
Jaime: Welcome to Eventual Millionaire, I'm Jaime Masters, and I'm so excited to have brothers Guy and Ilan on the show from Satori Prime. But we already started talking about tons of crazy amazing stuff, so I said we have to start recording now so we can capture it all. Thank you so much for coming on the show today guys.

Elan: Absolute pleasure. Thanks for having us.

Guy: Thanks for having us.

Jaime: Your website is fantastic too, by the way. Tell us like what you do, which one of you does this, or if you pay someone else. But it's fantastic. So, go ahead and tell us what you actually do.

Guy: I'm gonna let you take that.

Ilan: Yeah so, this Ilan and I know for those of you listening in the car this is gonna get confusing because our voices do sound eerily similar.

So, what we do. What we do has morphed and changed a whole bunch of times as I'm sure you guys in business already know. We created Satori Prime because at the time we had both been in finance, lost everything. I was living on unemployment checks, house in foreclosure. Guy had to move in with my parents and sell his car. And in this genius moment of a time, my brother goes "Hey Ilan, do you want to start a business?" And I was like "This is as good of time as any."

So, for all you out there that think that you need to be at this perfect moment to start a business, let's blow up that myth, and we asked ourselves a really important question, and I think it's a question that people don't ask themselves. And the question was if we could do something for the rest of our lives and not get paid for it, what would that thing be?

And just to very clear, we needed money at this point more than any other time in our lives, and yet, that was the question. Because we were just thinking if we're gonna dedicate our lives to something, it's got to be something that we are that passionate about, that money is not the factor at all.

And so, Satori Prime when we started, we had done personal development and coaching since 2003 and were doing it for free

just because it filled our soul. And we started building Satori Prime, that's what we wanted to do, we wanted to be coaches.

And so, we realized okay we're not gonna walk down the street and like "Hey, do you wanna be a client? Do you know anybody that wants a life coach?" So, we were like marketing. Marketing, marketing. So, we got deep into that world, and Satori Prime when we first started was really just we're affiliate marketers then we got really good at Facebook. We started doing some Facebook training. And kinda like the undertone of everything we ever did was personal development.

And the website that you mentioned started basically the idea in 2016 to pivot the entire business back to the core reason we started this business. And so, we've automated and/or partnered all the affiliated online marketing stuff.

Basically, we do like five percent of that today, and now we just do coaching from anyone. You know the people that we work with one-on-one are multiple five and six-figure clients but **[inaudible – audio cuts out] [00:03:09]** mission to serve a hundred people. We have programs for everyone under the sun.

So, if you can afford a couple hundred bucks, we got something for you too. So, it was really important for us to be true to that and not be one of these like "Oh, we're so hoity-toity. We only work with these people." And so –

Jaime: Hey, that's what I do, don't make fun of me. That's what I'm really impressed at though. In to your guys' story, like how can you; especially when you're at your lowest point, right; go after A) giving other people advice, because everybody would be like "How are your life coaches if you don't have – you blah blah blah" right? You lived at home with your mom. I don't know what to tell you, right? So, that No. 1 and No. 2) not going after the money because that's scary.

Ilan: Yeah, that is scary. Well, I'll say this, at that time we were probably in personal development work I'd say eight or nine years. A lot of teachings like most teachings have a lot to do with integrity. Alright, so we wanted something around integrity.

So, now I just want to quickly define that word because I don't mean like keeping a promise. It's more like the wholeness, right?

Like a bicycle wheel has integrity, all the spokes are in. That's why it's working. So, if there's a word that I would replicate for integrity, it's just workability.

And we had a lot of opportunities to do things that were like borderline, I don't want to say immoral, but just like borderline don't quite feel so good. It's like go after the money, go after the fast cash grab. And at every opportunity, we had that to do; we chose the latter which was hey, let's go the slower route. Let's build something that feels really, really good.

Something that when you go to bed at night, you don't have to sit there and run through all those thoughts, you know feel good about who you're surveying. And those are the choices we just kept making.

And you're right; it's like when there's not money, how do you that? Well, it's like hey if you're gonna build something that you care about, it's different. I don't want to say anything is better, right? Like if you're selling an Amazon product and you're just hocking those things, and it's really just about analytics for you? You might be a person who loves analytics, and that really gets you off, but you know, and maybe service is not quite where you're at.

I think for us, and I've seen this with really any process of mastery, mastery always begins with the self, right? Once you kinda get that down, you tend to want to serve other people. You get to a certain place that just this very natural place.

So, we knew that serving people was more important than how much money was in the bank account. And we knew if we could just learn how to serve more people, serve better, serve at a higher quality, the money would just be a side effect of that and that's remained as sort of the cornerstone of the company.

Jaime: I love it especially the process of self, right. So, of getting better and better and better because a lot of people don't even know what that is. It sounds like you guys already did, thank goodness. So, you didn't have to wait any longer –

Ilan: Yeah.

Jaime: before you made money, right?

Ilan: Yeah.

Jaime: But finding out what that is and that self-exploration Because I didn't know what I wanted to do either. I was like I no idea.

Ilan: Sure.

Jaime: I wish I did, it would be so much easier. But a lot of people aren't even in that spot yet, or they're not paying attention to maybe it is an Amazon business that gives them money, and they don't even ask that question like you were saying.

Ilan: Yes.

Guy: Absolutely. I think Elan and I have done a lot of things in reverse order. Most people start a business, then realize oh crap the business isn't growing because I'm holding it back or attempt to grow and they get into the developmental work.

We had done that for a really long time without having a business, and I'll tell you time and time again, we spend a good amount of time around people of seven, eight, nine-figure businesses. Stuff like that.

And I've seen it almost across the board if you haven't done the inner work; even if the outer results are there; it's kind of an empty experience.

We were just with a really good friend of ours who I'm actually gonna see tomorrow morning for breakfast, and in the last three-four years, we were one of his first clientele. Like we were one of his first \$1000.00 a month paying clientele. Today he's got a four-million-dollar business.

That was like three years ago, and we were just skiing with him out in Utah, and when we had a conversation, he said: "Look, if you gave me a checklist of all the things that I wanted to accomplish that would create my dream life." He goes "I'd have a check on every single box." And then he starts crying. And there's an appreciation obviously of all that's happened, but he's crying because it hasn't solved anything.

And there's that western mythology and ideology that when I change my circumstances, then I will feel great. And the truth is, it's not really how it works. Like western mind, western religion, western spirituality is all about growing up. Here's how you grow up.

Eastern philosophy, eastern spirituality is all about waking up. And there's kinda like a dissonance between these two worlds. It's like nobody's trying to integrate both and because that they might have grown up, and this is why you can see who are super smart doing really immoral things. Or see really spiritual people who are really actually quite enlightened but might be xenophobic or homophobic, and all those other things because they haven't matched those two worlds together. And there's an emptiness that kinda seems to be in both spaces when you're not kind of integrating both.

So, I think like our approach had been, hey money is all about growing up. But then there's like you might be lacking spirituality. And there's nothing wrong with making a shitload of money and be super spiritual.

I completely discount that living on the mountain crap for spirituality, but at the same time, I do think that there's something about focusing on both sort of both growing kind of with balance. Otherwise, it creates a disharmony.

Jaime: Yeah, what you're saying is exactly why I stared that site too, and I know my people have heard this before. Because it's the millionaire myth, right? So, it's all about the money, and you go after it and yes you have to grow sort of a person as you're growing the money, but then you look at yourself, and you're like what the heck is the whole point of all this?

Like more money is not the problem solver, right? And that's good to know and if you're doing what you love, and you have the money that's great too. But then I had to add on the extra like okay but wait. Why am I actually here? Like it's good to –

Guy: Yeah.

Ilan: Yeah.

Jaime: Crap, now there's more, right? And then that's where spirituality comes in, and I always thought it was one of those things that you sort of go like this, and that's what they tell you to do when you're younger.

But one of the biggest pieces, and I know both of you talk about this a lot which is why I wanna sort of bring it into this. I talk about meditation on this a lot because it was the only way I could get my brain as a crazy entrepreneur to shut off in any way. I mean it took years to get it to actually shut off.

But when we talk about like the core of what you guys do for personal development, what are those pieces? I know meditation is a big piece that I want to talk about and whoever wants to field this question because nobody can tell who's saying what on the audio version anyway.

Ilan: You guys should play a little game with yourself called who's talking now?

Jaime: That's awesome.

Ilan: Well so we have kind of an ascension model and one of the things when we created this platform of what we take people through, we thought the same thing. Like if there was the foundational thing; and I think you're gonna ask this at the end so I may be blowing this up.

Jaime: Man.

Ilan: It might be premature –

Jaime: Do it anyway, do it now.

Ilan: same thing.

Jaime: We want it all early.

Ilan: Yeah, and I just think it's timely, So, we thought okay what's the one thing that anyone can do that makes the biggest difference. And I have to tell you, five thousand years ago this was handed to human beings and it is true today more than ever, and that really is meditation.

So, our core product basically that we just created is called Prime Your Day. And it's something that people can get for like 27 bucks if they want. And really, it's if you can't commit to even five minutes every morning – I read this line by Steven Covey, he said: “The first 30 minutes of your day is the biggest contributor to what the next 23 ½ hours of your day looks like.”

I don't care how committed you are to your success, working harder, doing more, doing faster, grinding, hustling, all these words that get thrown around, okay can get you results. I'm telling you, it is not fulfilling. It is draining. It is overwhelming. It will bury you through sickness, disease and discomfort whereas being and tapping into inspired thought and divine inspiration, Godliness, all that stuff.

You don't get access to that until you do basics like wake up in the morning, don't look at your phone. Go sit somewhere be in silence and tune in. And I know for some people like the argument is well I never feel it, I don't know if I'm doing it right. My voice is really loud. Perfect. That's perfect meditation.

That's perfect meditation. If you wake up in the morning and your voice is going ballistic, that's perfect meditation. If you wake up and you fall asleep during your meditation? Perfect meditation. It's not about what happens during the meditation; it's what happens during the next 23 ½ hours of your day.

And people that come to us and like “I want to work with you, I wanna work with you.” “Do you meditate every day? That's step one to work with us.” Why? Because if you can't commit to doing that, how the hell are you going to commit to doing all the other things that we're gonna share with you?

So, for us, it's like Prime Your Day. Build that foundation, right? From there, let's look at the power of manifestation because everything you ever want in your life comes from learning how to be a bad-ass manifestor.

If you don't know how to take thought, feelings, and emotion and create something, then what the hell are we doing? Right? So that's the easy part, the effortlessness.

They nest part we do is ascension. Because at this point we're now looking to heal and remove blocks, stories, patterns, things that

have been holding you back for decades that you have no idea are running the show. That's the ascension.

And then from there we just go into activation. And this is kind of like what we spoke about before we got on the call. It's like there's this other world that most people don't get to tap into where like DNA activation and light activation and like body healing and like shit that most people in the business world don't get to talk about.

Jaime: Yep.

Ilan: But if you wanna be someone who has life happen for them in an easy, effortless manner where synchronicity is all around you all the time like that takes activation.

And that's really where now like I said those are the people we love to work with, who have reached financial success, done all that kinda stuff and they're like "There's gotta be more." I'm like "Wanna be activated from the inside out? Wanna experience what that's like?" And then that's who we got to work with. And we've kinda built this pattern to get people there.

Jaime: And everyone's like "What the heck ate they?" Yeah, but I agree. Like the activation side, I have so many synchronicities in my life it is ridiculous. And so, what I want to do, especially because the – everybody is on their own path and on their own journey in a different spot, right?

Ilan: Yeah.

Jaime: And when I chat with people, sometimes it takes health issues or whatever this pain that's great enough to realize that maybe I will meditate. Maybe she does have a point, right? And I usually recommend like Joe Dispenza *You're the Placebo* because they can go "Oh no, I'm in pain. If I meditate, I can feel better? Okay," Yay, go, team, right?

So, there's that as like my little wiggle room. How do you guys – are you just working with different types of people that are all in on meditation already or is there – are they excited about it? They just don't think they can do it? Like, give us the first few steps.

Guy: You know it really depends on the person, and we've kind of talked about manifestation a little bit. Look as we grow, the people

we're attracting are coming to us with different levels of needs, right? So, it used to be about the people who were like really dealing with money issues and want to take care that. And maybe it was a health issue or just like basic stuff about relationships.

Now we do have people coming to us who've been in the process and worked for a long time who may have done a lot of applied medicine work or who are keenly aware of their energy field and stuff like that. And they're looking for that much deeper core. Like how I get to the cellular level of myself, communicate with galactics, for lack of a better word. Start channeling, you know do all the stuff.

Because look, Ilan you can tell we're a little bit enthusiastic about this.

Jaime: Yeah, I was like passion! Crazy!

Ilan: A little bit enthusiastic.

Jaime: I'm gung-ho like this too, so I can't really say anything.

Guy: It's not like flying off our seats you know because it's funny when you meet a nerd who is just like a nerd like you, it's really exciting. And everybody is a nerd to their own effect, right? You got musical nerds, you've got your artistic nerds, you got your money nerds, we're just freaking spiritual geeks.

And we really get off on this stuff and you know I think 98 percent of the books I'll read throughout the year are non-fiction, psychology, neurology, things about the energy system, Chakra system, meditation, like whatever I can get my hands on. And I love it.

So, now that's what's changing. I'll say like I don't want to prescribe anything because I don't think there's a certain prescription for any individual about their own enlightenment. I think that's what dogmatic religion actually doesn't do very well, is that they try to prescribe one pill for all.

And you just kind of look at your own life and you want to validate your experienced enough to say "Oh, this guy is an idiot. I'm religious." Whatever. It doesn't matter to me; it's not my point

here or an argument at all, whatever works for you, fantastic. Keep doing it.

My point is that like if you're gonna go take somebody and you're a master dancer like you're the best at Salsa in the world, and a person comes to you, and they're like hey I want to master the Salsa.

Now I can show you certain things, right? I can open doors for you, I might even give you some insights on how to be a Salsa dancer, but the process is gonna be you looking at your feet, counting steps. Eventually looking up from your feet, no longer counting the steps. Now you're kinda getting in the flow. You're gonna dance with every partner a little bit different than you danced with the partner before. And you can't prescribe the same way.

Now when that person masters Salsa, guess what? They're not dancing it like you. They're dancing it their own way. Ilan dances it his way. I dance it my way, and you're gonna dance it your own way.

So, these days we're like –

Ilan: My way is just horrible.

Guy: We're just like that person that leads the partner so that they can kind of get to it a little bit sooner. And look, without a doubt, there seems to be an event happening on the planet of awakening of the feminine frequency rising and like of this harmonization of the human race.

Like the conversation has grown tremendously if you look at the industry as a whole, just how much money is being flooded into self-help and spirituality. It's like expanded in leaps and bounds.

That points to the fact that suddenly people are like – by the way this is really interesting because I just heard this if you look at people 34 and below right now, 75 percent of people no longer consider themselves religious. They'll say I'm spiritual, but not religious.

Jaime: Yes.

Guy: Where like the older community, a little bit older, will say I'm religious, and I'm spiritual. And that's shifted because religion, I'm not saying it's bad, I'm just saying it may leave certain things out that truly help people towards the ascension that they're really looking for. And part of that is like in the western world; it's just about growing up.

It very much lacks like that spiritual connection, and that's why you hear people say stuff like that. So, for us, it's like you know how do we make spirituality, even mystical experiences, accessible in such a way that doesn't make them like a dark art or what people consider witchcraft which is really just healing, by the way, guys.

Jaime: I'm totally a witch. You didn't know that?

Guy: Welcome.

Jaime: I tell my kids that all the time.

Ilan: Me too.

Guys: A witch and a wizard, basically right? But when you think those things and you start to negatively find them, people don't want to look at what that is instead of looking at how does that help me?

Jaime: Well so that's my point too. And that's why I want to tell everybody that's listening like the crazy thing is when I started interviewing – I've interviewed almost 500 millionaires now, and the interesting thing is that what they don't talk about on the normal show because most of them are friends of mine now. They're talking about this kind of stuff in the background, but they don't – like that's not their schtick. Like they're either business people, they talk about different things.

So, it's interesting getting you guys; you're like I work with those people too. And some of the people that are most successful are telling me exactly what you're telling me.

Ilan: Yeah.

Jaime: So, at the beginning, I was like, and you're crazy woo-woo, alright. I like science, science is my thing, right?

Ilan: And we do too. We love science, right? But look for a practical person, you're gonna need to talk to them about neurology in a way that's approachable so that they can understand the phenomena that are impacting their mind and how their mind is reacting to those phenomena.

Once you've kinds gotten mastery over that, you might be great at taking action, that's gonna blow up your business. It sure as fuck doesn't mean that you're healing from the inside.

Buddhist work is, forget the branches, forget the leaves, go to the root, right? So, when we start to talk about mystical experiences, and we start talking about meditation, we're saying like go to the root.

Now the scary part about somebody who's done no mind work is that when you mess with the roots when you move them when you take them out when you shake them, it's gonna make – it's gonna change the tree. And that means there's gonna be certain emotional experiences that suddenly seem to come out of nowhere, that if your mind is not adept at being like holy shit and it starts freaking out, then your gonna kibosh that and the roots are gonna get planted back in.

So, it's like again you have to kinda marry a little bit of both these things, but for most people, their minds are saying such evil things to them. It's the stuff your parents to you that you didn't like, is the stuff that now is on loudspeaker in your head all the time. That's why when your parents are in front of you, you're freaking out because there's the loudspeaker talking to you, right?

So, again if you're not aware of that yet then to go deep dive into the body is more of a difficult experience. And that's kind of why we like to do hey let's deal with this, but if that's dealt with hey let's go into the body. Let's do that work.

Jaime: Well and I think what's interesting too when we look at entrepreneurs in general, they have to deal with the unknown and change like crazy. And so, what we're trying to do is mitigate and go I don't like this. I don't like unknown. I don't like change and embracing that. And that's sort of what you guys talk about too.

Like embracing that is actually a wonderful, wonderful thing instead of pushing it away. Because what we've been sort of taught

to is like nope, I want consistency; I want predictability. This is what I want. And that's not life, especially when you get down to the spirituality level. You're like oh no! Right? There's so much – so many rabbit holes we could go down, right?

So, I want to just change trajectories a little bit because I wanted to chat about this because I'm crazy. So, you guys are leading a retreat for an Ayahuasca ceremony. I had somebody probably two years ago talk a little bit about this, and it made me super excited.

So, talk a little bit about this and where on your little spectrum, not little spectrum. Your large spectrum, where on the spectrum that would be. Because meditation does see, like the first step, but where would an Ayahuasca ceremony fit in for the rest of it?

Ilan: Well I think Ayahuasca is one of those things that are really interesting because Guy moved to San Diego from New York and when he moved there was no conscious awareness of Ayahuasca. Like it didn't exist. We didn't hear about it, etc.

Ayahuasca is one of those things that kinda like taps you taps you on the shoulder and is like "I'm here." So, when you're called, you're called and remember when Guy came out and like told me his first experience I was like Oh My God! Sign me up! And I'm in New York, and I'm like "Who in New York is doing this?"

And it took me probably another year and a half to two years and the funny part was we were on someone else's podcast like this, being interviewed and Ayahuasca had come up. And afterword he's like I can connect you with a whole bunch of people in New York. So yeah, it's all just like perfect and divine.

Jaime: How long ago was that that you guys first did it then?

Ilan: So, Guy when did you do it?

Guy: I'm about five years now.

Jaime: Okay.

Ilan: So, my first experience was probably about three years ago now. And yeah so, the people that we take down with us are the people who are in our ascension program. So, you would have to have done some sort of like deep dive work with us. And one of the

things that we do is we go out to this amazing place. We call it the Garden of Eden and we're there for a week. And what's really interesting, it's actually lead by Shamanists,

Guy: It's in Columbia, we should mention.

Ilan: Yeah which is super rare.

Jaime: Wow.

Ilan: In fact, in Central and South America, generally women aren't involved with this, which is weird because the plant is so feminine.

Jaime: Explain what Ayahuasca is for all the people that don't know also because they might not even know like what it is.

Ilan: Yeah so great, great point. I always like dive in and like –

Jaime: I know like ready? Go!

Ilan: So, Ayahuasca is basically a combination of a Barkwood tree, and a plant that they mix together and the active ingredient in there is DMT, so it has hallucinogenic effects on you. And it's basically – Guy, and I were just talking about this the other day. Like where did the idea to combine that tree with this plant, like how did that come about?

There's a lot of stuff that like this came from somewhere, right? And ultimately there's amazing stuff, even if you just go online and just search? There's just amazing healing done by this medicine.

It's very different from anything else that you can even imagine. Even if you've done any hallucinogenic and it has this very, very powerful healing properties.

So, when we were there last year in this same place for a week, Guy and I had done like 15-16 years of personal development. That one week was doing like 20 lifetimes of spiritual work. It was so deep, and we came out like “Do you want the body of your dreams? Spend a week. You want more money than you know what to do with? Spend a week; do you want to heal relationships? Spend a week.”

Like, it is the end-all-beat-all of just healing and experience. Because there's nothing like – there's no coach on the planet that can offer you this. There's no spiritual teacher that you can sit with that can do this because all the stuff that we've been talking about, you know the going in? That's the only place.

And so, it's almost like being connected your souls, asking questions, and your highest self-soul who is sitting there with God is like, here's what you get to do. Here's what you get to look at. And it's just so powerful and guided by the right people and done in the right way; it's truly one of these experiences. Like if you're called to do it, as scared and nervous as you might be because it's unknown and you're like what the fuck am I getting myself into. Truly like if your heart calls to it, it is one of life's – to me, one of life's greatest experiences.

Jaime: Well, I know everyone's going oh, they're talking about drugs and it's not legal and all this stuff too. So, I know there's probably gonna be a lot of resistance and a lot of people going like ok what is this?

Ilan: Sure.

Jaime: But like I know people that have gone through stuff like this that have cleared up PTSD in a day and a half or two days.

Guy: Yep.

Jaime: You know what I mean?

Ilan: Yeah.

Jaime: And so, what's so crazy is that there's evidence coming through for some of this stuff. They even have centers with different types of this medicine in different areas that do this on purpose on the medical side, right.

Ilan: Yeah.

Jaime: We just are so averse to – I mean I used to wear the don't wear drugs t-shirt.

Guy: Yeah.

Jaime: I was super straight edged. I didn't drink. I didn't do any type of anything forever. I didn't do pot when I was younger. I didn't do anything because I was like, that is not how you live your life. You straight and narrow.

And so, everybody is sort of resisting that; I just want you to open your mind a little bit to some of this stuff because it's crazy.

Guy: If I can just add in like it really is plant medicine and then again like western culture; not be anybody's own fault, just by the admission of the conversations we've been raised around; is this is bad, right? But it truly is plant medicine.

Like I know after I did Ayahuasca, somebody's like it's a drug. I'm like no, it's – you put it in your body it's one of the most healing physical, mental, spiritual, heart experiences of your e tire life. And to call it drugs is to defame what it is.

Now, Ilan and I – I have a lot of experience with all sorts of plant medicines that I've done. Iboga, I've done Ayahuasca. I've done combo, **Hepe**, **Tununga**. I've done a fair amount of them, and it's an exploration of the psyche and spirit.

Here's what I'll, there are without a doubt other ways to get there. If you go to a really powerful breath work, chances are your DMT experiences. If you go do the Vipassana, it's a ten-day silent meditation, I've done that too. You're gonna have an essence of what this is however what you achieve may be in a decade or two decades of doing that type of work. Ayahuasca will take you there immediately without you actually knowing how you got there.

So, I think the point is that A.) it's a giant reset. It's like an identity killer and again go back to Buddhist thing like – spirituality is dying so you can be re-born. Right? It's like constantly surrendering, dying so you can be re-born. Ayahuasca is like there you go.

You're gonna be placid with death with your own death because **[inaudible – audio cuts off] [00:28:13]** when people die. They're like I had this DMT experience. There's a lot of – something shifts when you came to that place.

Now the point is for me these days even if continue to do any kind of plant medicine work, and I do openly really; we're like one of

the few business people that I think talk about it. I have no issues talking about. It doesn't make me feel like I'm doing anything bad or wrong, nothing.

Jaime: I posted once, and I got so many people going like "You should not put that under your brand," and I was like do I ask these guys about or do I not? Ahh, you know?

Ilan: Yeah.

Jaime: I'm totally gonna ask.

Guy: If it's time for you to talk about it because you know this done well, then it's time for the brand to shift also and maybe the audience to shift, Either the audience to upgrade or a new audience to come in and listen, whoever is ready for it. My point is look at shows you where the target is.

The real work done is finding, maybe not the way back there, but it's like here's the thing; I wanna just offer a quick analogy; when you learned how to ride a bicycle, and you gained balance. If your dad or your mom whoever taught you sat around and talked to you about riding that bicycle, they could've done that for a week straight. Told you everything about the physics and the handlebars and the pedal and it's gonna be like this, it's gonna feel like that. You're gonna get on that bike; you can't ride that bike.

However, then this momentary thing happens. That's why we call the company Satori Prime. Satori, there's a moment of enlightenment. Something happens, and you suddenly have balance. The moment before you did it, it took split second. Now explain to me logically how that happened.

You might find good language for it. You might even be able to describe it, but you're not gonna really talk about what happened. Because what happened is you felt something in your body that a moment before you didn't feel. And it's like a frequency shift. Now that frequency gives you access to something for the rest of your life,

And here's the thing, that frequency is not something you learned, it's something you remembered. Coaching is a process of remembrance for people. We've all done this before, whatever your religious beliefs are, fine. Okay, if you don't believe that,

great. I believe we've done this many, many times before. Your souls have traveled all over the universe, been on many planets, had many experiences in multiple dimensions. Right?

Like this just remembering. Unfortunately, this meat suit or fortunately comes with amnesia, right? So, part of what we get to do is remember so what happens is like it's just like riding that bike, there's a different point of balance doing medicine, doing meditation is finding different points of balance. But every one of them reminds you of this little frequency. And could feel that shift happening inside your body. You don't even need to truly understand what it is, right?

It's like love; suddenly you're in love with somebody. There's a frequency there. Suddenly you just had this knowledge. You walk into a room; you walk out of it. You something's gonna change, something has shifted inside. You don't really need to logic it. And I think that's what plant work does.

That's what all this work does is that gives you maps for these different frequencies, and new maps gives you different basically pathways to journey on that people who just don't have those maps couldn't possibly know. Same as a child who doesn't know how to ride a bike yet. They just don't have that map.

Ilan: Can I offer one thing for your listeners?

Jaime: Yes.

Ilan: because this is like there's an awesome book by Steven Kotler called *Stealing Fire*.

Jaime: Oh, yes. Yes, definitely.

Ilan: And for anyone who's kind of on the outs of this and is like all of this is weird, you want to know what the head execs at Google are doing? You wanna know what the Navy Seals are up to? Like he talks about it, and they participate in this kind of work. It's not woo-woo anymore. This is like performance driven stuff.

And if you think about it, yoga a bunch of years ago was weird. Your friend that did yoga 20-30 years ago was the weird one. Your friend who meditated 15 years ago every day was the weird one.

Now corporations have yoga and meditation classes that they pay for you to do. So, like times they are a changing.

Jaime: Times a million. And that's the thing I've recommended that book, Jamie Wheal lives here in Austin and he runs the Flow Genome Project and trying the blend of science and spirituality is something that is really exciting and coming on the forefront.

Because what we don't know we're just dumb. Most of us just have tiny brains. We have tiny brains as humans, and there's only so much capacity, right?

So, everybody's like assuming science is the end-all-be-all right now, but it evolves like everything else does. And so, it's I heard this great analogy interesting to see what's coming out and to imagine 20-30 years from now with the technology we have and will have in the future, everybody's gonna know this stuff. And we're gonna actually be able to measure frequencies way better than we can now which is kinda sad.

But I even show my clients the scale of emotion. Even just to under – because I thought emotions were silly for a very long period of time. It was great. Like emotions are dumb, I'm gonna learn how to only have the happy ones so that way I'll be happy all the time. This is smart, right?

Guy: Yeah. Yeah, yeah, yeah.

Ilan: Nice.

Jamie: Logical.

Ilan: We've all been there.

Guy: We've all been there.

Jaime: So, showing my clients the scale of emotion and people are like "Oh, I get it." Right? There are different levels of where we are, and all I want for my clients is to be on the happier end all that we can. Not that contrast is bad because it tells you – teaches you lots of stuff. And some of the people listening need a lot of contrast to make any changes.

Ilan: Well, your soul chose an experience, right? And I heard this great analogy where it was like your heart, the thing that creates emotions is like the soundtrack to a movie.

Jaime: I like that.

Ilan: If the movie was playing and there was no music there, there was just stuff happening, right? Like there's no emotional value. You'd just be watching a bunch of people walking in and out of rooms, doing certain things and you'd be like, huh? Music, right that thing that emotes. There's like the dark like "Dun, dun, dun" right and then like "da ta da ta da ta" right? That's the beauty.

If you watched a movie that the entire movie was a bunch of people being happy for two hours, you'd be like that movie sucked. If you watched a movie where the entire time people were dying or feeling miserable, you'd be like that movie sucked. It's like you said, the contrast.

So, to the soul, there is no time. Time doesn't exist. It's just hey I want to experience this in this particular meat suit at this particular time. Take me to this place. And then you argue with it. There's an amazing – by the way, Michael Singer if you guys haven't read his stuff, just –

Jaime: I'm trying to get him on the show. Yeah, I know.

Ilan: I know too. Two of the greatest books written or that I've read –

Jaime: Ever.

Ilan: in the longest time –

Jaime: Ever, okay.

Ilan: are *Untethered Soul* and *The Surrender Experiment*. He also did a; it was kinda like an audio class as a follow-up to *The Surrender Experiment* called *Living from Surrender*. And he had this thing in there where he kinda takes you through this process of like what happened with the big bang and 13.8 billion things were happening so that we are at this moment. And he takes you through this whole process.

But like you don't even have to go through that. If your parents didn't happen to be in the same at that same moment to meet each other, you wouldn't be here. So, in other words, if there was a rainstorm that stopped your dad from driving to some certain place, you wouldn't be here.

If your grandparents didn't meet if you – like just think of how many perfect magical synchronicities needed to happen for you to have this exact moment. For us to be on this podcast. For you to be in your car or wherever listening to this thing right now, like just fathom for a second, 13.8 billion years of miracles, right?

And then you go yeah, but I don't like my boss, there should be another way. Or I should be making more money, or this person shouldn't be annoying me or blah, blah, blah, blah.

Jaime: You're good at this.

Ilan: Hey, who the hell are you? Like truly who are you that you are greater than the design of all this and that's what we do. And we get upset. The only reason you get upset is because you believe that life should be at this moment, different than it is. If you actually have the space just go God, I love this experience and whatever my heart is signing at this moment and whatever emotion I'm having, that is part of the tapestry that makes this so beautiful.

Guy: Yep.

Ilan: Like I get to feel pain. I get to feel longing; I get to feel elation. I get to feel broke and living on unemployment checks. Right? I get to hold my son for the first time. I get to lose my daughter in Israel and be scared out of my fucking mind. That's my life's tapestry. And if we didn't have that, life would be boring.

Guy: Yeah, there'd be no forward momentum. There would be no growth. There would be no expansion. It's all part of it, and it's funny Ilan saying like love this love this, love that, and people are like I can't love that stuff. Well. If can't love that stuff, then love that you can't love that stuff. Love that that's what going on for you right now. Love your present moment experience whatever is going on.

It's never gonna be picture perfect. And there is no external way that you can maneuver things for you to feel okay internally. It just

doesn't work that way. Everything you see outside of yourself is a reflection of inner beliefs. Every single person you're complaining about is the things that you don't want to look at yourself that yours are.

It's what you complain about yourself to yourself, but it's become like, I call it white energy. You know like white noise? It just blends in the background. It's like white energy. It's like energy. It's these things you felt – you feel them in your body all the time, but they've been there so long you've forgotten that it could even be any other way.

You've had this clenching feeling around your chest for long that you don't remember that there could be spaciousness in there or that your guts don't need to feel like someone's squeezing the shit of them or whatever it might be because you lack contrast.

Debbie Ford used to have this amazing analogy about like a – you know she's passed now, and this is amazing work that's she's left behind. She used to say that your life is like this room with all these castles – a castle with all these thousands of rooms. And every room is like a way of being. And you give these grand tours of this castle, and you always ask for feedback.

And at the end of the tour you kind of get this feedback and the feedback is well you have a great place here but that one room in the back, it needs some serious work. And no matter how many people you ask, you get some sort of similar feedback.

So, you make some changes. You Fung Shuai the furniture, you repaint the room. You put it back on the tour. No matter what you do to this room people just don't like it. So, you're like you know what? I have all these other rooms I'll just close this door, and I'll take it off the tour.

Now imagine that over a lifetime. By the time people show up for personal development work, they have like two doors left open, and they think they know who they are. But they forgot that they're this infinite potential being.

And you know I think that's what coaching is. It's like about giving people the courage to go open those doors again and discover what was in there. Because look, you were a child and you're still a child. All of us are seven years or younger. That's

how development works, and yes you might be in a bigger body, and yes you might have more responsibility, and yes you might have more experiences, but the fear has not changed since you were little. It feels exactly the same way.

If I put you in circumstances where you're uncertain, you'll like a five-year-old in front of a room you know really scared to give that presentation or whatever it might be. And that's what we're all dealing with. We're dealing with our little kids. Now if that's what you're dealing with as an entrepreneur, as a mom, as a dad as a – whatever you might be, then you've got to notice that there's this little child in you who's scared.

And if a little child came to you and was scared and was like hey I really need some help right now, I'm really sad; you're not gonna kick it and tell it to shut the fuck up because I got stuff to do right now. You'd be like aw sweetheart, how are you and here let me take care of you. Let me hug you let me – we don't do that to ourselves. We do kick ourselves, and we do move on to the next thing.

And this is what I see with people who are just in personal development, not on like the spiritual path, is they start using it to bypass emotion. Kind of like what you said. It's like I gotta get in action. So, I'm having this experience today; something is disappointing me. It's making me feel something, and I'm going well I gotta get back into action. So, you bypass it, and you go on to your next thing.

But the truth is, let's slow down for a moment get present and be like hey sweetheart, yeah there's disappointment in there, feel that. There's sadness in there; you get to feel that. That hurt. You get to feel that because emotion is energy in motion. The emotions that you keep feeling, that you keep saying I don't wanna feel that you keep pushing them down and they keep trying to come back up. That's their natural state.

So, when we meditate, we do these things. What we're doing is we're creating a gap between our awareness, like our observer awareness and consciousness just enough to that emotion can actually pass through. So, we're not holding it down.

When that happens, it has a natural healing effect on the body and possibility arises where there was no possibility before. And those

are those new frequencies that you get to experience and feel develop and manifest from.

Ilan: And remember.

Guy: That's what it's about, yeah.

Ilan: Yep.

Jaime: Okay I'm gonna say one thing. I know we have to start wrapping up soon. There's too many things. So, I pushed them down for so long because I was like not needed, not needed I live here. And then so when I started actually meditating and started feeling things, I was like oh man that sucks.

But I also had no words for them. So actually, bought myself one of those little cards that seven-year old's buy, Because I would be like what feeling is this? I think this is sad, I guess, right?

Ilan: Yeah.

Jaime: I remember chatting with one of my friends. I was like I think this is anger like I'm really angry. And she was like "Jaime that's rage." And I was like oh, that's good to know. Okay.

Guy: Nice.

Jaime: She's like you feel like punching the crap out of something, I mean that's anger, right?

Ilan: Oh, slightly. Yeah.

Jaime: That's what I – so the new nuances like you're talking about can be expanded and the feelings that you can have because we want the new Tesla for the feeling we're gonna have from it. We want all this stuff, but the feelings have way more of a wide range than I think any entrepreneur is willing to even go down because they're so scared of the crappy ones. The fear, oh no if I go down and feel it more, we're gonna know. There's just gonna be a rabbit hole –

Ilan: Sure.

Jaime: that we just go down forever and we're just so fearful, seven-year-old kids, you know?

Ilan: Yeah.

Jaime: And not willing to give ourselves a break on it either.

Ilan: Yep.

Guy: Yep.

Jaime: Because we're holding it all together. That's what we do.

Ilan: Yep.

Guy: In short, spirituality is acceptance of all things. Of all things. So, every part ever had, every experience you've ever had, every emotion you've had, all of it gets to be loved. That's what's just so, right? And when you think you're gonna – what we find is like the myth of this personal development stuff is that you're doing it too – because like in the 80s like empowerment was the thing, right? Empower yourself.

Ilan and I grew up in that stuff. Look empower yourself, right? And it makes you feel like you're gonna get so powerful that you'll overcome, that you won't experience this more. And you see that with a lot of spiritual people. It's like I'm having this experience you know, and then, I can't believe it. I thought we moved past this. And they get upset at themselves. And they start raging at the machine at the system, and that's what doesn't work. It's like oh, okay. It's just the next layer of it.

You know how many neurological things you're tied to for every single object that you see? There's millions. There's more connections in your brain than there are stars in the fucking universe.

Ilan: Yeah.

Guy: Okay? It doesn't matter how much truth you find in anything. You might figure something out, maybe like oh I got that. I figured it out. But it's like a sliver of a sliver of a sliver of the actual truth, and it's neurologically connected by millions of things.

So, it's like fine, you might have found something and uprooted something, but it's got another trigger. You're one red truck away from flipping the fuck out.

Jaime: Darn it! What the heck?

Ilan: Yeah.

Guy: Exactly so but like when you build the capacity to just be with what's opening up and feeling, you're letting that move through, and this causes sorrows when you meditate some sorrows is like these negative associations we make with everything. But as we open this, some sorrows just move through. The emotion moves through. It literally cleanses itself.

You don't have to do anything for this. You just have to be. But we're just so good at doing, that we stop being.

Ilan: Yeah.

Jaime: Well and the knowledge of hearing all this and the wisdom action of doing it are two different things too. That's –

[Crosstalk]

Ilan: It's like you said, people want to experience God, right? They want to experience all this stuff and Singer says this too, he like I call bullshit. You don't want to experience God because God is everything. God is hate, God is love. God is gratitude, God is forgiveness. God is pain and what people experience of God is like you said, I want to experience all the things that make me really, really happy and I don't want to experience any of the things that make me really, really sad. That's not God.

Jaime: Darn it!

Ilan: That's just not God. So, again it's you have a choice in the matter. Right? Circumstances happen. The perspective that you have about the person, the circumstance, the money in your bank account, how your business is doing and not doing, that's on you. Because at the end of the day, it's just that.

One of our earliest mentors, he's like when you can tell me your issue like you told me about what you had on your bagel this morning. And we came from like the North Jersey area, so bagels are like big thing; you can remove that with like some gluten free I don't know **[inaudible]** **[00:44:54]** or something.

But when you can explain to me what you ate for breakfast the same way that like the most painful thing in your life happened, then I know that you've healed it. Until that happens, it's another, like Guy said there's some scars that you get to deal with and –

Jaime: Get to, not have to.

Ilan: When you sign up for that game, it's just beautiful.

Jaime: I love this. Okay, we've talked for way too long, and I have to say the last question, but you guys have a podcast too everybody can listen to their podcast if they want more for sure. Now I have too, thanks.

Guy: These are weekly conversations on there.

Jaime: Man. Alright so, I don't know who wants this one, but or both, but what's one action out of everything we talked about, one action this week that will help them move forward towards their goal of a million:

Guy: Awesome.

Ilan: I got one right off the top of my head, so –

Guy: Yeah, go for it.

Ilan: So, we spoke about meditation and again like people are you know man, ew meditation, blah, blah, blah. So, here's what I want to say about meditation, to take it like really practical. When you meditate, what I recommend is that you take on a 30 days meditation challenge. Where you just sit quietly, turn on a YouTube clip, get the Calm app, do whatever works for you. 5-10 minutes a day. Just do that.

During that process names and peoples' faces are going to come to you, which is natural. Practice for the week, contact those people. Even if it makes no logical sense to you why all of the sudden so and so who you haven't spoken to for five years, like why am I thinking about them? Contact them. A simple text, an email, hey I was just sitting meditating today got a download about you, wanted to check in and see how you were doing.

Guys I have made more money acquiring clients by doing that one I little trick than any other marketing skill that we've done. That is inspired thought. What that leads to is getting those inspirations in your awakened state.

And that is truly the power of this work. So, like practice for a week. I'm telling you like do the 30 days. Then you can choose, right? Just do the 30 every day 5-10 minutes, I don't care if you do it in the morning. You miss the morning; you do it – it doesn't matter. And then whatever comes through, you connect with that person.

Practice that, let me know how it goes.

Jaime: That's what I teach my people too, what the heck. That's awesome.

Guy: I'll do a quickie also, and I just want to reflect on that too, Money is not linear. Money is not a linear game. Life is not a linear game. It's actually all right here in front of you right now. Everything you freaking – I know it's such a cliché but it's like the shortest point between two places is in the same location.

Ilan: Yeah.

Guy: And it's just focus and its perception, and it's all these things that makes you think that like I just have to work for money. Money is just waiting for you out there. There's like checks in IRS that haven't been sent to you, and your grandma is gonna send you something. There's all these things I wanna just bring in, but you're not – you don't have the feeling of being worthy.

What we're talking about here is how to upgrade worthiness, because the number one disease on the planet is "I'm not worthy." So, when you're like I wanna a million dollars, your body's going I'm not worthy. And it's like it just can't receive. It doesn't know how to actually receive energy. So, you're kinda blocking it off all the time.

I'll make this super simple. For me patience and grace. Those two things develop patience and grace. Because that little kid is coming, and he's coming upset and the thing that we're not, we're like I should be somewhere else, so we're not patient. And we're certainly not graceful. We're like you fucking idiot or whatever we say to ourselves that's terrible, and it's like that little kid is coming.

Start having a relationship to yourself with the upset; it's not like I'm upset like an adult. I'm upset like a little child. How would I talk to myself, if I was upset like a child? I'd have patience, and I have grace with little kids.

And have the dignity and respect to treat yourself better than you would somebody's stranger child. Because if a stranger left you their kid to watch for one minute, you would treat them better than you treat yourself when you talk to yourself that way.

So, it's like just start noticing. It's my little boy, it's my little girl, and when that stuff happens instead of being upset, it's like oh my God it's interesting that's happening. Just get curious. Curiosity is the beginning of transformation.

Ilan: Yeah.

Guy: And then the other things I just want to leave you is you know people get really frustrated, or people don't understand frustration is what leads you to spiritual growth. And not understanding is what, I'm sorry like confusion is what leads to understanding.

These are actually the – like when you're experiencing those things you'll be like yes! Something's coming. Awesome is coming instead of being like fuck, why am I not getting this? And it's like if you do that, you're slowing the velocity of what's available to you and how fast these experiences can come in.

And that's why like people like Ilan and I were growing like crazy; it's like you talk to us next week, we're gonna be like two completely different people. And it's just what so, it's because we're on this path all the time.

Jaime: Okay. So, where can everybody find more information about you? I know there's the website, so tell us the website, tell us if there's anything we should watch first, you tell me.

Ilan: Yeah, so I think just fitting – you can obviously just go to our website it's just SatoriPrime.com. I think really fitting, if you guys are interested in this meditation, is just to go to Satoriprime.com\primeyourday. That's an awesome – it's something that we put together. It's not just about meditation. It's visualization. It's different hacks that we have with supplementation. Anything to do in the morning that gets your

brain and body and soul into perfect alignment. So, you can check that out.

And yeah, we have a podcast called *Have It All, Personal Development Without the Fluff* so if you've enjoyed this conversation we pretty much have these conversations on a weekly basis.

Guy: And then one more quick thing, we do have also an app in the IOS and Android store, you just search Satori Prime, and there's a ten-part personal development like a mini master class in there. So, if you actually just want to start going through some training with us, it's free, and you get access to our online community right away. So, we definitely have a lot of things out there to help you guys out.

Ilan: Yep.

Jaime: Awesome. You guys were fantastic, thank you so much for taking time out of the day and going down random weird tangents with me. I love it.

Guy: Always.

Jaime: Hopefully everybody else did too. Thank you so much, have a fantastic day.

Guy: Bye everybody.

Ilan: Thanks for grabbing us.

[End of Audio]

Duration: 51 minutes