**PEP 115 Edited\_Transcription**

[Daniel Hill] (0:05 - 1:04:41)

Welcome to the Official Property Entrepreneur podcast and myself, Daniel Hill. We are now rated in the top 10 of all business entrepreneurship podcasts in the UK. Last year, we were rated the seventh most popular property podcast.

And every month by downloads, we are rated in the top 5% of most popular podcasts in the entire world. Thank you all for your support, for sharing and subscribing to these podcasts. This is literally my life's work broken down into simple blueprints for you to execute everything that you want, be it wealth, health, or life by design.

Success and failure are both very predictable. Let's get into it. Dopamine detox.

Dopamine is one of the most misunderstood molecules in the human body. People think it's to do with happiness and excitement. It's actually more to do with motivation.

As we start to slow down into the Christmas season, we've got two choices. We fall into the Christmas crap trap, or we get ahead of the game to start January fresh out of the blocks, recharged, refreshed, and ready to go. When you understand how dopamine works, what we can do is start to have dopamine detoxes in our lives, which may be daily, weekly, or monthly.

I guarantee when you understand how this motivation molecule works, not only will you be more motivated to get work done, when you're out there doing it, you'll be far more productive. Most people do not understand this. In this session, which is behind the scenes, recorded during lockdown, you'll learn it start to finish.

I wish you the very best of luck heading into December and putting this into practice. Dopamine detox. I hope you enjoy.

This training session is all about dopamine drivers and how to master the art of motivation. In your brain, you have a motivation module. There's one thing that controls your movement.

It controls your body. It controls your brain. And this is what's called the motivation molecule.

It's what makes you do things. And it's called dopamine. Every day, you have a certain amount of dopamine drivers.

And some people use it to smash everything out of the park. You know who they are. They're on the Facebook group.

They're in your community. They're your friends, the people you aspire to be like. And they consistently smash things out of the park because they use their dopamine drive as well.

And it drives them. It motivates them to smash out of the park. Other people take their dopamine drivers, and they use them badly.

They basically burn them. They waste them. And all the dopamine drivers are gone on pointless tasks.

And then they sit down to try and do something productive and wonder why they have no motivation and no focus to get things done. This applies to me. This applies to you.

This applies to every single person who is currently living in today's society. And I'm going to show you how to crack the code. So when we think about motivation, we think like you would have no issue at all sitting on your phone, scrolling through social media.

You'll have no issue at all scrolling through the news, scrolling through WhatsApp, scrolling through instant messaging, scrolling through Amazon. You will have no issue at all doing some things like that. And you think, well, you know, I just do that with ease.

I don't need any focus or motivation to do those things. Whereas other things, you sit down and think, I'm not motivated. I'm not driven.

Why is it such hard work to start this project? I know I should be working on this new business that I want to get going. I know I should be looking for deals.

I know I should be looking at raising finance. But why is it so hard to open my laptop? Why is it so hard to sit there and do these things?

Dopamine drivers can control all of these things. Your motivation to do these things is driven by dopamine. There's an argument that says, OK, granted, there's a lot of things.

Yeah, but flicking through social media is easy. And sitting down and doing a project is hard. That's why one's easier than the other.

That may be the case, or it may not be the case. If that is the case, why are there some people that you know that are far more productive than you? Why are there some people that you know that are far more motivated than you?

Why are there so many more? Why are there other people who you know who consistently achieve the things they set out to achieve? This is because they've got a better handle on their motivation, a better handle on their drive, and directly or indirectly, they have a better control on their dopamine management.

They have their 1,000 dopamine drivers, and they use them effectively. You, perhaps, do not. Success and failure are very, very predictable.

And as we go through this, I'm going to give you all the tools, tricks, the blueprints, the step-by-step guide you need to do to get a handle on this. And I absolutely guarantee you. I put my money and everything else on the fact that if you do this, it will work.

You just need to trust the process. Success and failure are very predictable, and this is how we're going to crack it. Those of you that crack it, a proper entrepreneur, I would have said to you on your first day on the program, will change your life.

Now, I'm not trying to be the Capes Crusader. We're not trying to fly in with our capes and be superheroes. It will fundamentally change your life in ways of you now plan your diary on a Sunday.

You change the way you run your business, all the way up to this, where you can control the things that are controlling you, and you can live a better life, genuinely live a more enjoyable, a more fulfilling, a more satisfying life. So there's six steps. The first is desire.

Dopamine is a desire molecule. What does that actually mean? The next is drivers.

Dopamine is a driver, and you have a thousand drivers a day to use however you want. But how do we actually use them? Some of you lack motivation.

You lack motivation. You lack drive because you have a deficit. You have a drive deficit.

You have a motivation deficit. You have a dopamine driver deficit. What is it?

Why are you not? Why do you have a lack of motivation compared to other people? After that, we look at how do we actually use this?

And there's two things. One is we've got to reset the bar. You've got some very, very bad habits.

You've got some things that are fundamentally medically and mentally stopping you from doing what you need to do. We need to reset the bar. We need to clear the deck.

We need to have a detox. We need to flush it out. And that's one thing.

And then after that, we need to control it. And we need to have a diary that physically tells us when to use our dopamine drivers and what to use them for. And you'll then have a weekly diary to set you up for this.

And then finally, this is for those of you that really are experienced, advanced people moving up to the high levels of advanced. You're beast mode. Those of you that are in beast mode and want to get to this level where you are literally a machine.

You're AAA game six days of the week. You're firing on all cylinders. Or for people who've had that.

In fact, Ian is a fantastic example of this. People who've had that in the past. They've enjoyed that high performance.

They've got comfortable. They've settled. And maybe the axe isn't as sharp as it used to be.

And they've got bad habits, but they don't need to be as motivated and driven as they used to be. But they want to actually go back to it. So Ian's is, I'm sure it'll remind me later, but Ian's is about the comeback, year of the comeback.

Is that I want to come back into this space and I want to get back to that mode. Honestly, this is me this year. Purpose driven living is I am a high performer.

I am a driven person. I love the rush. I love the drive.

Those of you that want to dominate and want to do beast mode, this is for those of you that the last step is for those of you that want to absolutely kill it for the first time. Or those of you that have lost your mojo and want to get it back. So we're going to start with desire.

And I'm going to explain to you what dopamine actually is. So what is dopamine? Dopamine is actually very, very misunderstood.

People think that dopamine is a happy drug and it's a feel good factor. And it's the thing that makes us, it's the thing that gives us a buzz. We get a dopamine, people talk about dopamine here.

That's not actually what dopamine is. This is where, this is the biggest thing that I learned studying it last year. After I'd used it in practice, I then went into the science behind it to understand what it is.

So what is dopamine? Dopamine is actually, well, it's a monoamine neurotransmitter. If you wanted to know the actual word, mono means it's part of a three.

It's part of three neurotransmitters. There's dopamine, there's neoadrenaline and there's serotonin. They're your three neurotransmitters.

It's a monoamine, so it's a mono, it's one of a part. And this point is one point, dopamine two parts, carbon split. And then it's, amine means it comes from amino acids.

Dopamine is actually produced, it's actually within the body and you can produce it. I'm going to talk about this. But it actually comes primarily from, there's vitamins and nutrients, but also from proteins.

It's actually an amino acid. It comes from amino acid and it's a part of your body. It's a hormone-like molecule, but it's not a hormone.

Dopamine is actually a signal. It's a neurotransmitter, which means it operates in your nervous system. It's not a hormone.

It doesn't go through your blood. It doesn't pump through with your white and your red blood cells. It goes through your nervous system.

It goes up into, up through your spine, through your, into your brain. And it operates in a section of the brain that we call your reward center. The thing that dopamine does, it's one of three neurotransmitters.

And what dopamine does actually is it controls your desire. It doesn't control the reward and the satisfaction you get once you've eaten something. It controls your desire to go and eat that thing.

It doesn't give you the buzz when you read the text message. It gives you the desire to read the text message. It's not the hit that you get when you binge on food or you watch, play computer games, things like that.

It's the desire that you want to actually do them. It's very, very misunderstood for this purpose. And it's about your drive and desire.

The things that get you to go and do what you do is dopamine. It's not actually doing them. It's the desire.

It's called the motivation molecule for a reason. It's the thing that makes you want to do things. It's the thing that makes you want to go out for a run.

It's the thing that makes you want to do high value work. It's the thing that actually gets you to do it. What it is not is the result of the satisfaction.

Dopamine doesn't actually care, which is quite interesting. And this is another thing where people get it wrong. People think dopamine is a feel-good factor.

Dopamine does not care whether this thing is good for you. If it's something that's bad for you, like junk food, like pornography, social media, these things are going to give you a high level of stimulus. But actually, the end result isn't.

You've got drugs, class A drugs. The drug addicts or those of you that have given up smoking or given up smoking this year, you give up that drug, you give up the cigarette. And the dopamine isn't when you smoke the cigarette, it isn't a rush of dopamine and say, oh, that was amazing.

It's actually the urge that makes you want to smoke the cigarette. Those of you that have given up smoking will know you've got that urge, that dopamine urge to smoke the cigarette. You know when you smell that cigarette for the first time, it is going to be absolutely disgusting.

Dopamine doesn't care. It's like a slot machine. You sit at a slot machine and you're pulling the thing.

You're waiting for a result. Every time you pull it, you're wasting money, you're losing money. But dopamine doesn't care.

It's chasing the end result. It's the desire, not the result of the satisfaction. And this is why it's called the motivation molecule.

If you learn how to use your dopamine drivers, of which you have a thousand a day, you will be a lot more motivated than people who don't. Because, well, we'll go into that. So that is the desire.

That is what dopamine is. What it is, is it makes you want stuff. Whether it's good or bad, whether it's computer games or it's being constructive with your business, it makes you want stuff.

It makes you desire stuff. It makes you desire going out for a run, desire going out and doing your steps, desire eating junk food, desire watching stuff on YouTube. What it doesn't do, though, is have anything to do with liking.

It doesn't care if you like it, if it tastes good or tastes bad. It doesn't care. And it also doesn't care if there's any pleasure.

Dopamine can make you do things that make you feel bad, like injecting heroin. The dopamine would make with that. I've got, this is a bit of a disclaimer.

If you've got mentally and physiological addictions, you may want to go and seek third-party support for that. Things like entry-level things, and this depends on your definition of entry-level things. I think you can quite easily use this for things like cigarettes, alcohol, stuff like that.

If you have other addictions or dependencies or very intense tendencies, you may need to seek third-party professional help. But dopamine is nothing to do with that end result. It is just the desire for you to do them.

So that's the first thing. What is dopamine is a desire. If we bear that in mind, let's just jump on the chat box for a minute.

When your phone goes off and your phone goes off and makes a beep, and then you get a message and you pick the phone up and read the message, where does the dopamine come in? So most people would think the dopamine is in... Well, where does it come in?

The phone pings and you read the message. Within that, where is the dopamine? When does dopamine start triggering?

When it pings before the decision to read. Perfect. Hannah said it best.

It's the urge to pick up your phone. The ding is not a dopamine. It's a trigger.

It's a signal. Those of you that get up in the morning and have a cigarette with your cup of tea, it's a trigger. The ping is a trigger.

The reading the message is the consumption, is the actual eating the meal. The dopamine comes in in the middle. It's the thing that makes you sit there and think, do you know what?

I should be working, but I want to have a look at that. I should be reading a book, but I've just got a text message. I should be focusing on this project, but I've just seen a notification on Facebook.

That's where the dopamine comes in. When we're using them, we have things called dopamine drivers. You have the ability to produce dopamine in you, and you have a thousand drivers a day, and you can use these for good things, or you can use them for bad things.

The difficulty is, if you leave it to your body's own devices, you don't have control over it. And if you don't have the control, something else has the control. And if something else has the control, all of your dopamine drivers will be misused because of the way society is created, the way we live our lives, your dopamine drivers will be misused if you leave them to their own devices.

The reason for this is, we are natural beings living in an artificial world. Now, what this means is, we, biology and evolution, is we are natural beings living in an artificial world. Our body was created to eat from the land, to farm the land, depending on what you believe, to hunt animals and eat animals.

That's what our computer has been created, our computer and our machinery has been created for, to eat from the land and eat meat. We're natural beings, that's what our dopamine is created for. But we live in an artificial world where there's things like sugar, and fast food, and instant messaging, and social media, and pornography, and computer games, and any sort of stimulus that you wouldn't want to be involved in, sweets, candy, the ability to sit down and do nothing all day, and still survive.

This is what's throwing our dopamine drivers off. And if you don't take control of this, it will just go to the artificial stuff that basically cannibalizes your ability to do anything with drivers. So what are your dopamine drivers and how do they work?

Well, you have a thousand, let's say you have a thousand units of daily dopamine drivers. Now, you've got the ability to use these however you want. And the explicit thing is how you decide to use them or how they are used in your body is very, very different to the person you want to be.

Whether that's somebody you know, your hero, other people you're looking at, the way you use your drivers or the way your drivers are used is very different to other people. So you have a thousand of them each day. Your dopamine drivers drive absolutely everything.

So they drive your movement. If you have a dopamine deficiency, you can even get to the point where you get things like Parkinson's because dopamine motivates your body to do everything. If you're telling your fingers to move, your body needs to be motivated to complete that control.

It controls everything from moving your fingers. It controls your thirst and hunger as well. You would think being thirsty or hungry is enough for you to go and get food, but it's not.

I'm going to explain some tests to you that prove this. When you're thirsty or hungry, it isn't the fact that you're thirsty or hungry that you go and get water or you go and get food. How many times have you laid there and felt hungry and not actually gone or been really hung over and really needed a drink but been too lazy to go and get any water?

It's your dopamine drivers that motivate you to do the things that you do. And if you don't have enough, even if it means eating or drinking, you fundamentally won't do it. Human biology is a key part of this.

Back in the day, we were cavemen and women and we lived off our full-time job was survival and community. Survival and community. And to survive, we needed to be motivated to get up under the cover of darkness and go and hunt whatever it is we were going to catch.

A lion, a tiger, whatever it is we're going to catch that we're going to eat to provide for the family for the next six weeks. That was what we were wired for. Natural dopamine spikes, which is what the cave, think about the cavemen.

Dopamine, our thousand dopamine drivers every day would be, we've got to go out and hunt and every day they would motivate us to get up, go out under the cover of darkness and catch a wild animal to feed the family for the next two weeks. And for a week on end, days on end, week on end, this dopamine would build up and build up and build up and you'd be motivated and you'd be driven to try and get this thing. And then you would catch the animal and you'd have this huge spike of success, which was a rush, it gave you endorphins, it triggered off all your serotonin and you achieved something phenomenal.

All of your thousand dopamine drivers every day for two weeks went into achieving something phenomenal and then you achieved something phenomenal. That is a natural dopamine spike, that is what our bodies are built for. The reality, however, is we now live in a world which is created to entertain you, it's created to distract you, it's created to hold your attention.

I'm going to talk about, it's not my conspiracy, I don't think it's the case, but if it were, it would 100% be accurate. Artificial dopamine spikes is you've still got a thousand dopamine things a day, you've still got a thousand dopamine drivers every day, the same as the caveman had, but why aren't you out at four in the morning hunting? Why aren't you out day in, day out trying to achieve something amazing?

Because you don't need a dopamine spike every two or three weeks now or you don't need a success spike, a success trigger every two or three weeks now because from the moment you get up, you wake up, you open your phone, the phone is multicolored, you get that little spike of satisfaction. Your dopamine then says, I'll tell you what, let's go and have a look in social media because I bet you there'll be some notifications in there and you go on Facebook and you spend a few dopamine drivers in Facebook, go, oh yeah, nice, there we go, we'll get some of them out. Not only have success triggers become lower in significance, they're not catching a lion every two weeks, which is off the charts success, feel good factor achievement, not only have they reduced in significance, now you get the same dopamine rush to check a notification, to scroll through Instagram, to scroll through Facebook in the anticipation you're going to get something good.

You don't even know if you are, you just sit there, all these tiny little success triggers that make you feel good, not only have they decreased in significance, they've significantly increased in frequency. So where previously you would have to wait two weeks for a giant satisfaction spike and your dopamine would get you there, every 30 seconds now, you're getting a little dopamine driver and a little success trigger, which is keeping you entertained, it's keeping your life at bay. That's all these artificial success triggers that have been created to make you think that you're, or to make you feel entertained for lack of a better phrase.

This was proven, so this was in the 50s, they did a range of experiments on mice. Those of you that are against testing in animals, this was conducted in the 50s. I am going to show you a little video with a mouse, with a computer line in their brain.

So if you prefer not to see it, it's not graphic or anything, it's literally got a wire that comes out to his brain with the control of the brain, nothing unpleasant to watch, but just a heads up. This is how they test a lot of neuro things. So those of you that are into NeuroLink, the new NeuroLink, you'll see they've now successfully implanted the first NeuroLink chip last week in a pig and they've actually now been able to read brain signals of a pig.

This was in the 50s when they were investigating the thing called the reward center in our brain. What they did was, this is how they understood that dopamine was a desire drug, not a satisfaction drug. It was the thing that made you, this is really important, it's the thing that makes you think you want to do something.

It's not the satisfaction of doing it. And this is where it's completely false economy. They did two tests, well they did loads of tests, but there was two that basically made it big and changed the way that we understand the brain and we understand monoamine neurotransmitters of which dopamine is one.

What they did was two tests. So one was they put a mouse in a cage, or rat rather, it was a rat actually, a rat in a cage and all that was in the cage was a lever. Pressed the lever, nothing happened.

He walked off, slept, didn't do anything, completely uninterested, went and tried it again two hours later, nothing happened. That was it. Then what they did was they put a neural link, essentially, into the brain and what they did was they triggered dopamine.

So they released a dopamine driver. Every time the rat pressed the lever, it would release a dopamine spike because it was a success trigger. So he knew it felt good.

And then the dopamine made him want to press it again. So if he pressed it again, he would get a little, dopamine is released in the success element, but it's not the reason for it. You don't do it because it tastes good.

You do it because you think it's going to taste good, but it is released in that spike. And what happened here was, which is really important, is there was no return at all. The rat hit the spike, it released dopamine, which gave him the urge to press it again.

And once it pressed it, it released dopamine. The dopamine made him want to press it again. And the rats sat there pressing the lever for hours on end until they physically collapsed.

They had no interest in eating. They had no interest in drinking water. They had no interest in exercising.

Every single dopamine driver in their body was driven towards pressing the lever because they believed pressing the lever would give them a good result, but it didn't. There was no food. There was no water.

What that proved was that dopamine is the desire element, not the satisfaction. It's the drive and the desire, not the actual reward and the feeling. The second thing they did to try and prove this otherwise was like, so that shows you how powerful dopamine can be for no benefit, playing on the slot machine, scrolling social media.

You're wasting your drivers, getting nothing, but it's keeping you entertained. And it makes you think that you've got to do it because you're an adult. Then what they did was say, what about how significant is dopamine?

Would you still walk if you didn't have dopamine? Would you still eat and drink if you didn't have dopamine? So what they did was they actually disconnected the dopamine and they removed, so in the reward center, you've got the three monoamine neurotransmitters.

The one three I told you earlier, serotonin, dopamine, and neuroadrenaline. And the reward center, and they said, well, let's actually disconnect dopamine. And they put a dopamine blocker in to see what would happen to the rat if you stopped the dopamine and they had no dopamine production at all.

And what happened was the rats laid down and they were so lethargic, they would not do anything. They wouldn't walk. They wouldn't exercise.

They wouldn't even eat or drink because they had no dopamine. The dopamine is the thing that makes you want to do things, including eating and drinking. It's not being hungry or thirsty.

What they did was they took a bit of food and they put it in the rat's mouth and thought, is it because they're not hungry? They put it in the rat's mouth and the rat ate the food and drank water and really enjoyed it. So they needed it.

They liked it. They still enjoyed the reward, but they had no motivation to go and do it because they had no dopamine. This is how important your dopamine drivers are.

Managing your dopamine drivers is the difference between going out and achieving what you want and not. And this is how we're going to get into it. The rat would sit there pressing this lever, although they knew absolutely nothing was going to come of it.

It's exactly the same as you playing a slot machine. It's exactly the same as you eat junk food and it's exactly the same as you scrolling through news articles, social media. Your dopamine is telling you to do that, but it's a complete waste of your drivers.

You're not going to get anything from it. The rat got nothing from pressing the lever apart from, in the end, completely passing out in our business sense. That's essentially going out of business because we haven't been able to pull the trigger, which is ironic because pressing the lever is what we've just been talking about.

Those of you that do have a deficit, so you don't have this drive and you don't have this motivation and there's things you know you want to do. You want to go and get 10,000 steps a day. You want to be up at 5 a.m. You want to go running. You want to eat healthy food, but you just never do. It's because you've got a deficit. You've got a motivational deficit.

Now, some of this is work ethic. It's basic fundamentals, and you can overcome it with mindset, attitude, habit stacking, and practicing things. Others is you don't stand a chance.

You're doing things to yourself, or I say you, we, because I'm completely in this. I'm not coming in this as a monk. I'm the first person at the bar.

I love a party. I like to eat food that is off the menu sometimes. I like eating chocolate sundaes every now and again.

I'm a human being. I just understand how to manage my habits, my habit stacking, and when the pendulum swings and the weight goes up, the AAA game, the dopamine drivers, and a handful of habits come back out to play. How do we get you to get control of this?

Now, if I was to tell you that this is a conspiracy, and the government are paid by the capitalists, the corporates, the big corporations who control our world, all they want and the government want is to slow you down and to stop you from doing what you're doing. The way that they would psychologically, mentally, and biologically achieve that would be to take control of your dopamine drivers. They would make you, they would give you such distractions that you had no motivation to go and do anything at all in your life, and that's how they would control you.

That would be the conspiracy. The reality is, if that were true, I don't think it is true, but if it were true, what the result would look like is what our lives look like today. A phone that is a portal to nowhere.

A supermarket, when you walk down the aisles, there's luminous colors everywhere with sugars and salts and processed foods. There's Netflix, there's YouTube, there's 101 ways to do anything, but do anything productive. Today's society has been designed to take control and slow you down.

If you default to what everybody else is doing, you will just, it will just slow you down. That is the only thing that will be achieved. So what we need to do is how do we overcome this?

How do we get ahead and above it? One thing to notice, one thing to understand is how you use your dopamine drivers. So different levels of dopamine drivers are released to do different things.

You have a thousand dopamine drivers a day. When your body and your brain wants you to go for sugar, it will release 50 dopamine drivers because it's saying to you, do you know what? Do you know what, Steve?

Do you know what, Peter? Do you know what, Tim? Do you know what, Sarah?

Last time, yesterday morning, we had a coffee with sugars and do you know what? It was so good. Let's go and get some more.

It will release 50 dopamine drivers. It'll go and make you do something that's bad for you and you're using a lot of your drivers to do something bad. On the other hand, a salad, which is probably good for you or is good for you and healthy for you and actually will make you feel better, only releases five dopamine drivers to achieve it because your dopamine appetite has changed.

And we're going to talk about how to reset the bar. If you're a caveman or if you're doing a cut, if you've done bodybuilding and you're doing a cut and you're on a diet, you don't care that it's a salad. When it gets to 3 p.m. and you can eat that salad, you're absolutely raving. You want that salad. Your body's released in 50 dopamine drivers to get you to that salad. Because that's all it knows.

That's all it wants. Whereas the easy quick wins, the sugars, the sweets, the drives to go and do that is much higher and it uses loads more dopamine drivers. So the likelihood is you're more, you've got higher desire to go and do it.

So you're going to do it and you use more dopamine drivers. So doing the bad stuff is also using up all your motivation, which is a bit of a false economy. Facebook, you wake up, do you know, let's wake up.

First thing, let's quickly have a look at my phone before I get out of bed or imagine a cup of tea. I deserve a quick flick through Facebook. Before you've even had a shower, you're going to use a hundred, you're going to have a hundred dopamine drivers trying to get you to look at social media because you looked at it before you went to bed.

You looked at it yesterday morning. You've looked at it every day for the last six months. A hundred of your dopamine drivers are going bang, bang, bang, bang, bang.

Give us that fix. Give us that spike. Give us that next hit.

It takes a hundred dopamine drivers. Your urge is going to be ginormous and your consumption of your drivers is going to be large. It's going to take a huge chunk out of your morning.

Whereas getting up and reading a fiction book, you've got no desire to because your body only releases seven dopamine drivers because if you were going to eat, if you're going to farm the fields or eat vegetables as a caveman, you only needed seven drivers or 10 drivers. They didn't have sugar and salt and Facebook and Instagram. These things are killing your drivers and your urge to do them.

They're built in a way to distract you. Instant messaging is exactly the same. Instant messaging, you will have 135 dopamine drivers saying to you, right, I need to send a message.

I need to respond to a message. I need to message so-and-so. I need to do this.

We're still talking about before you've even had a shower. Your dopamine drivers are going straight out the door. You're spending them all.

You're running out of credits for the day and you're doing it on bad things. You're using loads. You're getting limited gain and you're getting no value.

Whereas you could spend 11, which you're not driven to do. You're not motivated to do because your dopamine will only release 11 to try and get you to do an investment review because it's not sexy. It's not spicy.

It's not artificially created to get all your serotonins going. The two things we need to address here to manage this deficit, and then I'm going to look at your questions. The two things you need to look here to manage your deficit and motivation.

The first is your habits. So if you have a deficit and motivation, you're not motivated to go out walking. You're not motivated to eat salads.

You're not motivated to read books. You're not motivated to review your investments. They're bad habits that are taking all your drivers out.

The deficit of motivation is your habits. And then secondly, this is really important. Those of you that are into nutrition and into biology and things like that will know what homeostasis is.

So homeostasis is your body, biology, evolution, is works around a thing called homeostasis, which means your body is whatever happens to it is trying to pull it back down to homeostasis. So if you're cold, so your body should be about 37 degrees Celsius. Your body should be about 37 degrees.

If you get really, really cold, your body doesn't let it go down to 36, 37. 36, 35, 34, because then you end up with pneumonia. What it does is homeostasis pulls it back to 37.

What it does is if you're cold, it makes you shiver because it gets your blood going. It makes you using more energy. It gets your blood pumping faster and it tries to warm your body up.

If you're really hot, on the other hand, your body needs to cool down. So it increases your surface area, your hair stand on end. You start to release or rather you start to release sweat to cool your body down.

Homeostasis means whatever happens to your body, every action has a reaction. Whatever happens to your body, you're trying to pull it back down like inflammation. Those of you that do enjoy January will notice automatically your bodies are less inflamed because if you take on something poisonous like alcohol, you then experience inflammation like when a bee stings your arm and it swells up.

That's inflammation because the natural remedy rushes to the poison and tries to stop it doing something. That's why if you're on a bender for a weekend, eat loads of junk food and drink loads of beer and spirits, it's not because you put on weight, it's because you're bloated. It's because you're inflamed.

Those of you that are having a clean January will know automatically your body starts to find a better shape because that's homeostasis. It's pulling it back to where it should be. Whereas previously it's full of poisons trying to fight off the alcohol.

The same way happens with dopamine because where your body, your body as a caveman was made to farm the fields, eat vegetables and catch animals. And the dopamine levels to eat vegetables and go running after animals was reasonably low. But that was what it was and what it still is.

Your body was not created to have moley colored screens and instant messaging on demand and Facebook and Instagram and social media. It just wasn't built for that. So what happens is your body gets this and it is a shock.

Just to put this in perspective, we're talking about your brain. Your brain is malleable. It can change.

Your neurology, the signals in your brain can fundamentally change. People who end up with PTSD actually end up with their nervous system changing. They grow extra signals through their neuro system.

You can physically change your neurology, your brain, the way things work. Because we live in a society now where we have dopamine overdoses in sugar, salts, computer games, social media, fast food. You have things called receptors in your brain.

You have receptors and then you have the little things that catch it and it releases your dopamine. Your receptors, your tolerance can increase. So you were used to eating salad.

Now you eat sugar. You used to read in fiction books and now you flick through Facebook. Your tolerance can actually increase, which means that your receptors are no longer excited.

Your receptors used to get hammered by Facebook and sugar and alcohol and junk food, all these bad things. Your receptors actually become numb and it takes more stimulus to actually have the effect. So when you're really, really clean and you eat a sundae, it's a huge spike.

If you eat a chocolate sundae every day, your receptors get used to it and dopamine doesn't do repeat tasks. If you go past a new cafe and you go in for the first time, your dopamine will be like, that's amazing. You go in there again, oh, this is new.

It's exciting. But when it's used to it, your receptors actually become numb to it and they adjust. It's in the same way that alcohol.

Those of you that are doing, I'm doing dry January. Those of us that are doing dry January, when you get to the end of January, you'll have two glasses of wine or two pints of lager or a gin and tonic and you will physically feel it a lot more. Whereas somebody who drinks every day will experience it a lot less.

That's because your tolerance builds up. Same with drugs, same with alcohol, same with clean food and fast food. Your dopamine receptors can become numb because they come overloaded with all this bad stuff.

What we've got to do now is we've got to get you excited about salads and not sugar. We've got to get you excited about fiction books and not Facebook. We've got to reset your receptors.

This is a physical thing. We've got to reset your receptors because they're not operating the way they should. They're fixed on all of the things the government, the corporations have created to distract you if we believe in the conspiracy that I've just created that doesn't exist.

We've got to reset your receptors and get you back in the game. So this is how we're going to do it. Just jumping in quickly with two things.

The first is if you're enjoying these podcasts and you haven't already ordered a copy of my brand new first ever released book, Karma Credits, please go to Amazon now and order yourself a copy of Karma Credits by Daniel Hill and it'll explain to you the universal law of wealth, health and happiness. And the second, if you want a free report that you can read straight away, go to www.boomorbust.co.uk to understand the five things that I'm doing as we head into this next phase of recession. Back to the podcast.

There is a fundamental reason why you don't stand a chance. You can have the best will in the world on Property Entrepreneur to do it when they hit this. You can have an affirmation board.

You can listen to motivational videos. There is a fundamental, medical, neurological, scientific, biological way that you do not stand a chance in achieving what you do. But literally, it doesn't matter what you do.

You're already not gonna work because your receptors are numb, your brain's been smashed, your dopamine's completely off its rails on all the fake things that have been created. It doesn't matter what you wanna do. You actually have no chance at getting up and doing what you wanna do.

And I'm gonna show you how to reprogram. Right, so this is it. So this is what I've been studying since last year.

If you can just quickly remember this so you can make sure you know how it works. You got D1 and D2, which is your dopamine releases in your receptors. They then come down and go through your neuropaths up to the reward center, which is CAM, CA4, CAM.

And then it will split depending on where your receptors are. And some of your receptors will be numb and will be inflamed and have a lack of sensitivity. And what it will do then is it will just process it back through and it will just get diluted by the stimulus.

The other natural ones will still sit there, but they'll be fragmented because these little things called magnetesiums come out of your proteins. And there's a thing in your protein called a talogen, I think it is. And it breaks down the amino acids, which releases the dopamine into your receptors.

And you have the balls that land in the receptors and they tick your boxes and work really, really well. And then you have these little fragments of snow that drop down and they just don't get you going in the slightest. At the minute, the ball is the Facebook that's being caught in the receptor and the little snow is all the good things we want to do, but you're not made available.

If you wanted to know the scientific way, this is how it works. Nobody's going to understand that. I don't even understand it.

And I've like read it inside out. I'm going to make this easy for you so that today you can tune into it. This is what's happening in your brain.

And I'm going to show you how to remember this. This is what's happening in your brain. And from tomorrow, I want you to be tuning into this.

Your RAS, your retinal actival system, which is your eyes and your ears and the things you tune into. Tune your RAS into this because this is what is going to make or break you through this winter and this winter hit list. So we don't know what all that stuff is, but we know what a wine spritzer is.

Some of us might have drunk a wine spritzer. Other of us will have poured one, ordered one, seen somebody drink one. A wine spritzer has a drop of alcohol, a little bit of wine, and it's made up with some ice and some fruit and some soda water or some lemonade.

This is a wine spritzer. We all understand what this is. Okay, this is a wine spritzer.

This is tequila, specifically a tequila slammer. You lick the salt, you neck the tequila, you lick the salt, neck the tequila, squeeze the lime in your mouth, and this is a tequila slammer. The only thing you need to remember about how to get dopamine drivers to work for you and get your AAA game on rather than be like every other person in society who doesn't stand a hope in hell's chance because their brain's washed and they've reprogrammed their receptors is understanding the difference between tequila and a wine spritzer.

So we're all going up for a night out. You know what we do, gents? We all get together.

We have a chat. We put our makeup on. Maybe we put a bit of music on.

We have a little drink while we're getting ready. You've got every day of your life is like a night out. You want to wake up.

You've got this whole journey ahead of you today. Let's make the most of it. If you're getting ready for the night out and you're doing your makeup, you've got your friends around, you're having some conversations and you're like, you know, let's get smashed up tonight.

It's 6.15. You get the tequilas out. If you just start necking tequila shots as a group of girls, you might enjoy the first 30 minutes, the first 45 minutes, the first 60 minutes. After that, you're all going to start shouting.

You're all going to start. This is guys and girls. You're all going to start shouting.

You're going to start saying the same thing over and over again. You might make it to a bar and you may have a conversation, but your memory is going to be a bit blurry. You're probably going to talk absolute rubbish.

You might stumble onto the dance floor later in the night, meet some random people and then all being well, you'll end up throwing up in a bin somewhere, getting a kebab and you wake up in the morning. You're like, what the hell happened? Where the hell did last night go?

I remember being at the house and we were doing our makeup and we're listening to Tues and we're banging slammers, but the rest of it was a complete waste of time. If, however, you use the spritzers, right, let's have a nice spritzer. You get together, you have your spritzer together.

You might even notice the first one. Maybe the next one starts to loosen up a bit. You've not seen each other for a little while.

You're catching up. The kids are doing this or you're dating so-and-so. You have a good conversation.

You enjoy getting ready. You make yourselves look nice. Guys and girls, we then go down to the bar.

We order a nice drink. We sit down. Maybe we get a little bit half cut.

We start opening up a bit and you have those really nice half cut conversations. You let your guard down. You start to talk a bit freely.

You enjoy the conversation. Maybe you go to another bar and you speak to random people, meet some friends. You have a great conversation.

You have a good chat. You go to a dance. Get on the dance floor.

You have a dance. You can enjoy yourselves. You're having a great time.

And then you get a taxi home. You go to bed. You wake up in the morning and the WhatsApps, you know, you're like, what a great night.

That was amazing. It was so great to see you. I love talking to you about this.

You remember absolutely everything and you had a great time. These two versions of what your night out can look like are two versions of how dopamine is going to work for you in the days coming. Now, I've lived my life in both of these.

I've drunk more tequila slammers and more vodka. What are they called? Hannah might have to remind me.

Jagerbombs. Olsen and Hannah can remind me. Jagerbombs.

I've drunk more of them than anyone going. I'm not a saint. I'm not a monk.

I'm a human being. And I enjoy both sides of the pendulum swing. I can tell you that the night out on the spritzers will be far more enjoyable, productive, progressive than the night out on tequila slammers.

And your day is exactly the same as this. The things that give you the big hit, big hit, smash you out of the park, the Facebooks, the Instagrams, the instant messaging, the junk food, they're tequila slammers. They take loads of your drivers, loads of your energy, loads of your motivation.

And then afterwards, if you spend your morning, if your night out looks like waking up in the morning, scrolling through Facebook, scrolling through WhatsApp, going on Snapchat, answering Facebook Messenger, reading the news, having a bacon sandwich, having a coffee with three sugars, you've smashed the living daylight out of all of your dopamine drivers, you've been banging tequilas all morning, and then you get a shower, you sit down at your desk at 10 o'clock, you've got no dopamine drivers there, you've been smashed out of your face on tequila all morning. You do not have a chance in hell of having interesting conversation and letting your guard down and having a dance and having a great time because all of that's just disappeared. We want to choose during the day.

We want to drink spritzers all day. Good things release dopamine too. Reading a book releases dopamine or reading a book releases dopamine and doing a project, doing work, going for steps, going for runs.

They all release dopamine but they're just a lot lower but they will last you longer. You'll be more productive through the day. I'm not saying don't have your slammers.

You can have them at the end of the day. Have them at the end of the night if you have to have them but don't wake up and start banging tequila slammers. If you want to master your dopamine levels, this is the only thing you've got to do.

Do not start your night with tequila. Do not start your day banging 100 dopamine drivers a piece at social media. Junk food, things you shouldn't be doing.

That is not going to work. Stick to the sodas. So now we understand what it is and how it works.

How do we make the most of it? Now this is very easy. The first thing is detoxing.

So your receptors have got numb and they've fallen out of practice. You are an addict. You are addicted.

Your dopamine, you're addicted to these things and your dopamine is going to make you want to do it. Smoking, drinking, eating, social media, scrolling, whatever. What we need to do is detox.

And a detox is the same like, I like a drink. Don't get me wrong. I like a drink but dry January, complete detox.

It gets rid of those bad habits. It gets rid of the mindset and my dope, I don't drink, very rarely drink during the week. But Friday night, I'll usually have a drink and it's like my celebration to the end of the week.

It's something to look forward to and I really enjoy it. And I probably have more than I fill on a Friday night. And it probably rounds my ages off on Saturday morning and it probably has a negative impact.

I'm detoxing for the whole of January and I'm starting to see things already of like, I can't believe how productive I am. I can't believe how driven I am to be, I can't believe how driven I am to go out and exercise. I did 23,000 steps yesterday.

I can't believe how driven I am to read a book because all my dopamine drivers now aren't looking for alcohol on a Friday. They're looking for something else and I'm not drinking over the weekend and I'm eating clean food. So I'm detoxing and it's reprogramming my brain.

What we want to do is reset the dopamine levels and we want to get you from being excited about salad. We want to get you excited about salad rather than excited about sugar. And this is just resetting the bar and it's a detox.

Frequency is the addiction. How frequently you do things is what creates the addiction. You're not, if you do cocaine once and then you never do it again, you're not a cocaine addict.

If you do it once and get a taste for it and then you do it every Friday and then you really get a taste for it and you do it all weekend, every weekend and then you do it seven days a week, you're an addict. Consumption is the tolerance. So as you consume more cocaine and you consume more sugar and you consume more junk food and social media, your tolerance goes up and up and up.

You'll need more of it. You'll need it to be more extreme to get you going. What we need to do is reset these receptors.

The things that are making you want to go for the tequila, we need to get rid of and it's very easy to do, trust me. I've done this. I've done this my whole life but I've done it aggressively since July 2019 when I started doing my cut.

Complete depletion, shredding things out, resetting the bar, getting yourself excited about the good stuff. And the final thing is, this is all a game. It is all a game.

If you're excited by sugar and that's why you eat sugar and chocolate and cigarettes and alcohol, you're always going to be in that loop. If you get yourself excited about drinking sparkling water and zero calorie soft drinks and clean food and exercise, you will get addicted to those things. What we need to do is do a detox and this is where homeostasis pulls it into practice because your receptors now have become damaged.

So D1 and D2, these are your like receptors. These are healthy receptors that catch the balls. The only difficulty now is the only thing that gets you going is junk food, alcohol, instant messaging because that's what's getting your receptors going.

All the rest is just like snow dust and your receptors have become damaged. They need eight cans of lager now to get drunk rather than three cans of lager when you've had a detox. We need to get you back to the point where you get excited about eating salads.

You get excited about doing productive work. You get excited about getting up early in the morning. You get excited about doing steps.

The only way we do that is we do a detox and it resets our receptors. So this is called a dopamine detox and these can be varying levels in time but so either a dopamine detox or a dopamine fast and these have been huge in Silicon Valley for the last decade where all of this stuff has got out of hand. Silicon Valley, which is like the innovation center of the world is the place you want to go.

What you can do during a dopamine detox to reset the receptors is anything, so these are things you can do and the things you can't do. What you can do is anything that has a low dopamine driver. So salads, walking, reading a book, eating healthy food, working on a project.

You can do anything that's not harmful. Anything that's good for you. That's not anything that's a wine spritzer during a dopamine detox, you can do it.

What you can't do is anything that's high dopamine driver, anything that's bad. The things at the minute that are bad, that are firing the tequilas that you're necking because your dopamine receptors and drivers are addicted to them. We just need to have a detox.

This might be alcohol. It might be junk food. It might be internet pornography.

It might be drugs. It might be computer games. It might be social media.

It might be sweets and chocolate. It might be, it could be anything that's bad for you. If you know it's bad for you, you want to get rid of it, we're going to do a detox.

Now these detoxes can be a day, they can be a week, or they can be a month. And I would encourage you to start doing these. A day would be, you might say, right, do you know what?

On Saturday, I'm going to have, I'm not going to drink any alcohol. I'm not going to go on my phone at all. I'm not going to go on social media.

That's going to be a day detox. And even that will start to reset your dopamine levels because it will stop, if you remember the consumption and the tolerance, it will stop that from keep increasing. A day of doing that would be effective.

You might choose a week. So you might say, right, do you know what? This week, I'm not going to go on, this week, I'm not going to eat any junk food.

I'm only going to eat, I'm only going to eat it if it's green or it comes from the ground. You know, I'm only going to eat clean foods, vegetables, green salads. I'm only going to eat clean foods this week.

I'm not going to have anything deep fat fried. I'm not going to have any meat. I'm not going to have any sugar.

I'm not going to have any alcohol. I'm just going to have a clean week. And that would be a detox for a week.

And then you might do some dopamine detoxes, which are for a month, like dry January. You might not have alcohol for a whole month. And you might, you might get rid of social media.

You might find that a day is not effective or week is not effective. You might get rid of it for a whole month. You might have a month detox.

The things that you're addicted to, you can either drag yourself, kicking and screaming, or you can just start to introduce these detoxes, daily, weekly, monthly, until you get it, get it under control. This will physically, biologically and neurologically reset your receptors, like physically reset your receptors. Those of us that have done a cut will know, when you're in the heat of a car and you've not had alcohol for 12 weeks, you've not had fried food for six months, you've not had sweets forever.

All of your dopamine receptors are operating on wildfire because knowing that you're going to have three egg whites and 100 grams of salmon at 10 o'clock, you just can't wait. You're just absolutely buzzing for it. And it will give you this natural high because you've taken yourself through a detox and gone into this depletion.

Whatever level you're going to do it on, I would recommend start trying to do these as immediately as now. A challenge for you, if you'd like to join me, I am doing a, on Saturday, this Saturday, I'm doing a digital detox. So from Friday night, from the time I lock my phone on Friday night until Sunday morning, I am doing no phone, no Facebook, no Instagram, no WhatsApp, no laptop, no anything that's to do with my laptop or my phone.

So what I can do is I can go walking. I can listen to music. I can write.

I can read. I can journal. They're the things I'm cutting out from the time I go to sleep Friday night to the time I get up Sunday morning.

A day detox. That will start the curve of resetting these receptors. Once we have this, we're then going to move on to making it a habit.

So building some stability into this. I'm just going to check. I see lots of questions coming in.

So I'm just going to check this. Cool. Loads of people already testing this in Habla Habits.

Yeah. Jen's saying, sounds like a PP in the UK, not out. Just remember I'm not a monk or like I am a human being.

And if anything, I'm probably the worst at this. When I'm on it, I'm triple A game. I'm like, Jay and I talk about dust and salad.

You know, if I'm on it, I'm on it 101%. If I'm not on it and I'm out there, I'm like first one at the bar, I'm last one standing. So I'm with you on all of this.

Like this is all very real stuff. Cool. Everyone's getting a handle on it.

Very good. I will do some questions. Dancing on the bar.

Oh, yeah. Dan Cotton, dance on the bar. I'll definitely be dancing on the dance floor.

I don't know about the bar. So the detox is resetting. It's cleaning the palate.

For those of you that have read Akash's book, if you've not read Akash's book, make sure you email him, get him a free copy. Save yourself 20 quid. It talks about cleaning the palate.

Detox is cleaning the palate. Then we need to habit stack and get this into a habit. So what we do here is set up our diary and our diary is what we use moving forward.

And this is where we understand that this is the motivation molecule. The motivation molecule is the thing that gets you going. And during the day, we have a thousand drivers.

A thousand drivers, which we can bang in tequila before nine o'clock and then we're falling all over the place and useless for the rest of the day. Or we can use in 10 drivers, 10 drivers, 10 drivers in wine spritzers. So a thousand drivers a day, use them wisely.

What I would recommend in your calendar is start to manage your daily dopamine drivers. So tackle the tequila. How do you manage your dopamine drivers so they don't get in the way?

Apart from messages I've had to send, I've not been on WhatsApp this morning. I don't check my messages in my calendar. So I know that WhatsApp, Facebook is tequila for me.

It ruins my morning. I don't check my messages until 10.30am every morning. So my phone is locked until 8.30 and I don't check my messages till 10.30. I then check them again at one and then check them again at 2.30 before the part-time team finish. If I do that, then I'm only using the bare minimum amount of drivers to use it. I'm having a tequila between every 10 spritzers. It just gives me a handle on that.

It just gives me a handle on it. Weekly dopamine drivers. So what are you going to do on a weekly basis?

So if you're currently drinking alcohol and having takeaways in the week, you might say, do you know what? I'm not drinking during the week anymore. A lot of people at PPN are doing this now.

We've got weight and wellbeing, which I'm going to share with you shortly. They have weekly things. They write during the week, no alcohol.

Or during the week, I get up at 5am. Or during the week, I go to bed before 10 o'clock. During the week, I don't go on social media until six o'clock in the evening.

During the week, whatever. What can you do during the week? Or how can you control your drivers during the week so that you're not overcooking unnecessarily?

Alcohol, food, drink, workouts, steps. What things can you do to create your dopamine and also to protect it? And then finally, monthly.

What things are you doing on a daily, weekly basis that actually you should be refining for monthly? They're things basically that would be like a treat. So if you go to a restaurant every Friday and Saturday night, you eat at a restaurant.

Maybe you just go to one restaurant, but you go to it monthly. If you go to a nice restaurant every month, your tolerance builds up, your dopamine reduces, and it becomes the new standard. What could you put off to monthly rather than weekly to actually reduce those amount of drivers that you're actually using?

And then finally, if you have to take tequila, there's nothing wrong with going on Instagram, going on social media, messaging your friends back. But if you've got a choice to drink your tequila at the beginning of the morning or at the end of the day, when would you rather do it? I would say conclusively, without a doubt, you save your tequilas for the end of the day.

A good rule of thumb is for every hour of productive work you do, for every hour of wine spritzers you do, you can have 10 minutes of tequilas and you save them up for the end of the day. So it might be 10 minutes of YouTube, 10 minutes of Facebook, 10 minutes of Clubhouse, 10 minutes of Instagram, whatever. Whatever's the bad things, have them at the end of the day and make sure they're sort of calibrated.

Don't start your night with tequilas. This is the main thing is, you look at your friends and family and people in your family even. And when you're looking at them now, sitting there scrolling for Instagram in the morning or Facebook, and they're just sitting there, they're not even getting anything out of it.

They're like the rat touching the lever. And you're like, they're genuinely not getting anything out of it. Just think, oh my God, how are you gonna do anything for the rest of the day when you're smashing yourself on tequilas for breakfast?

It's very real. And then finally, and this is just for those of you that wanna go crazy on this, but you wanna absolutely go overboard, is dominate. How do you go AAA game beast mode?

So this is beast mode. This is, I would say this is, in fact, I said earlier in this before we started to think about Ian. Ian is probably, I know Ian is a previous high performer.

He's built his businesses. He's very, very successful guy. I've had insight to the company that he's built.

He's done incredibly well for himself, which is a gift and a curse. The gift is that he's got some fruits for his labor. The curse is there's nothing more than a bit of pain and hunger to get you going.

And when you got the easy life, there's nothing motivating you to get yourself out of bed, be fit, healthy, take on challenges, drive yourself because life is easy. So is eating takeaways and bad food and not going for runs and drinking loads of beer. Ian's been quite vocal during the autumn process about the fact that he wants to get back in the game.

He wants to get clean, lean, full of steam, wants to get back to all the things he knows what he used to be like when he was doing beast mode, but actually he's fallen off it a little bit. I saw his post last week. I'm sure a lot of you did, where he said about his new habits.

It's no coincidence. No phone in the bedroom, no alcohol. I think he's doing dry January, might even be doing no beer for a year.

He's doing all of these things to control his dopamine drivers. And if you've seen Ian in the group and on social media, he's out running, he's buzzing, he's up at 5 a.m. I can honestly tell you, if you do these things, you will experience the same. Not just you'll get productive, you will find a new level of satisfaction, of drive.

In fact, Ian, are you with us?

[Lan] (1:04:43 - 1:04:44)

Yes, I am, yeah.

[Daniel Hill] (1:04:44 - 1:05:07)

Sam, I mean, my perception might be off. You and I haven't spoken, just to confirm. Yes.

But my visible perception is you've gone through this process already and you're just resetting your bar and getting it on. And judging by your post this weekend, when you're out smashing it, it looks to me like you're in beast mode and you're getting your buzz from other things. I may be wrong.

Is that anywhere near the case?

[Lan] (1:05:08 - 1:05:40)

Yeah, totally. I've never done 5 a.m. club before. I'm not a morning person.

I can do mornings. But yeah, I would say this is the best start to a year I've ever had, bar none. So I'm feeling really good.

Diet's better, no alcohol, no tech in the bedroom. Annette is doing it as well, which is good. No tech in the bedroom.

I just feel really motivated all the time. I feel my energy's... I drink loads.

I used to drink loads of beer. So rather than my energy being like this, it's really...

[Daniel Hill] (1:05:40 - 1:05:43)

My hairs are literally standing on end, listening to you talk.

[Lan] (1:05:44 - 1:05:47)

Yeah, yeah, it's good. I'm thoroughly, thoroughly enjoying it, yeah.

[Daniel Hill] (1:05:48 - 1:17:24)

And honestly, I can tell it. I can tell it looking at you now. I can see it in your video at the weekend.

You've just got this natural buzz. And what that is, is your dopamine drive. Rather, previously you're thinking, I can't wait to finish work and get a couple of beers in me.

It's like you wake up in the morning, you're like five in the morning. Oh my God, I'm clean. I'm lean.

I'm full of steam. I'm ready to go. This is beast mode, ladies and gentlemen.

And Ian is already doing this. Now you guys understand how to do it. I'd highly, highly recommend it.

What it'll do is it'll reset your receptors. Now, the more extreme... And this is beast mode.

The more extreme you can go with this, the better. So there's one thing not eating bad food. There's another thing being completely driven for good food.

When you do a cut and you're putting your body into a deficit, there is no defatified food. There is no processed food. It's clean.

It's clean proteins. It's lean meats. It's vegetables.

It's water. If you really detox and basically deplete your body of these bad things, like Ian, no phone in the bedroom, up at 5am, no beer, all of these things, it will start to deplete your body of the bad things and it will then rush to try and help you find the good things. And I can honestly say I was out on Saturday morning at quarter past seven in the morning watching the sun come up, pitch black.

And I was buzzing. I was literally like skipping down the road thinking, I can't believe how good I feel. And during the last sort of like six months for a lockdown, I've been okay.

I've not been AAA gay. I am now on beast mode. I'm absolutely loving it.

Depriving yourself of anything will reset your receptors. Your receptors are nerve endings in your brain that connect your brain to your body, your body to your brain, part of your neurotransmission. And if you deprive them of the bad stuff, they will become motivated for the good stuff.

And that is just science. It will absolutely do it. Not only can you control how you use your dopamine drivers, you can also increase your production of dopamine drivers.

So if you want to go all guns blazing beast mode, you can actually increase your production. So in the same way as serotonin and vitamin D, serotonins and endorphins, you can actually produce more from doing different things. Good health, nutrition and wellbeing will increase the amount of dopamine you can produce.

So if you're not only not using your drivers for bad things, actually increasing your dopamine production by being lean, clean, full of steam, you'll do very well. Protein is the key thing that releases dopamine. Protein releases an enzyme called triosin, I think it is.

Don't quote me on that. But that is what breaks down and releases the actual dopamine. So lots of really good lean meats, lean proteins, turkeys, and any lean meats if you're a meat eater or pulps, wheats, pulses, if you're a vegetarian or vegan, wherever you get your protein sources from.

And then finally, these things will naturally, if you want to go real beast mode, steps. Steps is the best type of exercise, but steps. That's all you need to do.

Steps, salads, sleep, lower your stress levels, and you can take some additional supplements. I've not got mine in there, but the ones I'd recommend, the ones that are good specifically for dopamine is B5, B6, vitamin C, D, and omega-3. They're really, really good for dopamine production.

So this is it. What we want to do is get you on beast mode, control your dopamine drivers by twofold. One is you only have a thousand a day.

Stop using them for bad things at the wrong time of the day. You can have the best will in the world, but you fundamentally don't stand a chance. If you're getting up and necking 10 tequilas between waking up and getting showered ready for work, and then try and do work, you just don't stand a chance.

A few top tips. Don't start your night with tequila. That is genuinely, when you're looking now at yourself, your friends, your family, and you're like, how do I stand a chance today if I'm going to start my day drinking tequila?

A few top tips for you. The first is reset the bar and trust the process. A detox and resetting the receptors will completely reset the bar.

You think at the minute, oh, I have to smoke cigarettes. I have to drink alcohol. I have to go on Facebook.

And the minute you do, because you're an addict, you're addicted. We're all addicts. I'm an addict.

Be addicted to the good things, not the bad things. Reset those receptors, reset the bar, and just trust me. If you don't go on, if you don't look at your messages before 10 a.m. for a month, I guarantee you, it will be your new standard. Like, if you lock your phone from 8 p.m., oh, I can't, I'll miss something. Just trust, reset the bar, trust the process. It's all a game.

On my 28-day whiteboard at the minute, I'm doing 28 days, no alcohol, clean food, and steps. And then my tics every single day. And I'm absolutely loving it.

14 days is halfway. We're nearly there. It's all a game.

Stick it on the whiteboard and a handful of habits, detox. Whatever it is you need to do to get out of the way, get rid of those bad habits. This is a good one for those of you that are really addicted to stuff.

If you really are addicted to social media, or Facebook, or sugar, or gaming, or junk foods, or cigarettes, or alcohol, to a degree. If you really are addicted to these things, try, and I believe in this a lot, and I've done this, I did this with my cup. Those of you that listen to my podcast about doing my cup is focus on replacing over removing.

So rather than think, I need to stop doing it, I need to stop smoking. Think, right, rather than get up in the morning and have a cigarette, I'm going to have a piece of chewing gum, or I'm going to go for a walk, or even I'm going to eat a piece of chocolate. Use the Russian Dole effect of habit shifting, where you've got a bad habit, swap it for another bad habit that's not as bad.

Stop smoking fags and start eating chocolate. And then stop eating chocolate and start eating something less, toast. And then stop eating toast and start eating scrambled eggs.

And then stop eating scrambled eggs and start eating omelets. Like use your habit shifting and break it down step by step. So replace habits rather than remove them.

Don't go on Facebook in the morning, read a book. And then I alluded to this in beast mode, but detox, detox, get your detox done daily, weekly, monthly. Join me this Saturday for a digital detox, Friday night to Sunday morning, digital detox.

Then set up your diary so you've got rhythm to it. And then I would recommend controlled deprivation, which is basically what Ian's doing. No alcohol for a month or maybe for a year, no phone in the bedroom.

Maybe you start to pull down on your processed foods. The more you can deprive your body of bad things, the more it will have an urge for the good things. You've got to get that habit down and then the habit up.

And honestly, you'll get a natural high. Leo's another good one. If you've watched how Leo's nailed it through the winter, granted he's been in the sun, but he's been getting those buzzes off rather than getting a buzz off drinking alcohol, stuffing his face.

He's been out training. He's been exercising. He's been having a clean diet.

He's been out doing mountain biking, things like that. Just replace the bad habits with the good ones and go for these natural highs, which are as addictive as good ones. And then finally observe the masses and do the opposite.

Look at your friends. Look at your family. When you go out walking, look at every other person you see on their phones doing pointless stuff and just think, they're smashing tequilas.

They don't stand a chance keeping up with you. You are a product emitting machine. You are using your drivers to read, to be productive, to do the winter hit list, to get stuff out the door.

What you'll realize is, and we're going to draw to a close now, is good habits are as addictive as bad habits. They just tend to have a better outcome. Once you're a few weeks, months into this, you will become addicted to good things.

Those of you that did level up with me, those of you that know me, if I'm on it, I'm not drinking. I'm exercising. I'm training.

I'm cutting. I'm in a deficit. I'm AAA game, all guns blazing.

If I'm not, I'm eating crisps. I'm out eating in restaurants. I'm drinking beer.

I'm out partying. Good habits are as addictive as bad habits. They just tend to have a better outcome.

Choose the spritzles. Spritzles? It's not even a real word.

Choose the wine spritzers. Final sentiment is, it's time for you to take control of the things that control you. The tequila controls you.

The social media controls you. The news controls you. The messaging controls you.

The junk food, the chocolate, the porn, the gaming, they all control you. Take control of the things that control you. And this is where you will see yourself have the best winter ever on record.

If you've enjoyed this session, a few resources to support, and then I'll do a few Q&A. Well, then I'll give you a big announcement. Then we're going to do Q&A for any of you that've got questions.

If you haven't seen this, The Social Dilemma on Netflix, ironically, telling you not to watch stuff on Netflix, but watching this on Netflix. Social Dilemma, it tells you exactly how the social media companies and the platforms and the online advertising use things to make you addicted to your phone. And the hallmark of it is the executives of Facebook, Twitter, HubSpot, the social networks, say they do not let their children on social media.

Watch that and it will tell you how they use all of the instant messaging things to control your dopamine drivers and your dopamine. And then the second thing is Atomic Habits. We've recommended this before when you're on the program, those of you that are on advanced.

This is just a really good book to get you out of your bad habits. Habit shifting, habit stacking, replacing rather than removing. It's just a really, really easy book to read to get a better control on your bad habits.

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And if you're not already in the Official Property Entrepreneur community on Facebook, there's over eight and a half thousand of us in there now. Join that group. And if you're not in one of the private WhatsApp groups, maximum of 20 people in each group in the show notes, type VIP podcast and send it to the number that's in the show notes on WhatsApp.

And we'll get you added to one of the private VIP WhatsApp groups where you can request your own podcast. It will be dedicated to you and your business. And every Tuesday, I'm in there answering questions, giving you one to one direct support.

And we don't know how long we're going to keep these open for. Success and failure are both very predictable. I will see you on the next episode.