



## **Transcript of “286 with Tony Wrighton”**

Bulletproof Radio podcast #286



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Speaker 1: Bulletproof radio. A state of high performance.

Dave: Hey, it's Dave Asprey of Bulletproof Radio.

Today's cool fact of the day is you've probably never heard of petrichor even though you probably really like it. It's the smell of rain which is actually the smell of when decomposed material like leaves is blown out of the soil by the rain. It goes into the air and it mixes with minerals. Petrichor, add that to your list of useless terms you'll probably never use again but something you actually like.

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Today's guest on Bulletproof radio is an author. He's a presenter on Sky Sports news on Sky Sports and he runs a top-rated iTunes podcast called Zestology. Tony Wrigthon's written 3 books with Virgin Books in 12 languages and has written a bunch of apps and audio books with more than 150 downloads on iTunes and especially in the UK, you've seen him all over the place in the news. You might have seen him more in Cosmopolitan Magazine. He's quite an interesting guy. Tony, welcome to the show.

Tony: Dave, thanks for having me on. I'm a big fan. I just want to correct something in your intro. You said I've had over 150 downloads on iTunes. That's actually 150,000.

Dave: I didn't say thousand?

Tony: I don't think so but ...

Dave: I was thinking a hundred ...

Tony: It's a pleasure to correct you.

- Dave: I was thinking 150,000. All right. Thank you for telling me that. Wow! All right. Looks like I skipped a coma there. That's actually a substantial number of podcast downloads.
- Tony: That's audio books and app downloads, not podcasts,
- Dave: Not podcasts.
- Tony: ... which is more recent.
- Dave: Got it. Zestology just started not too long ago.
- Tony: Yes, Zestology has been the last few months, yeah.
- Dave: It's hard to get to the list so you did something right when you're one of the top podcasts because it took me a little bit more than a couple months just cranking these things out.
- Tony: Yeah. I'm a huge fan of Bulletproof radio and as you know, I flew over for the conference last week in Pasadena.
- Dave: Yeah. Thank you for making the long flight over. Was it worth the trip to come to the Bulletproof conference?
- Tony: Yeah. It was awesome. Really inspiring speakers but I guess probably the thing I enjoy more than anything was just being able to connect with so many other biohackers, inspiring people and realized that I'm not the weirdest one amongst all my friends any more, you know what I mean? Other people are doing stuff even stranger than what ...
- Dave: I'm not so sure because the real reason I had you on besides the fact you're doing lots of cool stuff but I wanted to chat with you about NLP or neurolinguistic programming where you've been doing that for more than 10 years now which is a topic I haven't touched on too much. I've had a few other NLP practitioners on but never really zoomed in on it. Since you've written books on the topic, I figure this'd be a great way to talk about how language programs the subconscious and all that. You might be one of the weird ones because you use language in a strange way. You just don't look as weird as some of the other biohackers.
- Tony: That's the important thing. There's a saying in NLP terms. There's nothing worse than a bad NLP'er, someone who's trying to use the skills. You can tell, they're being slightly weird with the stuff they're saying but actually, they're not being very elegant in the way they're communicating.
- Dave: I've seen a few people try and use it in marketing context. For people listening, NLP is a way of speaking. I'll try and define it well and you can tell me where I'm wrong because I've read the books, not your books, actually. I should read them but I read the original Bandler books on it.
- Tony: I'll send them over.

Dave: I found the original books to be entirely incomprehensible but there's basically ways of speaking that bypass a lot of conscious processing. When people use it, you can sometimes convince people to do things that they aren't really quite aware that they're doing. You can also use it to help people in a therapeutic context. It's not a good technology or bad technology but when you try to use it to make people buy your snake oil, it's totally not cool. I've seen that happen a couple times with the nonprofit that I run. You're like, "Look. You're not even good at what you're doing. It's not okay to be using those techniques to try to get people to use your stuff." You can call it the dark side of using language or you could actually use it to help someone overcome a real problem that they're dealing with like an addiction or some sort of psychological block.

How has my attempt at defining NLP, having read the book and not understood any of it from the original guy who wrote about it 100 years ago?

Tony: I'd give it a definitely 5 and a half out of 10.

Essentially, it's the study of how people do things well. It's the study of how we communicate better with ourselves and other people. It's how we can manage our moods and really how we can hack our lives to be more productive and increase our performance levels. You focused on the linguistics. There are a lot of linguistics in there, a lot of linguistics which are really fun, especially when you use them on yourself and that kind of voice in your head.

There's plenty more than the linguistics. That's the reason that I got into it because I used to work in radio. I was interested in making my show a better experience for people to listen to and get them to listen to longer as well and get more listeners. That's why I got into it but there are so many other facets to it.

I think NLP, it's not the greatest name, is it? It was invented in the 70s by Richard Bandler and John Grinder in California. They came up with this name. I guess they came up with it. I'm not quite sure but I guess that's when computers started to take off. Computers were the new in thing. They wanted a computer-y terminology in their phrase but actually, I think something along the lines of neurohacking might be more appropriate for this day and age because that's essentially what it is.

Dave: It's true. In fact, either William Gibson or probably more Bruce Sterling wrote a whole book about the idea of finding one sound that unlocked people's nervous systems. It's a huge societal changes it made.

There's definitely a bit of a science fiction computer programming perspective to this idea that just using words and gestures properly can have an effect on people's biology. It's actually a very deep science but what I think is interesting about your work is that rather than mystifying it which is frankly what I saw when I read the original books. This is not sticking.

You're talking about, what do you get from it? It's one thing to say, "Look what you can do. You can move A to B," but no one cases unless you say, "When you move A to B, it gives you

Company," and so you're confidence in a minute. That's one of your books. Relax in a Minute. That's one of your books. You're applying NLP towards getting a benefit which, that is definitely hacking. You're doing it in a minute and not 4 hours of suffering which is the old way so definitely that qualifies as hacking.

Tony: That's my real passion for it, actually. I've seen how it helps me personally on all kinds of different levels. You're right about the original books. Richard Bandler and John Grinder are different men. Somewhere on the shelf behind me. I've got some of those books that you were mentioning. They're actually out of print now. Transformations is one of them. I think you pay about 60 quid for them on eBay if you want.

Dave: It's on my shelf.

Tony: They're completely out of print. Yeah, yeah. That's a collector's item. If you want to make an extra 60 quid, then get onto eBay with it.

I guess my passion is to, yeah, demystify the techniques, show people how they can use them in their lives. As you say, the books were all in a minute or less. Also, come at things from the slightly skeptical perspective of people who are entering this world for the first time. A lot of the people who checkout my podcasts or my books might be viewers to the TV channel. This might be their introduction to a slightly different world of personal development. I want to be, firstly very real about what I do but I also have that slight same air of skepticism about the techniques that they might.

Dave: That's helpful for people because frankly, some NLP stuff is pretty weird. You talked about lots of weird biohackers. There's people with devices strapped to their bodies and people doing all sorts of strange breathing exercises and shouting like New Zealand rugby teams and everything else. Some of the stuff is, if you've never come across it, kind of weird.

Give me an example. Use some NLP on me, make me relax. Just kidding. Show me how you would say something maybe to the voice in your head without using NLP techniques so you show me an ineffective way and show me a more effective way to do it, the way that you would teach in your books.

Tony: Okay. You mentioned the voice in your head and that is something that is a real issue for people and I think one area, the NLP and self-hypnosis and hypnosis in general can really help is when you look at the voice in the head and you change and improve its impact that it has on you.

When you're thinking about the voice in your head, some people have a really loud, distinct voice that is often not very kind and very friendly and not very helpful to them, especially when it comes to anxiety. There are loads of things you can do in terms of that voice. One of the things we look at in NLP terms is looking at the way that you experience in the world and just changing it and hacking it a little bit. With that voice, you might notice where that voice is. If you're someone who's got a loud, internal voice, where is it? Is it in front of you? Is it behind you? Is it slap bang in the middle of your head? Then, you might think about moving it. Try

moving it further away, try putting it over in a corner of the room and then imagine that there's a volume dial on it. Obviously this takes a little bit of a leap of the imagination but it does work and start to turn it down a little bit, just to make that voice in your head a little bit quieter.

Then, if the voice is something that can often be quite unpleasant to you or certainly cause you distress, perhaps look at giving it a completely different voice. Instead of it being you talking to yourself, give it a voice of Mickey Mouse or whoever it might be. Notice how it sounds with those same words, that same internal dialog going on but with Bart Simpson's telling you what to do and how that changes the way that you perceive your own internal voice.

Dave: One of the things that your internal voice can do is you can say things that trigger your fight or flight response. There's some dynamic there that you feel physical anxiety or stress as a result of what your own voice in your head said to you. From an NLP perspective, the 2 things your recommended now is number 1, get control of words by moving it around and changing basically what voice is using, like you can do as Siri on your phone but it sounds like an Australian instead of an American. Okay.

Tony: Yeah. Download it sound with B.A. Baracus' voice rather than ...

Dave: Can you really?

Tony: Siri can.

Dave: You just brought up the A-Team. Now, you're cool.

Tony: Is that the first time the A-Team has been brought up on bb?

Dave: In 250 episodes, nobody has talked about B.A. Baracus, except for you, Tony. You've set a new record.

Tony: Excellent. I'm pleased about that. Yeah, the other thing that NLP will really help out in that situation is the hypnosis element of it and the self-hypnosis. One of the topics that seems to come up again and again in Bulletproof radio and certainly when I interview people as well is having some kind of meditative practice every day, whether that is meditation or trance or in my case, I use a lot of self-hypnosis.

The great thing about hypnosis is, if you're someone trying to m for the first time, often, you'll feel like you're doing it wrong because you're sitting there and you'd be trying to follow the instructions but your mind will keep wandering off and you'll feel like you're not doing it right. You are actually doing it right but you'll feel like you're not.

With self-hypnosis, especially if you use some kind of guided hypno-therapy like a creative visualization or something you listen to or you go and see a hypno-therapist or a hypnotist, they will guide you into the different place. Because of the words that they're using, your mind is occupied and therefore, it has less chance to wander off. I certainly had a really vivid illustration

of this a couple of years ago. I'd been doing the NLP stuff for years. Then, this is the reason for the podcast, actually. I went off to the Philippines on holiday and I was in the middle of nowhere. It was a beautiful retreat in the middle of nowhere called The Ffarm. I'm not sure actually you would approved of the menu there because it was a vegan menu.

Dave: I used to be a raw vegan and you can get lots of good stuff. All you have to do is smuggle some extra fat in there, just a few sticks of butter. They won't really know.

Tony: I don't think this was because of the vegan diet but the first morning after I got there, I woke up in the middle of nowhere and I had numb patches on my forehead and on my face.

Dave: Oh, Wow!

Tony: As well as that, I had a rash and I was super-tired. I felt like every bone in my body was hurting. I felt like my spleen was going to explode. This all came on fairly suddenly.

The first thing that I did was come home to the UK, get tested by a whole host of neurologists. When you get numb patches in your face, obviously you might be worried that there's some kind of stroke symptoms. Thankfully, that was okay.

As it went on, I saw so many doctors and so many specialists and neurologists and they couldn't give me any reason. They told me I contracted some kind of virus, that I was experiencing some kind of post viral fatigue but beyond that, they couldn't really help. I spent 3 months in bed. Sky Thought couldn't go into Sky Thoughts. Couldn't really do anything. They were very understanding but they ring up each week and say, "You getting better?" I'd say, "Not quite but I let you know when I am."

Dave: What'd you do? That's a pretty serious thing.

Tony: NLP and hypnosis helped massively because I think what had happened, I still don't really have a diagnosis. It was glandular fever like symptoms although I don't really know. The NLP and the hypnosis helped because what happened is I tipped myself over the edge adrenally, I think. I was just in a permanent state of fight or flight. Having been someone who was a bit of a Type A personality in the first place, as I think many biohackers, probably many listeners to your podcast are, people who really control over their lives and like to excel, being out of control and not having a diagnosis just lead me to consult Doctor Google on a regular basis and massively elevate myself into fight or flight.

I started using loads of the hypnosis to get myself down into the alpha state and that really started to help. It wasn't the only thing that helped but it was the principal thing that helped and did loads of other stuff along the way like yoga and actually EFT which was probably the most helpful thing I never discovered before.

Dave: Wow!



Tony: Yeah. I know you've had a few EFT ...

Dave: Yeah, but still, define that for people listening who haven't heard of EFT before. Tell me about that.

Tony: You might have heard of it. It's tapping. It's emotional freedom therapy and you tap on various meridian points around the body to release emotion which is particularly helpful, Dave if you're a slightly repressed British male who's not used to expressing his emotions. That's what American and Canadians always say about us Brits, that we're not great at expressing emotions.

Dave: I was actually going to say, is there any other kind of British male?

Tony: We're not all as bad as Hugh Grant but so that was something, that was so helpful for me. I stumbled upon it by accident really because I found someone in the UK who specializes in NLP, EFT and fatigue. Within 10 minutes of having gone to see him firstly was in floods of tears and all this emotion was coming out. Secondly, I knew it was okay. That has been a real profound discovery for me. I'm actually training in EFT now as well. Not because I want to practice it with other people but just because I know what an impact it's had on me alongside the NLP. I'd love to know more.

Dave: Now, half the Americans listening are like, "Oh, man! This guy broke out into tears. What the heck?" But here's the thing. Your body stores emotions that are not in your head, that do not make any sense whatsoever. If you use a technique like tapping and you do this, I think I made the tapping solution on the show. You do this and it just sounds weird. In fact, it sounds as scammy as possible except there's nothing that you're buying. It's just people are like, "Well, this kind of works." It does make sense that if you assume that emotions that you're not conscious of are stored in the body, which is not an unreasonable assumption, like we know there's a mind-body connection. If that might be true, then tapping on certain spots could have an effect.

Then, when you try it and you're like, "Oh, my god. Something happened there." Heck, yeah! It would make sense. Then, what you're perceiving as a major problem, the body can let go of some of the fear that's associated with the pain and all of a sudden, you perform better.

Are your symptoms all the way gone or are you living with them and they don't hold you back now?

Tony: Mostly but not all. I still get the occasional numb patch on my face. I look after my energy levels a lot more than before but I'm used to the numb patches now. At one point, they spread to my hands and my feet as well and actually the rest of my body, too. Apart from that, everything's pretty much okay but having a much more increased awareness of my energy levels is definitely one of the things that's arisen from that.

Then, I guess my interest in biohacking, I was doing it before that, before I got ill in the jungle but that's been taken to a new level. I love trying different supplements and different lifestyle hacks to improve my energy and well-being levels. I think that ties in with NLP really well

actually because one of the definitions of NLP is doing what works. It's just the study of how people do things well. In terms of quantified self and tracking one's progress and tracking what works for me. Once I started to do a bit of biohacking but then make really quite detailed notes, spreadsheet notes of what supplements I'm taking, am I meditating that day? Did I switch off my phone for a couple of hours and get outside? What exercise did I do? How long did I sleep for? Then, things that might not have an absolute quantifiable value but I can give a value like what would my energy levels out of 10 and how was my stomach out of 10 and how happy did I feel out of 10 and noticing the correlations between different things? I think that's a natural extension of NLP into a technological age. It's been really fun playing with that stuff.

Dave: It sounds a little dorky to some people listening but it is absolutely fun. If you over analyze or you over collect the data, you can spend all your time ...

Tony: Now, you're playing the skeptical type that I do with the NLP stuff. "Okay, even if you think this is a bit skeptical, give it a go."

Dave: It's true. I've been to the point we're like, "Oh my god. Measuring all the supplements I take, I used to do all these amazing spreadsheets. I realized over time that supplements you take ought to match what you're doing that day. "Did they get not that much sleep last night? Am I going to lift heavy or something today? Am I going to work out a lot?" That changes what you need to do for your adrenals. "Was I exposed to more toxins?"

Yeah, actually, you can tell when you're exposed to more toxins because they create little sensations in the body that are absolutely predictable and repeatable. If you know all of these things you would change what you take, just like you would eat exactly the same amount of calories every day or exactly the same food every day. I finally stopped tracking most supplements like I track a few of them, the ones that I'm looking for specific effects but for the most part, I've taken this for 10 years. I know exactly what it does. That goes off the spreadsheet. I know how many bottles of it I buy so I know my average intake by my daily intake now.

When you get into the point where you're tracking what you're hacking, it's actually great fun because you're like, "Wow! I had an amazing day today. Why?" Then, you get to play detective instead of just what most people believe which is I had a good day or a bad day today. It was just random. I have no control. I have no knowledge. It's just totally not like that. You're in charge of every food craving you ever had, right?

Tony: That's exactly right. You realize how hit and miss it is before you start tracking stuff. You did a great presentation at the Bulletproof conference which I really enjoyed which was the effect of different factors on your sleep quality.

Dave: That was the one, the 900 days of data behind it, right? Where I tracked it?

Tony: Yeah. Yeah. Which I'll either have 900 days of data but I was watching that thinking, "Wow! I can do the same with my data with sleep or actually anything else." What I was struggling to work

out is how to get that level of ... All I've got is the raw data. I don't quite know what to do with it and make it into a nice graph. I guess I need to find a data analyst to work it all out.

Dave: I'm pretty sure if you go to fiverr.com, it's relatively basic Excel stuff you can do so that's probably not a terribly expensive virtual assistant task but it'd be pretty cool to have the reports because raw data, unless you're trained in analyzing it, it's not that easy to analyze. I actually am trained, as I went to business school 10 years ago which means, essentially, I'm not trained because I'm not a data analyst. I'm familiar with the terms. I've done work with big data but it's not necessary unless you're going to get into a certain level of statistical analysis. Then, you need to understand, was it statistically relevant. Was the importance was pin point less than .001.

For that kind of stuff, if you're working with even a basic 4-year trained statistician which you can get very, very affordably online, you can get what you need without spending more than 50 quid but I'm pretty sure. I don't know the exchange rate of quid to bucks.

Tony: But just going back to the basic theory of doing what works, this is why I love it. If someone was listening, thinking, "Well, there was a time about 6 months ago when I was really kicking ass and everything was going really well in my life and now it's not going quite so well." In theory, if you got this data going back 6 months or more, you can go back, check your data and remember, "Oh, yeah. That's when I was meditating every day or working out every day," or whatever it might be. That's quite exciting from an NLP perspective in terms of modeling your own success.

Dave: It gets a little weird, too, because you can become obsessed with what you track. If you look at the history of cholesterol research. "Oh, look. We can measure cholesterol because it's easy." They started tracking that and the entire medical community got down this cholesterol rat hole. "Oh, yeah. We thought it mattered and now it really doesn't." It's been billions of peoples behavior has been effected by really the same mistake of tracking what you can measure and so tracing what matters which was inflammation, it turns out. They just couldn't measure inflammation very well.

Tony: Just one other aspect of tracking that I'm interested in asking you about is I use one of the Jawbones, one of the original Jawbone phones to track my thing.

Dave: I had one of those.

Tony: Yeah. I would like to get something a little more sophisticated but the reason I downgraded to the Jawbone one is that was the only tracking device you can get that doesn't have Bluetooth.

Dave: I know.

Tony: Most of these devices, you can't switch the Bluetooth off and in terms of reducing EMFs and reducing toxins in your body, what do you think about wearing something, emitting a very small radiation 24 hours a day? What do you think about wearing Bluetooth right on this?

Dave:

This is a really interesting question. I think a lot of people listening are interested in this as well. There's a group of people say, "Look how my phone turned on, right next to my head when I go to bed." There's pretty good evidence that that's not a good idea. There's some thermal effects that are very small. In other words, like the microwave oven cooking thing but that's not really the analogy. It's more about scrambling a signal. More like when your cell phone goes near a speaker phone and you hear the buzzing. You know there's something happening there.

There are enough studies for me that I don't hold the cell phone up to my head. I don't sleep with a cell phone turned on in the room. There's no need to do that. Besides, I wanted to sleep. Why did I want people to be able to call me? It just makes sense from a sleep quality perspective but I do sleep with my phone in airplane mode which helps to do tracking for me. A phone in airplane mode has very little EMF with it. I'm comfortable doing that but the idea of having a Bluetooth signal on. Is Bluetooth better for you than a cell phone signal or Wi-Fi signal? Definitely. I would say submitting any of those is bad for you, which is an assumption that I'm willing to make. I think the jury's still out but I don't think that they're provably harmless right now, either.

I'm concerned about EMF. When I put EMF filters in, I've had clients who sleep better every single night because of less dirty electrical emanations. Basically there's stuff going on there and needs more science and there's a big industry that doesn't want there to be more science because they'll have to re-engineer to make everything compatible with our biology. That's all going to happen or not over the next 50 years. Let's assume right now, we're going to protect ourselves.

Then, you want to track their sleep. There's 3 solutions that work for tracking your sleep that don't require Bluetooth and I'm not a fan of Bluetooth because I don't mind Bluetooth during the day and when I need it but I don't want to be bathing in Bluetooth 24/7 because frankly, let's do it to 10 generations of mice or something and see what happens. I just don't think it's been that well tested and I say this having been the CTO of one of the wristband companies. Basis, the wristband tracker that Intel bought for 100,000,000. I was CTO and co-founder of the US company for a little while. I turned out their technology wasn't where I thought it was when I joined. I was only there for several months after I left venture capital but it was a real interesting time to dig in on that. I was also involved in the first stick on Bluetooth, the hospital grade heart rate monitor back in 2003. I've been looking, how do we safely get a signal off the body for a long time.

Bluetooth is a relatively small risk and I'm totally fine to use it when you get big benefits but sleeping with it every night to get a little bit of data is not a good idea in my mind. So, you can do the Jawbone thing, the first generation. I found the user interface on that was incredibly annoying and it was too much work. I just didn't get a lot out of it so I lost it which happens to most of those things.

The other one you can do is run an app on your iPhone. There's a bunch of apps that now track your sleep and/or those Android apps as well. They use the microphone or the accelerometer. They tell you what's going on. The gold standard for that and I don't know if they still make it is Beddit. Beddit was at the conference. I had a Beddit Pro which allowed you to plug it into an

Ethernet connection so this was running on my bed. You could actually get heart rate variability information while you sleep. The way coolest thing I've ever seen. You put this piece of tape on your mattress but they gave me a replacement because it stopped working when they changed their infrastructure or something. They gave me a replacement and it's Bluetooth. I'm like, "I don't want the Bluetooth. I want the one with Ethernet." I don't know if they still make the Ethernet one. It was more expensive and all that but that would be the gold standard. I just don't have that one anymore.

What I do now, I put my phone, my alarm clock, uses the microphone on the phone. It tracks my sleep using the microphone. The data isn't great but it's definitely good enough. It has the added benefit of waking you during the height of the sleep cycle. I don't want to be jolted out of sleep. If I'm going to wake up at 7am, I'd rather wake up at 6:40 at the top of a sleep cycle than wake up at 7am when I'm in deep sleep and feel groggy all day. That's really long answer to the question but that's my thoughts on it.

Tony: No. It's interesting. It's something that I've been grappling with for a while. I think the Jawbone can do that as well in terms of waking you up at the top of your sleep cycle. For a number of reasons, I haven't got involved in one of the Apple watches but being a huge fan of Apple product and I was interested in it but I presume that uses Bluetooth as well.

Dave: It does use Bluetooth. I have an Apple watch. I think it's on my desk. The fact that it's not on my wrist. I was all excited. I didn't get great value from the heart rate monitoring stuff. It was the same technology that we used at Basis or very similar technology but as a health tracking watch, it didn't leave me astounded. It had me pick up my phone a little bit less so if your phones not on you because it's in the room and your watch is on you, you might have a reduction in radiation that's totally worth it. It's really hard to say. At a certain point, you're sitting in a room with a Wi-Fi antenna anyway. You're probably not in the low EMF environment unless you designed it that way.

Tony: That's true. I have installed one of those 2 quid timers that switches the Wi-Fi off at night. I tweeted Jawbone, I think and said, "Oh, your next wristband, can you at least have a switch where you can switch off the Bluetooth?" They got back to me saying, "They'd consider all the customer's feedback." We'll see.

Dave: Yeah. Good luck on that one. It's interesting trick and one that a couple guests have talked about. One group of people will put a timer on their Wi-Fi so it just turns off at midnight which is part of disconnecting. Now, I can't do Facebook unless I get up and go mess with the system. That's, I think, kind of a getting control of bad habits and changing your electromagnetic environment but you will sleep better if your head is not right next to Wi-Fi antenna. It really does affect sleep. You can tell that pretty easily for most people.

The other group of people does what I do. In my last house, I had a lamp cord from IKEA which is basically has a little switch to turn off the lamp. I just plugged the Wi-Fi into that so before bed, you brush your teeth, hit the switch and the Wi-Fi, turns off and you can use it as late as you want. Either one of those is just a good habit to have.

In my house now, when we were remodeling, I had the electricians put in a switch outlet so there's a switch next to the light switch that turn the lights on that's like the Wi-Fi switch. Then with the Wi-Fi on and off, it's very convenient. Where this doesn't work is if you have a bunch of stuff connected to the internet that you want to leave connected, especially if you have wired device like I do so you have a separate Wi-Fi box, not just the one that come from your cable company so you get internet through one router and Wi-Fi on one that's on a switch. That's, for me, that was the ideal situation so I could still be thinking Dropbox from my desktop machine but I could go to sleep without it.

Tony: All we need is for the next 900 days, we need you to track your sleep with the Wi-Fi on and then with it off. Then, report in 3 years time.

Dave: Good luck with that.

I want to ask you about some stuff in your books. You talk about decluttering. Decluttering is all the rage because of the life changing power of tidying up which is the most insane book in that it sold 7 kabillion copies on the New York Times list. It's blown away almost every other book on the list in the last months. People just keep buying it. Joe Polish, the guy who runs the Genius Network, a big group of entrepreneurs who are working to change the world. He gave it to me in a box of stuff. I was like, "Really? This lady's telling me how to fold my socks. Is it that important?" It turns out the whole book is about decluttering and it really gave me some food for thought.

Then, I find that you're talking a lot about the ad Vinci secret to success in decluttering so walk me through your perspective which is different than that but it's all the rage. Everyone wants to declutter. Tell me how you do this with an NLP spin on it.

Tony: The concept of decluttering or simplifying is ancient. Lao-Tzu wrote about decluttering all those years ago. My perspective on decluttering is, it's almost more an online declutter than the physical declutter. There's some amazing research. They recon many people now spend more time gazing into screens than they do into the eyes of people every day. That's a really scary thought when you spend more time looking at the dull blue glow of your device than you do gazing into the eyes of an unpredictable, exciting human being every day.

Dave: I was trying to get a doll that had 2 iPhone's for eyes so I could tell my body I was looking ... I'm just kidding. Go ahead.

Tony: I think I realized this a few years ago, actually. Things like walking down the street, seeing a sunset on a beautiful winters day here in London and rather just appreciating the sunset for what it was, thinking what Instagram filter could I put on? I think a lot of people would feel the same way, especially about when you go out, when you're on holiday, for example, you're thinking more about how you'd represent that family to your friends rather than actually experiencing the holiday itself.

One of the simple tools that I came up with escaping the screens for a couple of hours a day. I originally just developed this for myself but now, I use it with the clients and the people who take my programs as well. That would be, for a couple of hours each day, switching everything off and preferably going outside but doing all the things which we love most in this world but not many of them actually involve a screen, whether it's hanging out with friends, eating, relaxing, sex. Whatever it might be. Most of them don't involve screens. If sex doesn't involve screens for you, then you may want to think about it.

Dave: I'm just thinking, I think screens are involved in all of those. I'm sure there's a Kellogg's gluten application for the iPhone, too. Increase your gluten intake every day with extra GMO crunchies on top.

Tony: Yeah. That's one of the things that I track every day, actually. How many hours I've switched off for, minimum of 2, often it's more.

Dave: Do you track this on a screen?

Tony: Yeah. Yeah, I do, at the end of the day but I will have switched off for at least 2 hours before I track it.

Dave: I can respect that.

Tony: Yeah. I do a mixture of tracking, writing stuff down and tracking on a screen as well because I think in terms of, at the end of the day, there is something to be said, one of the things we do in NLP is we look at the different ways we experience the world. The 3 main ways would be the visual and auditory and kinesthetic so touchy feely, the way we experience things.

When you write something down as opposed to typing something into a computer or a smart phone. I feel like it really accesses all those 3 senses really well. The visual act of seeing the words that you're writing down, auditory, you're telling yourself the words to write down but then the kinesthetic, you're holding your pen and you get that feeling of writing something down which I think is slightly more powerful than typing something into a computer. Certainly is for me.

Dave: I like to think I'm on the cutting edge but I could be a naysayer here. I agreed with everything that you're saying there. Even the kinesthetic feeling of writing with good quality paper and writing with a pen that doesn't suck. I have this multigrip celluloid pen made by monks and all this stuff.

For my journaling, I was really doing it because it has to feel right when you're doing it. For a while before that, I had my own computer since I was 8. There's not a lot of people in their 40s who did that. My first computer was pre-dos and pre-Microsoft, pre-all that stuff because my dad worked in IT so I had the hand me down tiny green screen that weighed 50 pounds kind of thing. I learned on that. It's all really strange because I feel like I have the connection through the typewriter and I've done personal growth work on a laptop where they feel like, "You can't



do it." "You don't understand. That's how my brain works," but I switched it to pens from computers and there's a difference.

However, I've switched since then also to using Siri. The power of the written word versus the spoken word. I believe that if you sit there and you say your whatever you're going to write in your journal but you speak the words that the kinesthetic vibration from speaking and actually making a sound trumps writing it down on paper. You just couldn't translate it into words but now you can. The new, new thing is you dictate what you want. What do you think about that?

Tony: I'm not a fan.

Dave: All right. That's cool.

Tony: Because I would say, that because I do use Siri quite a bit for notes and just sending messages to people when I can't be bothered to type it out. The one thing that I notice is that quality control is, or I would say, quality control will increase when you're writing something down.

If you're writing in a book at the end of the day and I do do that every day, I think you'd think more about what you're going to put if you're actually committing it down because you're using the pen made by monks and it a nice notebooks which you'll keep for prosperity. The other thing I guess is that when you're saving something in Siri, where does it end up going? It's nice to have a book. I've got a shelf down here with books that I've been writing every evening for the last 4 or 5 years. It just feels a bit more special but definitely using Siri will be better than nothing.

Dave: I agree with you on the archival value of having your handwritten stuff and when you touch it, like I have my journals from Tibet when I discovered this yak butter tea thing, not that I discovered yak butter. I'm pretty sure it existed for thousands of years but when I personally ... I was like, "Oh, look. This is my discovery of it." I do have those journals. When you see them and touch them and see the words, it does bring back memories that probably looking at some Siri things on a cloud somewhere. I never will. You have a very sound point there.

In terms of decluttering, I understand you have a bunch of journals on the shelf but those are probably things you would want to keep. What are the other decluttering things we can do, aside from writing things down with your screen off, which is cool?

Tony: Yeah. Simplifying your life in terms of technology I think is massively important, he says as he checks a message. You forget you've got this posh new studio. I can see everything going on.

Dave: I know. What's going on here? My phone is vibrating and annoying me because I didn't put it in airplane mode so I'm not actually checking a message and putting it on ...

Tony: I'm so glad this has happened because it illustrates my point perfectly. I don't know if you've heard of Linda Stone the writer who talks about continuous partial attention and how ...



Dave: What were you talking about? Sorry. Yeah. I've heard of Linda Stone. I haven't read her stuff yet, though.

Tony: It's a really nice concept, this continuous partial attention and how us human beings are really not built to multi-task. We're not very good at it and we got so many demands on our time and attention now, it's like having 1,000,000 windows open on your computer at once. There's just something stressful about it.

By decluttering, when you start to close those windows, switch off, then you start to be able to devote your full attention to one thing at a time. Recently, I spoke at an NLP conference here in the UK. I asked the audience, "Who here, first thing in the morning, checked your phone this morning?" At least 80% of people said, "Yes." I wasn't surprised at all because I used to do that until fairly recently,

Dave: That's bad for you.

Tony: ... about a year ago.

Dave: Yeah, it is because you start your day on someone else's agenda rather than your own and especially if you're someone who works in creative field. All of a sudden, you get sucked into the black vortex, the mire of email and you can't climb out again. Your brain is thinking about that slightly align message that you received from someone instead of the big picture of what needs to be done during the day. Simplifying and decluttering for me really is about using technology to your advantage, not denying the fact that it exists or not denying the fact that it can really help us and obviously people listening who are biohackers know that but just, yeah, just regulating it's use a little bit more by doing a kind of digital declutter.

Dave: There's a couple interesting things we can unpack in what we just talked about there. Okay, doing many things at once is a problem. You're defocused but busy. Then, there's okay the solution that focused.

I've got my days down to every 15 minutes are orchestrated by 2 of my EAs and people, like, "How can you do so much? You're Bulletproof and you're writing books and you're doing radio show and you've got coffee and coffee shops." I'm like, "You know what? I've built incredible efficiency into my life where I minimize my decision making but what I learn from doing all that is that actually focus is also toxic." I can focus all day every day and I have enough energy in my brain for the first time in my life where I can do that and I'm not going to hit the wall.

The problem is that hugely valuable things happening your brain when you're not focusing and you're not defocused. It's like the passive mode in the brain where creativity and intuition come from. I had to finally start ... This is a recent thing for me. I thought scheduling time to do nothing because if I don't do that, then all the good thoughts where I'm like, "Oh, wait. Yeah. I guess I could do that," and all the good stuff doesn't happen, even though I'm executing. I'm not creating. That's really a tough one. Do you have any NLP tricks for that?

Tony: It's really interesting you said that actually because once I over the last couple of years, I had to reappraise my priorities a bit once I spent 3 months in Tibet.

Dave: By the way, chronic fatigue syndrome, fibromyalgia, toxic mold poisoning, all the things I have. Yeah. I'm with you 100%. We both did this. Tell me more.

Tony: Yeah. Then, you know, going back to Sky Sports one day a week and really worrying that I'd be able to get through it and that voice in my head was pretty loud when I first went back.

In terms of now my priorities are, one of my biggest priorities in life is to enjoy the journey much more than I ever did before. The problem is, now that I'm back to full health, that Type A personality fights, it wants to take charge again. We obviously spoken about the similarities between many biohackers and type A personalities in terms of high achievement. I definitely schedule quite long periods of my day when I don't do very much but then I find that either meditating or self-hypnosis gets me back into that state where if I do self-hypnosis, I did it a couple of hours before we spoke today and I felt like I had an hour and a half sleep afterwards I felt utterly refreshed. Beforehand, there's a couple of things I was thinking about a lot of things, emails and then obviously this interview. I was thinking, "Oh, you know, does the light need to be on because it's dark here," and that kind of thing. Then, I did some self-hypnosis and I found that I was just more relaxed, more chilled and more me. For many people, that might take the form of meditation or trance or even prayer but having some kind of period in the middle of the day when you can just step back and do nothing is so important. I do that every day.

Dave: Awesome. I would encourage people listening to hear those words and realize, "Okay." You're not a bad person if you have an hour of unscheduled time where you're just going to do whatever but if whatever is clicking around on Facebook, it's probably not actually that beneficial.

Tony: That's the problem, isn't it? Even with the best intentions, I often find myself doing that similar kind of thing. We think when we're chilling out after a long day, sitting on a sofa, looking at Facebook is a good thing for relaxing our brain but if you look at our brainwaves, they are in high beater when you're scrolling down. In one minute, you might read 20 different statuses, 30 different statuses and your brain has to be in pretty high beater to deal with all that information.

Dave: There is, I think in a lot of people a stress response. I gave a talk in Malmo, Sweden several years ago about digital overload because I was the first guy to sell anything over the internet. I sold a caffeine T-shirt out of my dorm room when I was in my very early 20s. It was in Entrepreneur magazine. It was like, it turns out it was the first ecommerce, even though we didn't call it that back then.

I was really addicted to the internet, even though I think everyone is now but I would feel this, I was going to die if my email went down. In the early days, your email went down like every 5 days, something would happen. Obviously it was just into the world and I would physically have anxiety and stress and things like that.

You look at the little voices in your head, the little stress responses that people have to technology. I look at where it is now after 10 weeks of intensive neuro feedback, doing the 40 years of Zen alpha brainwave training stuff that I do, whether or not I have the information or not, watching my sympathetic nervous system, there isn't the core sense of doom or threat or that other stuff. I can look at the Facebook status updates, I can have messages, I can have messages but I don't have the stress levels that I did. I still don't check my email first thing in the morning. It's bad for you but it feels like the biological cost of having all these information things comes in can be dramatically reduced using probably self-hypnosis, probably meditation and certainly using neural feedback. You literally are about as like, "I guess I'm not going to die if I do or don't look at Facebook today," but most people have a little voice in the back of their heads that's like, "If you don't look at f, you don't know what's going on. If you don't know what's going on, something might eat you," or whatever the internal wiring is but it's like, I have to do it and it's a core survival drive. Is there an NLP mantra or something that I should be using or people listening should be using in order to just actually be a little less stressed about technology?

Tony: Mantras can help. They'd be called affirmations in NLP terms. When Bart Simpson wrote on the chalkboard, "I will not be naughty," 100 times, that works a little bit but if you start to use some type of self-hypnosis where you take yourself into a slightly more relaxed state and if you use a guided hypnosis where someone who's giving you some suggestions in that so that your unconscious mind can start to change the way you feel about anything that's effecting you negatively, that would be a little bit more powerful but yeah, affirmations can work as well if you tell yourself something positive but by the way, I'm telling yourself, "I will not be naughty anymore," is a negative suggestion. You want to phrase it in the positive and that's something that we look at with the linguistic element of NLP. Phrasing things in a positive, what we call a well-formed outcome.

Dave: As a matter of fact, would you go into that a little bit more? This drives me insane. I'm very careful with language and if you say the word, "Not," your brain does hear that in an affirmation. It only hears what comes after it. Talk about that dynamic because I fully think half the people listening to this who have affirmations or things they say to themselves are saying them in a negative tone or they're phasing it negatively. They don't necessarily understand the incredible harm that does. Give me the full story on this because it really matters for people.

Tony: It's like when you say someone's obviously not happy about something and you say, "Don't worry," and their brain hears the word worry. To give you a better example that might make you realize the power of language and how it's used. I guess this is NLP 101 but it's definitely worth emphasizing.

If you were to say to a small child drinking a milkshake, "Don't blow on that straw," because the milkshake will go all over the place, what's the one thing they're going to do? If I ask you now, "Don't think of a blue elephant," you have to think about a blue elephant in order to not think of the blue elephant.

Changing yourself taught to think about things positively is really important and I love looking at companies who've not quite grasped this theory. There's a company over here that sells car

insurance. They have the worst name in the world. They're called confused.com. When I think of confused.com, I feel confused just thinking about the company.

Dave: I'll probably get in trouble for saying this but there's another company who has this basic motto, "Don't be evil." You know which company that is? You know who that is?

Tony: No.

Dave: It's Google.

Tony: Who is it?

Dave: The founders of Google. Larry and Sergei said, so Google's first servers were in the Exodus data centers, the company where I was a founder of the consulting group there so since the very early days, these are amazing guys but their motto is, "No matter what we're doing, don't be evil." But when you phrase things in the negative, what your brain hears is the second part and I think Google's done some amazing stuff but man, they have the potential to be evil and their motto is ...

Tony: Is don't be evil. This is where a lot of people come trained in linguistics will work with companies to just improve their message.

Dave: Be good is what to tell yourself. Tell yourself to don't be evil because you'll turn into Darth Vader. That's just how we're wired. At least, that's what I believe.

Tony: Yeah. I'm absolutely sure that the guys who run confused.com wish daily that they had a better name because if I was to tell you about confused.com and I hadn't told you it was a car insurance company first, you wouldn't know what it was. Even now, I'm not quite sure in my head if it is car insurance they sell but I think it is.

Dave: Yeah. Wow! I would never choose that. It's memorable but just because something's memorable doesn't mean that you want to remember it.

Tony: I guess, when I'm working with a client or someone one on one and they say, "Well, I don't want to do this anymore," that's the first thing you look at. You say, "Well, what do you want?"

Dave: Okay. Let's talk about alpha state where we're getting up on the end of the show but tell me a little bit about what you do with alpha states, how you access them, what they are.

Tony: Alpha state is something that's obviously popped up on your show many times before. The brain has 4 brain wave states that we operate at. We are able to measure that and increasingly, we're able to measure it quite affordably and beta is a high level normal waking state but beta is also when we're quite stressed or when the adrenaline is pumping. Alpha is a different state. It's like meditation. It's flow state. It's relaxation and it's a state where we can get more creative, start to make changes or simply start to relax.

I think that's one of the things about many of the NLP techniques that we use. Hypnosis can make changes at a deep unconscious level by changing the way your unconscious mind thinks about things but also, just by getting into a hypnotic or altered state or a meditative state of whatever kind you call it, it's just nice. It's just more relaxing and you take yourself into more of an alpha state. I realize when I was ill and I'd been in the jungle and I got this virus and I spent 3 months in bed that I had to take myself out of fight or flight which is high beater and take myself into alpha far more. That's why I started doing the tapping. Loads and loads of NLP and hypnosis which really helped and everything else, gentle yoga. Not Bitcrom yoga, by the way but gentle yoga classes to really bring my fight or flight response under control, bring down my cortisone levels and hypnosis does that really well so I think the other really exciting thing about technology. I know we've spoken about escaping the screen quite a bit but in terms of, I think it's only 5 or 10 years ago to get an EEG which would measure your brain wave states would cost about 10,000 pounds for a machine.

Dave: I've had an EEG since 1997.

Tony: Why did I even doubt the fact that you'd have an EEG machine? Now, you can get a Muse headband which costs a couple of hundred pounds. I've got one and the muse is actually open source technology, isn't it?

Dave: Is it?

Tony: Yeah. There's 2 apps at the moment. There's the Muse main app which doesn't really give you ... it doesn't give you the feedback you want if you want to know when you're in a beater state or in an alpha state but someone has brought out an iPhone app just recently. I haven't tried it yet which will give you an exact readout apparently when your brain's in beater and when it's in alpha and when it's in theta and so on.

Dave: That's interesting. There's so much going on here. I've been looking at, just the various ways there because it's not enough to say it's in alpha or in beta because there's all these broadment areas that you might want to have there. You might want to have alpha in the front, alpha in the back. The pattern that I train is to have alpha start in the back and move to the front of the head that's coherent so both halves of the brain are doing it the same time. Doing the 40 years of Zen training, I've managed to just about the quadruple the height of my alpha waves so the size of the wave, like if you're normally used to having a nice wave you could surf, I got tidal waves coming in here and that's changed my performance in lots of levels and concern I have is that the knowledge to know where to train this state of the brain is still in its infancy. You can take a healthy brain and you can train it to have PTSD in 2 hours, literally. It's not traumatized can have anxiety if you train the wrong things. The more we look at neuro feedback and the more powerful I'm convinced it becomes, the more I'm interested in it but also the more I'm, "Wow! You can really cause great harm." For the consumer grade technologies out there, those look relatively safe because you're getting a very weak signal that's like, "Okay, is it more beta or more alpha but you're not doing, this part is alpha and this part's beta." You're not getting some of the precise combinations.

Tony: Yeah. I guess what will be good is once more applications for this technology come out, it's how you can read this data and then improve it and learn to relax it at the same time. It's not just these machines measuring brain waves. For instance the heart rate variability stuff I know that you use and I've been using that for quite a while with my clients as well. I don't use it that much now, I'm happy but yah, but getting that feedback is really exciting when you can see the lines smooth out and it increase in depth. Oh, it actually works, this stuff.

Dave: It's pretty amazing. You've gone through all this. What I find fascinating is you really gone down this path because you had something go wrong in the jungle and what a lot of people don't recognize is that biotoxins trigger anxiety. This is the reason that, to this day, if I drink a moldy cup of coffee, I feel usually about 2 to 4 hours later, I get anxiety. I get a sugar craving. I'm like, "Aah!" I can feel it. I know very much what it is. It's not, my anxiety, it's a sense of impending doom. It's biological anxiety.

When you're getting a flare up of whatever the virus that you caught in the jungle was or many other people, they don't understand that the meal they ate exposed them to an allergen, like a food they're allergic to which caused a biological stress response. All the stress responses, right? They suppress alpha. What you learned to do and what I learned to do with breathing, meditation, self-hypnosis, progressive relaxation, tapping. All these various modalities of biohacking allow you to have more control of your biology. All of them are about raising alpha back up because when you raise alpha, you change your heart rate variability which cuts off the sympathetic stress response.

Something in the environment or something in our bodies made the stress levels go up and instead of being victims of that which is what we've all been taught to do, we're like, "No. Screw that noise. I'm going to hack it." You bring it back down using, I would consider EFT as a technology. NLP is a technology. These are things, tools, techniques, whether they're digital or not doesn't matter that we evolved as a society. We transmit through teaching so that other people can use the technologies to get more biological control so you figured it out because you had a dire need. I weighed 300 pounds. My brain was falling apart and I was an entrepreneur who wasn't going to keep being an entrepreneur. I had a dire need. I think half the people that you met or who you met at the conference had a dire need at some point in their life. It could have been they were just in miserable, bad relationships. Their biology didn't fall apart. They just had adrenal fatigue which is pretty bad. Other people had serious health conditions. There was a person there, half of her face was paralyzed after a surgery and she was a model. She was walking around. She still looks like a model but it was a huge amount of work and effort and healing.

I don't know. I feel inspired by this because the stuff you're doing came about from a pretty ugly situation. I feel like crap. I can't work in my job at TV. My face is really numb. Here you are now, you've gained all that knowledge for every person like you who shares that knowledge, there's probably another 10,000 people who are sitting around, going, "You know, I feel like crap right now and there's nothing I can do." When you go out there and you say, "This is what you can do," you're actually helping huge numbers of people not go through all the crap you went through. Thanks for doing that. I appreciate it.



Tony: Thanks, Dave. Yeah, no. it's a real passion for me to share it. You know, since I started doing the podcast, a lot of people I speak to who have some kind of low level medical ...

Dave: Everyone?

Tony: It's not something that's going to take them to hospital but it's something that's causing them significant anxiety. You know, young, healthy people in their 20s and 30s who should be in the prime of their lives, taking time off of work because of some kind of stress complaint that they can't quite put their finger on or just not getting though sleep or an unexplained rash or whatever it might be. It's amazing how many people mention these type of low level symptoms to me and how I think a lot of it can be improved by looking at the kind of things that we've spoken about, especially getting into the alpha state because the first response when you start to get ill is massively get into fight or flight mode. Of course, you've got Doctor Google to help us as well.

By the way, that doesn't help your symptoms at all. Perhaps a brief considered look at what the problem might be might help but if you're spending hours trying to find the answer, hours at a time like I was and the answer still isn't appearing and you carry on Googling, that's just elevating your fight or flight response massively and you're producing more cortisol and feeling worse about the whole thing.

Dave: Yeah. It's a tough one. You don't want to give up if you haven't found the solution but I would say, "Google for an hour. Figure out the likely solution. Try it for a couple weeks. Then go back and do it versus immerse."

Awesome. You know what we're going to come up on this question. It comes up at the end of every podcasts and we're at the end of the time we've got. I'm hoping you didn't prepare ahead of time but maybe you did. If someone came to you tomorrow and said, "Look. I'm going to kick ass at everything I do. I want to perform better at being human. What are the top 3 most important things I can do," or no?

Tony: I did prepare ahead of time but I'm going to change the first one based on what we were just saying. I think the first thing and almost the key to life, certainly for me, is acceptance and letting go. If you're a Type A personality, if you're a listener to Bulletproof radio, you're someone who's really keen on controlling every aspect of your life, you can't control everything. You can plan as much as possible but after that, the ability to simply let go and accept what happens means that you can live in the moment. It's a work in progress for me but it's beautiful and I get it right which is sometimes.

The second thing would definitely be escaping the screens. That thing I mentioned earlier on about how people often gaze more into a computer screen than they do in the eyes of people on a daily basis. That's just crazy when you think about the evolution of man, how long we've had computers and how long we've had smart devices. Switching off for a couple of hours a day and definitely not looking at your phone before breakfast.



The third thing is, it's a regular thing on my podcasts definitely. That is some kind of meditative practice. We've spoken about meditation quite a bit. We've spoken about self-hypnosis a lot although we haven't necessarily gone into the specifics of how it could make changes and how the conscious mind can only think of around 7 things at once but the unconscious mind looks after all the things that you are focusing on right now like breathing for example or blinking. Self-hypnosis can make a real difference by occupying the mind, taking into it a different place and then placing my little suggestions in there.

If you want more on self-hypnosis, you can obviously check me out online and there are those of great hypnotherapists and hypnotists out there or meditation as well is awesome. Emily Fletcher spoke at the biohacking conference. I learned some meditation from her and her online course and that's been fantastic for me. I love that as well so just something that helps you to create some down time to deal with all the up time that we have during the day.

Dave: That's an awesome set of 3 answers. Where can people find out more about your work? Give me your urls. You have books. You have all kinds of stuff. Give me the master 2 or 3 URLs people can remember. We'll put all of these in the show notes, of course.

Tony: Thanks, Dave. My website is [tonywrighton.com](http://tonywrighton.com). It's t-o-n-y-w-r-i-g-h-t-o-n dot com and the podcasts is Zestology with a z and that's on iTunes and you can Google it and you'll find it.

Dave: Aweseome. Thanks for being on the show. I look forward to meeting. I'll be out in the UK. We'll be teaching some more of the Bulletproof coach training.

Tony: Oh, good!

Dave: I want to say, I'm trying to forget what month but for people who are interested in being executive coaches, we're doing a February training in New York and I think so much be like May sometime out in the UK so I should be out there. Maybe there's a chance for us to hook up.

Tony: Yeah. That'd be great. Can you open a coffee shop here as well?

Dave: Give me time.

Tony: There is another branch, chain of coffee shop selling something similar to what you do but quite different at the same time so we could do it there.

Dave: Most definitely. There's a lot of coffee places in the UK. Great coffee culture and when you get the full lab tested beans, it changes the physiological stress response. That's what it's all about.

Tony: Yeah. Definitely.

Dave: Awesome. Talk to you soon.

Tony: Thanks, Dave. Thank you.





Tony Dave: If you enjoyed today's episode, I'd love it if you went over to iTunes or podcast one and just click the little box that says, "I love this show. It's amazing. You changed my life. As a matter of fact, it's the coolest show ever," or something along those lines. Basically, let someone else know that it's really good.

If you are interested in what we talked about with alpha brain waves, you might want to check out 40yearsofzen.com. This is a thing I do with some high end NCOs. Warning: It is expensive. This is not a source of profits for me but it is a way that I'm able to share with people who are ready the most impactful thing I've ever done out of all my biohacks. It's a lot but it's changed my life more than anything else I've done so if that's of interest to you, that's the other thing that we talked about in the show today that may be interesting. There are many other more affordable ways to get some results. I just don't know another way to get those results more quickly, otherwise I would never talk about something that pricey.

Have an awesome day.

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