

Jim Kwik - Creator Series - 9-28-2020

Eric Koester

We'll have some cool things on that front for sure. But Jim got to hang out with all the folks from X-men. So, we're gonna have some fun conversations there in just a few minutes. So, stick around. And we'll have Jim joining us back in a minute here. We'll keep it the same way, keep cameras off during the actual conversation and then we'll get rocking and rolling here. But Jim, will be a perfect way to take on top of that one and talk about harnessing the power of our brains. And if you haven't gotten Jim's book called 'Limitless' yet, it's an amazing read. And we're gonna try to incorporate some of the principles that Jim teaches actually in our exercises throughout this entire program to help you all with your books and your conversations and pieces like that. So yes, I think we will be recording it so we can share this one afterwards as well. So, we should hopefully have a copy of this one to share afterwards so you don't have to take notes. But if anyone does want to take notes, do take them and whoever has the bestest of the notes for these sessions, we're going to have you add your notes into the conversations afterwards. Thanks again for coming here. And Wohoo! This is like a real start of the adventure here together, huh? This is great. We'll give it just another couple minutes here as Jim joins us. And when he does, we will get after it. And as folks are trickling in here, I'm just going to talk a little bit about Jim and his work bit. If you haven't seen it or listen to it or been able to hear it, Jim's story is certainly something that you do want to follow. I'll ask him some of the questions about it. Jim, while growing up, had a brain injury. He fell while he was in school and again fell when he was a little bit older. And was always told to have some lingering challenges to train and coach his brain to be exceptional. And that's what he does. He now coaches others some amazing ways and techniques. And so, we'll talk about some of them a little bit. Particularly, he talks a lot about using the power of your own superheroes to combat villains. And villains are the folks that hold us back from our potential. Villains are going to be the imposter syndrome. When you're writing, they're going to be the person who's the distraction villain. They're the person who's the loneliness villain. And that's really one of Jim's big things here is how do you actively attack those villains, especially when you're doing something really challenging like this. And so, it's a fascinating approach and framework and his new book 'Limitless' is out again. I definitely would encourage you to check it out if you get the chance to do it. Some amazing elements here for sure on that front on it. So, glad to have y'all on this conversation here again and we will get going here in

just a few minutes when Jim joins us. But thanks again for hanging out with us today. There he is! The man, the myth, the legend! How are you, sir?

Jim Kwik

Fantastic, Eric. Thanks for having me.

Eric Koester

Absolutely. We're so glad to have you here today. Just before you, we were hanging out with Tiffany Haddish. And we were talking about superheroes with her. She's going to be a superhero in a movie coming up on Netflix. And I was saying it was like the perfect prompt for you. Because you're like the superhero guy now with your brain. We're super-duper excited to get to have you here. And thank you so much for hanging out with this crazy group of authors here writing books, and I was just talking about your book and how amazing it is. So, congratulations on the new book.

Jim Kwik

Oh, thank you so much. And it's a real pleasure to connect with all of you. You are my people. I love reading books. For four years, I read a book a day. I'm an avid reader to say the least. I think reading is to your mind what exercise is to your body. So, here I feel like we're all on the same path.

Eric Koester

In all the authors here, I talked to your team, we're going to send you a big stack of books at the end of this crew here as thankfulness for what you've helped us accomplish together here. So, you might need to read a book a day at the pace of the size of this group of authors that we're going to have here.

Jim Kwik

I'm up for the challenge. I'm looking forward to seeing everyone.

Eric Koester

I love it. So, I want to talk a little bit about this. As I was reading your book and your stories, I have to say, I felt this connection to you. Because I'm a big superhero guy. I am basically forcing my daughters to love superheroes. I like training them in all these things here for sure. So, we're gonna turn off the videos here. I'm training them to love superheroes. And we actually have Jason Starr. Every one of you knows Jason Starr. He's the illustrator behind 'Ant Man', 'Punisher' and Gotham coming here. So, I'm imbibing my own love of superheroes in this way. Tell me a little bit about how superheroes inspired you to become the guru of the mind. That story is so incredible as you write about it. But I'd love to hear you talk a little bit about why you love superheroes and why you think you can become one.

Jim Kwik

Well, I appreciate that. For me, I feel that knowledge is power. Learning is our superpower. It's a superpower we all have. And when I'm talking about finding superpowers, it's not necessarily leaping tall buildings or shooting lasers out of our eyes. But what if you could have laser focus? What if you could jump through stacks of books? And what if you could have this incredible bulletproof memory? And when people see me live on stages, I do these demos where I'll have maybe 50 people introduce themselves, a 100 people introduce themselves in audience. I'll memorize all their names or 100 words or 100 numbers. And I always tell people it's not just to impress you, I just expressed what was really possible. Because truth is all of you can do that and a lot more. Imagine what you could do in terms of writing your art or your work, your passions. And the reason I know is because I grew up with learning difficulties. I had a traumatic brain injury at the age of five. I actually had three traumatic brain injuries before the age of 12. And because of it, I had these processing issues. I had poor focus, a poor memory. It took me three years longer to learn how to read. My teachers would have been surprised if I read a book much less wrote a book.

Eric Koester

Yeah, exactly. You send them copies of it, right?

Jim Kwik

Exactly. So, when I was nine years old, I remember I was slowing down my entire class and I was being teased for it because the teacher would have to slow down, repeat lessons and such. And I remember from the whole class, she pointed to me and said, "That's the boy with the broken brain." And that is unfortunate. Because that label became my limit. It put me in that kind of box. And I believe labels are learned. The reason I'm so excited about superheroes is I learned how to read by reading comic books. My uncle that gave me these comic books. And I would pour myself into them because it was a way for me to escape how uncomfortable life was. I was being bullied, I couldn't understand, I didn't fit in. And something about the hero, the hero's journey, just brought it the idea to life that you could discover and develop your superpowers. That there's a lot. There could be adversity. A lot of superheroes' journey is filled with challenges. Even a lot of my favorite superheroes growing up, they were orphaned. I mean, think about it. Superman, Batman, Spider Man and Iron Man, they had these challenges. Yeah, so I wanted to find my superheroes. And they also said that one person can make a difference. That there's hope and real help. So, I love that. I love Joseph Campbell's work. People who see me on Instagram, I have a 10 foot Hulk in my bed. I have a life size Iron Man suit. I'm kind of reliving my childhood.

Eric Koester

That will tell us the best thing about having daughters. People are like. "Oh! Don't you wish you had boys? I'm like, "No, no. They're gonna love superheroes just as much as any boy. Don't you worry." It's not a limiting factor. It's just how hard you push. We're doing it for sure. So, one of the things that I also love in the book is you not only talk about superheroes and superpowers, but you also talk about how superheroes have villains. And villains are something that we need to be aware of, know what our villains are and how to overcome them. And so, I want to talk about a couple of villains for this group. Because this group, while writing books, as you know well, has villains. And I'm going to give you a few of the villains that we have. The incredible doctor imposter syndrome. The incredible doctor imposter syndrome is an awful, awful being. It just terribly tells you that you're not very good. What do you see that people overcome that imposter syndrome villain that they oftentimes suffer through?

Jim Kwik

Yeah. And I know it. I went through it myself. Growing up with these learning challenges, I would always want to be invisible. Because I didn't want to be seen, I didn't want to be heard. I mean, deep down, I wanted to be seen, deep down I wanted to be heard. I invested time in the beginning class because I didn't have any answers. And I started teaching this when I was 18 years old. So this is going on 30 years, three decades. And so when I started teaching this, I would be teaching people twice my age, three times my age. And who's going to take advice from this this kid right out of school? Because then, you know, 'What do you know?' kind of thing. And it took me some time. I realized and what I would say to everyone who's facing this and struggling, that maybe there's not an easy answer, but I could tell you that through struggles come strength, that I think part of our journey here is to have the curiosity to know yourself. It's really the curiosity. That's why self-awareness is a superpower. Talk about superpowers, you could turn on talk therapy, meditation. But also, once you have the curiosity to know yourself, you have the courage to be yourself. In this world, it's interesting. Because in this digital world, where everyone's always comparing themselves online. It's always greener on the other side. But maybe it's greener, because it's the filter they're using that week. Or it's greener because it's maybe fake grass. But who knows? I would just say I spent a lot of time in senior centers because I lost my grandmother to Alzheimer's when I was going through all these learning challenges, and we donated the proceeds to children's education, 100% to children's education and Alzheimer's research. So, I spend a lot of time with seniors and I find out that, not only can I help them polish off their memory side. But also, there's this urgency. It's like this unresolved past, unfulfilled past. And, you know, really connecting to who you really are and not trying to pretend to be somebody else. That a lot of them mitigated their lives because of expectations of other people. They dated somebody or pursued a career because it was expected of them or not expected. And I would say that, we have one life. This life here. And why aren't we running towards our dreams like we're on fire? That level of authenticity and vulnerability, and just being who we are not trying to please everybody else. And knowing that we don't have to be perfect. I think thinking and wanting to be perfect, it seizes everything before it even starts. Any kind of progress and analysis, paralysis. I'm just saying, success for me is to know who you are. Know yourself, trust yourself, love yourself, and then be yourself.

Eric Koester

I think one of the things that I would also say in that one, and I think you talked about a lot is surround yourself with other people that can know thyself in that kind of way, which I think is another powerful part, which is why such a big believer in this community aspect of things that you're one of those huge advocates of building a huge community of people behind this one. What about the villain that I think is another one here? There's this loneliness aspect. We find ourselves working on these hard things, and you just got to be alone for it. How do you defeat that villain here along the way?

Jim Kwik

Yeah, especially with everything that's going on, we might be physically distancing ourselves. The metaphor I'm using is the symbol for profound transformations of a butterfly. While the beauty is in the butterfly, the growth happens in the cocoon. And sometimes when we're cocooning, we feel like we're physically distancing ourselves, which is great. But right now, we're not. We might be physically distant from each other, but we're not socially distant, not mentally distant or emotionally distant. That's where I think a lot of challenges come. But chronic loneliness could actually shrink your brain, and it has an effect on your nervous system, certainly. And I would say that, for this, I have a quote in my book from a French philosopher that says, 'Life is a C between B and D. B is birth, D is death and C is choice. I believe these difficult times can define us, these difficult times can diminish us or these difficult times can develop us. Ultimately, we decide. And one of those choices we could do is just know that everyone's going through similar things. That's why the community is so important. Because who we spend time with is who we become. We have these things called neurons. We start imitating, adapting, adopting the language, the habits and the behaviors of the people we spend the most time with. And so, I think we all need somebody to encourage us, to challenge us, to cheerlead for us, to be kind to us. And if we haven't found that person yet, my advice would be to be that person for someone else. And especially remind to be that person for you. Part of self-care is falling in love with that person in the mirror, who's been through so much but is still standing. So, I would say loneliness tells me to be alone and not feel lonely. Like for me, I've been practicing my whole life for what's going on. You know, 200,000 people live every single year. You know, which is a lot of travel and just connecting with people. And I love it. It's my mission. And I would say that remember to connect with people, because here's the thing. It's not just your neurological network, it's your social networks. That bond is incredibly important. So anyone feeling lonely, know that you're not alone. And

the best thing we can do is things like this that make us feel like we're connected. And the reason why I opened up saying how much respect I have for you and the entire community here is just that I feel like a lot of people have a book inside them. It takes work, it takes courage, it takes a leap of faith, maybe even to put that into action. And that's what I'm learning. I think for my first book, it took 20 years for me to publish. I think about that amount of time, but eventually.

Eric Koester

Turns out 20 years, and it's a damn good one. So, at least didn't take 40 years, right? So I think it is an amazing work, too. I actually talked about this in the class to prepare people. So, I want to talk about another villain that I find to be an interesting one that is especially in writing books is this idea of distraction, right? Today, as much as we're less distracted a little bit maybe, when in this non pandemic world, I'll admit, Netflix is a real problem for me, Like, "Oh, just one more episode." How do you coach people who are amazing to harness that anti distraction ray that they may have inside them?

Jim Kwik

Yeah. In the book, I talk about four specific super villains driven by technology. Just the generations before didn't really have to deal with this intense, this really amplifying challenge. Things like digital overload. Too much information, too little time. The memory is not as strong as it used to be. Because we're relying on third party memory device, digital deduction where creativity, our ability to discern, rationalize, critically think is not as strong. Because everything is run through algorithms. But the other one, the fourth one, digital distraction is a challenge. All day rings, pings, dings, app notifications, social media. It's hard to maintain your concentration in a room full of distractions. Look at a chat right here and it's amazing. How many of you got a DM and you just forgot what you read?

Eric Koester

Yeah, totally.

Jim Kwik

You go back and you reread it, and you still don't know what you just read. That's why focus is so important. And here's the thing, what I would suggest simply is the metaphor. The metaphor I use is that of a magnifying glass. I don't know how many of you use a magnifying glass. You go outside, light comes and you burn leaves or whatever. Now, that light, it's very bright, right? Interesting that we call intelligent people bright. But they're not bright, maybe they're just better focused, right? Focus stands for Fixed, Ongoing Concentration Until Successful. And here's the thing. A lot of people feel like they are multitasking. How many of you in the chat feel like they're multitasking? They're doing multiple things at once, where you're juggling different things. In actuality, the research I talked about in the book is multitasking is a myth. We're not actually multitasking. It's not possible for you to do multiple, parallel processes, cognitive activities at once. What you're really doing is task switching. So, my suggestion for everyone who needs to focus is to do one thing until completion. And here's the thing, there's three reasons why not to multitask. Number one, it costs you time. You think you're gaining time, but you're actually losing time. Because it takes anywhere from 5 to 15 minutes to regain your focus into that new activity. The second thing is you make more errors. I get to train a lot of world leaders, writers, actors, athletes, doctors. And a lot of doctors, studies show that they'll actually make more mistakes if they're trying multiple things at once. So not only does it cost you time and errors, but it's also costing you energy, meaning that you're actually burning more brain glucose. So if you feel mentally fatigued because your brain is sapped of energy, part of it can be trying to multitask.

Eric Koester

My hand's going up.

Jim Kwik

But here's the thing. It's hard because we train our brains to be distracted with our devices. I've a video online on Facebook with 27 million views. It just says, "Hey, why don't we just not touch our phone in the first half an hour of the day?" And I know it's really hard for everyone who's watching this right now. It's difficult for all. And I'm not saying it's going to be easy. It's simple, but it's that hard also. Because when you're awake, you're in this relaxed state of awareness, you're very suggestible. But the first thing you do is pick up the phone. You're rewiring your brain for two things. Number one, distraction. Every like share comment, cat video, it's a dopamine flood. And it's building

your distraction muscles. But the second thing it's doing is it's rewiring your brain not only for distraction, but also reaction. One message, voicemail, social media message, text, message, whatever email can hijack your whole mood for your whole day. People like you as you're writing, you want to get in that creative state, that kind of theta state. I believe you don't have creativity; you do creativity. This process we talked about. And do not be reactive, because the future belongs to creators. I mean, let's just talk about this.

Eric Koester

Speaking of distraction, as soon as you started, I was like, oh, baby Yoda is super cute, by the way.

Jim Kwik

But here's the thing. And I could appreciate the excitement to teach people about Jedi mind, and such. But my point of bringing Mandalorian and everything constantly will be a reminder to be focused. Have laser focus, like lasers or those lightsabers. But here's the thing. Whatever you do consistently, you get better at and if you're picking up your phone, you're getting better at being reactive and distracted. Right now, where jobs are being automated, they're done on machines or artificial intelligence which can be outsourced, is truly what's limitless. There's no limit to creativity, there's no limit to our ability to imagine, there's no limit to our ability to come together or human determination. That's not going to be easily hustled. So I believe the future belongs to creators, to all of you, right? That we're not going to go to some kind of an automated machine that's going to do that. So I would say, be conscious of what you're doing, especially first thing in morning. Because that's how you start your day. If you want to win the day, you got to win that first hour of the day. So instead, try something simple like making your bed and just being present when you're making it. Your brain loves cleanliness. It takes two minutes. How you do anything is how you do everything. Do it with excellence, you take excellence into your writing. Or something like brushing your teeth. Try brushing your teeth with the opposite hand or eating with the opposite hand. Because not only does it build a different part of your brain, because there's a brain body connection, a body brain connection, but also forces you to be present. You're not going to be able to think about other things if you've tried to brush teeth well. So, little things for distraction like that. By the way, I love this, the format of this conversation. Our attention span lasts about 25 to 30 minutes. It's called the Pomodoro Technique. 25 minutes and

there's a drop in focus and concentration. And at every 25 minutes or so take a little break, even if you're watching online, just move around a little bit, get some hydration, do some deep breathing. A lot of people don't have the mental vitality to stay focused, because they're not even breathing properly. Meaning they're collapsed. They're falling asleep when they read. Because if your posture is bent over, the lower one third of your lungs absorbs two thirds of the oxygen. And your brain being 2% of your body mass, requires 20% of nutrients in the air. Hence you stay vibrant. And even just staying hydrated. When you drink water, your brain is 75% water. Just staying hydrated increases your reaction speed and thinking speed by 30%. By just staying hydrated. So, little things you could do. Do those things. Have a break every 25-30 minutes for yourself so you can do deep breathing right now.

Eric Koester

Yeah, what I love about it too, and I think it's one of the things I would say if I were to say one of the things that's so great about the book is, it is just about being intentional with how you approach any sort of project and being in it. This idea of just that intentionality. I got to ask on this one, the guy who's the brain guru writing a book here, how did you do it? Like, what was your process? How did you put the time aside? What was your strategy to pull it off? Because obviously, you should be intentional about these things. How did you do it?

Jim Kwik

I love this. Reverse Engineering is what I would do to actually process reading it. I wanted to teach it. Well, part of me, I had to make up because I spent my career building the content, organize the content in a meaningful way. Now I introduced something called the limitless model, which is a framework for accelerated learning. And not only that, but for unlocking human potential. And also, if you notice this is how I decided to write the book. I took people through that hero's journey. Venture to initiation to revelation to the ultimate transformation of the hero returning. So, I wanted to use that as the framework for it. So, I'm a big framework person. Everyone I know who's writing, whether they're writing fiction or nonfiction. Everyone has different interests and passions that serves their purpose. For me, I dedicated it around writing time. The only time that was a little bit difficult was when I was traveling, when I was speaking. For example, I wrote the chapter on memory in Greece, because I found out the goddess of memory. There's actually a goddess for memory, her

children were the nine muses, science, literature and art. It's interesting that the mother of science, art, literature, what we're talking about is remembering. And as Socrates says, 'Learning is remembering'. I wanted to find out what did they do 2500 years ago, when they didn't have printing presses? How did they remember things? So I was inspired to write that there. But outside of that, we talked about things on our podcast. We have a podcast only 15 minutes long because of the Pomodoro Technique. People can look up on iTunes or any other podcast platforms.

Eric Koester

Kwikbrain for those of you at home who want to know. It's great, by the way.

Jim Kwik

kwikbrain.com. Maybe someone can put it in the chat. But there's no advertising, no sponsors. It's just me democratizing how to study, how to remember names, how to speed read, all those things. And the chapter, we specifically talked about on chronotypes, where there are different time types based on your hormonal profile. And so when you understand your chronotype, you know when's the best time to eat, when's the best time to go to sleep, when it's time to exercise, when's the best time to check your email. And also, when's the best time to write because when you're most vibrant, you're most alert and such. And so, you can look into that. The other thing I did was, I would write in about 25 minute increments and take a five minute break. And it's not a 30-minute break, a five-minute break. And I'll be refreshed and writing during the time I'm optimized, when I feel like most energy. Just like working out. You're lethargic, you're probably not gonna get the best workout. I also find that we train people to go into beta state and there's different brainwave states. Like beta, you're most awake like everyone now is hopefully here, right now. And delta, sleep. Alpha and beta are interesting states for learning. Alpha state is a relaxed state of awareness. It's how we train people to learn languages, facts and figures very rapidly. I trained a lot of actors, and had a notable Hollywood actor give the cover testimonial for the book. I trained speakers how to memorize their talks, getting into an alpha state of awareness using music, for instance. Like Baroque classical music puts you into a relaxed state of awareness. 60 beats per minute. Theta state is a state you go into when maybe you're very creative. It's like in and out asleep. Einstein actually would do his thought experiments. He would sit outside of Princeton in his rocking chair and hold a

rock because he wanted to fall asleep, but he wanted to stay in that state. Because if you fell asleep, he would drop the rock and he would go back in that awake state, which is where we want to be. But also, showers put you in a theta state. How many of you go to showers and you come up with ideas? When you can't write things down.

Eric Koester

It's a classic thing. Thinking in the shower, right?

Jim Kwik

Did this morning, Eric. Just to prepare.

Eric Koester

Exactly.

Jim Kwik

There are certain things you can do to change your state that makes you more creative. And remember this, you do not have creativity, you do creativity. This conversation is about transcending. It's about ending the trance, ending the mass hypnosis, that we're not good enough, not smart enough. We change the languaging. People wake up and they say, "Oh, I hope I have focus today", "I hope I have concentration", "I hope I have energy", "I hope have good memory". These are not the things you have. These are the things you do. And the goal here is to realize that you have taken noun and turned it into a verb. You take a noun and turn it into a verb and that gives you autonomy. It gives you agency. Just a quick story, I remember I got to introduce to my creative superheroes together. They're very two different thinkers, but they wanted to meet each other over dinner. It was Richard Branson and Stan Lee. And Richard, he's very dynamic thinker. He's written a number of books. He's dyslexic. He started 400 companies. And Stan Lee, the super hero!

Eric Koester

The Stan Lee, right?

Jim Kwik

I asked Stan, I was like, "Who's your favorite superhero? You've created so many." And he looks at me, he's like, "Jim, it's Iron Man." And he said, "Jim, who's your favorite superhero?" And he had this post on Instagram with big spider man tie. And I said, "Spider Man." And without a pause, he goes, "With great power comes great responsibility", which we've all heard. And because of my traumatic brain injury, I tend to still reverse things, even when I read sometimes. I said, "Stan, you're right. With great power comes great responsibility. And the opposite is also true. With great responsibility comes great power." Take responsibility for something. We have great power to make things better. I had this the next day. I don't think you see it on video. It's made out of candy. It's a reminder that Stan was a big kid. And he was like the youngest old person I ever knew. He had two passions. One being the late Stan Lee's wife who he's been with almost his entire life. And also his work. Almost until the day he passed, he was going to work nine to five, Monday through Friday. Because his passion was his art, to write, to create his stories, to create superheroes and his characters. And that made them young too for me. It's so amazing, his ability. He's created the whole universe.

Eric Koester

Yeah. You checked my bucket list boxes right there. Stan Lee, Richard Branson. I was like, wow, we're not worthy. That must have been like one of those moments where you're like, Oh, God. Pinch me, I can die now.

Jim Kwik

It's quite a learning experience certainly. How as different as we all are, even here, or even as people, I'm in awe how much we have in common. Because everybody has their own adversity. And then talk about superheroes. It's the size of the villain that really determines the size of the hero. It's interesting in these stories, nobody wants to worry about like somebody who had no challenges. I mean, I don't know many strong people that didn't have an easy life. My two biggest challenges were learning and public speaking. And have a sense of humor, because that's all I do is public speaking and this thing called learning. But I do believe our struggles could be our superpowers.

Eric Koester

Yeah. And so, I want to get you out because you've been super gracious with your time. I really do appreciate it. I want to ask one last thing here a little bit. This theory is a little bit about living a life well learned. And you're the guru of learning here. You've coached and worked with some amazing people, what do they do differently that you think the rest of us can learn from to live this life well learned?

Jim Kwik

I love that. Here's an example. I was coaching with Will Smith and I give these examples because it's actually the memory anchors and triggers making me watch 'Fresh Prince of Bel Air' or whatever.

Eric Koester

Exactly.

Jim Kwik

He was filming from 6pm to 6am. And it was in the winter in Toronto of all places. It was freezing cold. But earlier that day, we went through a process where I helped people discover their dominant question. That you have 50 to 70,000 thoughts a day and their motto starts coming from questions. The challenge is 95% of these thoughts are the same thoughts you had yesterday and the day before that. You wonder why you can't be more creative or create something brand new? Cuz you're having the same thoughts every day. There's no change, right? Well, there's a certain question that you ask all the time that you've trained yourself consciously and unconsciously to ask, and I call that your dominant question. So for me, for instance, growing up as a boy with a broken brain, I was always thinking about how do I fix this? And that was my question. And I started getting answers. A friend of mine, her dominant question found out is how do I get people to like me? Everything about her, what she looks like, where she lives or careers. But you know a lot about her from it. How do I get people to like me? You know a lot about her personality and everything. Well, Will's, we found out his dominant question is, how do I make this moment even more magical? And it's interesting that later that night, it was two o'clock in the morning. We're freezing outside, everyone thinks it's so glorious, but it's very challenging. And he's there, he's making hot

chocolate for all of us. And he's bringing us blankets, telling stories and cracking jokes. And he's living his dominant question, 'How do I make this moment even more magical?' So I would say the lesson I've learned from people who excel in certain areas, and it doesn't matter what it is, genius leaves clues. And they're controlling their questions that they're asking that determines their focus. So I would say, be aware that what your question is. Because you might want to change it maybe if it's not serving you or where you are right now. And the second thing is, I just posted this actually a few days ago, we did a Instagram story. I was like, "What are two things you do every day?" He said, "I run and I read every single day. I have to do something physical and I have to do something mental." Now this is an example right now just a reminder to everyone to move. As your body moves, your brain grooves. You create brain derived neurotrophic factors. When you go for a walk, you're more likely to retain that audio book or that podcast. Also, people like Steve Jobs and all these creatives, they would do walking meetings, not sit down. And that act of walking actually made them more creative and come up with solutions to these problems or these dilemmas and innovate and everything. So, I would say the commonality is we're lifelong learners. Because if you want your business to grow, your book to grow, your brand and grow, you need to grow. But then also they direct their focus with the power of their questions. And they're very cognizant of that self-talk. I believe your brain is like a supercomputer and self-talk is a program that will run. So if you tell yourself not to remember names, you won't remember the name of the next person you meet. People come to me all the time saying, "Jim, I've horrible memory", "Jim, I'm not smart enough", "Jim, I'm too old". I say, "Stop. If you fight for your limitations, you get to keep them." And so, I would say the second thing besides always learning is to control your self-talk because that's the program will run. Your mind is always eavesdropping on your self-talk. And my last suggestion would be really hone in on your routines. I believe the treasure you seek is hidden in your daily routines. At first you create your habits, and your habits create you. You create your habits of exercise or reading each day or writing for an hour a day or whatever it is, meditating, eating, whatever. And then those habits create you back. So, remind yourself that when did you actually sit down and create your habits? And which habits are serving you and what habits are maybe holding you back? Especially the first hour. Listen to my podcast episode. Just search 'Jim Kwik morning routine'. You don't have to do all 10 things I do every morning. But these are 10 things I do to jumpstart my brain, jumpstart my focus. So I would say lifelong learning, control your self-talk and then finally, we evaluate your habits and see which ones serve you and which will pull you further away from what you want.

Eric Koester

You've set us up here. This is perfect here to to go forth and write books. I'm fired up now, Jim. I have to tell you've done some amazing things. So much big appreciation. 'Limitless' is an amazing book. And I will say you've touched on that 1% of the amazing things in the book. You are a framework guy and I am a huge framework believer too in the way that I teach. And so, I love how many in depth framers are to apply to different places for sure. So, we do one last thing here.

Jim Kwik

I was saying I have a final word say.

Eric Koester

Yeah. Please have the final word and then we're going to do our fun little thing.

Jim Kwik

You go first.

Eric Koester

I was gonna say that before we let Jim go, we'll turn on all cameras. With Jim having the final word so we can do our group shot here together.

Jim Kwik

I just want to remind you that you are the greatest project you will ever get to work on. And I am really honored to be on this path. These books changed my life. My parents immigrated to United States. My dad was 13, lost both of his parents, they couldn't afford to feed him. My mother lived in the back of laundromat that she worked in. They didn't speak the language, no education, no contacts, no money. I'm just saying it's not a matter of the resources, it's a matter of your internal resources. And that your life is like an egg. If an egg is broken by an outside force, life ends. But if it's broken by an inside forced, life

begins. So, make time to create your magic, great magic. And I really wish for you right now that tonight even as you dream, I want you to go to sleep easy tonight knowing that you can handle everything that faces you this week. That you wake up with your mind energized, that your heart is inspired to write, to be able to tackle a new day that you can move in the direction of your dream and you discover beauty, that you discover gratitude in those small moments. And then also that you make time to love, to laugh, to learn and to live. The biggest mistake I see people doing right now is they're downgrading their dreams to meet this current situation You can't downgrade your dreams to meet this current situation. You want to upgrade with your discipline, your faith, your work ethic, your confidence, your perseverance, your consistency to be able to meet your dreams, your destiny. So, I would challenge everyone right now to take a screenshot of this.

Eric Koester

Yes, screenshot this. This is important moment for all of us.

Jim Kwik

Tag myself, tag Eric. I'm @JimKwik. K-w-i-k. Eric, I don't know what you want people to tag.

Eric Koester

Same thing. First name, last name. Tag us.

Jim Kwik

Tag us on there. And then literally just post it online to share your big takeaway and then I'll actually repost in my favorites, and then I'll send a copy of the book. You can get this at limitlessbook.com. I'll send a copy to one person just as a thank you for playing full out.

Eric Koester

Thank you so much, Jim. You've inspired even me to go forth and write tonight. Definitely Jim, huge props to you guys. You will see here. This is the

perfect way to kick off this group here for you all with your books here. Take a picture, take a video of this one. Thank you again, Jim. You are amazing.

Jim Kwik

Can we point to our brain?

Eric Koester

Yes.

Jim Kwik

Alright. So, someone take a screenshot. This is amazing guys. All right. Thanks a lot, Eric.

Eric Koester

Thank you again, Jim. We appreciate you.

Jim Kwik

Reading all your books.

Eric Koester

Bye. Thanks, Jim.

All right, guys. Well, that was amazing. I hope that was inspiring to you as it was to me. Jim is an amazing guy, and certainly a great way to kick things off here. What we're going to do now is we're going to basically spend a few minutes here in some small groups, for those of you that wanted to stick around and just meet some other people, chat with some other people. Again, all the amazing stuff here, do share these. If you took video post from the earlier one, definitely please do share them on social media. Tag Tiffany, tag me. #bookcreators or whatever the hell you want to tag it. Same thing with Jim one and stuff like that. But what we partially want to do with these exercises is

to give you a chance to meet some amazing other people. If you're going to stick around here for a few minutes, maybe 10-15 minutes, we're going to put you guys in some groups to share about what you learned, what you thought. And then with that, we're gonna have more regular sessions here. On Wednesday, we've got Jason Mayden coming, who's the lead designer of the Air Jordans. Amazing story, you will love Jason. He's an amazing dude. And one of those guys who really did some cool stuff together. With that, I'm gonna give you guys some time to hang out with each other because frankly, you guys get to hang out with me all the time. And so I want you guys in the rooms and let you guys hang out with each other. But thank you for hanging out in our sessions here today. Hopefully they were fun and inspiring. A little embarrassing for me, but we'll get you guys in to hang out with one another. And here's to our book adventure together. So, I'm opening up rooms here and hang out. When you guys are done here, feel free to disappear. But I'll leave the room open until you guys are finished up. With that, little bit of rooms now. We'll see you guys here in the session this week. Bye, guys.