



*The E.N.E.R.R.G.I.E*  
**FORMULA**

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## ***1. Introduction***

Your body is designed for health and one of the most important signs of good health is a state of consistently high energy. Yet a vast majority of people do not experience this. Low energy and fatigue is one of the most common complaints seen in the GP surgery today.

This ebook is about how to solve this problem.

It is written with the entrepreneur in mind, however if you are reading this and this does not describe you, fear not as much of the advice given will apply to you as well.

This ebook is not full of quick fix tips but is based upon sound scientific principles, much of which has only come to light in the last decade or so. It is based upon a sound understanding of how the body and mind work and after reading it you will have a better understanding as to why so many people have this problem and why we have gotten it so wrong in the modern era.

Your answer does not lie in a “magic” drink, food or pill, be it pharmaceutical, herbal or nutritional but in better understanding the physiology you were born with and what it needs for good health and function.

Whilst this advice in this ebook is focused on energy it will help you improve a great many other ailments or health complaints be it obesity, belly fat, heart disease, diabetes and much more. This is because what I will be sharing with you will improve the function of your physiology and metabolism which is key to improving almost every health related issue.

To address the issue of fat loss specifically, another extremely common goal for many, the human body was never designed to be overweight or overfat for long periods of time. This was only ever intended as a survival response in order to survive the winter months when food was scarce. During this time body fat would provide a valuable energy source and extra source of insulation that enabled us to survive. But this was only a temporary state, it was never the chronic year round state that we see today.

Being relatively lean is a part of your bodies programme. The ENERRGIE formula is focused on returning your body back to your natural blueprint for health by improving the triggers that support the body to do that.

This ebook is focused on helping you to transform your energy and health. However everything I discuss will also help you to lose body fat or even increase muscle. Ultimately all of these outcomes require a body that has healthy metabolic function.

What do I mean by metabolic function?

What I am referring to here is the cumulative biological function and processes of all of your cells, organs, glands and bodily systems. It is much more than simply your metabolic rate, which most are familiar with.

So returning our focus back to energy I'd like to start this ebook by asking an important question.

As an entrepreneur what is your most important resource?

You might say your time...you might say your network...your money... your employees...or possibly a dozen other things

Well I would like to suggest that it is in fact your ENERGY.

And here's why I say this.

The amount of energy you have available to you has a direct impact on almost every area of both your life and your business, more so than any other.

If you think back to the last time you experienced a significant drop in your energy levels how did it affect you? how did it affect the way you communicated with friends, family, clients or colleagues? how did it impact your productivity throughout the day? How did it affect your emotional state?

These are just some areas affected by your energy levels, a more complete list could include:

- Your focus and attention

- Your cognitive function or mental capacity; such as your ability to process information, your creativity, or your ability to solve and overcome problems.
- Your emotional state; low energy has a strong connection to feelings of depression, anxiety, fear or worry.
- The quality of our relationships; be it intimate, social, family or work relationships. Our energy levels affects many things that impact our interpersonal skills such as how we communicate, our levels of patience and attention and how engaged and present we are in conversations.
- Your reaction to challenging people and challenging situations.
- Your enjoyment and business success
- Your enjoyment in and outside of business such as your hobbies, social and other activities
- Your health and fitness; Low energy often means less gym visits, more unhealthy food choices and a greater reliance on stimulants such as caffeine and sugar to help you through the low energy spells.

These are just a few areas affected by your energy levels and are by no means an exhaustive list. What other resource do you have that has such an impact on your business, your time and your life?

Whether you agree with me or not, there is one single reason behind why you are reading this ebook that we can both agree on... that you would like to increase the amount of energy that you have.

Whether you experience chronic states of low energy and fatigue, whether you are simply looking to take your current energy levels up a notch or just looking to maintain what you have; it does not matter. Everything I will be sharing here will be relevant and useful to you.

Whichever category you fall into by the end of this ebook you will have new understandings and opportunities to improve and/or maintain your energy levels from wherever they may be right now.

Throughout this ebook I will not be sharing with you the same old messages that you've heard 1000 times before about how exercising more or eating healthier is going to help improve things. You already know this, you may even

be practicing it and seeing little results, so fear not I won't be wasting your time on this. Most if not all of what I will be sharing with you here will be new to you. I am confident this is the case because much of what I will be sharing is new science that has only been known for a few years.

By the end of this ebook I promise you will have a completely different perspective and understanding of energy, where it comes from and what you need to do to improve it.

If you are like most people then your understanding of how to improve your health and energy is limited to making diet and exercise improvements. A quick search of the top 100 health books on Amazon will confirm that diet and exercise are the main means for improving energy and health being used today in almost every case, as has been the case for decades. Things haven't really progressed much.

So if this is how you think then you are not alone, you are joined by almost the entire population of the world. I'm here to tell you that this only scratches the surface and that you are missing out on a huge amount of energy and health if this is all that you are focusing on.

The good news is that this helps explain why your energy is far from optimal. By the end of this ebook I hope to open your eyes to a whole new world in terms of how think and act when it comes to your energy and your health.

This is not to discredit the value of improving your nutrition and exercise, they are 2 of the 8 principles of the formula I will be sharing with you in this ebook. There are 6 further principles you are less likely to know much about though so hold on tight, this is going to be a steep learning curve.

By the end of this is ebook you will learn many simple strategies that you can begin to apply into your lifestyle from the moment you put the book down. In fact you can even begin applying some of them as you read the book. But don't let their simplicity fool you they can and will be incredibly transformative when you apply them. Some of what I'm going to tell you is cutting edge stuff and has only been discovered by scientists in the last few years. So almost the entire population of the world are unaware of some of the information I will share with you. In fact in the case of some of this information contained within

these pages as much as 99.9% of the world's experts in nutrition, biology, physiology or other health sciences are unaware of it. So you'll be able to count yourself as one of the lucky few, I know I do.

So I won't keep you any longer from this precious life changing information.

Let's begin...

## ***2. What Is The E.N.E.R.R.G.I.E Formula?***

The ENERRGIE Formula is an acronym used to describe the different factors that will determine your energy levels, many of which you are unlikely to be familiar with. On their own each factor has a profound impact, but when combined their affect is magnified. ENERRGIE stands for:

***E*Environment:** There are many things in your everyday environment that can have both a positive or negative effect on your health or energy levels. As you will learn temperature, toxins and electromagnetic fields are 3.

***N*utrition:** What and when you eat has a profound impact on how your body works.

***E*xercise (Movement):** Exercise and regular movement throughout the day are critical to the health and function of every system of your body.

***R*hythm (Circadian):** Many biological processes within the body have a rhythm that ebbs and flows throughout the day, week or month. The most influential on your health and energy levels is your body's circadian rhythm.

***R*espiration (Oxygen):** The amount of oxygen available within your cells has a huge influence on how much energy you have. Oxygen reaches the cells through a process known as respiration. The effectiveness of which is determined by many factors you can influence.

***G*ood Hydration:** Your body is 70% water and is required for almost every process in the body. Without good hydration no system in your body can function well and your health and energy will suffer.

***I*llumination (Light):** The importance of light exposure (illumination) to your health and energy is massively misunderstood in modern society. It's as important as food, water and oxygen to the healthy function of your body

and cells.

**Emotion & Mind:** Your thoughts and emotions have a profound impact on how your body functions. Far greater than most people appreciate and as a result will have a massive impact on your energy.

Over the rest of the ebook I will break down each factor into detail, where most entrepreneurs go wrong in each and then I will outline some simple changes you can make to improve each.

### *3. Environment*

We will start by discussing the impact that your environment is the next topic for discussion has on your energy levels. Many people fail to understand that both their body and mind are constantly adapting to their environment. This is extremely important and has much more of an effect on your health than you realise.

Adaptation is seen throughout all life on earth, it's the basis of evolution and is the reason why the human species has survived for as long as it has. It is both a gift and a curse. It's certainly a gift because without adaptation the human species would now be extinct. Adaptation enables your body to maintain homeostasis. But at the same time it can act as a curse because if your environment isn't supportive of the health of your body it will be sending signals to the body that will have a negative impact on your physical, mental and emotional health (e.g. chronic stress).

Whether we're talking about the macro or micro level, every aspect of your being is constantly responding to its environment. Whether that's your bodily systems responding to your lifestyle, nutrition, light, movement habits and physical environment or if it's the cells of your body responding to the nutrients, biochemistry (e.g. hormones) and neural innervation in their immediate and local environment. Much of this we will touch on further as each of the principles within the ENERRGIE formula involves some form of adaptation.

There are many things in your physical environment that will affect both your biochemistry and nervous system. These two systems are your body's main communication channel. They enable the brain, systems, organs, glands and even cells to communicate in both directions. If the natural function of these systems is interfered with then there will be an impact on your health and energy levels. And there are many things in your environment that can impact and disrupt your body's natural biochemistry and neurology. Three big ones are temperature, chemical toxins and electromagnetic fields (EMF).

## Temperature

First let's examine temperature. In modern day living we spend 99% of our lives in a fairly constant warm and comfortable temperature. During colder months we keep the temperature of our homes and offices warm through heating and when we are outside we wear lots of warm clothing. During the warmer months we use fans and air conditioning when indoors and less clothing and the shade when outdoors. Either way we go out of our way to avoid temperature extremes.

The problem with this is that it has detrimental impact on the health and function of your body, especially when it comes to energy. An important mechanism that shapes your health is hormesis and the heat and cold are a form of hormesis. Hormesis is a term used in toxicology to describe stimulation by a low concentration of a toxin. From the perspective of health hormesis is a term used to describe a stress (toxin) that triggers adaptation or resilience to the stress resulting in an improvement to health and function. Put simply hormetic stress is an acute dose of stress that strengthens the body. If the same stress is too chronic, too intense or experienced too frequently it will not be beneficial but harmful to the body. The correct dose is both individual and critical if the body is to strengthen.

A good example of this mechanism in action that is easy to understand is that of building muscle and strength. In order for muscles to grow and strengthen they must be challenged (stress) e.g. resistance training. Too much and they will weaken, but of the right volume and intensity combined with sufficient rest and they will strengthen. Many gym goers fail to understand the importance of this which goes a long way to explaining their lack of results. They often over train with a lack of intensity but with too much volume and regularity meaning their body fails to recover between workouts diminishing their results.

In the same way as training your muscles, all of your bodily systems, organs, glands and cells require certain types, volumes and intensities of stress in order to grow and function optimally. Without it your health and function suffers. You need a mix of both challenge (stress) and recovery (healing) for optimal

adaptation (health) to take place. It is a never ending 24/7 process. Your body is constantly adapting to its environment.

There are several different types of hormesis that impact your health and energy levels and two of the most important is heat and cold hormesis. Fasting, oxygen deprivation and exercise are other examples and there are many others. Throughout this ebook I have/will touch on most of these topics.

By limiting your exposure to comfortable temperatures you do not provide any challenge to your biology which in the long term will have a detrimental effect on our health, especially your energy levels. Your health is either shrinking or expanding at any one time, without hermetic stress it will have no stimulus for expansion. Cold and heat extremes are needed for their hermetic stress benefits.

Cold and heat hormesis will trigger various adaptations that support growth and health in the cells, organs, glands and systems. For example one of the main ways your body manages its core body temperature (which is very important to health) is through the mitochondria in your cells. Mitochondria are tiny organelles found within almost every cell in your body. Their job is to produce ATP (Adenosine Tri-Phosphate), which is the fuel that allows biological processes to take place and the cells of your body to function. Without it your body would be lifeless. Aside from producing energy your mitochondria can also produce heat which involves a complex interaction between specific hormones and the mitochondria. In a nutshell the metabolic processes that take place in the mitochondria produce heat energy that can be increased or lowered to affect core body temperature. Exposing your body to temperature extremes challenges these processes thereby strengthening them. Cold hormesis can also trigger an increase in the amount of mitochondria contained with your cells, a process known as mitochondrial biogenesis. The more mitochondria you have the more energy you will have available to you. In saying all of this I am not suggesting that you need to be exposed to temperature extremes all of the time but you do need an acute exposure on a regular basis in order to experience optimal health and energy levels.

Toxins

The second environmental factor is chemical toxins. Toxins are essentially poisons to the body. There are different types of toxins that your body is exposed to on a daily basis, some come from outside the body and others inside. External toxins can be further classified as artificial or natural. An example of an artificial external toxin would be a chemical whilst a naturally occurring external toxin would be a heavy metal (although often found in unnatural levels). An example of an internal toxin could be a metabolite formed by the immune system whilst fighting a viral infection. Our focus in this ebook is going to be on external toxins, particularly chemical toxins which are the biggest source of un-natural toxins that your body is exposed to. The biggest problem with artificial toxins such as chemicals is that the human body was never really designed to deal with them. They are new introduction to the environment and your body in the last 100 years, meaning there are big question marks as to their safety and potential impact to health.

Your body is exposed to thousands upon thousands of chemicals every day from many sources including our food, water, air, clothing, building materials, cleaning products, personal care products, medications and many other sources. Your body has its own chemistry known as your biochemistry. The problem with many of these external (natural and artificial) toxins is that they can interfere with the balance of your body's natural chemistry leading to dysfunction in the cells, organs and glands and of course health and energy problems. This affects both the hormonal (endocrine) and nervous systems (which is also heavily reliant on biochemicals). A third system that is affected is the detoxification which includes the detoxification organs - liver, kidneys, colon, lungs and skin whose job it is to eliminate internal and external toxins. The more external toxins you are exposed to, the greater the load placed on these organs. If their capacity to handle these toxins is exceeded toxins can build up in the body and will be stored, primarily in your fat cells, making it harder to lose weight.

As well as at a systemic level toxins can also cause problems at a cellular level. One example is their impact on mitochondria. Many toxins have been shown to directly damage mitochondrial function which inevitably impacts their capacity to produce ATP and energy for the cell to function properly. Another example is in the case of heavy metals. Heavy metals such as iron, aluminium,

lead and mercury are found in many different types of products we use and are exposed to on a daily basis, as well as in our food and water. They can cause problems with organ and glandular function and at a cellular level they displace minerals out of the cells. Cells deficient in minerals are essentially malnourished and unable to function well which will have a knock on effect onto your health and energy levels. For this reason even if your diet is high in minerals and other nutrients your body may still have low levels. Diet is important but it's not everything.

Some argue that levels of toxic substances such as heavy metals or artificial chemicals found in every day products are at too low a dose to cause any harm. Whilst as a single dose this may be true in some instances it actually poses a second problem that is not considered in this argument. More recent research has shown that in many cases a very low dose of a given toxin is not detected by the body. Meaning they enter the body freely, are not eliminated and get stored in your body's cells and tissues. Over time their levels can build up in the body causing problems. So for this reason both high or low exposure to toxins can become problematic. A second problem is that we have virtually no understanding of the impact that a mix toxins can have. All toxic substances that have been tested for their effects on health are done so in isolation. Yet every product we buy contains a mix of several chemicals. Even if we were to assume that low doses of each are safe we have no idea of the harm caused when the numerous chemicals we are exposed to interact with each other. Remember we are exposed to 1000s of toxic chemicals every day.

A final point worth making is that the detoxification process requires huge amounts of energy. This means the more your body has to detoxify itself the less energy you have available to support other functions in the body.

Overall what this all means is that the more chemicals you are exposed to;

- the greater likelihood of hormonal imbalance and neural dysfunction,
- the more toxic your cells and body,
- the harder it will be to lose weight/be lean,
- the worse your mitochondria will function,
- the less energy you have available,
- the worse your physical, mental and emotional health

- and the greater the risk of disease
- Great health and energy requires you to minimise your exposure to chemical toxins as much as possible.

## **Electromagnetic Fields**

The third environmental factor that can have a massive influence on your bodily functions are electromagnetic fields (EMF). Electromagnetic fields are fields of energy emitted by manmade and natural sources of electric or magnetic energy (including our body). Whilst certain types and amounts of natural sources can have some detrimental effects, in most instances they are highly unlikely to be an issue whereas man-made sources have been shown to cause a lot of problems in the body. By man-made sources I am primarily referring to electrical devices that emit an electric and/or magnetic field and in the case of mobile devices and Wi-Fi, RF (Radio Frequency) fields as well. Each of these fields can have an impact on the function of your body at relatively low doses.

Unfortunately in modern society it is virtually impossible to avoid being exposed to harmful levels of EMF. EMFs can place huge stress on the body at both a cell and system level leading to all manner of health problems and can even interfere with your body's own natural electromagnetic field. More recent research such as that done by the Heart Math Institute has shown that Electromagnetic waves actually provide a third means of communication both internally between organs, glands and cells and externally between ourselves and other forms of life (human, animal and plant). Ever wondered how flocks of birds fly together in perfect synergy, why you get a bad feeling (intuition) when around certain people or in a certain location or why you might think of someone and a few moments later receive a text or phone call from them. It is this invisible field of energy at work providing an extra means of communication between our mind, body and the external world. From the perspective of human health and energy EMFs emitted from electrical devices can stimulate and stress both the hormonal and neural systems. Chronic exposure to these devices can cause chronic stress on these systems, inhibit mitochondrial function (trigger cell danger response) and consequently have a big impact on the amount of energy we have available.

## **So what are some of the most common mistakes that entrepreneurs are making when it comes to their environment?**

1. Entrepreneurs spend almost all of their time indoors in comfortable warm (not too hot, not too cold) environments and are rarely exposed to extreme temperatures.
2. Our lives today mean we are all exposed to high volumes of unhealthy chemical toxins and entrepreneurs are no different.
3. Modern living relies on the use of electronic devices, mobile communication and the internet. The modern day entrepreneur is exposed to such environments almost 24/7 at home and at work.

### **3 important tips to transform your environment:**

1. The first step is to expose your body to greater temperature extremes on a regular basis. This can be done by not always wrapping up so warm when leaving the house, using saunas several times a week (I will speak more about the use of saunas in the section on Illumination) or having cold showers on a regular basis. In all instances start slow with a small amount and intensity of exposure and build up over time. Exposing yourself for long periods or at intense levels can have negative effects. With respect to cold showers one way to do this is across a number of weeks gradually decrease the temperature of the water for the last 2-3 minutes of your shower until it becomes as cold as you can get it. With respect to saunas start with just 10 minutes and build up to 30 minutes across several weeks. If you are able to regulate temperature as well you can start lower and build up to higher temperatures.
2. The second is to reduce your toxic load and one really simple way to do that is to eat organic food. Or at the very least food that has been produced using minimal farming chemicals (e.g. antibiotics, chemical fertilisers, pesticides, etc). You can further reduce your exposure by consuming wholefoods which are typically much lower in chemical toxins than processed foods. There is also the added benefit of greater nutritional content.
3. Ground your body for a minimum of 20 mins on a daily basis (or as often as you can). Grounding (also called earthing) is a method of connecting

with the earth's electromagnetic field. It is done by going into nature such as a park or garden and taking your shoes and sock off so that you are barefoot. Then connecting to the earth by maintaining connection either by standing, sitting or walking. One of the main reasons this is so beneficial is that everything (material or immaterial) carries either a positive or negative ionic charge. A large majority of things you are exposed to everyday carry a positive charge. Electronic appliances as well as chemical toxins (which are everywhere) are 2 common examples. Positive ions have been linked to all manner of ailments and diseases, disrupt the healthy function of many systems and organs and are a major cause of oxidative stress (free radical damage) leading to high levels of inflammation in the body and many other problems.

Your body carries a predominantly negative ion charge as does the natural environment. By getting in nature, particularly barefoot or by getting in skin contact you will absorb lots of negative ions and help to counter some of the damaging positive ions that have built up in your body through modern living. Obviously this has an added benefit of getting you outside in the sun.

When out in nature you have most likely experienced a sense of calm and centeredness or of feeling being energised and rejuvenated. This is the magic of negative ions at work. Even without direct skin contact you will get some of the benefits explained above which is why we are drawn to nature and why many people have the kind of experience explained above. Of course being barefoot will massively increase those benefits.

## *4. Nutrition*

Nutrition is a massive topic I will barely scratch the surface of topic in this section of the ebook. And whilst I could devote an entire book to cover nutrition in much greater depth it is my intention here to keep this section brief and to the point and to share some essential and powerful principles that will go a long way to improving your energy levels.

The function of every cell, every tissue, every gland and every system in your body is heavily influenced by your nutrition. Poor nutrition is going to result in poor function, health and performance at every level from the cell upwards and will significantly impact your mental emotional and physical health and performance as an entrepreneur.

When it comes to nutrition both the macronutrient and micronutrient content of your diet is important. Macronutrients include protein, fat and carbohydrates. The most important factors to consider when looking at the macronutrient content of your diet will include whether they are in their natural state or damaged in some way, the different categories within each, the ratio between each in your diet and the timing of when you consume them. Micronutrients vitamins and minerals found in food as well as phytochemicals and anti-oxidants also found in food.

Every one of these factors can have a profound effect on your metabolic function at body, system and cell level.

Rather than attempt to address the minefield of nutrition and overwhelm you with information I am going to focus on the most common mistakes that I see a lot of entrepreneurs making and then provide a few tips on what you can do to improve them.

But before we get into it here is some really simple advice about nutrition that pretty much every approach is built on that you can begin apply from today that will.

- Eat a whole food diet as much as possible avoiding processed and junk food as much as possible..
- Get variety into your diet. Your body needs a variety of nutrients to function well so eating a diet from a limited range of food is likely to lead to nutritional deficiencies.
- Source most of your carbohydrates from fruits and vegetables rather than grain based foods (such as bread, rice, pasta, pastries, etc)
- No amount of nutritional or dietary supplements is going make up for a poor diet. So make improving your diet a priority not nutritional supplements

These are some pretty simple ideas that shouldn't require too much explanation. If you follow these simple rules you will have a good foundation to build on using the other advice in this ebook.

### **So what are some of the most common mistakes that entrepreneurs are making when it comes to their nutrition?**

1. The first mistake that most entrepreneurs are making is that they follow irregular and inconsistent eating habits. By irregular I mean that they go long gaps between eating, often 5- 6 hours or more and/or skip meals. By inconsistent I mean they eat at different times on different days e.g. lunch and/or dinner consumption may vary considerably from day to day. Having long gaps between meals adds huge stress to a body that is already over-stressed, malnourished and lacking in oxygen and light, which I'll be discussing more about in upcoming chapters. Going long periods without eating is going to place lots of extra stress on the system leading to low energy states and low metabolic function. This will lead to poor health, difficulty losing weight and disease.
2. Another area entrepreneurs go wrong is in planning what they eat. As every entrepreneur knows, when it comes to building a successful business, planning is critical. But when it comes to building a successful body and mind they typically undervalue this critical behaviour. In order to eat a high quality, highly nutritious diet which is essential to good energy levels you must plan ahead. Failure to do so will result in a high probability of consuming poor quality food e.g. processed food. On a

day to day basis this will include planning when and what you will buy for your food shopping right through to planning meals, when you will eat, preparing meals. It will also include what you will do whilst travelling or when you are on a business trip to source good quality food. In most cases there are no shortage of options when travelling, for example you may want to consider if you will access to a kitchen, local supermarket or local restaurant (look at online menus ahead of time) options or even local health food delivery. Which is right for you will be determined by your needs, time, availability, resources, etc

3. Another area where entrepreneurs make mistakes is that they tend to consume a lot of processed and/or junk foods. This is often linked to the above point on planning since poor planning typically leads to a dependency on the more convenient processed and junk foods. It's probably not news to you that processed foods do not support healthy energy levels. But despite this many still opt for these foods that are deficient in nutrients, deficient in enzymes, contain damaged macronutrients (fats proteins and carbohydrates) that cause high levels of stress on the body, create inflammation, lower energy, inhibit the healthy function of cells and create disease states.

### **3 important tips to transform your nutrition:**

1. Of utmost importance when it comes to enjoying high and stable energy levels is to maintain consistent and stable blood sugar levels. Your blood sugar levels are influenced by a number of factors, two of the most important include:
  - a. The consumption of fats, proteins and carbohydrates in every meal and snack. Failure to consume each of these macronutrients in a meal or snack will lead either a spike in blood sugar levels or a drop in your blood sugar levels. Both of which will create all manner of metabolic repercussions that will negate your energy levels and stress your body and mind.
  - b. Eat regularly. By regularly I mean every 2-3 hours to ensure your blood sugar levels remain stable and do not drop too low. Going

long gaps without eating will be extremely stressful to the body and cause energy problems especially if this is repeated across long period of time.

You may have heard about various benefits of fasting diets (such as intermittent fasting) where you go 10-16 hours or more without food and may be wondering how this fits into what I am saying. Well, whilst fasting has been shown to provide a host of benefits it very much comes down to the individual and their state of metabolic health. Fasting is a form of stress that can have positive and negative effects depending upon your state of metabolic health. If your metabolic health is poor then I would advise against doing too much fasting (in some cases none at all), and certainly not beyond a 10-12 hour overnight fast, as it is likely to place more stress on the body than it is able to handle resulting in a worsening of health rather than improvements. When your metabolic health is relatively good you have a foundation that will enable you to benefit from fasting, which has been shown to have a lot of health benefits and in such instances you are able to go long periods without eating.

A simple way to think about this is to think of your metabolic health like a fire. In the beginning it helps to have a small amount of stress (in the form of wind) to get the fire going but as the fire builds and gains in strength it takes more and more wind to help the fire to grow. If the wind is too strong at the beginning it will overpower the fire and weaken it, perhaps even kill it. If the wind is too weak once the fire has grown it will have no benefit and the fire may begin to lose strength and shrink. It is the same with your body and metabolic health. Unfortunately this is the big problem with generic, fad diets which do not take the individual's state of health into account. One size fits all approaches rarely work in the long term.

2. The next tip is to plan. Plan and ideally prepare your food well in advance. For optimal health you need to prepare and cook your own food it's the only reliable way you can ensure you can maximize the nutrition of what you're eating. If this is simply not going to be possible then I suggest either hiring a personal chef or sourcing your food from a meal delivery company or local health food shop that specialise in

providing fresh healthy meals. Depending upon where you live and work this may or may not work and will require research. It could also require researching restaurants, supermarkets and hotel/accommodation facilities in the areas you are travelling to if it is outside of your usual environment.

3. Whole Food. Eating a whole food diet is critical as these are the only foods that are going to give you good nutrition and energy. We were only ever designed to eat food in its whole natural state. A simple rule is if it didn't fly swim, run or grow in the ground then don't eat it. Foods that have been heavily processed are likely to lack any proper nutrition , be highly inflammatory and contain toxic ingredients that will cause damage to your health and energy.

## *5. Exercise (Movement)*

Next I'm going to talk about exercise. Exercise & movement like everything else I've talked about is critical to the biological function of every cell, organ and system of the body. Both exercise and movement influence how each of your systems and organs of your body function. It has direct hormonal and neurological affects that shape the function of both your mind and body, energy pathways are optimised, your cognitive function is improved and your body's ability to handle stress is increased.

Exercise is a type of hormetic stressor that if done right will strengthen your body and health. Not all exercise is beneficial. Too much exercise can be just as harmful as no exercise. Many people make this mistake, assuming more is better. The right dosage will vary from individual to individual depending upon the health, function and fitness of your body, stress levels and the quality of your rest and recovery. In the same way an athlete will manage the volume, intensity and regularity of their training alongside optimising their recovery you must do the same in order to enjoy optimal health and energy. You are an athlete in your own life. Although it needn't be as complex, balancing healthy forms of stress (hormesis) with recovery is critical to your health and critical to improving your performance as an entrepreneur.

### **So what are some of the most common mistakes that entrepreneurs are making when it comes to movement and exercise?**

1. One area most entrepreneurs go wrong when it comes to movement is that they sit far too much. There's now a lot of evidence out there that sitting can be as harmful to our health as smoking. The human body was never designed to sit for long periods of time, it's a new experience for the body only introduced in the last 50-100 years or so. And as a modern day entrepreneur you no doubt find yourself sitting the vast majority of the time. In some cases probably the whole day. You sit at your desk when you're working. You sit on the train or drive home, you sit on your

couch when you get home. You spend all day sitting and when you're not sitting you're lying down. In all probability you spend very little time standing or on your feet moving around.

2. A second mistake that most entrepreneurs' make that's related to sitting is that they don't get enough movement into their day. Even if you exercise regularly, which is great, you are still likely to be spending long periods of time sitting or not moving a great deal. Getting the body moving throughout the day is very important for the optimal function of your glands, organs and bodily systems. For example movement triggers the release of beneficial biochemicals, aids the function of the lymphatic system, helps to maintain muscle mass and supports healthy digestive function.

If you find that you can't stand for long periods without needing to sit down because you get too tired then you need this more than anyone. You just need to start small and build up at your own pace.

3. Another common mistake is to focus much of their exercise routine on cardiovascular exercise. All forms of exercise are stressful to the body in varying degrees. The problem with cardio workouts, specifically long cardio workouts is that they can be extremely stressful to the body due to their continuous long duration nature. This can trigger the release of vast quantities of the stress hormone cortisol. Chronically elevated levels of cortisol can be extremely harmful to your health and energy levels. Most entrepreneurs' cortisol levels are too high due to their lifestyle of fast paced living and long working hours, so to exacerbate them with lots of cardio will make the problem worse.

The duration of long cardio workouts (durations longer than 20-30 mins) will often mean that the stress placed on the body by these workouts is unlikely to be of a hormetic nature meaning they are too high in volume to be beneficial. I am generalising here as what's beneficial compared to what's harmful will vary from person to person depending upon a host of factors, but this is a good guideline to go by. There are many other forms of exercise that are going to fit the category of hormetic stress better such as HIIT (High Intensity Interval Training) or resistance training that place much less chronic stress on the body.

### 3 important tips to transform your movement and exercise:

1. First of all stand up as often as you can. If it's practical, work at a stand up desk or you can create a work space environment that allows you to stand up as often as possible during your day. We were built to be on our feet throughout our days and only sit in small doses from time to time.
2. Make a habit to move around more throughout your day. Build new habits so that you take a short break from your desk 60-90 minutes to get more movement. It could be simple things such as going to the bathroom, getting some water, going over to speak to a colleague rather than email/call them, go for walking meetings, stand up to make calls or take a walk during your lunch break.
3. Avoid doing long cardio sessions and instead focus most of the cardiovascular exercise that you do on shorter more intense bouts of exercise such as High Intensity Interval Training (HIIT) that lasts no more than 20 minutes. My advice is to keep it short but regular e.g. 4-6 days a week. For a busy entrepreneur this becomes much more manageable too. 5-20 minute intense workouts are much easier to fit into your day than 45 minute + workouts.

If you are intent on doing long cardio workouts then it becomes increasingly important to lower the stress load on your body from other sources.

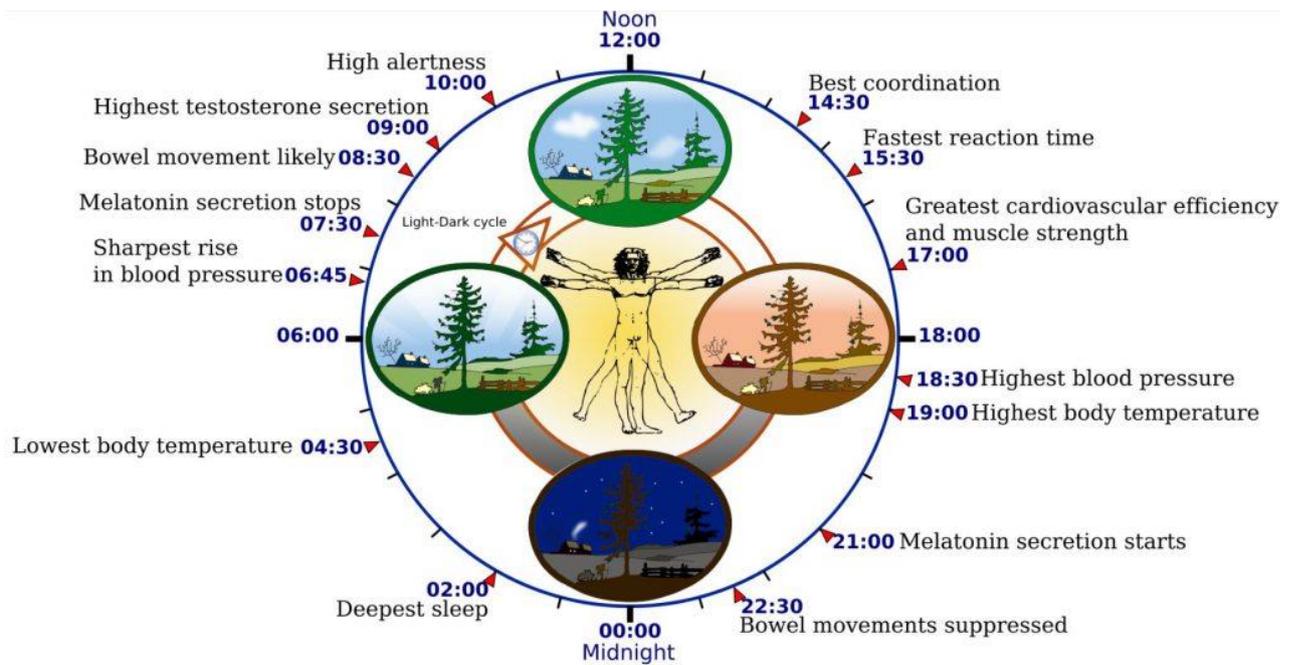
## *6. Rhythm (Circadian)*

Every day within your body a series of biological processes take place. Many of these processes have a rhythm and cycle to them. The most familiar cycle is that of the female menstrual cycle, however there are others. Of all of your cycles and rhythms that take place within your body by far the most important is your circadian rhythm.



What is the circadian rhythm? And why is it so important?

Your circadian rhythm is a term used to describe your body's 24 hour biological clock. Every cell, every gland and every organ in your body has its own internal clock that has a powerful influence on what happens and when. At specific times during a 24 hour period different biological processes take place at specific times e.g. the release of certain hormones. For instance testosterone levels are highest at around 9am in the morning, whilst body temperature is highest around 6pm and lowest around 2am. The diagram below shows the timing of various biological processes in relation to time.



The signals your body receives from its environment dictates how effectively this circadian rhythm works. These signals effectively tell the cells, organs and glands what time it is. When these signals are in tune with your body's natural rhythm (e.g. they occur at the correct time, intensity and volume) they will create a healthy circadian rhythm. The healthier this rhythm runs the healthier you are and the more energy you will have. In the natural world the circadian rhythm is mainly dictated by the behaviour of the sun in relation to the earth (e.g. sunrise, sunset, seasonality, etc). This dictates both the local environment (e.g. day/night and temperature) and will influence your natural behaviour (e.g. eating patterns, activity levels, rest and sleep).

The rise and fall (cycle) of your hormone and neurotransmitter levels and changes in brain wave patterns are some examples of how your biology is heavily influenced by this rhythm and the associated signals from your environment.

In modern society our environment is very artificial and out of sync with the natural world. The consequence of this is that are lot of conflicting and confusing signals sent to the body and cells. As a consequence your internal clock doesn't know what time of day it is, leading to metabolic and hormonal chaos that has severe consequences to your energy and health, resulting in disease and ill health. There are many things that can cause confusion, this would include;

- lack of exposure to sun light,
- high exposure to artificial light (which is made up of a very different balance of wavelengths of light in comparison to sunlight) often at the wrong times of day,
- central heating,
- air conditioning,
- a lack of movement and/or exercise,
- unhealthy dietary habits,
- stimulants (caffeine, sugar and alcohol),
- fast paced living
- exercising in the evening,
- late night eating,
- and busy night time schedules.

This are just a few examples of some of the most common un-natural signals that our bodies are receiving on a daily basis that will lead to problems.

One of the most important areas influenced by your circadian rhythm is sleep. In fact the quality, quantity and timing of your sleep as well as other sleep habits you have, have a powerful influence on the function of your circadian rhythm. Sleep is when your body rest and repairs itself physically and psychologically, it is when your immune system is most active and is the main time when your body detoxifies itself. It's also when your body replaces redundant/defective cells, mitochondria and proteins through a process known as autophagy. If this process doesn't take place effectively when you sleep (as is the case for most people) then your body will be functioning on cells, mitochondria and proteins that haven't worked well for days, weeks, months or even years. So you can imagine if you aren't sleeping well or have unhealthy sleep habits then your health, energy and performance in life will suffer massively. Remember the important role mitochondria plays in your energy and health that I discussed earlier?

Aside from mitochondria and DNA the performance of your cells is influenced by your hormones. Hormones are chemical messengers that tell the cell what they should be doing. And as I have already mentioned your hormones are hugely influenced by the circadian rhythm of your body. The health and

balance of hormones will influence everything from your energy and fat loss to sleep, mental health, cognitive function, fertility, libido, menstruation and disease.

## **So what are some of the most common mistakes that entrepreneurs are making when it comes to their circadian rhythm?**

1. Where almost every entrepreneur goes wrong is first of all they don't understand or fully appreciate the value and impact their sleep (and circadian rhythm) has on their body, their health, energy and most importantly their performance as an entrepreneur.

From what you have read so far I hope you are now starting to appreciate that the affect your sleep has on your energy goes way beyond how much sleep you get. Like most of the population, the majority of entrepreneurs think that as far as sleep is concerned all they need to do is get their 8 hours a night in order to experience good health and performance. Aside from being way over simplified this is also inaccurate.

2. Many entrepreneurs work late into the evening, meaning they are exposed to lots of artificial light which as I have just discussed will have a powerful influence on their circadian rhythm and quality of sleep. One of the main reasons for this is that most forms of artificial light, especially light from screens (phones, laptops, tablets and TVs) is high in blue light. Blue light is also released from light bulbs, the strength of which varies between the different type and intensities of bulb. Blue light is a specific wavelength of the light spectrum that tells the brain (specifically the pineal gland) that it is daytime. Blue light levels are at their highest levels in nature during afternoon sun. At this point in the day we do not want to feel tired so our body suppresses biochemicals that encourage sleepy states (e.g. melatonin) and releases those that energise us. The greater the levels of blue light (from sun or screen light) the lower your melatonin levels. Because our internal response to sunlight is hardwired into our physiology the impact of blue light exposure at night is a reduction in melatonin levels, a lower quality of sleep and poor circadian health. Thereby delaying a host of metabolic processes important to health and energy by potentially several hours. This delay will reduce

the window of time these processes have to function. If this is happening every night for you then there is going to be a significant impact.

In order to enjoy optimal sleep, recovery and good circadian health, melatonin release should be plentiful in the evening and not suppressed. Eventually when you do switch off the screens your body will begin releasing melatonin however this will be somewhat delayed and at significantly lower levels than would be the case in a more natural environment. This delayed or lowered level of melatonin seen directly before and during the early stages of sleep can often contribute to higher melatonin levels upon waking, making you feel sleepy upon waking rather than awake and refreshed. It will also mean you do not experience as much of the deeper phases of sleep (Non-REM Phase 3 and 4) which take place in the first 3 phases of sleep. Non-REM phase 3 and 4 is the deepest sleep you can experience and is critical to the rest and recovery of your brain and body. This is a major reason why so many entrepreneurs wake up feeling tired and unrefreshed and will lead to lower energy, mood and poor cognitive function (e.g. focus, concentration, attention, etc). If you want to perform at your best then you need deep sleep and higher melatonin levels which mean no blue light before bed.

3. The third mistake that entrepreneurs make is that they are often exposed to highly stimulating environments at night. Alcohol, caffeine, lots of light exposure, exercise and high levels of activity (physical or mental) at night will stimulate your body and provide completely the wrong signals for healthy circadian rhythms and sleep. And just like blue light these will inhibit your levels of melatonin and the deeper phases of sleep.

#### **4 important tips to transform your circadian health and sleep:**

1. First thing is to minimize your exposure to blue light at night. Avoid blue light in the evening by minimizing your exposure to screens, particularly in the couple of hours before bed. This may not be practical for many, especially if you often work late/use screens late at night, so there is an alternative, which is to wear blue light blocking glasses and/or install

software on your devices that reduce levels of blue light emitted from screens. Many devices come with them pre-installed these days.

Another alternative is to download F.lux onto your laptop which at the time of writing isn't available on mobile devices. Be warned though that such software is not all that effective and the blue blocking glasses are much better at filtering out blue light. I recommend [Uvex Skyper](#) Blue Blocking Glasses which are shown to block out almost all blue light and have the added bonus of wraparound lenses that block light that comes in through the sides.

2. Another thing you can do is to reduce the amount of exercise you do in the evening, particularly intense forms of exercise or exercising for a prolonged period. Again this sends the wrong signals to your body and has a negative influence on the circadian rhythm. Our ancestors who lived more in tune with their natural bio-rhythms and that of their environment were active predominantly during the day not at night, which was relaxation and sleep time.
3. Another really important factor is to avoid eating late at night. Eating at night again sends the wrong signal to the body but more importantly inhibits the process of autophagy which as I shared before is important for the recycling of your cells and your mitochondria. This process only takes place during a fasted state 3-4 hours after you last ate. Doing so will have dramatic effect on your health and energy levels especially across a prolonged period of time and you will also get an added bonus of fat loss due to improved leptin levels
4. Another factor that is extremely important is to get sunlight first thing in the morning, in the first hour after waking which is critical for resetting your circadian rhythm. This will not just benefit you on the day you do it but subsequent nights as well, especially if you do this over a prolonged period.

As with all recommendations in this ebook each one can be very powerful in improving your health and energy, but this power lies in their consistent application. Don't expect huge improvements if you only apply them occasionally. Your metabolism requires consistent and regular signals for true change to take place.

## ***7. Respiration***

The next principle I am going to discuss is that of respiration.

In physiology, respiration is defined as the movement of oxygen from the outside environment to the cells within tissues, and the transport of carbon dioxide in the opposite direction. The amount of oxygen available to your cells is influenced by how well respiration works. Oxygen plays a massive role in your body's ability to produce energy. In previous sections I have talked about the role your mitochondria play in producing ATP (energy). Mitochondria require food (glucose), light AND oxygen in order to be able to do this. You may be surprised to learn that respiration isn't a process that we don't have any influence over, even though it's a process you are not consciously involved in. There are a number of ways you can influence how well you respire and therefore the amount of oxygen available to your cells.

### **So what are some of the most common mistakes that entrepreneurs are making when it comes to respiration and oxygen uptake?**

1. First of all they think that their breathe (one process involved in respiration) is a passive process that they have no effect on. However this is simply not the case. The way you breathe has a profound influence on the amount of oxygen that gets to the cells of your body. This may sound like a small issue but a state of chronic hypoxia (lack of oxygen) in the cells sets up all kinds of problems that can lead to chronic states of stress, high levels of inflammation, pain, contributes to many types of degenerative disease states, and leads to low levels of energy being produced by the mitochondria.

There are many ways this comes about. One way is through the mouth breathing, which is commonly associated to shallow and more rapid breathing. This is also called chest breathing. Some tell-tale signs that this may be you is if you breathe quickly (15+ breathes per minute typically, 8-15 is normal), your mouth is often open when you breathe, and your shoulders and chest rise and fall with each breathe. This type

of breathing is extremely stressful to the body and triggers the release of stress hormones whilst significantly reducing the amount of oxygen getting to the cells. This way of breathing is a natural state when you are stressed (flight/fright response).

This can be demonstrated by simply visualising/recalling a recent frightening experience such as the last time you were on a roller coaster. Notice as you recall such an event how you breathe, where you breathe from, how rapidly you breathe and how deeply you breathe. This is how stress affects your breathing. But this process is not limited to one direction. How you breathe influences your stress levels too. By simply breathing rapidly through the chest and/or mouth you will create a similar stressful effect on your body (depending upon the intensity by which you do it) and will decrease the engagement of your diaphragm during your breath, leading to lower levels of oxygen in your cells.

There is however an alternative way to breathe and that is nasal breathing (also called belly breathing). During this type of breathing you activate the diaphragm and abdominal muscles much more effectively. When nasal breathing you will also breathe much deeper and at a much slower rate than chest breathing. This results in far higher oxygen levels at a cellular level and doesn't trigger the release of stress hormones. It will also stimulate the parasympathetic nervous system which is responsible for innervating the systems of the body responsible for more long term health, such as the immune, digestive and detoxification systems.

2. A second mistake is posture. In particular how you hold your body when standing or sitting. Sitting or standing in a position where your chest is collapsed and your shoulders are rounded inhibits your ability to breathe effectively. Try it for a moment. In a seated or standing position, round your shoulders as forwards as you can and take a deep breathe in. Now do the same with your shoulders back and chest forwards. Which feels easier to take a deep breathe in?

Whilst you may be exaggerating your posture in this exercise, it demonstrates just how much your posture can affect your physiology and the biochemistry of your body. It will have a similar effect to chest breathing by triggering stress hormones and limit oxygen uptake into the

cell. It will also trigger the release of hormones associated to low states of mood. If you have ever studied Neuro-Linguistic Programming or been to an Anthony Robbins seminar you will know that the fastest way to change your state is to change your physiology. It is no secret, posture has a powerful effect on your emotional state.

3. Further sitting in a rounded shoulders position can have a negative effect on your posture in the long term and lead to upper and lower back or neck pain. It will also reduce the amount of oxygen getting to those cells of the body. This is because lactic acid levels typically building up in the effected (over-stressed) muscles which is in part what causes the pain. A build-up of lactic acid will also create a low oxygen environment in those muscles. And pain depletes the body's resources lowering your energy levels. This kind of posture is common amongst desk bound entrepreneurs that spend much of their days slumped over a laptop or computer. So in order to maximise cellular respiration (and therefore your energy) ensure you stand upright with your shoulders back or sit upright with your shoulders back.
4. As I will discuss in the section on light most entrepreneurs get very little exposure to sunlight. Aside from their walk to and from the car or public transport, most get very little during the week. This is the third mistake. This is because light has a powerful influence on oxygen uptake into the cells. It has been shown that through a number of different mechanisms that sunlight (specifically the invisible aspects of the light spectrum - ultra-violet and infra-red light) can increase oxygen levels in the blood, oxygen levels in the cell and can improve the use of oxygen by the mitochondria to produce energy. So a lack of light will inhibit respiration, cell oxygen levels and the use of oxygen by mitochondria, all of which will limit your energy levels.

#### **4 important tips to transform your respiration and cell oxygen levels:**

1. Most simple of all, start to focus on breathing through your nose and deep into your belly (your abdominal region should expand outwards if you are doing this right), rather than your mouth and chest. This will likely take a bit of conscious effort before it becomes automatic, so do

what you can do to keep reminding yourself. Support yourself by setting an alarm/reminder on your phone to remind you, leave post-it notes in strategic places and practice nose breathing when you work out. These are all good places to start this new health-giving habit.

2. The second thing you can do is to improve your posture when you sit or stand. Focus on keeping your shoulders, keeping the chin up and looking straight ahead. If you spend much of your time at a desk or computer/laptop this is going to be especially important to you and may also require you to examine and adjust your desk setup or work space.
3. Get outside in sunlight more! As you'll learn in the chapter on light this is an extremely powerful and simple strategy for improving levels of health and energy.
4. A more involved way you can begin to improve respiration and increase the oxygen levels within your cells is through the use of Intermittent Hypoxic Training. This may sound complex but it isn't. There are several ways to do this but the most common is breath holding. Aside from the benefits already mentioned breath holding can also reduce stress levels and increase the activation of your parasympathetic nervous system. A convenient and very simple method for doing this is to introduce it when you are walking. Here is a brief outline of what to do:
  - 1) Whilst walking hold your breathe as long as possible
  - 2) Count your steps or use a stopwatch as you do so. This provides a useful measure for monitoring progress over time
  - 3) After holding your breath, breathe normally until your breathing rate returns to normal
  - 4) Then repeat the process again
  - 5) Repeat the process 4-12 times
  - 6) Make a note of how many steps/time you can typically hold your breath for
  - 7) The goal is to increase the length of time/steps you make by holding your breathe for longer periods across a period of weeks and months. This will increase and will reflect an improvement in respiration and oxygen uptake into the cells. For this to work you must challenge yourself to hold your breath for as long as possible each time you do it.

## *8. Good Hydration*

So the next factor to look at is hydration. When most people think about improving their hydration levels they usually think about consuming more water, and whilst this is extremely important it is not the only factor to consider. It is important enough to mention however especially when you consider that 70% of your body is made from water. To take that a step further you will find that 99% of the molecules that make up your body are actually water molecules. The reason for the difference comes down to the fact that water molecules are very small molecules compared to other molecules, meaning the remaining 1% of the molecules in your body are used to make up the remaining 30% of your body.

Water plays an extremely important role in many many bodily processes, many of which will impact your energy levels. Aside from this, dehydration or



lack of water affects your brain function, your mood, your memory, concentration, causes headaches and has many other affects. It is also heavily involved in how many of the functions of your bodily systems such as your immune, detoxification, circulatory and digestive systems. Without water these systems would not be able to function well.

It's not necessarily about drinking lots more water either as too much water also has adverse effects, especially on the mineral concentrations in the cells e.g. sodium and potassium. Drinking excessive amounts of water can dilute bodily fluids and mineral levels in the cells where they are needed for all manner of metabolic processes.

**So what are some of the most common mistakes that entrepreneurs are making when it comes to their hydration levels?**

1. One of the most common mistakes that entrepreneurs make is that they typically do not drink enough water or they do not drink it regularly throughout the day. Or they rely on other fluid sources such as sugary and fizzy drinks. All of which will contribute to dehydration. Whilst water is the best form of hydration other things such as tea and coffee can also hydrate. It is often said that they are diuretics due to their caffeine content however overall research has shown them to have a beneficial effect on hydration levels.

Whilst this is quite a straightforward topic in contrast to some of the other areas I've talked about, it does not negate its importance.

### **3 important tips to transform your hydration:**

1. Make sure you drink enough water. Not too much, not too little. the simplest way to know if you drink enough water is to use the urine colour code below. If you are well hydrated your urine should be in the first colour. If it's clearer than the first you are drinking too much water. N.b. that beets and vitamin supplements (particularly those containing B vitamins) will affect the colour of your urine, so on days you consume these this test won't be reliable.

# Dehydration Urine Color Chart

The following Dehydration Urine Color Chart will help you use your urine color as an indicator of your level of dehydration and what actions you should take to help return your body back to a normal level of hydration.



Doing ok. You're probably well hydrated. Drink water as normal.



You're just fine. You could stand to drink a little water now, maybe a small glass of water.



Drink about 1/2 bottle of water (1/4 liter) within the hour, or drink a whole bottle (1/2 liter) of water if you're outside and/or sweating.



Drink about 1/2 bottle of water (1/4 liter) right now, or drink a whole bottle (1/2 liter) of water if you're outside and/or sweating.



Drink 2 bottles of water right now (1 liter). If your urine is darker than this and/or red or brown, then dehydration may not be your problem. See a doctor.

2. It's important to make sure you drink water throughout the day as your body is always losing water. If you only tend to drink water at the beginning or end of your day you will be dehydrated through most of the day which will have an impact on your energy and performance as an entrepreneur. Also if you find you need to drink a lot during meals (more than half a cup) then you are also highly likely to be dehydrated. Nearly all of your water should be drunk away from meals as drinking with meals can dilute the digestive juices, meaning your digestive systems

ability to break down and absorb the nutrients from your food is reduced.

3. The final tip is to add a small amount of salt to your water, but not to the extent that you make it taste salty. Tailor the amount to your palette. If you can't tolerate salt in your water then add a small amount to your food. This is important because in order to maintain water in the cells the body needs adequate levels of salt or sodium. Without it the body cannot effectively retain water in the cells. If you find that you are thirsty no matter how much you drink then you will most likely benefit from this. In some cases this may also be a sign of a potassium deficiency.

One important point here is to avoid using table salt, use only rock or sea salt. Table salt is toxic to the body and is the kind of salt you want to be avoiding as much as possible.

## *9. Illumination (Light)*

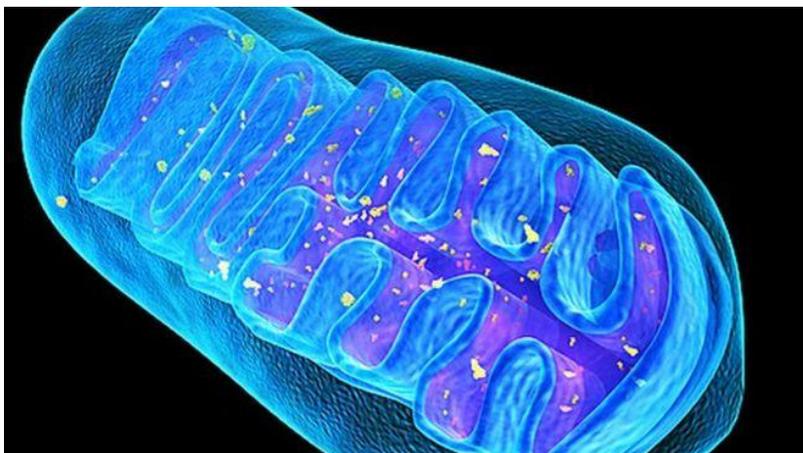
Illumination or light is probably the least well known but by far the most powerful strategy for improving your energy levels.

Light has a massive massive massive impact on how your body functions. Far far more than you realise. For most people their understanding of the importance of light is limited to the fact that it illuminates the environment and allows you to see in the day or at night. But this doesn't begin to capture the powerful effect the light has on your body.

From the chapter on circadian rhythm you are now more informed as you have some awareness as to the role light plays in affecting those rhythms.

Before I go into the specifics of how light affects your energy I'm going to take a step back and share with you something that 99% of the world's health experts are unaware of. This is important as it will set the frame for what I will be sharing about the role light plays in your energy.

If you thought like me (at least until I learnt about this discovery) that your energy comes from the food you consume then you are in for shock. For decades science has understood that your cells create energy via the little organelles found in your cells called mitochondria. Using the oxygen that you breathe in, in combination with calories from the food you eat the mitochondria produce ATP (Adenosine Triphosphate). It is this ATP that powers your cells and make things happen in your body. It gives life to your body and



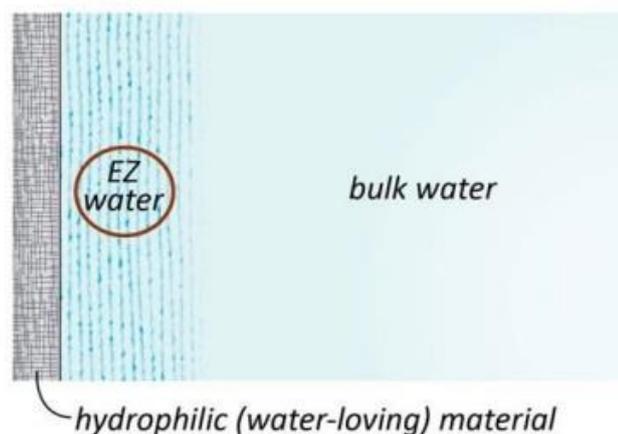
without it no metabolic processes would take place and no life would exist.

However what some of the latest science of the last decade is now teaching us is that in a

healthy functioning body food provides only 20% of our energy needs. The remaining 80% comes from elsewhere, primarily light. Let me say that again in case you missed it...around 80% of your energy comes from light and not food as almost every nutritionist, biologist and physiologist have been telling us for years.

This new discovery has revealed there is a second pathway beyond food. This pathway uses the water within your body to produce energy. But not just any kind of water, specifically charged water known as EZ (Exclusion Zone) water. This EZ water with in your cells and tissues is not the same as regular water found in lakes, oceans and in our water system. It is water that has received a negative charge, is more alkaline and has a viscosity to it (about 10% thicker than regular water). The EZ water accumulates around any part of the body where you find a membrane. Membranes are essentially a wall that separates one part of the body or cell from another. They are found everywhere in the body – your circulatory system, digestive system, around every cell, organ or gland in the body or organelle within a cell.

#### EXCLUSION ZONE (EZ)



The EZ water close to the membrane carries a negative charge, whilst water further away from the membrane (known as bulk water) carries a positive charge. This gradient between the positive and negatively charged water helps to create an energy potential that cells and tissue use as an energy source. In

simple terms think of it like a battery cell. The different gradient of positive and negative ions within a battery cell is what creates the energy potential of a battery and is what determines the amount of energy or power available. As the battery loses this potential it becomes flat or dead.

It works the same way in the body. The human cell can be seen rather like a battery cell whereby the cell needs regular charging in order to maintain the charge of the EZ water. Without it a cell will not operate in an optimal way. The greater the negative charge of EZ water found in the cell, the greater your energy and the better your cells and biology function and of course the better your health.

It has been found that young people or healthier people typically have EZ water in their body that has a higher negative charge than older or more sick/diseased people. So keeping this charge as high as possible should be your goal.

### **So what does all of this have to do with light?**

Well sunlight, specifically the invisible UV and infra-red wavelengths of sunlight have been shown to be the most effective way to charge EZ water. In other words it increases the negative charge of the water. There are other factors that can influence EZ water charge but light has been shown to be most effective.

The magnitude of this discovery in respect to health, disease and your energy levels becomes most apparent when you consider that almost everyone, especially in western civilisation, is highly light deficient. You've heard of malnutrition, well this is known as mal-illumination. I would suggest that even though there is next to no awareness of the importance, mal-illumination affects more people in western civilisation than malnutrition, especially those living in cities where we spend almost our entire lives living indoors. What this essentially means is that almost none of us are getting nearly enough sunlight that is essential to the optimal health and function of our bodily systems. Not just because it leads to a deficiency in negatively charged EZ water but because we get many other resources and nutrients from sunlight that also have a powerful influence on our health and energy. By simply getting more sunlight you can transform your energy levels. Remember if you are to be healthy 80%

of your energy should come from sunlight exposure. If you have only a small amount of exposure it means you will be more dependent on food for energy and won't be able to meet the energy requirements of your body in order for it to function optimally. So how much sun are you getting?

Our ancestors spent most of their days in sunlight and their nights in front of fire (a source of infra-red light), in contrast in modern society you will be doing well if you are getting an hour of daily sunlight. The difference is huge and a major factor contributing to the ill health, low energy and disease states that are so commonly seen today.

If you live in western society it is safe to say that you are far from getting the enough of the right types of light at the right times of day to optimise EZ water in your cells, nor the various other metabolic processes influenced by the light spectrum. As you lose the negative charge of EZ water in your cells you will see a huge drop in energy levels and more of a dependency on food as an energy source. This is a problem as food typically can only ever meets about 20% of your energy needs.

A second way light affects your energy is through your body's circadian rhythm which I have already covered.

A third way is through ultra-violet (UV) light. This aspect of the light spectrum also helps to charge EZ water. UV light is broken down into 3 main categories – UVA, UVB and UVC (most of which is prevented from reaching us by the earth's atmosphere). Aside from charging EZ water UV light in the form of UVB increases vitamin D and another very important nutrient known as sulphate which has many beneficial effects on the body including supporting various energetic processes. Sulphate is produced from the interaction between sulphur oxygen and sunlight enabling your body to create vitamin D3 sulphate and cholesterol sulphate which are 2 very important nutrients that almost everyone is deficient in. Both cholesterol sulphate and vitamin D3 sulphate play important roles in your health, for example cholesterol sulphate is important for the formation of the membrane of your cells, aids the flow of blood through your circulatory system and helps prevent heart disease and elevations in cholesterol and LDL levels. Sulphate is also needed to make EZ water and is needed for the detoxification of pharmaceutical drugs, food

chemicals and heavy metals. So in summary we can safely say that without UV light exposure your health and energy will suffer dramatically.

Sadly UV light gets a bad press because of its link to skin damage and skin cancer, which puts many people off getting plenty of sunlight exposure and has led to a huge increase in sun cream use which blocks most of the UV rays from penetrating the skin. However as outlined it clearly has a huge role to play in our health and should not be avoided. Most cancer and skin damage is caused primarily by UVA rays, not UVB. But that's not to say that UVA (in the right doses) should be avoided either as it has many health benefits. It is largely our own misunderstanding and misuse of sunlight that has led to skin damage and cancer rather than UV light being solely harmful. Sunlight can be incredibly harmful or incredibly beneficial and health giving depending upon how you are exposed to it. If we treat it with respect and learn how to use it we can negate any of the negatives and enhance the positive effects. It can be thought of in the same way as exercise which can also be harmful as much as it can be beneficial. For example if you are like most people your behaviour with sunlight involves very little daily exposure separated by the occasional day or even week(s) in the sun e.g. summer holiday. This is akin to visiting the gym once a month then deciding to spend a whole day or week lifting heavy weights and wondering why you got injured or why you are in severe pain for many days later.

To reap the benefits of sunlight without the negatives associated with UV light you need to introduce the volume, frequency and intensity of light slowly over time and in doing so your body and skin will improve their function to be able to handle greater and greater quantities of light without the negatives, just like you would with exercise.

Another aspect of the light spectrum that has numerous health benefits associated to it and that also helps to charge EZ water is Infra-red light. Infra-red light is in various settings and has been shown to offer numerous benefits including; healing, reduces inflammation, increases oxygen supply to cells, increases anti-oxidant levels, supports detoxification, aids fat loss and muscle gain (when combined with exercise) and is associated with improving various health conditions including cancer, heart disease and diabetes. Infra-red light is so important to your health that it has been shown to help improve pretty

much any aspect of health and some experts suggest that it is as important as food, light and oxygen for a healthy functioning body. A big part of the reason for this volume and diversity of benefits is because most people are so deficient in light that it is impacting a lot of areas of their health and their body is unable to function properly. The outcome of which is ill health and disease.

### **So what are some of the most common mistakes that entrepreneurs are making when it comes to light exposure?**

1. First of all like the rest of society they do not get enough of the right types of light (sunlight). In almost every case entrepreneurs are exposed to high levels of artificial forms of light and very little exposure to natural light. And by sunlight I mean actually getting outside in the sun, not sitting behind a glass window in a building or a vehicle on a sunny day. It is only when we're outdoors in the sun with our skin exposed that we truly get the beneficial effects of the different wavelengths of light from the sun that are so important to our health and energy levels. Both clothing and glass block many of the beneficial wavelengths of light emitted by the sun from reaching the skin where they have numerous health benefits.
2. Secondly they don't get sunlight at the optimal times of day. Whilst getting sunlight exposure is beneficial at any point during daylight hours there are times when those benefits can be optimised. Those being midday and first thing in the morning upon waking. This is very critical for influencing a host of biological processes that take place in your body and to help prevent everything from trouble sleeping to metabolic diseases such as heart disease, diabetes, metabolic syndrome and many other chronic diseases that we see today. There are also times when we want to avoid certain wavelengths of the light spectrum. This is mainly the blue wavelength aspect of the light spectrum during the evening.

### **3 important tips to transform your energy using light exposure (illumination):**

1. First of all start getting outside in sunlight within an hour of waking up. And that really is outside and not behind glass. A minimum of 20 minutes is required here, with minimal clothing and maximal skin

exposure. I often tell my clients to use this time to get some gentle exercise, eat breakfast or both which are also important to get in during the first hour of waking. If your excuse for not doing this is because you live in a location where direct sunlight is hard to come by then don't let that stop you, even on an overcast day the sun's rays still penetrates through. Although I have to admit it that intensity levels are significantly reduced, but some is still better than none.

2. Second, get sunlight at midday which provides really beneficial UVB which is at its peak during these hours. If you can't do midday, as close to it as you can and as much as you can, UVB levels are highest during the hours of 11am-1pm. This is critical to both improving vitamin D, cholesterol sulphate and EZ water levels. I usually recommend clients to use their lunch break for this. Of course being an entrepreneur you are not limited to this, given you are likely to have more flexibility with your time and location. For example you could work, read, conduct meetings, and make calls or any other host of things outside during this time depending on what works best for your schedule. UVB levels are low between October March if you live north of the equator and highest if you live south so make the most of the summer late spring/early autumn. If you nearer the equator then they are pretty good all year round.
3. Third, increase your exposure to red light, particularly infra-red light. This will help charge the EZ water in your cells as well as provide a host of other benefits including improved cell respiration and numerous anti-inflammatory and anti-aging benefits. A good way to do this is through infra-red saunas, although regular saunas also offer similar benefits since they will also produce infra-red heat. Anything up to 30 mins daily is beneficial or as often or as much as you can do. Installing an infra-red sauna at home is the ideal solution, failing that making regular use of the gym sauna is a good idea, or you can also create your own DIY infrared sauna (google it to find out how). You can even buy a fabric infra-red sauna, although many of them produce high levels of EMF which you need to be careful of so make sure your pick one that produces very low levels of EMF. They are very hard to come by so for this reason I don't tend to recommend them.

If you are able to get at least an hour of sun and regular red light into your life then you'll see big improvements in your health and energy.

Everything discussed about light can be extremely powerful in elevating your energy levels but don't expect great results from just a few sessions, like with all methods outlined throughout the ebook they require regular consistent application. Consistency is king.

## *10. Emotions & Mind*

Most people fail to realise that their emotions and mind have a huge impact on your energy. Whilst each area are huge topics to cover on their own merit, for the purpose of this ebook and because of the overlapping nature of the two I have grouped them together.

I'll start by examining the two separately though, starting with emotions.

### **Emotions**

Your emotions are essentially made up of biochemicals. Biochemicals are messengers in the body that interact with receptors on the cells that trigger internal responses within the cells. Hormones are the most well-known types of biochemicals. When a receptor on a cell has been stimulated it in turn triggers the release of other metabolic pathways within the cell that affect processes such as gene expression, protein synthesis and mitochondrial function.

The new scientific field of epigenetics has taught us that the environment of a cell (e.g. the surrounding biochemical) determines how the cell functions, for example, what genes are expressed. This is contrary to what you learned in biology at school where you were almost certainly taught that the cell nucleus is the brain of the cell that dictates everything that happens within it. You would also have learned that whatever is programmed within the genetic code held within the nucleus (the cell's DNA) is your genetic destiny.

However as epigenetics has revealed, the nucleus of a cell is actually at the effect of the cell's environment. The nucleus merely contains the genetic code or blueprint used by the cell to make proteins and perform its given role in the body. Of all the genes held within the nucleus only about 1.5% are active at any one time. The genes within the nucleus are therefore turned on (expressed) or turned off by the cell's environment.

At first this may seem relatively insignificant but when you really think about it, this is huge!

It is the environment of the cell that will dictate genetic expression and subsequent protein synthesis. The biochemicals of your emotions make up a significant chunk of that environment and thereby have a powerful influence on your genetic destiny. You may well have the genome for certain diseases such as cancer cells, but you also have the genome for healthy cell function. Your current state of health and wellbeing is partly determined by which of your genes are being activated and therefore expressed, not by those lying dormant. That's only about 1.5% of your genes in any one moment influencing your health. Your emotions along with your diet, sleep, light exposure, oxygen availability, environment, toxin exposure and many other lifestyle factors create the environment that determines which of your genes are to be expressed. This places YOU firmly in the driving seat and not your genetic heritage in determining your health and energy experience despite what certain factions of medical science would have you believe.

A second way your emotions and biochemicals influence cell function is through the impact on mitochondria. The environment of your cells determines not just genetic expression but also how your mitochondria function. When your cells detect a threatening environment, as indicated by the presence of certain biochemicals (e.g. the stress hormone cortisol) the message reaches your mitochondria and informs them of the threatening environment. Your mitochondria respond by shutting down, in effect going into a hibernation like state. This means minimal energy is available to the cell which in turn means little energy available for your body and the function of all of your organs and glands. This response is known as the cell danger response.

Although at first this may seem like bad news it is in fact good news when it comes to your immediate survival (your body's number one priority). However it is not such good news when it comes to your medium and long term health. This danger response is a form of protection that is embedded within almost every cell in your body. It is primarily there to protect both the cell and your body from harmful microorganisms. This is because some types of microorganisms steal the ATP energy produced by the mitochondria to use as energy for themselves. Prior to modern medicine and hygiene practices many

of these microorganisms would have been life threatening. In fact they were probably the biggest threat to human life until recent times. So by “shutting down”, the mitochondria protect the cell and body by weakening the microorganism and allowing the immune system a better chance of defeating the invader. Without this response the human species would be nothing more than a speck of dust.

But getting back to the present day, whilst this cell response supports you when it comes to defending you against harmful microorganisms it is not so useful when it comes to your emotions, especially the more “negative” emotions. These more negative states of emotion, which I shall refer to as survival or stress emotions for the remainder of the ebook (I don’t like to label emotions as negative as they serve a valuable purpose even when that may not be obvious to us) only become problematic when they become our predominate state. When they linger around.

To simplify emotions for the rest of this ebook I shall be placing them into 2 different categories.

**1. Heart Based Emotions:** these emotional states tend to be much lighter and are what we commonly think of as positive emotions. They would include states of joy, gratitude, love, happiness and peace.

**2. Survival Based Emotions:** these emotional states tend to be much heavier and are commonly thought of as negative emotions. They would include states of fear, anger, resentment, anxiety, frustration, guilt, grief, shame, sadness and depression.

These lists are by no means exhaustive but they are sufficient to allow you to understand what I am talking about.

So now I’ve got that clear let me get back to what I was saying. Emotions (specifically survival emotions) only become problematic when they linger.

Emotions are meant to be fleeting states that come and go but in a society that labels and conditions us to view survival emotions as “bad” and to be avoided they tend to stick around. And as with anything that we resist or suppress these survival emotions stay with us for much longer periods than they really need to. The consequence of this is then that they have more of a chronic, rather

than temporary, effect on our cells, health and energy. Leading eventually to disease.

So if we now look at the opposite side of the spectrum, where we find heart based emotions. These emotions will also affect our DNA, protein synthesis and mitochondria but in a manner that is supportive of health and longevity. Our bodies are inbuilt with a blueprint for great health and energy that is designed to be our predominant experience. Heart emotions don't just allow us to avoid triggering a cell danger response but they also promote energy production and support the expression of healthy genes. Although I'm not entirely sure of the evidence of this, I would go as far as to say that heart emotions can to some degree override some of the negative impacts of poor diet and lifestyle choices on our cells, DNA and mitochondria. At least certainly in terms of positively influencing the environment of the cell which is a major factor influencing your health and energy. And by the same token survival emotions can undo some of the beneficial impact positive lifestyle choices will have.

I wouldn't rely on heart emotions to "bail" you out though as of course there are many other ways these choices impact your body beyond DNA and mitochondria, some of which I have described throughout the book.

What I can say with certainty though is that combined with healthy lifestyle habits living predominantly from heart based emotions will support the expression of a health promoting genetic blueprint as well as allow your mitochondria to operate in high energy state and enable you to flourish.

To make it simple...Great health and energy requires that you spend minimal time in the survival emotions and as often as possible in heart based emotions.

Aside from what I have described so far there are at least 2 further ways that heart based emotions can impact your health and energy.

Firstly through the impact they have on your Telomeres. The topic of telomeres is a relatively new discovery in science and so you are unlikely to know much about them. Telomeres are the end part of each of your chromosomes which hold your genetic code. Research has shown that there is a strong correlation between the length of these telomeres and your life span.

In a nutshell, longer telomeres mean our genetic code within the chromosomes is protected and we live longer and healthier lives. The shortening and lengthening of these telomeres is heavily influenced by our lifestyle choices. Stress of any kind will accelerate their shortening whilst healthy living and heart based emotions have been shown to increase their length.

A second way heart based emotions benefit your health is through the hormone Atrial peptide. Your heart doesn't just pump blood around your body. Back in 1981 it was discovered that one of its other functions is as an endocrine gland. When the heart is activated, which can be done so by placing your attention on your heart or through experiencing heart based emotions, your heart produces a hormone known Atrial Peptide. This hormone has been shown to counteract the effect of the stress hormone cortisol, which as I've discussed when released in chronically high levels, as is common, will have a negative impact on your health and energy.

To briefly recap survival emotions are made up of biochemicals that will negatively impact your cells, mitochondria and even gene expression making survival states a major contributor to ill health and disease. It is not limited to this though as emotions also impact your organs, glands and systems of the body. In the same way any other form of stress (survival emotions are a form of stress) impacts your body the neural and biochemical effect of survival emotions will inhibit the digestive, detoxification and immune systems as well as the thyroid, liver, thymus and many other glands. All of these organs, glands and systems play a pivotal role in your long term health, wellbeing and energy meaning each of these areas will suffer as a result of remaining in survival emotions for long periods.

As well as the direct impact survival emotions have on your body they can also have a negative effect on your behaviours. Typically when you are experiencing a survival emotion (e.g. anxiety) you are likely to try to avoid, resist, repress or suppress that emotion. This is because none of us like experiencing these emotions. To help overcome these emotions you are likely to engage in certain behaviours in order to try to alter your emotional state and/or distract you from how you feel. Typically these behaviours not going to support your health, increase your energy or help you to lose weight.

Over time many of these behaviours can become addictive patterns that you will struggle to control. A few examples would include;

- overconsuming carbohydrates (such as sugar),
- eating junk food,
- watching lots of television,
- playing computer games,
- alcohol consumption,
- cigarette smoking,
- porn,
- and even more extreme addictions such as recreational drugs.

Inevitably none of these behaviours are going to have a positive effect on your health or energy levels.

This is not to say that these behaviours are always covering up such emotions but they often are. A classic example would be coming home after a hard day at the office and “needing” a glass or 2 of wine or a few beers to relax or unwind.

A simple way to know if this is an issue for you is to ask yourself:

- Am I in complete control of this behaviour or does it control me?
- Am I free to choose to engage or not in this behaviour or do I feel compelled to act it out?

If you aren't in control it's highly likely you are using the behaviour(s) to mask some type of survival emotion(s). Attempting to change these habits and behaviours at the behavioural level rarely works. Whilst there are many approaches and layers to dealing with them moving your emotional state towards heart emotions is a very powerful approach.

The table below summarises much of what I have discussed about emotions, health, energy and disease

## **Mind (Thoughts)**

So that covers some of the impact that survival emotions have on your health, energy and behaviours but what causes these emotions in the first place?

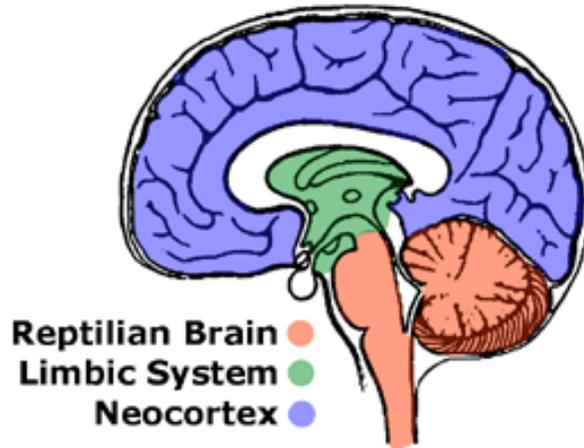
This largely comes down to your thoughts, although your metabolic health can also play a role., which in turn is largely influenced by many of the things discussed in prior sections; light, oxygen, food, exercise and your environment. So making improvements in these areas will not just improve your energy and health but also your mood and emotions. Even your thoughts too as your thinking is heavily influenced by your state of emotion. There is no separation every aspect of your life impacts every other.

For example poor metabolic health is often a major contributor to states of depression and anxiety. Part of this comes down to the fact that poor metabolic health leads to low energy states at cell and system level which makes you much more vulnerable to feeling low or anxious. As well as this a build-up of toxins and biochemicals associated to stress are going to be high whilst biochemicals associated to feeling good, calm or energised are going to be low. All of which create the perfect environment for you to experience states of anxiety and depression.

So to return our focus back to thoughts. Much of your thinking (and therefore emotional state) is governed by brain function. Unfortunately when it comes to living from heart based emotions your brain is not very supportive. This is because the brain is hardwired for survival, at least those parts of the brain that have the greatest influence on your decision making and thoughts.

In neuroscience and human behaviour sciences the brain is often divided into 3 distinct areas; the neocortex (human brain), limbic brain (mammalian brain) and the cerebellum (reptilian brain).

## The Evolution-Designed Brain



Much of the time the cerebellum, the oldest part of the brain (and therefore the most hardwired), dictates your thoughts, emotions and actions. It is predominantly concerned with 3 things; survival (safety/avoiding danger), procreation and food. If you were to examine most of your thoughts, commitments and concerns in life they would usually fit into one of these 3 categories. It also explains why the average person's thoughts are 70% negative. We are hardwired to think that way as it helps to prevent us from taking risks and to keep us safe and out of harm's way. The purpose of this relates to more primitive times where were we to be overly positive we were more likely to take risks that would put our life in danger. Of course this is not so much the case now.

It's pretty obvious when your thoughts are focused on sex or food but survival based thoughts are less obvious. They take a very different form to what they did many 1000s of years ago.

Back then those thoughts would of come from threats in our immediate physical environment. However in the modern era such threats don't tend to exist unless of course you are crossing a busy road for example. In this day and age 99% of any danger or threats exist in the mind and are often not even real. They are imagined. They often arise out of how we perceive a situation or circumstance or through our own imagination. They have many forms. Some examples would include feeling the need to win an argument, the need to

reach a certain status in life (e.g. promotion at work, owning a nice car, etc), the need to achieve (reach a certain income level or athletic/sporting accomplishment) or the need to be right. At the most primitive level these are all means to surviving in the modern era at least from the perspective of our brain. The sexier, the richer, the more powerful, the more dominant, the more successful we appear the safer and more secure we are likely to feel as it reduces the possibility of threat (at least to our brain). Of course this is never ending as your brain is constantly trying to protect you. It will always find the next “threat”.

Another example of the survival instincts of your brain would be in the case of conflict. Conflict rarely takes physical form but when a situation, group or individual challenges your values, beliefs, morals or ethics your innate survival instinct kicks in. And you will be compelled to attack, defend, run, hide or withdraw. Experiencing lack (scarcity), a sense of inadequacy or feeling isolated are further examples associated to triggering the brains survival mechanisms. Again these are all created in the mind through our perception, beliefs, values and imagination. The examples demonstrated are likely to show up in those areas of your life that are most important such as money, close relationships, at work and in family life.

If you were to examine most of your worries, insecurities, hopes, dreams or behaviours you will find that most of them find their roots in the “survival needs” of modern life. My point here is not to invalidate them or judge them as wrong but to highlight how much the survival mechanisms of your brain are reflected in your life and your thoughts. We are still living lives dictated by our need to survive just as much as we did 1000s of years ago. The only thing that has altered is the form it takes.

Up until now you may not have considered much of this type of thinking as a survival based or that it is a creation of your own mind. And at the same time that's not to say there is anything wrong with having such perceptions, beliefs, values and imagination that create it. It's a part of your human design.

My point here is that to a large degree your health and energy levels are driven by your emotions (biochemicals), which are largely driven by your thoughts

which are largely driven by your imagination, values, beliefs, perceptions and your brains survival mechanisms.

When it comes to influencing your emotional state it is useful to know that much of your innate thinking will be survival based. This means that if you are to alter this it's going to take some work on your part as you are going to have to work against your brain. It also means that in order to alter your thoughts and emotions you are going to need to either:

- Alter the way you are viewing a situation (e.g. alter your beliefs, values or perspective) - in doing this you will have different thoughts. A simple example would be to compare the thoughts of 2 people in the same situation. Let's say person A believes that things always work out well for them whilst person B believes things are always going wrong. When faced with the same challenge both people will have completely different thoughts and emotional experiences. One will be relatively peaceful the other stressed out and anxious.
- Simply let go of the significance that you place on your thoughts or your attachment to those thoughts

These are two examples of things you can do to alter your thought patterns. There are many others of course. Depending on your levels of self-awareness and understanding of this area it may not be obvious to you how you can apply either of the above but don't worry about that for the moment, my intention is just to give you a feel for what could be involved.

Altering your thought patterns isn't easy but it is worth it. Over time doing so will retrain your mind and brain for new thought patterns, which will form new neural connections in the brain, lead to new thoughts, new emotional states, new biology, a new body and new energy and health.

The good news is that there are many ways in which to do this. And over time with practice and persistence you can transform your thoughts and emotional state from predominantly survival to predominantly heart based. Whilst it is beyond the scope of this book to go into this in any real detail, I'll share a couple of approaches with you in a the tips section.

Over the last few pages I have gone into quite a bit of technical detail and if I have lost you in any way let me make it nice and simple. When it comes to knowing whether your thoughts are survival or heart based. The easiest and fastest way to know is to examine your emotional state. If you are experiencing any of the survival emotions such as fear, anger, resentment, anxiety, frustration, etc no matter how mild then your thoughts are likely to be in that domain too. Sometimes those thoughts may be more under the radar and driven by the unconscious realms of your mind but nonetheless if you are feeling survival emotions your thoughts will almost certainly be coming from that place too.

Going back to the point I made earlier, it's not thought itself that will damage your energy but the emotions and their related biochemistry. This is important to remember as well. If a survival based thought comes to mind the best thing to do is to not engage with it and give it attention as that will give it energy and emotion. Just acknowledge it and let it go. It takes practice though and you can develop this skill in time much like you can develop a muscle.

## **So what are some of the most common mistakes that entrepreneurs are making when it comes to their emotions and mind?**

1. They place a lot of significance on their thoughts which often leads to survival thoughts and emotions. As I have discussed earlier, your brain is hardwired for survival and negativity. So naturally many of the thoughts that come to you will be of that nature. Anyone or anything that challenges your values, beliefs, morals, ethics or standards is likely to trigger some form of survival based thinking, which in all likelihood is going to happen a lot. This is because these are mental threats that are just as dangerous and threatening to your reptilian brain as physical threats or danger. Placing a lot of importance and significance on your thoughts or projecting your own beliefs and values onto others is going to lead to a lot of stressful thinking. This is common place amongst entrepreneurs and human beings across the board.

2. Entrepreneurs typically spend a lot of time thinking about what happened in the past. This commonly leads to states of frustration, sadness, upset, guilt, shame and even depression. Dwelling on past events whether it be related to work or even issues outside of work all have one thing in common, they take an entrepreneurs energy and attention away from what they are doing in the moment meaning they are going to be less productive, less creative, less attentive and less effective overall in their role as an entrepreneur.
3. Aside from the past the other area entrepreneurs spend a lot of their thinking time on is in thinking about what may happen in the future. This commonly leads to states of fear, worry and/or anxiety. The worse part about this is any such thoughts can only ever be the result of their imagination rather than reality.

In the same way the past distracts them from focusing their energy and attention on the current moment focusing on the future can also have the same impact. In both scenarios mentioned the outcome is the same; less energy available now and survival based emotions are triggered. This is not to devalue strategic thinking or planning, or reviewing the past or learning from past mistakes, that is something else. What I am referring to here is unproductive thoughts that do not provide any real value except to entertain the ego and the mind and cause chronic states of stress in the mind and body.

### **3 important tips to transform your emotions and mind:**

1. *Surrender your thoughts and emotions.* What do I mean by this? I mean stop placing so much meaning and significance on them. Most of your thoughts and emotions are simply automatic responses to triggers coming from your environment, circumstances and situation. Stop making them more important than they really are. Stop making them the be all and end all. Don't judge them or resist them, simply acknowledge them, feel them and allow them to be but don't become wrapped up in them.  
Start to let them go and detach from them. Who you are is much greater than your thoughts and emotions. This isn't easy but it's extremely

powerful and will give you access to live with much greater levels of peace, joy, love and other heart based emotions. It's a practice that takes time to get good at. Doing so will enable you to be much more present in your life, experience survival emotions a great deal less, you'll be much less stressed, be a much better person to be around and of course your health and energy will skyrocket from this one principle alone.

2. *Forgive.* When you hold onto resentment, anger and regret you are placing much of your energy in the past. This means you have much less available to you now. What's more the person you are truly harming is yourself, rarely does holding onto resentments have much of an impact on the other person. As I've previously discussed, these survival emotions will rob you of precious energy, create high levels of stress hormones, shut down digestion, immunity and detoxification, trigger your cells into danger mode, shut mitochondria down, and increase the likelihood of disease promoting genes being expressed. Is it really worth it? The one person most of us need to forgive most of all is ourselves. Without forgiving yourself for whatever happened or didn't happen in the past you are carrying that around with you 24/7 and cannot truly love and accept yourself as you are which is so important if you are to experience peak levels of energy.
3. *Live more from your heart less from your brain.* Society has conditioned us all to live much more the other way around, from the brain not the heart. This has contributed to a society largely driven by survival and the majority of people in it suffering from stress and exhaustion. This is not to say that using your brain is not useful for all kinds of different reasons. But one of the huge downsides as I've discussed is that your brain is governed by survival and will lead to the kind of emotional state that will lead to ill health, disease and low energy. One practice that can help you overcome this and will help you to increase your energy is to bring your attention to your heart. Doing so can actually help to trigger heart based emotions and with practice will enable you to experience less stress/survival emotions. The more regularly you practice the more successful you will become. You'll place your mitochondria into a high

energy mode, promote healthy genes, release anti-stress hormones and feel much better for it.

This may sound a little kooky but science shows that placing your attention on your heart increases heart coherence. Heart coherence is associated with feeling calm, relaxed and centred. The Heart Math Institute have tested this using Heart Rate Variability (HRV). HRV relates to the time elapsed between heart beats. The greater the variability the greater the levels of stress. Heart Maths research has shown that when participants placed their attention on their heart/heart emotions, they improved HRV scores and with it heart coherence and lower stress levels.

For some you may find when you start doing this you don't notice much difference but over time you will strengthen your connection to your heart and you'll experience heart based emotions much more easily. You can strengthen this connection and the release of health giving biochemicals further by also focusing your thoughts on what you are grateful for in your life. It's easy to find things you are grateful for no matter how small or big they may be. If you are going through tough times, just being grateful for waking up, for having food on the table, for having clean clothes and for being fully able bodied can all be a good place to start. If you take a step back, you will many things no matter your situation.

## *11. Summary*

So you are now armed with a wealth of health giving information and how to implement it into your life. Throughout this ebook I have covered all elements of the E.N.E.R.R.G.I.E Formula; Environment, Nutrition, Exercise/Movement, Respiration, Circadian Rhythms, Good Hydration, Illumination/Light and Emotions/Mind, and how each of them can have a powerful impact on your body, mind, systems, organs, glands, cells and most importantly mitochondria function. If you want high and consistent energy, health, longevity and wish to avoid ill health and disease then you can't ignore them.

Admittedly I haven't gone into any area in huge detail as this book is intended as an introduction to each area. If you want to learn more than you can do so by connecting with me on social media, read my blog and or participate in one of the programmes I run. I will provide links to these resources at the end of the book. I have however gone into enough detail for you to have a basic grasp of each area and to begin to make plenty of positive changes. To aid you with this the next section contains a checklist summary of all of the tips I have provided throughout this book.

You may be feeling a little overwhelmed right now. Don't worry, once you get going it's not as full on as you might think. Here are a few bonus tips on how to be make use of the information and advice provided in this ebook.

1. Re-read any sections you don't fully understand. If you still don't understand them (I appreciate some of this can be quite technical) feel free to get in touch and ask me any questions you may have. I'll do my best to respond as and when I can.
2. A lot of the tips you can layer up. They don't all need to be done separately. Some examples would include:
  - a. Get outside in the morning wearing minimal clothing (if it's cold – then you get an added benefit because of cold hormesis), get sunlight, get some light movement in, eat breakfast - this will help

reset your circadian rhythm, get benefits of sunlight and benefit from cold and exercise hormesis

- b. During your lunch break go for a walk in the local park barefoot, using the walking IHT technique - this will give you movement, grounding, breathe work and the benefits of sunlight (especially UVB) all in one hit.

These are just a few examples of how you can layer these into your day without it needing to take a great deal of time.

3. Take it slow. You don't need to implement all of this advice to see big results and certainly not in one go. Plan out how and when you will implement everything. It's actually better and much more effective to implement everything gradually. Where most people go wrong with making changes to their habits and behaviours is they try to implement too big a change too soon. Psychologically this doesn't work which is one of the reasons so many people fail to make real permanent change. Secondly, most of the tips suggested can have a big impact on your metabolism. Making a lot of changes in a short space of time can often have a detrimental effect by disrupting your metabolism too much early on. How much and how quickly you should make change will largely be determined by how healthy your metabolism is right now. The more unhealthy or out of balance it is the slower you should go as it will take longer for your body and metabolism to adjust and strengthen. At the beginning of the book when I spoke about fasting I used the example of a fire. The same idea applies here. When starting a fire you need to fan it (stress) to get it going and to help the fire to grow. But if you fan it too early on you can cause more harm than good and may actually put the fire out. As the fire grows and gets stronger you can fan more and more to strengthen it. It's the same principle here. Start slow. If your energy and health is not great you need to start slower than someone that has a lot better health and energy. Also it will depend on what your current exposure levels are in each area. If you're someone that currently gets little exposure to the sun, never uses a sauna and gets little movement and exercise into their day then you would start with small amounts of each and build up gradually over time. Too big a jump too soon will do more harm than good.

4. Another factor connected to the above point is whether the strategy you are implementing is focused on reducing stress or increasing stress (beneficial hormetic stress). For example reducing toxins, EMF, breathing through the nose, reducing light exposure before bed and many more would all be reducing stress load on the body. Whereas adding more movement into your day, more sunlight, introducing intermittent hypoxic breathe work and increasing cold or heat exposure are all forms of stress (hormesis) that are beneficial to building health and energy. Hormetic stressors should be introduced slowly otherwise they can become harmful forms of stress that will break your body and metabolism down. When it comes to reducing harmful forms of stress you can introduce these as fast as you like as no amount of these is doing you any good. That said I still advise introducing them slowly as the new habits are more likely to stick when introduced slowly.

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Have I opened up your mind to new ways of thinking about your health and energy and how to improve them?

Would you like to learn more about these approaches and others to improving your energy levels?

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I also run regular programmes to help entrepreneurs to do just that. If you would like me to keep you informed of any upcoming programmes click here.

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## *11. Checklist*

Below is a quick summary of each of the tips provided at the end of each chapter.

<b>Area</b>	<b>Tip</b>
<b>Environment</b>	<ol style="list-style-type: none"> <li>1. Expose your body to greater temperature extremes on a regular basis (Cold &amp; Heat)</li> <li>2. Reduce your toxic load such as by eating organic food</li> <li>3. Ground your body for a minimum of 20 mins on a daily basis (or as often as you can).</li> </ol>
<b>Nutrition</b>	<ol style="list-style-type: none"> <li>1. Eat every 2-3 hours and consume fats, proteins and carbohydrates in every meal and snack</li> <li>2. Plan and ideally prepare your food well in advance</li> <li>3. Eat a whole food diet</li> </ol>
<b>Exercise (Movement)</b>	<ol style="list-style-type: none"> <li>1. Stand up as often as you can</li> <li>2. Move around more throughout your day (short break every 60-90 minutes from your desk)</li> <li>3. Avoid doing long cardio sessions and instead focus most of the cardiovascular exercise that you do on shorter more intense bouts of exercise such as High Intensity Interval Training (HIIT) that lasts no more than 20 minutes</li> </ol>
<b>Rhythm (Circadian)</b>	<ol style="list-style-type: none"> <li>1. Minimize your exposure to blue light at night.</li> <li>2. Reduce the amount of exercise you do in the evening, particularly intense forms of exercise or exercising for a prolonged period</li> <li>3. Avoid eating 3-4 hours before bed.</li> <li>4. Get sunlight first thing in the morning, in the first hour after waking which is critical for resetting your circadian rhythm.</li> </ol>
<b>Respiration</b>	<ol style="list-style-type: none"> <li>1. Focus on breathing through your nose and deep into your belly (your abdominal region should expand outwards if you are doing this right), rather than your mouth and chest.</li> <li>2. Improve your posture when you sit or stand. Focus on keeping your shoulders, keeping the chin up</li> </ol>

	<p>and looking straight ahead.</p> <ol style="list-style-type: none"> <li>3. Get outside in sunlight more.</li> <li>4. Use of Intermittent Hypoxic Training such as the walking exercise outlined</li> </ol>
<b>Good Hydration</b>	<ol style="list-style-type: none"> <li>1. Ensure you are drinking enough water by using the urine chart</li> <li>2. Drink water throughout the day</li> <li>3. Add a small amount of salt to your water or food, guided by your palette.</li> </ol>
<b>Illumination (Light)</b>	<ol style="list-style-type: none"> <li>1. Get outside in sunlight within an hour of waking up.</li> <li>2. Get sunlight at midday</li> <li>3. Increase your exposure to red light, particularly infra-red light.</li> </ol>
<b>Emotion (Mind)</b>	<ol style="list-style-type: none"> <li>1. Surrender your thoughts and emotions</li> <li>2. Forgive</li> <li>3. Live more from the heart and less from the brain</li> </ol>

## ***12. About The Author***

Matt Farr is a Mind-Body Transformation Coach specialising in helping entrepreneurs in their 30s and 40s to regain the energy they had in their 20s.

Throughout the 14 years he has been working within the health and fitness industry he has helped over 500 entrepreneurs and city professionals to transform their energy and physique.

He has studied much of the latest science and cutting edge methods in nutrition, exercise and mindset in order to help his clients improve the health and function of their mind and body.

He offers various programmes to help clients achieve extraordinary results.

Visit <http://mattfarrhealth.co.uk> to learn more