

Jaime Masters: Welcome to Eventual Millionaire, I am Jaime Masters, and I'm so excited to have Rob Scott on the show today. Now one of the really amazing things that I heard on his site is that he shifts identities, he's an amazing master of business coach, and you can find him at robscott.com. Thanks so much for coming on the show today.

Rob Scott: I'm really glad to be here.

Jaime Masters: Okay, so what is shifting identities 'cause I was like, ewe, that sounds sexy, but I have no idea what it is.

Rob Scott: Uh, yeah, so we're gonna, we're gonna get right at it. Okay, so, um, uh, essentially we all carry a sense of self like a self-concept about our self. And so for a lot of people who are starting out businesses or doing anything, and they're kind of hitting their edge of what they think is possible, you know, we, we end up with these kind of invisible ceilings about how much money we think we can earn, about how much we believe we're worth, um, you know, what's possible for us. Oh, I can never do that because I am not there yet. Well the act of actually changing in any significant way actually requires you to shift your identity. And what most coaches are doing and what most people are doing is they're doing that externally by changing habitual stuff against this current identity which takes like tons of willpower and energy, and it's all like difficult, but if you do that long enough eventually you subconscious kinda shifts over and goes, oh, I guess we're an entrepreneur now, finally. Instead of, uh, I want to be an entrepreneur someday, it's how do you do it now.

So instead of doing that through willpower I actually go inside, and we do that like in your subconscious. We do it through hypnotic stuff, and a little NLP, and some other things, uh, based in psychology. We go in there and show you how you can change your own identity much more easily in, immediately in the moment, and actually step into it. And what's amazing about it is that all the behaviors are kind of in that identity. So if I take a woman who's hugely overweight let's say, her identity really if she gets honest about it is, you know, kind of a looser, I, I can't follow through, I eat too much, I'm just a big fat fatty, whatever, you know, she's got that kinda mentality going on.

If I change her into I am an athlete, she may be a hundred pound overweight athlete, but ha-, taking on the identity of I, I am an athlete. And I don't mean faking it, I mean really taking that on, all of a sudden what do athletes do? Well they work out, they eat differently, they care about this, they don't freak out if they have a cupcake at lunch, they just, you know, go work it out later. They own workout equipment or workout shoes, you know, that kinda stuff. And so, um, that's the fastest path to profound change, and so I've developed this whole process over like a decade or more, and, uh, now I, I take people through a group process, and have programs that help people do that.

Jaime Masters: Everyone's like, that sounds amazing and kind of crazy. 'Cause that's the other thing, right?

Rob Scott: Yeah.

Jaime Masters: We've heard a lot ...

Rob Scott: Sure.

Jaime Masters: ... of this stuff general, and a lot of the times like even for me I had, I did a lot of willpower. Oh wait, I am actually good. Oh wait, someone said I was really good. Oh wait, no ...

Rob Scott: Yeah.

Jaime Masters: ... you know what I mean? Over and over and over again, and then, then it kinda started to sink in. How do you do your system so that it's sticks? 'Cause no offense, a lot of people are like yeah hypnosis, whatever, but they try it then and it doesn't actually stick long-term.

Rob Scott: Sure. So it didn't stick because you didn't really change anything, and you carried your own concepts about yourself. So let me give ya a simple example of an identity shift. Somebody who is not a parent and then becomes a parent ...

Jaime Masters: Yeah, yeah, yeah.

Rob Scott: ... there's an identity shift in that, right?

Jaime Masters: A little bit.

Rob Scott: Um-

Jaime Masters: Yeah, a little bit.

Rob Scott: Well yeah. You know, like all of a sudden you, you just, you, you have a whole different sense of who you are ...

Jaime Masters: S-, babies here.

Rob Scott: ... what your responsibilities are.

Jaime Masters: Yep.

Rob Scott: And the other thing is your identities changing all the time, your no longer your five year old self, your no longer your 10 year self, right, but there's this persistent story that we're telling ourselves. Now for most people, um, we're taking on protection things so that we can remain safe, and that actually shuts us down and makes us small, and it makes us choose on a day-to-day basis to not do the risky thing like go do a public talk, or get on a podcast, or do something like that. Maybe later, maybe

later when I'm actually enough to do that I'll do that. Um, and so people who are facing resistance and, and doing all that stuff, um, you've gotta go in and actually shift kind of how you see yourself. Um, can I explain this thing called lenses that I think is really, really-

Jaime Masters: No, you're totally not allowed to. Yeah, go ahead. (laughs)

Rob Scott: Oh, I'm not, not allowed, okay. So I want peop-, I'm, consider like glasses, right, I'm wearing glasses right now, or it could be contact lenses, or it could microscope, or telescope, or whatever. If you think of what the lens is, what its function is, right, every-, it's very obvious that a lens changes how you see something, right? It might be useful, it might help you see better, or if you put on somebody else's glasses it's not useful, it makes it look worse, right? But the lens itself, the function of it is to change what you see. There's a second function to lenses that most people don't really think about, and that's that they're built to be invisible, right? If I, I'm, I'm not considering my lenses while I'm looking through my glasses, they're just altering what I see and I just kinda take it as this is my new vision, right? This is what's going on. If I have raindrops on my glasses or scratches, and I have to consider the lens itself, it no longer functions as a lens, right?

Jaime Masters: Yep.

Rob Scott: So our beliefs inside are happening y-, like that. Our thoughts, the, our thought patterns about our self, and what's possible, and who we are, and all these different things, um, are, they're lenses, and, and like that they're altering what we see. If I go into a meeting or a sales conversation thinking I'm the worst salesperson in the world, this is never gonna work ...

Jaime Masters: Mm-hmm (affirmative).

Rob Scott: ... these people aren't gonna like me, that's a different lens of that situation. Then if I go, you know, it's really fun to meet people, I love making connections, let's see how this goes, this is gonna be fun, right, very different actual outcome from taking both of those concepts when you go into the sales meeting. Well like good lenses the different beliefs that you have about yourself, and the different ways you see the world and what's going on, they're built to be invisible from you. And so we're all carrying these different sense of self, of what's possible, I'm ugly, I'm fat, I'm awesome, I'm good at this but I'm not good at that, and if we want to change we have to reconsider those, and repattern them. And the long slow way again is externally through habit and through doing one behavior at a time, but you can actually hack inside and go and see how you're seeing now which for most people it's a lens that you're not seeing, you're unaware of it.

So my business is called Fundamental Shift, and that's basically based on the idea of you're looking through these lenses, these thoughts and these beliefs in your mind, right? And the fundamental shift is to actually move your awareness outside that and see how you're seeing because just becoming aware of it, um, starts to change

it because it's no longer just a fact of I'm bad at this or whatever. You can start to edit those and see well wait, what if I didn't say I was bad at that, what if I thought I'm good at that? Or I'm, or I love learning that or something, all of a sudden it's a way more useful way to see and way to think, and your thoughts are driving your whole experience, right? Your thoughts are fighting the neurons that make your limbic system do what it does in your body to make you feel confident, or scared, or anxious, or whatever. So gaining mastery over this meaning making thing that's between our ears is, is the shortcut to profound change.

Jaime Masters: So I love hearing that, uh, especially the awareness part. But a lot of people that are listening right now probably have a lot of the awareness part, and it's annoying to them because they already ...

Rob Scott: I bet they don't.

Jaime Masters: ... shaped it.

Rob Scott: I bet they don't.

Jaime Masters: Well-

Rob Scott: I bet they don't.

Jaime Masters: Okay, so I ...

Rob Scott: Yeah.

Jaime Masters: ... should sat that, um-

Rob Scott: (laughs) Yeah.

Jaime Masters: So clients of mine I should say are ...

Rob Scott: Ah-ha (affirmative).

Jaime Masters: ... usually are, are aware. So like for example, um, in a sales meeting or something like that you realize after the fact, and po-, potentially not during, after the fact, oh my gosh, I had a whole bunch of crap of, oh, they don't like me, or oh, this happens. And then their ...

Rob Scott: Yeah.

Jaime Masters: ... reaction is different, right, because they assume that that's what their, their lens is. Um ...

Rob Scott: Sure.

Jaime Masters: ... that being said, after the fact they go, oh crap, I need to change my minds-, mindset, right?

Rob Scott: Yeah.

Jaime Masters: So they know ...

Rob Scott: Sure.

Jaime Masters: ... that they have mindset cues ...

Rob Scott: Well let me ...

Jaime Masters: ... in where they can-

Rob Scott: ... let me, let me break this down ...

Jaime Masters: Oh yeah.

Rob Scott: ... of what they can see. So you have a conscious mind and you have an unconscious mind. Um, you can't see what's in your unconscious mind, it's not conscious, right? So when I'm saying I bet they can't see it, what I, what they're seeing there is they're beginning to see more, right, they're, they're creeping up on some stuff, but the, the majority of what's going on for you, the patterns, like literally the, the processes that make your heart beat, and make you blink, and ...

Jaime Masters: Yep.

Rob Scott: ... you know, manage, uh, how hot you are in your body, and what your cells are doing, totally outside of your consciousness. You don't have access to that stuff. And much of that stuff are core beliefs about yourself. So this idea of like I wasn't confident in that meeting, that's the beginning of becoming aware of some stuff. But, uh, what I'm telling you is that ...

Jaime Masters: I see.

Rob Scott: ... there's something that happened to that person when they were six years old that they need to go look at and kinda reframe. And when they do that they come back and they go, oh, I'm not scared of this thing at all, like I get it, right, it's a complete like holy wow, I can totally do this other thing.

Jaime Masters: Okay, so there's ...

Rob Scott: So I'm not-

Jaime Masters: ... seeing the output ...

Rob Scott: Yeah.

Jaime Masters: ... of the subconscious which is conscious-

Rob Scott: They're starting to learn more about themselves, about the thing that's obvious, right? But what I'm saying is is that there's more there that's driving it underneath.

Jaime Masters: Hence people go to therapy all the time, so tell ...

Rob Scott: Yeah. (laughing)

Jaime Masters: ... me about this. I guess that's sorta the point. 'Cause some people are like, oh, okay, I know I have issues, and it probably stems from somewhere 'cause I know that I need to change my beliefs, blah, blah, blah, that's what everybody ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... sort of gets told. Then you go to the therapist and you rehash things over, and over, and over again, and you don't ...

Rob Scott: Yeah.

Jaime Masters: ... ever feel like you're getting anything resolved. So, so ...

Rob Scott: Yeah, don't play, no-

Jaime Masters: ... how does that play into this? Exactly.

Rob Scott: Don't, don't play, no. I don't wanna throw therapy under the, under the bus. There's an absolutely amazing function of therapy. One of my critiques of most therapists, and many are amazing, many are very, very talented and, you know, lots of stuff I do, and they're, they're great. The majority, if you, if you think about any profession they distribute on a bell curve, okay? And what I mean by that is down at the lower end of the bell curve there's many people that shouldn't be doing it at all, they are ...

Jaime Masters: Mm-hmm (affirmative).

Rob Scott: ... really bad at what they do.

Jaime Masters: Yes.

Rob Scott: The grand majority of therapists, or mechanics, or lawyers, or whoever, are okay to pretty good at what they do, and then there's these like exceptional people over here that are fantastic. I'm not talking about exceptional therapists, I'm talking about most therapy, I think that you end up dragging your past with you. And actually it's sort of solidifies maybe one level up of your identity. So if you're

completely unaware of your issues, you're literally gonna walk around the world kind of a dangerous person. You're gonna have like anger stuff you don't understand, you're gonna be lashing out and telling other people they're wrong when they're really not wrong, it's your own stuff, right, there's that. But therapy's amazingly useful for that, right, because you become aware of, oh, like that's where this stuff comes from, that's what's going on.

But what most therapy does is it doesn't go much further than that. They just hope that becoming aware of it kinda heals you. Um, outside of like, you know, cognitive behavioral therapy starts getting into what are strategies that know that we know that what do we do with that to kinda change you, and, and make you go forward through different thoughts, different feelings, and different behaviors, right? Because if you don't change those three realms you didn't really change, you just now know more about yourself, right?

Jaime Masters: Yes.

Rob Scott: So what's different about coaching, or at least certainly the coaching that I do is, uh, we need to figure out what we need to figure out about your past, but then we need to put that down and actually create a new future for yourself, and actually learn to be really, really deeply present, and happy, and confident, here, right? Most, uh, actually I would, I would venture to say most millionaires, most successful people even are actually, certainly in our culture, are on this treadmill of time where they've made their first million, and they've made their second, and they made their 10th million, and they're still not happy, they're still not satisfied, right? They're, they're just chasing this thing, and many people can fall in love with that chase, but that's not the same as like the art of fulfillment, right?

So there's this one sense or skill as a human being of actually learning no matter what your station can you be really, really grateful, and really, really connected, and really, really happy? Winning that is, is a bigger thing to win than just like numbers in a bank account somewhere, right? Now we also like succeeding, right? And it's really important, you become more powerful if you can also succeed, but if your only fulfill it and you're not very successful, you're not a very powerful person, if you're only succeeding and you're not very satisfied, you're a really unhappy person. So what I'm working on is I really wanna bring people into this incredibly embodied happy present where their identity is shifted into really who they wanna be, what they're capable of, and all that. And then I wanna teach them how to continue to create a vision and a beautiful future so that they're living in that space of creation that's really, really powerful, and profitable, and amazing.

Jaime Masters: Heck yeah. Okay, so that's sorta the whole point of Eventual Millionaire. That it's not about the money ...

Rob Scott: Yeah.

Jaime Masters: ... because ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... that doesn't necessarily bring fulfillment and happiness which is exactly what you're talking about.

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: So I wanna get into those pieces, but before we get into like how do we become more grateful, some of the people that are listening I'm assuming are like, oh great, thanks Rob, appreciate it, but pretty much everything I can do is just hire you, and you could fix it, and that's this ...

Rob Scott: Yeah.

Jaime Masters: ... right? So is ...

Rob Scott: Yeah.

Jaime Masters: ... there anything that we can give them to do on their own, so that way ...

Rob Scott: Yeah.

Jaime Masters: ... can see glimpses of this instead of it ...

Rob Scott: For sure.

Jaime Masters: ... just being like, oh, hire Rob, otherwise I'm screwed? (laughs)

Rob Scott: For sure. Um, well step one is always ...

Jaime Masters: (laughs)

Rob Scott: ... hire Rob. I mean, like let's, let's be clear. No, um, uh, let's put this into three steps, right, let's put this into three steps for people. The first one is, and we've already kinda talked about some of it, you, you have to become aware of what's going on for yourself. So the skill of the human mind to become more aware of itself is the shortcut, right? That is the fundamental shift to get us out of the mire of just, you know, repeated misery and upset, and not understanding, and like, wow, I, I wanna do this thing but I keep procrastinating, I just can't do it, I just can't do it. You need to become aware of what's going on there.

And, um, I actually heard Tony Robbins do this great little story about kind of explaining how awareness is curative. And everybody could kind of imagine for a moment that you're in this live event, and there's your foldout chairs everywhere, and watching the guy on stage. And while you're enjoying this event all of a sudden all the lights go out, like completely go out, uh, that you can't see a thing, there's

not even light coming in through the doors, and all of a sudden this big voice says, hey, please find your way to the exit. So now maybe you've got pandemonium, maybe people are together, but you're not navigating your space very well, you're bumping into chairs, you're bumping into people, you don't really know where to go, whatever. And then halfway across the room all of a sudden all of the lights come back on, right? And now it's like, awe, well at least I'm aware of these obstacles, right?

So if you're aware of the obstacles they don't have the same kind of power over you, they don't bite at you in the same way, and you can navigate them, right? So step one is to become aware. Um, and I could tell ya a way do to do that soon, it's certainly not difficult, right? But there's a way that you become more aware of what's going on for self.

Jaime Masters: So you just wanna know how to be more aware?

Rob Scott: Yeah, I, I-

Jaime Masters: So like we feel like we're pretty aware, but there's always more to be aware of I'm sure.

Rob Scott: For sure, for sure. So, but let me just go through the three ...

Jaime Masters: Sure.

Rob Scott: ... the three levels. The, the second level is you might get to the door and let's say there's just chairs piled up in front of the door, and you, you really wanna get out. Well just being aware of those chairs now it's, it's, even though it was helpful to see the other chairs in your way, these need to be dealt with, these need to be moved, or changed, or whatever. So the second level is actually to change the, the, the stuff that's going on for you, and that's where you start to get in a much, much, much more power. And then, um, once you've decided and had the courage to change them, what I do is a process called repatterning where you can actually go in and you can repattern these things that are your basic assumptions about stuff. And when you change that it sorta changes the base operating system of the whole, of the whole psyche, and it's a, it's a really beautiful process.

So how can we, people become aware? Um, for now literally just whip out a piece of paper, and get really honest about how you hear yourself talk in yourself. And this is, uh, my, it's uncomfortable enough that people just kind of, they want to ignore it, right? But I want people to imagine when they're in their bed at night and they're their most worried, like what are they saying to themselves? So, and especially what are the identity level things that they're saying to them self, the I am, right? What are the, what are the big assumptions about stuff? So it might be, you know, I'm not really good at business, or I'll never be wealthy, or that's just not for me, I'll never popular, people won't like me, right, I'm not attractive. Whatever they are, and here's a, a little detail about that.

These don't have to be a 100% true, okay? This is not ... None of these will you fully believe because you're a multi-dimensional, you have many, you know, facets to who you are, and in some of 'em it's you might feel really confident, really okay, and all that. But even if it's only 1% true, even if you just hear it and almost dismiss it immediately, I would suggest that it's bad software in the system, okay? So just get out a pi-, sheet a paper and just get really honest, like what are you saying sometimes, right, and get 10 or 15 things down there, okay? And that would be becoming aware of what you're really saying to yourself. Now most people are doing some of that, but they're trying to forget it as quickly as possible. They're jumping on their phone to go on Facebook, or they're watching a TV show, or they're doing drugs, or drinking, or something to not feel that.

I'm inviting people at step one to get aware of what's really going on for yourself, have the confidence to do that, right? So then how would we shift that, and I'll give you like a, a, a, a second level thing to do there. Just think about instead of these things being true or not because they may be partially true or they may be totally. You might say that's absolute fact, I am ugly, like that will never be not true, right? Instead think of is it useful to think that way, right? And if you, if you put next to these things instead what a more useful thought might be, right? So instead of I am ugly, you know, I love when I look good. Instead of I'll never be successful, it doesn't, and don't, here's the thing. You can't do the, the thing that your self-conscious just won't believe at all, we're not trying to go, I am a billionaire, I am billionaire, I am a billionaire, you're, you're, you're system will go no, like you're not, what are you talking about, that's a lie.

So what we're trying to craft here is what is the choice, right, what is this different choice that's actually true, that you actually could get, you know, your mind behind, and it's just more useful. So instead of I'll never be wealthy, you would think I love when I make money, right, like that's true, and you get connect to that. And so just imagine the person who's constantly walking around and going, I'm, I'll never be wealthy, I'll never be wealthy, and kinda making that true for themselves versus the person that's like, I love when I make money, right, I love when I make money. And you can immediately when you hear that you just feel the difference, right? So the process here is to, those are the things that you're going to be able to see, right? Those are the things that I was talking to you about that are kind of, there, there sort of out of your awareness, but you can still get to them.

When you do work with a therapists, or a coach, or someone like me, we can help you find the stuff that's even deeper and harder to see yourself, right, because you just kinda can't get there, it's, it's hard to see your shadow, right? Um, so does that make sense, is that a, a tangible thing for people to do?

Jaime Masters: It totally makes sense, and ...

Rob Scott: Yeah.

Jaime Masters: ... and you, let's say you write those things down, and then you're like ...

Rob Scott: Yeah.

Jaime Masters: ... oh, but then I forget that I wrote it down, and I never look at it again. Or, you know what I mean, or ...

Rob Scott: Well so the ...

Jaime Masters: ... bringing it up ...

Rob Scott: ... next one is-

Jaime Masters: ... at the moment is difficult.

Rob Scott: Yeah, what I, what I do with people is then we repattern those ins so that they go right into your subconscious and you actually take them on. So that the subconscious mind actually can, uh, the subconscious mind is essentially only interested in survival. And it's a really interesting, it's a really interesting idea, right, it's a base level thing, it's not that interested in you being wildly happy or successful. It's just trying to do what worked yesterday that got you to wake up today, right? So this is why, and, and so our motivations aren't necessarily about pain and pleasure, okay, because if you look at a battered woman, and you keep asking like why, why don't you leave, like why don't you leave? She's not like going back for the pleasure of being there, right, it's a really bad situation. Our motivation structure at the subconscious level is much more about, um, pain and familiarity. We're actually trying to avoid painful, dangerous, scary things, and we're trying to get into the familiar because the familiar is what worked.

So what you find in your own life, and if you're not examining your life you might not believe me on this, um, but if you look at it, if you journal, if you write anything, you'll find that week after week, month after month, almost everything that you do is habitual. There's very, you know, little change to what you're thinking patterns are, where you decide to go, and all that, that's what makes your identity so persistent. That's what makes you think, no, this is really who I am, okay? Your subconscious is trying to go, hey, it was safe to go to this job yesterday, even though I wanna do other things let's keep doing that because it's safe, because it's safe, because it's safe. So the subconscious mind is gonna consciously choose safety on what you did before, and when you introduce a new thing it's scary and it takes conscious willpower for most people to pull themselves out of that.

What I do with repatterning is we go in and repattern this new thing so it's comfortable and safe, and the subconscious mind has this choice between this old thing that's comfortable that kind of sucks, nobody's into, and this new thing that's now not new and dangerous, we've made it completely safe to do it. So you immediately kinda come out of that and go, oh, like being an entrepreneur is amazing, I'm totally about that, I do that, that's who I am, right, and you just take

that on.

Jaime Masters: How does that work though? Like, uh, in neuroscience side 'cause I feel like I don't kn-, and this is, I, I love reading about this stuff. So ...

Rob Scott: Yeah.

Jaime Masters: ... what science stuff 'cause I, I'm actually going to a meditation retreat for my birthday that's a week long that is all about this stuff, right?

Rob Scott: Nice.

Jaime Masters: All about the ...

Rob Scott: Good for you.

Jaime Masters: ... programming and all.

Rob Scott: Yeah.

Jaime Masters: Oh, yeah, I'm a, I'm a fan. Soon-

Rob Scott: Oh, I have to invite you into my challenge. I have a seven day, uh, awareness challenge you need to try.

Jaime Masters: So and, and this is thing. I've been, when I meditate there's all sorts of ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... different things that I go down that path, and a lot of entrepreneurs are like, wh-, don't get me to meditate, I don't wanna think about that.

Rob Scott: Sure.

Jaime Masters: I don't wanna hear those ...

Rob Scott: Sure, she-

Jaime Masters: ... thoughts so loudly. But when we're talking about subconscious like you said where we can't, we don't even know, it's not even the meditation of the thoughts coming up ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... it's something way deeper. Tell me more about the science side of how that works. Like why does it matter so much about safety and security? I get that, you know, we're evolutionary human beings, but ...

Rob Scott: Yeah.

Jaime Masters: ... how can we go in and repattern stuff that way?

Rob Scott: Yeah, yeah, yeah. So, um, let's just think about how neurons kinda fire in the brain, um, you know, a couple of a, a couple of quick details that are just useful, um, to talk about, right? So as your neurons fire in your brain there's a lot of ways that they fire. When you touch things, when you think things you're firing neurons, when you, uh, do this, if you see different colors, right, these different neurons at different parts of your body and in brain are firing, and they strengthen as they fire, right? So if you keep thinking about something you're not gonna forget it because that's a very strong set of neuronal bundles that are firing together all the time. As you kinda move away from something that happened a long time ago those neurons don't fire as hard, and actually finding a memory is finding those same neurons that kinda fired in the same, same way to do something, right?

So what happens when neurons fire? First off they, they decide to fire together so that they strengthen and that's how you gain mastery of things, that's how you remember things, that's kind of where our consciousness is being built. But what happens down in the, in the more root center of the brain is that's firing off things in your limbic system which actually start to fire off different hormones, it, it calls up different parts of your body that create hormonal things in, in your body and all that stuff which might create stress, or might create ease, or might create whatever, okay? Now if you're truly in a stressful situation, like you're in war, or you found a fight, or somebody's yelling at you in your relationship, you're gonna naturally fire off these fear, you know, situations, your body's gonna react to that. And some of that fears immediate in your, in how your neurology is relating to it, but your body gets hormones and these chemicals that can keep that for hours or days, right?

So that stress response, I-, let's say you're way over-caffeinated from coffee, or you've done some other stimulant, or whatever, that can take a really long time to truly settle the system ...

Jaime Masters: Hmm.

Rob Scott: ... right, to really, to really get back to calm. We like it because it's common and normal to our subconscious, we start to pattern that, and that starts to become who we are. I'm a big coffee drinker, that's what I do all the time, right? So what we're doing is we're starting to understand that the, the real power here is that you have habits of thought, and habits of behavior, that create literally a chemistry in your body that creates a reality of how you think, how you feel, and how you behave. And so then if you wanna change, right, everybody wants to change, but they don't really wanna change who they are. They go, I want all these new results, but I don't wanna think anything differently, and I don't really wanna feel anything, I mean, maybe I'll be happier, whatever, but I don't really wanna change my habits.

And that's ridiculous, that's the people that you see just lamenting about becoming a different person, but they're not really changing.

So this act is really about beginning with thought. How are you making meaning? And as we can start to change some of that thinking, different neuronal bundles start to fire and form, and as they do it fires different reactions in your limbic system. You get a whole different hormonal structure in your body, and you literally are a new person, right? You know don't think the same thoughts, you don't feel the same feelings, you don't have the same behaviors. Now don't worry about that, it's not like you lose who you were, or people forget who you are, or whatever, but this is the science of change, right? This is the way that we actually, uh, enroll our self to actually take on new habits and new things.

So what are new thinking's in normal sense that's not about like the way I do identity sifting? If you read a new book and learn a new skill, and you hone that enough what's that doing? It's firing off different neuronal bundles, it's giving you different ideas about what you can do in your business and all that. If you happen to feel good enough about that you'll go take action on that in the world, and if you take enough action about that you'll gain mastery and skill, and that will now become something that's in your toolbox. I didn't know how to do Facebook marketing, and now I do know how to do Facebook marketing, and it's like old hat to me. But at the beginning it wasn't old hat at all, I didn't know how to do it, it was scary, all that stuff, right? So this is the fact of going in and understand how different our reality is. Let me, can I, I know I'm babbling, but can I do one more little example?

We're a creature that can literally sit alone in a room completely safe, and just start thinking thoughts about our taxes, or about dangerous people outside, or about the state of the world and our politics, whatever, and even just talking about some of that could trigger some of the people listening to have a limbic response and actually feel fear as if all that stuff is really happening right, right in the world. It's a completely imaginary reality that we live in, but it's firing all these very real experiences, and behaviors, and ways of thinking and being in our body. So le-, it's really funny to me that nobody in like school or anything else is trying to give us a little bit of a roadmap about how our brain actually works.

They're just saying, hey, this most important thing that's making up all your meaning, that's firing all the ways you feel about the world, everything you think and all that, just let that be injured in middle school with a heartbreak, uh, you know, let's let you feel embarrassed over here, and let's let you do that. And then you're gonna grow up, and you're gonna be fairly unstable, and nobody's gonna help you with that, but hey, just go make money 'cause that'll fix everything, right? Like that's, that's not the way that we should really do it. And so what I'm trying to do in like a big way, like I'm on a mission, I really wanna help people gain this level of skill over understanding what it takes to actually change who they are to optimize completely, right, mentally, emotionally, and physically, and behaviorally, so that they truly become the person that really, really, really wanna be. Does that

make sense?

Jaime Masters: Yes, and I have 1,000 things that I wanna (laughs) say.

Rob Scott: Yeah, do ...

Jaime Masters: So-

Rob Scott: ... it ...

Jaime Masters: So-

Rob Scott: ... do it.

Jaime Masters: Well, so I mean ...

Rob Scott: I'm sorry.

Jaime Masters: ... that's ...

Rob Scott: Yeah, yeah.

Jaime Masters: ... that's why I don't watch the news, and that's why a lot of people listening don't ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... watch the news 'cause it's ...

Rob Scott: Yeah.

Jaime Masters: ... you know what I mean, trigger. And one of the, um, uh, one of the things in the reasons why I'm going ...

Rob Scott: Let's just say ...

Jaime Masters: ... this way, can-

Rob Scott: ... the news is absurd, can we just ...

Jaime Masters: Yeah.

Rob Scott: ... sorta say that out loud?

Jaime Masters: Seriously.

Rob Scott: Like it's absurd, it's ...

Jaime Masters: Well they-

Rob Scott: ... not even news ...

Jaime Masters: They ...

Rob Scott: ... anymore.

Jaime Masters: ... interview with-

Rob Scott: It's ridiculous.

Jaime Masters: I know ...

Rob Scott: Yeah.

Jaime Masters: ... it's like fear, fear, fear, right?

Rob Scott: Yeah.

Jaime Masters: And you're like ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... oh, I want, I choose to watch this. My parents watch ...

Rob Scott: Yeah.

Jaime Masters: ... it, they're like ...

Rob Scott: Ah-ha (affirmative).

Jaime Masters: ... huh, no, I don't wanna, you know, subject myself to that. But, uh ...

Rob Scott: Yeah.

Jaime Masters: ... what you were saying beforehand, one of the reasons why I started going down a specific type of meditation is because, uh, I injured myself, I'm supposed to have surgery. I was actually, I'm a mutant, I was born with extra bones in my body, weird ole thing, right?

Rob Scott: Beautiful, nice.

Jaime Masters: Yeah.

Rob Scott: Dude, good.

Jaime Masters: I know.

Rob Scott: (laughs)

Jaime Masters: Extra, no. (laughing) Uh-

Rob Scott: Love it.

Jaime Masters: Yeah, that's what I say. Anyway, so I read this book called You Are the Placebo, and it talks about, and I love the placebo effect, and I, I really adore what you're saying in general 'cause I feel ...

Rob Scott: Hmm.

Jaime Masters: ... like you said, people don't understand this. But when you ...

Rob Scott: Hmm.

Jaime Masters: ... were going through you were saying people, everybody wants to change, but they're not willing to change their thoughts, and their whatever, their hearts-

Rob Scott: Who they are, you're e-, you're ego is persistent.

Jaime Masters: Yes.

Rob Scott: That's a way to say it, okay, your ego ...

Jaime Masters: So do we need ...

Rob Scott: ... is persistent.

Jaime Masters: ... to know why we're not changing in order to change? Does that make ...

Rob Scott: No.

Jaime Masters: ... sense? Okay.

Rob Scott: Not at all, no. You just need to ...

Jaime Masters: Maybe ...

Rob Scott: ... start-

Jaime Masters: ... you do right now. If we're like ...

Rob Scott: Yeah.

Jaime Masters: ... okay, I know I wanna change, and apparently my ego is really, really strong and I'm not, but I'm reading books, and I'm trying ...

Rob Scott: So stop-

Jaime Masters: ... and I'm missing ...

Rob Scott: Stop pretending-

Jaime Masters: ... this.

Rob Scott: How about we do this, how about we stop pretending that your ego is a real thing. Your ego is not findable, it's not a findable thing. There really is n-, there really is no you. You are a persistent story, you're a bunch of memories that will shift over time. If you get Alzheimer's you're not you anymore, right, there's no person there to find, if you had a brain injury or did something like that. So there's this persistent sel-, sense of self which is completely useful for evolution, right? I'm not saying that we should just all walk around like completely lost and not knowing who are like Alzheimer's patients, I'm just suggesting that there's this process going on that feels so persistent in our personality that we take on, and you'll hear it in lower level consciousness people, and I don't mean to, you know, uh, I don't know how else to say that. But there's some people that are more aware and kind of understand these things, and there's people that are really, really not aware at all.

When they talk about themselves in the world you'll hear them talk in facts. I am this, he is that, that guy is this, right? When you actually start growing your consciousness and seeing you start to realize it's way more loose than that, right? In this moment I was that or I felt that way, but I also change, I'm also open to seeing new things and thinking differently. Um, I, some people will come to me in my, in my coaching and they'll be like, you know, why, Rob, can't we, why don't we keep heroes? Like Lance Armstrong, we lost him, and, you know, people did these good things, and they looked around like where are our heroes? And I said, there's no such thing as a hero, that's not like a permanent thing, it's a, it's an act like, and in one moment you may run into the burning building because you were motivated to do so and that was interesting. People come out and say, oh, my gosh, he's a hero, well not really, he was heroic in that moment, but he may not be the next time, he may not be whatever.

Now I'm not saying there's not a functional, you know, way to have your character be somebody who helps others and all that stuff, but let's be honest, we're all just human.

Jaime Masters: Mm-hmm (affirmative).

Rob Scott: And at the bottom of that we're really just consciousness, you're literally just consciousness. And on top of that you've built this idea of who you are, and you're

trying to fight really hard to defend, no, this is who I am, no, this is who I am, no, this is who I am. And the reality is is you're temporary anyway, you're changing all the time, and we're wasting so much energy arguing for this limited sense of self, right? And so what I'm here to do is I'm here to make you aware that thing is a bit of a sham, that's there's a bit of, uh, of a lie going on there, and that you can edit that and actually alter yourself like a real mutant would, right, like a real accident would. And actually change, and change behavior, change how you think and see things, and actually change these lenses, get rid of these lenses that are limiting to you, and put in effective useful lenses that make you optimize, right?

If you think about a really successful person and really unsuccessful person, and check how they're thinking about themselves in the world it'll be completely different, right, it will be completely different. If you edit that you'll have the behaviors, you'll do all the things that make you start to rock the house.

Jaime Masters: So that's funny 'cause that's actually when, at the very beginning of doing all these interviews, and this is the hard thing about doing interviews, is that I feel like we put people on pedestals. I had millionaires on a ...

Rob Scott: Sure.

Jaime Masters: ... pedestal for a ridiculously long period of time. And then ...

Rob Scott: Yeah.

Jaime Masters: ... when I started hanging out with them and being like, oh, you mess up all the time too, that makes me feel ...

Rob Scott: All the time.

Jaime Masters: ... so much ...

Rob Scott: Yeah.

Jaime Masters: ... better.

Rob Scott: All the time, yeah, yeah, mm-hmm (affirmative).

Jaime Masters: Yeah, and so as soon as I started like bringing that in and being like, oh, I'm actually smarter than some of them (laughs) ...

Rob Scott: Yeah.

Jaime Masters: ... things like ...

Rob Scott: It's a lot smarter.

Jaime Masters: ... great.

Rob Scott: Yeah, totally.

Jaime Masters: Yeah, so, so things start to come out, and that starts the, eh, and I, and I don't know if it's internal or external like you were talking about before, but that starting shifting who I was, 'cause I was like ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... wait a minute, I'm not so sure that there was a whole thing ...

Rob Scott: So look ...

Jaime Masters: ... with this.

Rob Scott: ... it felt, let's talk about that, right? It feels like I wanna be that thing. Le-, let's look at the f-, fact of desire for a second, right? Wanting something actually means that you don't have it, okay? So, so if you're thinking I want money, I want money, you're not in a space where you're thinking about what you do have and how much money you do have, you're thinking I don't have money, that's what that actually means, right, I want money. So I want to be an, an entrepreneur is actually saying to yourself I'm not an entrepreneur. There is something special, or different, or other in them that I am not yet, so I gotta go learn, I've gotta go change myself, I've gotta go do something, because I'm not that yet.

And what I'm saying to you is if in that moment whether you have any clients, whether you've sold anything, whether you do anything, if you take on the identity of I am an entrepreneur, I might not be making any money yet, those details about this, right? I am an athlete, you might still be 100 pounds overweight and not very athletic in your movement or anything, but the identity of I am this thing, right, owning that, changes the whole game. So as long as you put off like I'm not an entrepreneur yet, I'm not an entrepreneur yet, you're, you're gonna be I'm learning, that's what your identity is. As soon as you get around people and you see, oh, this isn't that special, I'm kinda like them, whatever, I guarantee that you stepped over and started to go, well, I can be an entrepreneur too, I'm an entrepreneur now.

And then as you do other things and you get other evidence that you are you start feeling more, and more, and more, before you know it a couple years go by and you're like, yeah, of course, I've been doing this for years, this is, this is who I am, right, look at me. And then you get called, and you get interviewed at places, and all that because now you're an entrepreneur. But that can happen so much more quickly because for many people it doesn't happen at all, they just stay in that I wanna be, I will be one day place, and that's actually safer, they're used to that, they get attention of that. I can't tell you how many victims are out there just telling ya how bad their day is because that's their strategy to get significance and

attention, right?

Jaime Masters: I chatted with one of my friends the other day and I was like, do not be a victim. And she was like ...

Rob Scott: Yeah.

Jaime Masters: ... I try hard.

Rob Scott: So sick of it.

Jaime Masters: Yeah.

Rob Scott: Just cut it out, you know ...

Jaime Masters: Yeah.

Rob Scott: ... like that's enough, yeah.

Jaime Masters: Yeah, and especially I'm a mom of two twin boys that are three, so yeah ... (laughs)

Rob Scott: Yeah.

Jaime Masters: ... I chose do that. You have ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... enough choices, lady.

Rob Scott: Yeah.

Jaime Masters: (laughs) So, so question about this because I actually get told this quite a bit. My definition of Eventual Millionaire is a little bit different 'cause I want to enjoy every day. I ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... I am, you know, 97% of the way there, and yet mentors will tell me, if you have a show that's called Eventual Millionaire you never gonna get there because ...

Rob Scott: Hmm.

Jaime Masters: ... it's always in your head. And I'm like ...

Rob Scott: Yeah, yeah ...

Jaime Masters: ... how?

Rob Scott: ... yeah, yeah, yeah.

Jaime Masters: And then I go, well I am eventualbillionaire.com also (laughs) ...

Rob Scott: Yeah.

Jaime Masters: ... right? (laughing) And that's like a ...

Rob Scott: I love that.

Jaime Masters: ... a joke, but what's funny is they've actually told me to change it multiple ...

Rob Scott: Ah-ha (affirmative).

Jaime Masters: ... times. And of course ...

Rob Scott: Yeah.

Jaime Masters: ... it's my brand, and I, I resist into maybe it's ego, whatever, I'm resistant to changing that, but it's my ...

Rob Scott: I think ...

Jaime Masters: ... best interest to say-

Rob Scott: ... that as long as you're aware of that. I think that there's ... So when that stuffs unconscious I think it's, it's pretty powerful, but let's not get into woo-woo and magic too much, you know? There's a lot of things in like the secret that are valuable, and then it gets applied in a way that makes it kinda magically, like if I just think about having a million dollars I'll have million dollars, it's like not true. You won't, I promise, that's not how that goes. Like you're not gonna manifest that in your thinking. You may manifest how you can behave differently to start taking actions, to start creating value, to start exchanging value, and you'll become a millionaire that way. Um, and there is a huge amount of power in visualizing and doing those things, but only in so much that it sets up the reticular activation center to move your focus and motivation towards something, right?

Jaime Masters: Right.

Rob Scott: So I would say that, yes, that, that's, there probably could of, you know, the whole idea of becoming kind of implies this time and this sense of I'm not there yet, right? The, the mindset of I'm not there yet is a pretty consistent human problem, right, because we, doing that we pattern these ways of being in our brain that even when we do get there we're not very good at being anywhere that we are and we go, oh, there's a new there to be, right, because I'm not there yet, right? That's, that's ...

Jaime Masters: I'm a coach too, this ...

Rob Scott: ... that feeling.

Jaime Masters: ... is what I hear all the time. You, you see these, these entrepreneurs like go, go, go, 'cause ...

Rob Scott: Y-

Jaime Masters: ... I mean pro-, progress was my man-, mantra since I was eight ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... right? So, so you'll ...

Rob Scott: Sure.

Jaime Masters: ... see them, and then they get there and they're like, the next thing, the next thing, and I was like ...

Rob Scott: Yeah.

Jaime Masters: ... can we just chill for a second and realize what you just said because you didn't even ...

Rob Scott: Yeah.

Jaime Masters: ... realize it.

Rob Scott: I'd like to say this. It's like I've gotta there, I've gotta there, I've gotta get, the reality is if you actually look at time ... And I'd love to talk to you a little bit about the meditation stuff, I don't know if interesting on this scope, but at some point I'd love to talk to you about that because, um, you said, well people don't want the thoughts to be that loud. We're actually trying to get the thoughts to be quiet, right, so that we can actually be present and ...

Jaime Masters: Yes.

Rob Scott: ... learn what it is to fully be here.

Jaime Masters: Yes.

Rob Scott: Because what I like to say to people is, there is no there. You've never been to there, there's no such thing. The only place there is ever is here, and so it's not about getting there, it's about getting here, but in a way where you're deeply happy, confident, you're taking killer action, you're thrilled about who you are, and you're living an embodied, rich experience of this life, right?

Jaime Masters: That makes sense.

Rob Scott: Does that make, that make sense?

Jaime Masters: Well, so okay, so my, um, I get on a soapbox here also, right?

Rob Scott: Yeah.

Jaime Masters: So to me I have goals, don't get me wrong. Goals are great.

Rob Scott: Yeah.

Jaime Masters: And I have, uh, short-term feeling goals. I wanna feel ...

Rob Scott: Sure.

Jaime Masters: ... joy, I wanna feel this 'cause that's all we have right now.

Rob Scott: Yeah, an-

Jaime Masters: This is why ...

Rob Scott: Yeah.

Jaime Masters: ... I tell all my clients to ... See, exactly. Oh, my gosh ...

Rob Scott: (laughs)

Jaime Masters: ... like, uh, but ex-, that's exactly how I feel. And it's so funny 'cause when I suggest to clients about meditation the reason why they're resistant is because they feel like it's bringing those thoughts up. But the ...

Rob Scott: Mm-hmm (affirmative).

Jaime Masters: ... whole point of it is to actually be here now, and feel what's here now ...

Rob Scott: Hmm, mm-hmm (affirmative).

Jaime Masters: ... because again, this is ...

Rob Scott: Yeah.

Jaime Masters: ... the only moment that we actually have.

Rob Scott: See, let's, let's go back to the name of your show, right? Um, I think if that's unconscious to you that might put in a thing, but I also think that as long as you

know that just call it that. It's great for certain people, it's what people wanna be. They wanna eventually become millionaires, so use it, but just don't let that drive you. Like start to think about yourself like completely owning, you know, rocking that out, and, uh, and you don't have to change your brand, I wouldn't worry. It's not ...

Jaime Masters: It's not-

Rob Scott: ... it's not-

Jaime Masters: It's not about the brand either.

Rob Scott: The, the universe knows when you're kidding ...

Jaime Masters: Yeah. (laughs)

Rob Scott: ... also. You know, so you can do stuff and whatever, like, you know ...

Jaime Masters: Yeah, sure.

Rob Scott: ... don't say that, don't put that into the universe, ah, the universe has got my back, it knows when I'm kidding, don't worry about that. Yeah.

Jaime Masters: Seriously. So-

Rob Scott: Yeah.

Jaime Masters: So but then, but then there's piece I, I think of trying to pay attention to what is here and now, and being an entrepreneur, and ...

Rob Scott: Yeah.

Jaime Masters: ... scanning and looking for the future, and loving for momentum.

Rob Scott: Can I give that a structure?

Jaime Masters: Seriously would that be-

Rob Scott: Can I give that structure for a second?

Jaime Masters: Yeah, def-, yes.

Rob Scott: Okay, so ...

Jaime Masters: Please.

Rob Scott: ... so can you read that? I don't know ...

Jaime Masters: Stillness ...

Rob Scott: ... if your backwards ...

Jaime Masters: ... in motion.

Rob Scott: ... to me.

Jaime Masters: Yes, I've been wanting ...

Rob Scott: Kay.

Jaime Masters: ... to know what that says the entire ...

Rob Scott: Yeah.

Jaime Masters: ... time, good.

Rob Scott: So that says stillness of motion. Let me, let me explain what that means, and I've already about it. We've got this, um, this sense of, um, the art of fulfillment and the science of success, right? And if you think about the roots of those in Eastern culture they for years have been really, really interested in the present, like in meditation, and in working with consciousness to become really awake and alive. And there's so much evidence that that's real, that's not woo-woo like it said, it's a real thing, you can actually change your states and, and, and get into this stuff, and, and get a lot of joy out of that. However if you're the burning monk, I don't know if you've ever seen the burning monk, he, he ... Have you seen that picture on ...

Jaime Masters: Nope.

Rob Scott: ... Time and all that stuff ...

Jaime Masters: It's real.

Rob Scott: ... he lit himself on fire? Not very successful at stopping the tanks necessarily, right? Like great statement and a great mastery of his own consciousness, but not necessarily a very powerful individual. So that's a, a lot of what the East has been interested in historically to add to human consciousness. Here in the West we've been like, I don't care about now at all, I got, I got progress, we gotta get to Mars, we gotta go over here, we gotta do all this, right? So here you've got coaches like Les Brown, and Tony Robbins, and all that stuff like success, success, success, let's do that. And in the other aspect you've got, uh, you know, Eckhart Tolle, or, uh, [Christian Emmerde 00:43:22], or [Che Nauhawn 00:43:23], or you know, these different people who are teaching that. But these, we, we want both, right? We want to be able to be really full and still in pleased and present, and want to be able to master success and, and things over time, right, creation and all that.

So because I'm interested in both and because I teach both and I think that they're both fundamental, the idea of stillness in motion is this idea of like how do you bring that stillness, that awakens, that enlightenment, into these big things that are the motion, right? So how do you bring stillness, you don't need to find stillness just on a couch or a seat while you're sitting in meditation, how do you carry that into like doing the dishes, and being on a sales call? So like right now I'm very aware of my body, what my feet feel like on the ground, I feel incredibly embodied, and even though I'm talking and thinking, I'm really, really still in my being, and I'm bringing that into motion and accomplishment by talking to you, and being on a podcast, and, and sharing these ideas with people.

And so to me that's the next level of human evolution, is to gain our awareness in such a way that we, we gain these skills over putting down these, uh, persistent egos that are so limiting, and have all these limiting beliefs of I'm horrible, and I procrastinate and all that. Waking up from that, mastering stillness and happiness, and real true gratitude and joy in the moment, and not misunderstanding that that's gonna leave us on some rock sitting there and not being able to move or do anything, but actually taking that into the world and becoming really prolific, and really sharing ourselves, and really, really awake, and, um, and really like redefining enlightenment.

Jaime Masters: I agree 1,000%. Also because we feel like we want both, we're like, oh, well this stuff shouldn't matter, but who cares, we love stuff. That's okay, it's ju-, uh, right, feeling crappy when you don't have it, or feeling crappy because of things, that's another thing completely. Um, but, but actually getting stuff or, or achieving things that feel really good, that's okay to feel really good. And I feel like that's the piece, you either have ...

Rob Scott: Oh, yeah.

Jaime Masters: ... a role, these people are ...

Rob Scott: (laughs) Oh, yeah.

Jaime Masters: ... sort of separating themselves being like, I don't need money, and I don't need stuff, right? And, and I don't wanna, I wanna be both of tho-, I like money and I like stuff, and I like being here and now, and in the moment enjoying every second 'cause I feel like to me that is true fulfillment, where I can ...

Rob Scott: Absolutely.

Jaime Masters: ... feel all of it.

Rob Scott: Absolutely, yeah, you should totally be able to receive. Um, we're living in an infinitely abundant place, right? Our, our money and our exchange of value is, is not based on a limited set of gold that's in ground, it's based on exchange of

innovation, and ideas, and all that. And whole new industries are created which like shows us that our, our value is limitless, right? And let's say, let's say that money got weird and really got locked down, or whatever, side economies would just start to, uh, sprout. I would mow your lawn, and somebody would give me a massage, and I would make the shoes, and like other economies would just happen, right? So this idea that there's this limited pie that we have to get or whatever, if you wanna become a coach let's say, if you just learn a couple skills to do that and learn how to sell, learn how to figure that out, all of a sudden you're exchanging value with somebody immediately, and you can build a big business, right, with the, with nothing other than information and selling information. So it's really, really powerful, yeah.

Jaime Masters: So it's so difficult is that we went on set, this tangent is so much which I adore hence the reason why ...

Rob Scott: Yeah.

Jaime Masters: ... we went down this path is that we didn't even get into the selling stuff. And I know we have to start wrapping up.

Rob Scott: Sure.

Jaime Masters: I might have to have you back ...

Rob Scott: Yeah.

Jaime Masters: ... on the show to actually talk about the tactics, and logical side ...

Rob Scott: I wanna share-

Jaime Masters: ... and how this goes.

Rob Scott: Yeah, I totally wanna share about my business ...

Jaime Masters: Yeah.

Rob Scott: ... because we've done, we've done really, really big things going from, uh, like one on one coaching and doing very, very well at that to doing products, and groups, and bigger things like that. And, uh, yeah, I love all the tech behind, I've got a tech background, so we le-, please have me on again. I would love to ...

Jaime Masters: Yes. We're ...

Rob Scott: ... come and little-

Jaime Masters: ... gonna riff on all of that 'cause I ...

Rob Scott: Yeah.

Jaime Masters: ... adore. And a lot ...

Rob Scott: S-

Jaime Masters: ... of people listening go like, oh, great, thanks for saying that 'cause now I really wanna listen, and that was the point. No, I'm kidding. (laughing) M-, hashtag marketing. Uh, so ...

Rob Scott: Yeah.

Jaime Masters: ... so, (laughs) so what I ha-, what I have to do is I have to wrap up 'cause I know you have a, a call really, really soon.

Rob Scott: Yeah.

Jaime Masters: So I ask the same last question every single time, and it's what's one action, one, listeners can take this ...

Rob Scott: M-

Jaime Masters: ... week to help move them forward towards their goal of a million and fulfillment? (laughs)

Rob Scott: Yeah, well I think it would be to try to find, if you're not already, then your current state of mind is creating what you have going on. So I think that the s-, biggest shortcut to hacking that is to get in there and make that list of those limiting beliefs. Uh, make some new choices about that, and, uh, learn how you can get those things repatterned into your brain so that you actually change who you are. And, uh, create yourself into the entrepreneur, or the investor, or the employee, or whoever you wanna be, um, that's really gonna be capable to make that, uh, first million.

Jaime Masters: The world is your oyster people, come on ...

Rob Scott: No doubt, there ya go.

Jaime Masters: ... and I know it's available, so go ...

Rob Scott: (laughs)

Jaime Masters: ... make sure you do that. Thank you so much for coming on today, Rob. You tell us where we can find more about you, and all more about what we're talking about right now 'cause I'm sure ...

Rob Scott: Yeah.

Jaime Masters: ... there's a lot more.

Rob Scott: I've got, I've got three websites 'cause I know it's awesome to leave with totally different choices. Uh, uh, well ...

Jaime Masters: Three close at ...

Rob Scott: ... the first one-

Jaime Masters: ... go. (laughs)

Rob Scott: Yeah, yeah, I-, like here's one. If you wanna just hang out with me and get a ton of free tools, and check out a lot of stuff, uh, you can go to robscott.com, so it's just my name, that's it. If you're specifically interested in identity shifting I've got a site called identityshifting.com where you can learn more about what I do there, and there's cool stuff on that site. And then, um, I have a seven day awareness challenge that is amazing, it's called Back to Breath, um, and it's just a seven day thing and I take you through, and I give you a little audio to make becoming more aware of your mind really easy and fun, so it's not a pain in the butt. So, uh, that's at backtobreath.com, and you can just sign up for your free account there.

Jaime Masters: And go do that. Thank you so much for coming on the show today, Rob, I really appreciate it.

Rob Scott: It's been really fun, thank you for having me.