion for her. And that drove her overeating. So even when she tried to stop overeating, and she tried to replace it with "there is plenty, there is so much food", it will be fine, she wasn't going to be able to do that until she understood what the cause was.

Once she did, then she could comfort herself and be kind to herself without using food, and without the anxiety that she was creating; she didn't have the need to overeat. I have seen it thousands and thousands and thousands of times when you take the time to really understand why you do what you do, from there you can start to change it.

It doesn't mean you have to go back into your past, it doesn't mean you have to sit on a therapist couch and talk about any kind of anything that happened when you were a child. All you have to know is that the thought you are thinking now, and that you might have been thinking since you were a child is what's causing your pain. You don't have to understand exactly why you are thinking it as an adult, you just have to recognize that you are, and be kind to yourself in that recognition.

So let me just summarize what I taught you, because I gave you a lot, and I know for some of you who haven't been exposed to me before, this might be mind-blowing; for others, this might seem very basic. But I want to take you through the process, and really make sure that you understand that every action in your life is because of a feeling. And every feeling in your life is because of the thought you are thinking.

So step one is to really begin to look inside your mind and see what you are thinking, to become conscious of your thoughts, to ask yourself why. When it comes to anything in your life, if you ask yourself why you are doing something that you are doing, why you are feeling the way you are feeling, the answer that you give yourself will always be a thought. And that is the best way to get to know what's going on inside your mind. Because what's going on inside your mind is what will determine how you feel, act and the results you get.

You Don't Have a Compelling Reason

When you have a thought that predictably creates motivation and determination, then you have found your secret sauce. So many of us spend way too much time trying to overcome our lack of motivation, instead to trying to create motivation.

So before you try to make a major change that requires you to take a lot of new action, you MUST make sure your reason is strong enough to provide fuel enough to get you there.

For example, if someone told you that you were going to die if you didn't do that thing, you would do it. If someone told you that a loved one would be hurt if you didn't do that thing, then you would do it. You wouldn't whine and complain. You wouldn't make excuses. You wouldn't procrastinate. Your reason would be the thought that would create a very compelling emotion.

So before you try to make a major change that requires you to take a lot of new action, you MUST make sure your reason is strong enough to provide fuel enough to get you there. It's worth taking the time to find it and practice it and memorize it.

One of the ways you test your compelling reason is to ask yourself what is the reason you haven't made this change yet. Be very honest with yourself. You need to tap into the desire you have to NOT take action. For example, what are the reasons you want to overeat vs. lose weight? Relax vs. do more work? Spend time at the office vs. spend time at home with the kids?

Whatever it is you are doing now is the most compelling to you. Even though it might not seem logical and might not be getting you the ultimate result you want, it's what's driving the action of what you are currently doing. Your new commitment has to be so compelling that it trumps your current pattern of thinking, feeling, and action.

Once you decide on this commitment, I suggest you write it down in as much detail as possible. Don't be vague with what you want to do. Be very specific and clear in your reasons. Include dates and details.

This commitment should be motivating, but it also might bring up some fear and doubt. That is ok. It doesn't mean that you have made a wrong commitment. What it might mean is that you will have to use your courage to evolve to the next version of yourself. Often, our brain freaks out when we want to change. Our motivational triad has always been to avoid discomfort, seek pleasure, and use as little effort as possible. Change might go completely against this evolutionary standard.

Plan on this. Know that all change requires a rewiring of our current brain. We have to create a new normal. We need to consistently practice our new thinking, feeling and actions in order to replace old neural pathways with new ones. Eventually this will become effortless and your old patterns will seem awkward. If you think about any permanent change you have made, you will know what I am talking about.

You Aren't Managing Your Negative Emotions

If you find yourself not taking action, the first thing to consider is your commitment and your plan. If those are in place and you still aren't taking action, it's because you aren't managing your negative emotions well.

As with all of life, you will experience negative emotion half of the time. But when you are making changes in your life you might be experiencing negative emotions even more often. Change brings up all sorts of thoughts and emotions that must be managed. If you don't manage your doubt, your resistance, and your fear, you will be paralyzed into inaction.

You will convince yourself that it is unsafe to move forward. You will slow down and even stop because on many levels you will feel as if you are in danger. You aren't. This is when you need to take the time to figure out what you are thinking that is preventing action. You also need to make sure you are thinking often about your commitment and creating the emotions you need to move forward.

I always recommend that you plan on and welcome negative emotions as part of the process. Keep on a lookout for them and bring them into the light as soon as possible. Emotions are harmless if you acknowledge them and find their source.

You Go Unconscious and Get “Confused”

One of the easiest ways out of taking action is to pretend like you are confused and to say “I don't know what to do”.

This is always a lie. Confusion is fear's disguise and pretends to be real.

You can always just take the next step. That is what is to do. When you say you don't know, you block your wisdom and your action.

One of the best ways to know what to do is to take the next action from a place of confidence. You will either get something great done or learn what not to do. Telling yourself you don't know something never leads to good action. It leads to inaction.

Make a decision to not be confused. Remember that confusion is an indulgent emotion and you can pull yourself out of it at any time. As soon as you do, you will start taking more action.

Massive Action

First let me define the difference between massive action and passive action. A lot of us get caught into passive, especially when we become life coaches and become familiar with the terminology of cognitive work and emotional work and we forget about the action piece.

We get clients that come to us that are taking all this action, and they're not getting anywhere because they haven't figured out the cognitive and the emotional piece. That's really important, once you understand that your thoughts create your feelings, and your feelings drive your action. Then it's time to really commit to taking action. To really commit to ongoing action, and that's what I call massive action.

The definition that I use for massive action is taking action until you get the result you want.

It's usually my life coaching students or my weight coaching students that are building their businesses, and they'll come to me and they'll say "I've taken massive action". I say, "Well, you haven't taken massive action because you aren't continuing to take action until you get the result you want."

The definition that I use for massive action is taking action until you get the result you want.

I understand that it can be very frustrating to take action and not get the result you want. Take action, not get the result you want, take action, not get the result you want, there's always a reason, always an excuse to stop taking action. In fact it is so much easier to quit than it is to keep going.

Massive action is a commitment to keeping taking action until you get the result you want.

One of the examples I like to use is going to the grocery store. Can you take massive action to go to the grocery store? Yes, because what happens is, you get in your car, and you start driving to the grocery store. Now if you hit a red light and you have to stop you do not panic. You recognize that red lights are part of the deal and in fact before you even get in the car, you anticipate that you're probably going to have to hit some red light.

You're going to have to stop; you're going to have to hit the brakes. Is that enjoyable? Is that something you want to have to do?

Of course not, but you know it's part of the process, and you keep going, and you keep hitting red lights, and you keep stopping and then you go again and then you hit another red light, and then you go again, and you don't make it mean that you're a failure or that it's taking too long, you don't make it mean any of that.

Some of you may even hit traffic on your way to the grocery store depending on where you live and how far away that grocery store is. You do not use that as a reason to stop taking action. In fact you're willing to take all the action you need to take in order to get to the grocery store.

When you set a goal, and you commit to a certain result, you are going to hit obstacles.

That is what we want you to do when it comes to your goal. When you set a goal, and you commit to a certain result, you are going to hit obstacles. You are going to hit many, many red lights along the way.

Most of us turn around after the first red light. Oh my gosh, I have to stop there are other cars. The light is red, I'm just sitting here, and I'm not getting any results. I don't have anything from the grocery store yet, I've driven all this way and here I am, forget it. I'm not doing this anymore.

Literally that's what we do when it comes to our goals. We hit one obstacle, and we throw our hands in the air. We say this isn't working, I'm out of here.

Now when it comes to going to the grocery store. We have some experience knowing that we can do it. The first time we try something we aren't anticipating the obstacles. We don't know what they're going to be. When they come, we make them mean something, that makes us quit.

Massive action for anything that you do in your life is the process of anticipating those obstacles, and being willing to fail, and fail, and fail, and stop and regroup and do it wrong, and try again and hit an obstacle and get a result you didn't expect and try again. That is massive action, and let me tell you something. It is very, very rare. Most of us take action once. Then we give up. We try a diet, we try a food plan, we try thought work, we try to do a cartwheel, we try yoga, we try everything once, right? It doesn't work out the way we wanted it to, it doesn't give us an instant result, and we quit. Right? That is just taking action.

What I'm inviting you to do is to take massive action. I'm inviting you to keep taking action until you get that result you want.

Let me tell you my experience recently with massive action. I am currently working on a project with some other students that are in my school, and it's the first time I've done this project, I've told them, "Hey this is the first time I've done this. You guys are lucky, because you're going to get a lot of experience and a lot of me, and a lot of time with me as I figure this out. I've been working very close, I probably put in about 40 hours' worth of work. I mean that's really focused, consistent work, working with them.

We did some work together and we did not get the anticipated result at first. In fact it wasn't even close the first time. I was devastated, "What the heck is going on? Why aren't we getting the result I want?" It made me think about how brand new coaches try something. They often work so hard for something and don't even get close to the result they want.

I could see how easily you would want to quit and say, "Okay I'm not even going to try that again." Because I'm very experienced with going to the grocery store, when it comes to this work, we try it again - we changed everything up, we reworked it, we practiced, we did it again. Still not the result I wanted. That was round two, still didn't get the result we wanted.

I'm thinking, throwing my hands in the air, "What's an easy way to just make this go away?" One of the things that's really important to me, is to focus on helping my students in a way where I can work with what they've got, instead of working with what I've got. When it comes to business, I'm a lot further down the road, I have access to a lot of other things other people don't have.

It's very easy for me to utilize those things and help my students get the result they want. I don't want to do that, because I want them to be able to see the results that are possible for them. That's why they've been trying all these different things. Now one of the things that I told myself was, "Okay I still have to get the result that I want. I'm still focused on it. I'm still committed."

Once I think about the future, I stop focusing on the red lights I've already hit. I start focusing on the future, my brain goes to work. It knows that these two things didn't work we're going to have to come up with something different. I give it time, to come up with that answer.

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want.

If I'm inclined to do research, if I'm inclined to talk to people, if I'm inclined to get different ideas, or take a training or whatever. I do that, I follow that intuition but I still keep my eye on the ball. I'm actually right in the middle of this process, and I feel so excited about it.

I feel like I'm getting the feedback that I need in order to make it even better. I'm really excited about some of the pitfalls we've ran into, some of the obstacles, because I can see myself working with my certified coaches and sharing these experiences with them and letting them know, "Hey these are the things that we ran into."

Sometimes you have to regroup, go right back to the drawing board and try again. If that result is important enough for you.

This is a normal part of achieving any kind of goal. Understanding that massive action as you keep moving, you keep swimming, you keep going, until you get the result you want, will really help you get your mind straight. With massive action - you keep approaching it from different angles, from different ways.

Sometimes you have to regroup, go right back to the drawing board and try again. If that result is important enough for you, you have to find your way to tap into that positive emotion, that excitement, that commitment you have to massive action and then take the action required in order to get it done.

Even if the action doesn't look anything like you thought it would. You might have to completely change it up, that's a beautiful thing, and it's worth it. I think, it's one of those things that you can do for yourself that teaches you that you will honor your commitment to yourself.

Now here's the other distinction that's really important when it comes to massive action. There is massive action, and then there is passive action. So many of us get these two confused.

I just recently have been exploring this concept in my mind and understanding the difference and I think I have a better way of explaining it now that I want to share with you.

First of all passive action does not get you the results you want. It doesn't get you closer to the results you want. Passive action has to do with consumption, and massive action has to do with creating. When you're taking action you need to ask yourself, "Am I creating, or am I consuming?"

Here's what I mean.

I can read books on a topic, I can take classes on a topic, I can talk to someone about a topic. I mean literally, I could read four days on a topic and search the Internet on a topic, and then go to four more classes on the topic. That feels like action to me. I feel like I'm moving, I feel like I'm taking steps.

All I'm doing is consuming in those situations, even though it's active, it's consuming. I'm not in the process of creating. Passive action is kind of ... another word I use for it, is intellectual action. You're thinking about doing something, you're writing down ideas about doing something. You're talking to other people about doing something. You're not actually doing something.

That's really important to know the difference right? Because when you're taking massive action you're creating. When you look at your action, and you think, "Okay here's a goal that I have. How much action have I really taken?"

There was a fun course with Susan Hyatt called the Weight School. They had so many amazing students come through that school, and learn all about the concepts, learn all about the different kinds of eating and the hunger scale, and how our thoughts create our feelings, and how our actions are determined by how we feel. They understood it inside out and backwards.

They would tell us, "We've been taking so much action; we've been reading and listening to everything." I said, "Okay, well how much have you been applying what we've taught you? Have you been eating two to two, have you been keeping a food journal, have you been doing and creating in your life the results that you want based on what we've taught you? Are you taking massive action, or are you taking passive action?"

What's so fascinating is most of us don't even realize that we're just taking passive action. We think that the reading and the studying and the understanding are the action. They are not. They are not the action.

Thinking about eating less, is not eating less. Learning how to eat less is not eating less. Thinking about working out, planning your workout, is not working out.

We had so many amazing students come through that school, and they learn all about the concepts, they learn all about the different kinds of eating and the hunger scale.

That's the different between passive, and massive action. Think about a goal you have right now. Think about how much massive action you have taken towards achieving it. Here's a great way to know. If you've been taking massive action, you've probably fallen on your face more than once. You've probably fallen on your face six or seven times because massive action is what pushes you up against your obstacles.

Massive action, requires you to fall on your face usually in front a lot of other people. I want to encourage you to take massive action and fall in your face in front of other people.

Passive action doesn't require any failure, because all you're doing is thinking about what's possible, you're not creating what is possible. Huge, huge distinction.

Now I know this for myself, I am a huge consumer of materials. I love passive action, I love reading, I love taking classes, I love getting coached, I love talking to people, I love all of it. I will never give it up. I need to balance that out with my massive action. I can hide in passive action all day.

That's another really important distinction. If you feel like you are hiding, in any way, but you're still taking action, that's passive action. Massive action requires you to fall on your face, usually in front of a lot of other people. I want to encourage you to take massive action and fall in your face in front of other people.

Because that's how you get the results you want. You can just think about getting them, right. It is much easier to consume information to learn information to read information than it is to take action. I for one prefer to consume than to create because creating is very scary.

I also prefer to create because it's the only thing that gets me the results that really excite me. I love creating results in my life. I don't necessarily love the process of creating results. I don't like the part where I've fallen on my face a lot of times in front of other people. I love the end result and the journey creates so many things for me.

It helps me evolve; it helps me learn that I can overcome anything. It helps me manage my emotional life. It brings me up against myself; it shows me where I still need to grow.

Just recently, something happened in my business, someone made a huge mistake. I found myself wanting to scream, and yell, and lose my mind. I noticed it, the desire to do that, had nothing to do with creating a good solution. It wasn't going to help me take massive action towards my result. It was just me spinning out. It was the opposite of taking action; it was not utilizing that energy toward something positive and something creative. It was just turning it against me, onto myself.

If you commit to eating two to two on a hunger scale, you will meet yourself in all those moments you want to eat when you're not hungry.

It's hard to recognize that in the moment, I was able to recognize it shortly after and turn it around and start thinking about the solution instead of the problem, and using all that energy, all of that emotion toward something much more powerful. I used it toward something much more creative and useful in my life, and that was so exciting for me. I like to think about resistance and railing against myself as all internal action that doesn't serve me. I need to pay attention to that, and not react to it, and then take action that's not reactive, take action in a way that serves and the people around me.

I want to end this with just talking about the gift of taking massive action. I think massive action is the thing that's going to introduce you to yourself. Whenever I'm dealing with a weight-loss client, I say "Hey, if you stick with that food journal for 30 days, you will meet yourself." Hello, there you will be.

If you commit to eating two to two on the hunger scale, you will meet yourself in all those moments you want to eat when you're not hungry. If you want to build a business, and you commit to taking massive action, you are going to go through it sister, brother. You're going to go through it, you are going to fail, and that's part of the process.

You're going to do it wrong; you're going to send an e-mail out where that link is not working. You're going to send an e-mail that no one responds to, you're going to offer a product that nobody buys, and you're going to use that as a reason to quit, or you're going to use it as a reason to make that product better, to get more customers, to show up even more.

That invitation is always available to us - the invitation to quit and the invitation to step into ourselves, to fail and fail. How many times are you willing to fail to get that result you want? If you're willing to fail as many times as it takes, then you're willing to take massive action.

Whatever it is that comes up for you, that's what you want to escape when you try and quit.

Few people are willing to do that, that's why most people don't get the results they want. If I was going to sell you on something, it would be this: you have what it takes to fail as many times as it takes. There is no emotion that you can't experience. Whatever desire you have to quit, is because you want out of that emotion that you're experiencing.

If you failed at something, let's say you've launched a product that not one person bought, right? This has happened to many of my students. You launch your product, you put your heart and soul into it, you try to sell it and nobody buys it. Right? That feeling that comes up for you, that feeling of discouragement, that feeling of shame, that feeling of fear of disappointment. Whatever it is that comes up for you, that's what you want to escape from when you try and quit.

If you're willing to feel those emotions if you invite them in, if you say bring it on, I'm willing to go through this emotion and I'm willing to create again, then you will. You know that the worst that can happen is another emotion and there is no emotion that you can't handle, right?

Humiliation and terror, I think those are the worst two. You can experience them, and if you're willing to experience them, there is no amount of action that can discourage you. There is no amount of mistakes that can discourage you. You'll find another way, you won't give up. You'll take the action that's required to get the result you want.

That's why it's such a gift, your willingness to take massive action to recognize the difference between passive and massive action. Recognize when you're hiding, versus when you're resting.

People will say to me, "Massive action just sounds exhausting. I'm tired already."

I'll say, "But it's also exhausting to hide."

Think about hiding from someone that you're scared off. They're coming to find you, and they will get you, and they're going to find you. That's exhausting, you're tense, you're hiding, you're like, "Oh my God, I hope they don't see me."

Showing up and getting the results you want has a level of exhaustion. Passive action, hiding, using passive action to hide has its own layer of exhaustion. But if you're willing to be exhausted and that gets you closer to that goal? Yes, it's exhausting to try and fail, to try and fail; I'm not saying it's not. I'm just saying at least that type of action is getting you closer. Closer to the results you want. Not just spinning you around in circles, and circles, and circles.

Here's what I want to invite you to do today. I want to invite to find a goal that means something to you. Be willing to commit to massive action for 30 days: "I will do this for the next 30 days".

If you're a coach write a blog post every day for 30 days. If you're trying to lose weight, write down everything you're eating. Everything you've eaten, every day for 30 days to open up your mind to curiosity and compassion. Pay attention to your thoughts, if you're just learning this work and you just started following me, and you want to learn more about what's going on in your mind. Commit to writing down your thoughts every day for 30 days. Take the massive action.

Will you miss a day? Probably.

Will you fail? Probably.

Will you want to use that as a reason to give up? Probably.

The difference between whether you get that end result that you're looking for or not, is if you try again.

Will you try it again? Will you show up for yourself again, will you fail 100 times and pick it up again at 101?

That's going to be the difference whether you get the result you want. Make excuses and quit and go back to passive action and hiding, or be willing to do it again and again and again until you get the result you want.

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