



# Corey Boutwell on Personal High Performance

If you want to achieve high performance, physical wellness and mindful living are key. Development advisor Corey Boutwell makes his recommendations.





**Corey Boutwell**

**James:** James Schramko here, welcome back to SuperFastBusiness.com. This is Episode 868. Today, we're really going to be confronting you as a person. It's fully a quarter of the things I talk about at SuperFastBusiness. And that is, if you're not right, your business has got no chance. And to get into this area, I've brought along a new special friend, Corey Boutwell, welcome to the call.

**Corey:** Hey, thanks so much for having me, James.

**James:** You [had me on your show recently](#), which I'm very grateful for. You've got this amazing community of young entrepreneurs who are kicking butt, achieving goals. And the highlights for me with you and your audience, the attributes that I see that really excite me about this next generation, is the ability to have that discipline, not just in business and work focus, which is sort of, that's an old school thing.

But where I'm seeing some really interesting stuff is discipline in the health and fitness side of that, looking after yourself, really new and exciting approaches coming through, because I've seen, you know, even some of my kids or whatever, they're doing some things that that probably you used to do before you had your transformation.

So I want to talk a bit about your journey and that transformation, as we talk about today. Also, I'm going to run a scenario past you and see if I can get your real response. We have not talked about this before. You've never seen what I'm going to show you, so it'll be really interesting to catch your reaction to this as someone from the fitness professional arena.

But what I love about you is you just get so clear on what you do. You are a reminder, a little bit, of some of the attributes I had as a younger entrepreneur that helped me get through. And if we can share some of this DNA to our listener, that will be a huge success today.

Now, you're coming at this show, you're 28 years old now. And you've already had quite the journey. You must already think, gosh, I've been through a lot of trials and tribulations to get to this point. And for a lot of people, they haven't even started yet by that age. So let's just go back into this.

## **A resistance to tradition**

At some point, you went through business at university. You went into a traditional job, you didn't love it, you found yourself doing things like business dashboards, and developing programs and things. What is it about the traditional pathway that you started to feel resistance about?

**Corey:** Well, firstly, I'd just like to say thanks so much for coming on our podcast as well, by the way. We've had so much good feedback on that, so thank you. And thanks for saying all those really nice things. I take them in completely. One of the things, in terms of, when I first got into business, that I sort of saw, which kind of distracted me immediately, was just sort of the health of everyone that works in there.

And because I'm so focused and done so much health and research and knowledge of just everything possible to sort of optimize myself prior to getting a job and getting into the industry, I was like, man, people could be working so much better in here and getting so much more done, like, in a business.

And I remember having a conversation with a leadership trainer, his name's Scott Wayne, he's a really good leadership trainer. I just sort of started saying, like, Wouldn't people be able to work better if they were healthier? I somehow brought that into the conversation.

And he was like, Yeah, there's actually so many studies around people when they sort their health out of how much more productive, and efficient, and happy and like, more that they can get done, within a business or a work sense. And that sort of just set my mind ticking, like, tick, ticked off. And I didn't stop researching on those things. And I started doing presentations and things at work and trying to help people out. I'm not sure that a hundred percent answers your question, but I hope it sort of leeway there a little bit.

**James:** It does. It's like you instantly arrived to an environment where people had no knowledge, they were completely ignorant of the thing you had a high degree of awareness of. I think you've been competing in fitness competitions since you were 22 years old?

**Corey:** Yup.

**James:** You can't tell now on screen, where I'm looking at you, you've got your t-shirt on, but when I see some of your Instagram stuff, you've done a lot of work on your body. What were the competitions you were competing in and how well did you go?

## **Our guest's bodybuilding background**

**Corey:** So I did my first competition, it was the year I was 21 and I just turned 22, and I'd been training for a very long time in the gym, because I did it all naturally, and I'd been training in the gym without the use of performance enhancing drugs, like no steroids. And I'd been training for a very long time, which is what's given me the upper edge.

I started training when I was like 17. And it wasn't until I joined the gym at the age of 21 is when I actually joined a gym, because I had a home gym, which was pretty good. It was a pretty good home gym. But it wasn't until I joined the gym where people were like, Oh, maybe you should compete.

So I started focusing on competing and did my first competition. And I was 22. And I competed in an ICN or INBA competition, as people might know, which is like natural bodybuilding. And I won the first time, I come second in the novice, and I came first in the, it was like, men's, I can't remember, there was another men's one, and then I came first, and then I went to the overalls, and that was like, my first taste of victory. I was like, Yes! This is fantastic.!

And I've always sort of used like the bodybuilding comps for myself personally, not as in like, you'd get there to flex off but like a display of hard work, because to change your body composition is just ridiculous. And one of the best things that I guess that people don't always know is that fat loss and the health of the body directly correlate to brain performance. And like productivity, it's just nuts.

One of the links that I found after my first comp was that I've been extremely productive and really happy recently. A lot of things in my life have just gone really well. And I'm like, when I had the time off and I stopped competing, things went back to not as good as normal. I was like, Okay, what can I do here? Well, let's set another goal, let's compete in two years and compete again.

From there, I competed in a PCA competition, which is like a southern hemisphere competition, and I competed in the physique category, because as a natural athlete, I've got no chance against the bodybuilders. They're just way too big. So I competed in the PCA competition and got first in Australia for that.

And then I wanted to go to the real big league, I competed in the WBFF the next year, which is 2019. And I put my heart and soul into that prep, and I did it as healthy as possible, which was one of the biggest keys. And everything in my life sort of just went really, really well. And I learned so much, I had so much personal growth that I kind of needed to share this with other people.

I had so much trans personal and interpersonal and like self-reflection in terms of how to upgrade my mind and my own consciousness in terms of being able to make the best decisions and be a better version of myself mentally, not just physically, and did a whole bunch of manifestation, meditation, visualization technique type of stuff. And won that competition.

So I won the WBFF and ended up getting a pro card. And I sort of haven't stopped since. And from there, I was like, Well, if I haven't self-validated myself now, this has definitely been the best excuse. So that was a really good excuse to help myself feel worthy, and go out there and just share all of the gifts that I learned with everyone else, which is what I've been doing now. So thanks for the question.

## **Supplements and optimization**

**James:** Well, are you saying that you have been competing without the use of steroids and so forth?

**Corey:** No, so I did it all naturally. So training from the age of like, 17. And WBFF is an untested competition. So you're going up against guys that could potentially be on performance-enhancing drugs. But there's two different categories. You've got muscle model, those guys are really big. And then the fitness category where the guys are a little bit more aesthetic. So obviously, I'm going to compete in the fitness category, because I'd have no chance against the guys of the muscle model. They're just way too big.

**James:** Well I think, you know, from an outsider, I mean, I used to go to the gym when I was a kid, too. We all wanted bigger guns to show off to the girls and stuff. But I think you've got it right, because I think some of those people who are overcooking it, they just look a bit unnatural to me. And what seems to be clear is there must be a lot of downsides for taking all those things, horse steroids and stuff and growth hormones.

Some of them are bleeding from their butt or getting shrinking balls or they can't even run to the end of the street. So would your observation be similar that people who are cheating the results are not getting the same sort of payoff that you are in terms of feeling good and having continued momentum?

**Corey:** That's so specific, and it completely depends, because there is some way that like testosterone, there's just way too many drugs, because I've done some research into it. There's just too much.

**James:** Yeah, lots of guys my age are talking about testosterone, they're taking testosterone supplements because they just feel like they've got no motivation, they're not very active anymore. So okay, I guess you're saying it depends.

I'm kind of looking for a metaphor here because what you're talking about, doing the organic path, seems to be really helping you in all other aspects of your life. And I would say the way that I've done business over the last 10 years at least has been a more organic way. Doing this podcast, just in the trenches, helping my customers in my coaching forum, that's really been my core recipe.

And I didn't go for the performance enhancers like big launches, or massive affiliate programs, or reciprocal mailings, and all of that stuff. So I feel like I've ended up with a more natural version of business. And I can see this is what's happening to you, like, life just seems to get better when you are doing the exercise.

These days, more than ever, probably, it's very important to be getting out there and having a little bit of sunshine, vitamin D, eating well. And the things that really I remember when I'm watching your social feed, when you're ripping into a tin of sardines, and you're saying stuff, like, Do people still think you need to have boiled chicken and rice? Is that still a thing?

And it's like, you've just moved quantum leaps on in terms of nutrition and diet and bringing that colorful conversation into a realm that would definitely have been stereotyped as that. I remember working with bodybuilders. And in the lunch room, they'd have their big tubs, plastic tubs, with this anemic-looking protein. And they were religious about it, but it didn't look very attractive to eat.

**Corey:** Oh, for sure. And that's one thing I'd like to just speak to really quickly as well, just quickly on the organic stuff, is my mindset to things, if people were to use drugs, in terms of testosterone, it's do all the organic stuff first, which obviously works the same way in business. Get yourself completely in peak health optimal condition, because using anything else that's going to really enhance stuff, that's just going to be stress on the body, the same way that it could be financial stress somewhere else.

So in terms of optimizing that is definitely a priority first, and then up to anyone else to make their own decisions with their body and everything else. But when it comes down to even just foods like using chicken and broccoli, man, that's just so outdated.

You can literally just get a DNA test, it would cost you a couple \$100. And you can go to DNAfit.com, and they come, they get a swab, put it in your mouth, send it off, and you get this complete panel of what you should be eating. And it's like, cool, eat that, see how you feel, I bet you're going to feel 10 times better. You feel 10 times better. And it's like, cool.



Now you want to start optimizing yourself, which is going to be, you'll get a little bit leaner, so that your anti-aging pathways and your brain gets activated, and you get super switched on, and that your body's constantly removing toxins. And then the other one, let's get a little bit stronger so that we can live as long as possible in the best body as possible, because strength training just directly correlates to basically how long you're going to live and how much energy that you can have and you've got to train it to get it up.

So once you get your DNA report and you figure all those things that you're supposed to be eating, then you just manipulate it a little bit. For example, for people who are really stressed out, it's just a little tip that I learnt last week, and it's just fantastic, is to really calm down your stress levels, is you want to have a really high quality carb, with B vitamins.



And it's very hard to find carbohydrates that have B vitamins in them. It's very hard. You have to get all this weird type of stuff, like all this quinoa, mung bean, like whatever it is, some crazy stuff to try and find it. Or you can buy a nutritional yeast, which is extremely cheap, extremely affordable. It tastes like cheese. And you can just put it on your potato or rice or something like that, and that really allows you to calm down.

And if you can calm down your stress later in the day, because a lot of business people that I work with is like, you know, their cortisol levels are high all day. They're just so busy. There's so much demand, they're making so many big decisions. There's so much going on, and they want to be optimized for that. Some of them are just like, What do we do throughout the day?

And a lot of this stuff isn't just diet nutrition, a lot of it's mindset, like consciousness stuff, which is a whole other topic of conversation. But still in terms of just stress levels, you have carbs that have a bit of B vitamins, stress levels drops, allows you to get a good sleep. You get a good sleep, you wake up feeling fantastic, and you're ready to go again. So it's just a little tip there that I found extremely useful the past couple of weeks.

## Where to go to learn more

**James:** Well two things on that. One is, where do we go and find out about your nutrition tips and follow your social media, so we can see about these sardines and yeast things? You're often posting food tips. I like it. I like following your account. I'm learning plenty from it, which is why you're here. My audience needs to get more Corey Boutwell in their life. So where do we go to get this information? You can mention your podcast or your Instagram.

**Corey:** Yeah, thank you so much. So Instagram is just Corey Boutwell, so Corey with an E, and Boutwell was spelt like about a well but just take out the As. I've got a podcast called [Corey Boutwell Podcast](#), if you just type that into anything, please follow, subscribe. A whole bunch of my first episodes are all about how to optimize all the physical side of things. And then the last sort of bunch are now have all been like sort of the spiritual mindset type of stuff, which has been quite fantastic. But also it's on Corey Boutwell Podcast if you type that into YouTube. Head there.

Then I have a website, [coreyboutwell.com](http://coreyboutwell.com). I have a whole bunch of articles on there, which are extremely useful, because I've provided little screenshots at the bottom of the articles, which I think is a really good tip. So people who are like, Oh, what's this, like a shopping list or something here, you can go down and take a screenshot, head down to the shops. Alright, just buy these things.

**James:** Well, like my grandfather used to tell me, when you're getting advice, pay attention to who's giving it. And what I do like about your information is like, you just look healthy. You do have a great personality and mood and demeanor around. And I've seen this consistently over a long time, and that's where people often fall down, they've got their show and then there's their real self, and I can see you're just integrated.

### **The kind of people Corey helps**

Now, in terms of the mindset thing, this will be fun, I think we'll do an experiment. Let's just talk about the kind of people you're helping. I mean, obviously, people would assume that you're just helping bodybuilders look good on stage, but that's not really what you're doing most of your work with. Tell me about who you're helping. And then I'm going to give you a coaching scenario to hypothesize around.

**Corey:** Alright, sure. So basically, a lot of people who reach out to me are entrepreneurs who have had business success, financial success, or they've had some sort of success in their life, but they're at that point where they're like, Alright, who can I talk to, who do I see, because I want to invest into myself, and I want to become a better version of myself?

And, essentially, because I've just been doing a whole lot of research for, and just so much self-reflection, and some really good programs, like I've spent so much time and energy and focus into those things, that I've sort of developed a base range of knowledge. And as you said, I'm not trying to boast myself a little bit here, but I'm really quite proud of myself, for integrating myself.

I try to be as authentic and as vulnerable as possible. And it's not even try to, I just be that, because I don't accept anything else. And sometimes, it can be a little bit challenging, but I welcome it. And one of the best things that have done that, is people sort of acknowledge that, and they're like, Well, how do you do that?

And I was like, Well, there's just a whole bunch of different areas in terms of just relationships, self-confidence, the physiological stuff with mind and body. There's figuring out where you want to go, the impact you want to create, what hierarchies you're actually climbing, a lot of different exercises and things where we sort of dive really deep into someone, because they want someone who's authentic, who can just hold them accountable, and not beat them up, and just really have their backs with a few different things.

And that's sort of where I step in, to help people optimize themselves and use all of these little techniques from vast resources. And it just really works, like just some of the stuff that we've had and the results that have come through with the coaching have just been just so amazing and really heart opening, to be honest.

**James:** So you're like their spotter?

**Corey:** Yeah, sort of, like a life spotter. That's a great way to put it, I spot people with their lives instead of on the benchpress. I got your life, bro!

## **When you're up against someone's conditioning**

**James:** Feel free to use that, Corey Boutwell, life spotter. I'm going to open up a file here. This is a scenario that's played out recently for me, and I like to integrate things that are going on in the real world into my podcast because I find it's good energy to feed off. So I'm just opening up a comment.

At the moment, one of the things we do on Facebook is I'm giving away access to my challenge, my 30-day challenge. And the promise is, get one tip per day from my book, [Work Less, Make More](#), emailed to you each day for the next 30 days. And it's like, Are you working too many hours for not enough reward? Take the free, Work Less, Make More 30-Day Challenge. A new technique every day for a month till you achieve the goal. Start now. That's the ad.

Now you know me, you know the book. And this by the way, if you're listening to this and you want to get this, just go to [SuperFastResults.com/30](https://SuperFastResults.com/30). That's what we're talking about here. It's free. Someone made a comment, and I wanted to talk you through this comment and my comment back, and then I want to get your reaction to this. This is like one of those YouTube reaction videos. I've never done a YouTube reaction video. But let's see if we can get some great reaction here.

And I'm asking you this because of this context here, this guy comes from a fitness industry, so I want you to keep that in mind. I didn't know this at the start. But he says, You must think people are naive to believe a comment like this. And so I said, A comment like what? And he said, To work less, to make more. You obviously do not own a small business. If you did, you would see how foolish this comment is.

I wanted to say, Oh, I can see how foolish this comment is. But I didn't. That would be ideal. But I said, Look, I challenge you to read the book. Go through the training, see how ironic your post is. I have founded, run and coached many a small business, and I look forward to sharing my findings with you. How open-minded are you?

And he says, I own a fitness center. We open 5am and trade till 11pm, seven days a week. I work 80 hours plus a week. It's similar for many small business owners. So you coach them. Interesting. Until you walk a mile in their shoes, you have no idea. Sorry. Don't tolerate someone who thinks they know but have never actually done the hard yards. We are done. Hooroo.

So anyway, I answered that, again, I'll share my answer. I said I feel for you. And as a young man supporting a young family, I worked more hours than you described, and I have walked the miles. But instead of wearing hard work as a badge of honor, be open-minded enough to see that others are not working as hard as you but still doing quite well. What are those people doing that you are not? They understand the leverage, and my training is about leverage, and it's free. So if you continue to slave away, it's because you choose to. I've coached plenty of gym owners and fitness pros, and they are smart enough to pursue information that can help them. And if you don't like someone who thinks they know, but never actually has done the hard yards, then do the hard yards, and then tell me if it was useful training or not, instead of not going through the training. Don't be that ignorant unfit person telling the fit person how it's not possible until you try it.

Anyway, that's where I'm up to. And I'm sure it's going to keep going, even though he's told me hooroo, which is for our international audience, that's Australian for I'm out of here. But as someone from the fitness professional industry, and probably you know the odd gym owner, and someone who works with people on foundations and mindset, what do you take from this comment?

I mean, this is me giving away free training, and he's so invested in fighting me and convincing me that I'm naive, and I don't understand, and it doesn't work, when he could have just simply opted in and received an email each day, with no cost and very little effort. This is what we're up against, isn't it? This guy's made a choice.

I think he wants to be the victim. I think he's attached to the narrative that it has to be this hard, and it would be very confronting to discover that there might be an easier way. And I do get comments like this. I mean, there's other ones here, which I'm not going to bore you with because they're not fitness pros. What do you think about this, Corey?

**Corey:** There was a lot to get into. And I assume, obviously, you'd know a lot because you've done so much research, and you're very intelligent for all the stuff that you do, especially with business.

**James:** You say all the nicest things, Corey.

**Corey:** But it's true. It's what I see. And I'm sure everyone listening can also relate. But, well firstly, just from my own personal perspective, it's like, well, he's got like a negative and a positive charge with who he identifies with. And currently, he identifies with hard work as reward, which is probably some sort of preconditioning that he's had in his childhood from either his dad or his mom, probably most likely from his dad or guardian.

A lot of the times, some traumatic experience with people, just a small one, sort of shines through who they are. And he identifies hard work, got to make money, because I was quite like that myself with my dad. And we ended up getting into some fights about it.

**James:** You think that's why you started lifting weights?

**Corey:** No, not at all. I sort of, just when I was really young, I remember just looking at superheroes and I was like, I want to be like them.

**James:** You literally are. I bet if you put on a leotard or something and a cape...

**Corey:** Leotard and cape. Make sure the nipples are hanging out a little bit.

**James:** Yeah, you could do the Hollywood Boulevard thing if you ever needed a side gig, which I'm sure you don't. But what I want to do is I want to help our friend here. I'd love to send him to an excerpt of this podcast where Corey's giving him some good advice.

**Corey:** Well, essentially, one of the best things is for him to get clear what he identifies with, because firstly he's going to have a negative charge in terms of, you can't do these things because you have to be hard work. Then a positive charge is he will be proud to identify with someone who does hard work, like he's proud for that. And yes, he should be proud. And you should be proud when you do hard work, but it's hard just to figure out those little things.

One thing that I can use as sort of like a tip, to convince someone like that is, firstly, it's not going to be something really simple. It's going to be a lot of work and a lot of introspective and talking type of conversation to eventually get him to go, Hah, because he's built up some resistance there. And unraveling those walls, you're really going to have to relate to him with a few different things.

## **A diagram for wellness**

But one of the things that I like to talk and discuss with my clients, when they're too super busy, they've been working way too hard and stressing themselves out, and they don't see any way out, is to do the exact opposite, but it's literally scheduling in some time for stillness. I created this diagram. And it's one of the first steps of this hierarchy that I have. I've created this hierarchy, like a hierarchy of prioritizations. And the first, it's similar to Maslow's, but updated to be way more modern and Corey flair on there.

**James:** Boutwell's hierarchy.

**Corey:** Yeah.

**James:** Yeah. It's got a ring to it.



**Corey:** Yeah, it's right there on the back, if you're watching, you can see the little hierarchy there. And that first step right there is physiological needs, in terms of mind and body. And I've put them together. And I made this circle diagram, which is like an energy flow. And the first step, I'll just really quickly explain it, is, the first thing to prioritize is stillness and musings, self-reflections. The next one is get good at self-control. The top one is mental toughness. Those three are all to do with mind.

From having mental toughness and grit, it's very easy to take the effort to go out and crush something, smash something, go to the gym, get work done, whatever you need to do. The next one is eating, because that just takes up so much of your body's energy. And people just don't understand in terms of how much energy you can actually have when you eat really well. And anything else that you don't eat just is taxing.

There's a lot of people that I see that I'm like, Man, that person is so switched on. And they may be a little overweight or something. If they ate normally, I can tell how switched on they are, they would be so much more switched on that it's scary.

**James:** When I did the DNA tests, and it brought up a suspicion that my body doesn't love gluten and I stopped eating it, I didn't need to sleep at lunchtime anymore. I wasn't getting wiped out after a pasta and not understanding why. I mean, I used to love sourdough, croissants, pasta, and they were just hammering my body with all this inflammation and bloat and wind. And then just stopping, it was like a performance-enhancing tip by just removing something.

That's what this guy doesn't understand, yet. Most of what I prescribe for people is taking things away and not adding things. He's more than likely attached to the hard work part that you're talking about and associating that with the reward. And if you can uncouple hard work with big money, it's so liberating. But it's so easy to prove.

I can prove it. I've chosen not to own a gym, and I can earn seven figures and work 25 hours a week. So if I can do that, why can't he do that?

**Corey:** Yeah. May I interrupt you just there?

**James:** Please, get in there.

**Corey:** Just getting to the point is, just to finish off that diagram quickly, the last one after eating is energizing, to re-energize yourself. And then it goes back into the wheel, into stillness and musings again, so it works in a circle. And essentially what I've done with my clients is, I had to explain this whole process and map it out physically, because there's a lot of stuff that goes with it. And be like, This is how important it is for you just to get in like stillness and musings, because if you don't, if you're not taking a little bit of time, every single day, your body's going to bank out.

I talked to a Dr. Steven Hussey who was on my podcast, and he sort of validated this theory in terms of dopamine fasting, is what it's called. And essentially, I was saying, if you don't have a little bit of stillness every single day, that's going to build up, and you're going to need to take Sunday off, which is why people who work six days a week on Sunday just go, Ugh. Or if you work for a couple of months straight, you're going to need to take a week off and you take like a week of leave. Or if you do a whole year, you need to take four weeks off, and you just do nothing that four weeks. I see that all the time with people in business, they're just, Oh God, thank God, I don't have to work for four weeks. And they come back, Oh, I feel refreshed now.

But if you can put in that little bit of time, what happens, what I've noticed with the entrepreneurs that I work with, is their brains go into overdrive, because they're not finally thinking all the stuff in their business. Now they're looking at the stuff on their business. And their brain sort of thinks all about these things to unravel stuff.

And then they get to this bliss state, like after like, you could say, it just depends on how much backup you have. But some people half an hour, whatever, where they're just thinking about all these crazy things, they write it down, they do all these musings, and then they get to this bliss period where they're like, Oh my goodness, all I need to do is this.



And then I've just had experience with people and they're like, Corey, I've been doing all this work, I've been doing all these things, I've made this one shift in my business, and I have made so much more money, so much more impact. I have so much more time, and I am so much more happy. And it's just all of this stuff that we've thought about and think about just to get someone there.

So in terms of how to help that guy, just get him to reach out to me or something. I'm kidding.

**James:** I'm going to send him your details. And this is the thing, look, before, my team members would just delete the post if they thought it was negative. And I've said, No, don't delete the post. I want to interact with these people. I need to understand why someone is rejecting free training that could teach them things like what you're talking about, the 64:4. There's probably just a handful of things in that gym that are super effective, and all the rest of it's just time-wasting stupidity.

Let me ask you a question. Do you know any gym owners who aren't working 80 hours a week?

**Corey:** Oh, for sure.

**James:** Yeah, so it's possible, right?

**Corey:** For sure. There's gym owners that I know that own gyms that also own multiple houses.

**James:** Me too. I know a guy who owns multiple gyms, a computer store, investment properties. So I want to send him to you because I'd like him to get help. He needs some help.

**Corey:** Well, it takes a little bit, I think, for people who haven't really understood the work game too much, who've been fascinated into the business game, to actually understand things.

**James:** Well, they're not teaching this at school. And that's why I published [my book](#).

**Corey:** Yeah. And your book was fantastic. For me, personally.

**James:** Thank you. But you know, there was a period there where I was working 100 hours a week. This guy's a lightweight.

**Corey:** He's lightweight, baby.

**James:** Yeah. When I was repossessing cars and having guys pull out shotguns on me, I would consider that difficult work. And I found a better way. So when he's saying I don't know what it's like to walk in his shoes or whatever, he's full of it.

**Corey:** I think he's just asking for some appreciation.

**James:** He's begging for help.

**Corey:** Yeah, he's begging for it. Unconsciously, he's screaming for it, but his ego's got in the way.

**James:** Yeah, and if it wasn't so sad, it'd be hilarious. But the irony of the irony of him talking about ignorance and naivety, when he's literally reflecting in a mirror that exact same attribute. So I know that I won't ever get anywhere with logic, but I might get somewhere with a Corey. And that's what this podcast is about.

If I'm not the right solution for someone, I'm more than happy to send someone to the right solution. And I think you are the right solution. It sounds like your perfect customers already recognize that they want help, and they're ready to invest in it and to go forward. And they can take advantage of your example. You've paved the way for a lot of these people. I think it's brilliant.

And you're so polite too. You asked if it's okay to interrupt me while I was interrupting you. That's just lovely.

**Corey:** I've got to do it, man. I have to, otherwise, I'd sort of come in at, Oh, geez.

**James:** I don't mean to interject, I just get excited about the topic.

**Corey:** Me too.

## **Wellness tips for the busy entrepreneur**

**James:** So when you're thinking about my audience, and often they're six- and seven-figure businesses, they're actually doing pretty well. Over here at SuperFastBusiness, our core membership are kicking butt and taking names. They're doing well. What's your top few tips for someone who is a busy entrepreneur, they're doing quite well?

You've given some breadcrumbs already, maybe gluten-free bread crumbs, but you've talked about yeast and getting some good quality carbs, and having some stillness and so forth. Do you have a reset button that you like to give everyone or something to that effect?



**Corey:** Yeah, I sort of do. One of the main things that it all comes down to, really understanding yourself. And I know that a lot of business people who have a lot of success understand themselves ridiculously well, anyway, but it's always good to get just a second opinion or have a reset moment, again, where you just go over and question everything again, because it's very easy for us, like our bodies are extremely designed for comfort and our minds are obviously extremely designed for comfort. So we're always sorting it out.

And if we have a successful business, we got a good laugh and got all these things, sometimes it's like, comfortable - until it isn't. Then it's like, well, what have I got to do again? So I think having a curious mind is obviously extremely, extremely beneficial. But I just do this exercise. And it's so simple, and anyone can do it whenever, but it's best to have it facilitated with someone else, so that you're having a back and forth.

And that is just asking yourself, you know, why is doing this work or why would getting healthy be important to you? And then you write down the answer. And then you say, Why is that important to you? And I know this exercise people have talked about, and people probably have done it, but actually sitting around and doing it 10 times in a row, not just five, because the main goal of it is to get to the point where you sort of realize that it's really beyond yourself.

And then it gets into a high level sort of thinking where your prefrontal cortex is activated after four or five questions. And once you get to the 10th question, you sort of like, Holy! Sometimes it can be quite a lot of emotional experiences. I do this a with lot of like, entrepreneurs and stuff that I've been talking to, and we'll be sitting across from each other, and the other guy's tearing up and I'm sitting there like, Man, don't you get emotional, you're starting to make me emotional. But I just think that's a really important question.

The other one in terms of just really simple tools that you can get, and what you talked about, is getting a DNA test. But above that, I would say, prioritize. What I try to prioritize is, get yourself an Oura Ring. I mean, we're just blessed to live in an age where you can get this ridiculous technology where we don't have to do much.

Oura Ring is a sleep tracking software, which tracks some of the most advanced systems. And I know a lot of people who are business owners and successful who got some financial success probably have Oura Rings already. And it's, maybe you can start learning about them. Or even you can send me a message and I'll tell you all about them.

I'll show you what's going on and how to actually use them and what to track. Because if you can track your sleep, everything that you do in your life, will show up in terms of how everything is resetted first thing in the morning, like when you wake up with all the scores in the Oura Ring, and it's just fantastic. And that's psychological stress and physical stress. And it'll also show up for how optimized you are and how much those two, like physiological and psychological stress have affected you.

The next one is to get a DNA test. Like, get your DNA test done, just to have a look at a map of, Oh, this is what I should be doing, this what I shouldn't be doing. And notice that there's a whole bunch of studies and researchers out that show that performance and success, everything, increases within yourself, if you're doing everything towards your DNA type by 60 to 70 percent, which is ridiculous. Wouldn't you like to be 60 to 70 percent better? Yes, please.

The next one is to go face the mirror and just go get a whole load of blood tests done by naturopath. Not by a doctor. Go see a naturopath and get a whole bunch of different blood tests done. And just go through and let them run them through with you and just tell them what they see. And let them tell you what's happening with inside your body.

And you'll be able to tell, and it's just like, sometimes it's not as good as news as you want to hear, like even myself personally, my testosterone was quite low last time I got it tested, and I was like, Come on, man! I can do all this stuff to try and get my testosterone up. But it's like, you know, I had to face that, and now I got to make sure that I'm looking after my stress, because my stress was decreasing the testosterone. We figured out there's a few little different small things that you can do to hack that. So that'd be the first ones.

Definitely get really clear on your why, it's like a mental exercise. And I know sometimes, like, Oh my god, doing that 10 times, but honestly, don't knock it until you try it because it's just, pooh! I do it every few months, every time I find myself stagnant. I'll do that why exercise. I feel extremely motivated again, because it just stacks on layers and layers and layers of motivation. And then I just go out there and start crushing stuff done. It's fantastic.

And then yeah, just staying on top of the Oura Ring scores, making sure that they're good. If you follow me, I post them up on my story all the time, like, Oh, I got this, and, Oh, this was bad. But watch this, in two days, my sleep will be really good again, and then I get it good again. And I'm like, Ahh!

That's some of the hacks that we've got, some of the hacks. But yeah, that would probably be some of the few tips that I would suggest. As well as, if you want to dive a little bit further, just one last thing, will just start looking at getting a sleep sanctuary within your room, because people who have the financial resources, and I believe myself personally that finance is a resource.

And if you invest into yourself, like someone like Tony Robbins who ridiculously invests everything into himself, is use the gadgets, get some of the things, learn about them. Find the ones that stick with you, ones that when you try different things, you're like, This one sticks, I like this one, then stick to that.

And you'll try a few where they won't work and you won't stick to them when you find them hard, like doing your blood pressure every day or having crazy different lights and biohacking things. You can do all of those, but just pick the ones and try a few, find the ones that work with you and stick to them, and honestly, your whole life is just, pooh, level of energy and just stuff that you'd never experienced before. It's crazy.

**James:** It's really refreshing to hear sleep coming up again. We've had numerous episodes on this, even with a [sleep doctor](#). It's the cheapest, easiest performance enhancer available to every single person listening to this podcast. And it's good to hear different generations talking about it as well. It's great you've taken the Toyota 5 Whys and doubled it. It's an amazing tool to diagnose almost any problem in business.

And when you apply it personally and then go deeper, it can get very emotional. I liked that so much. I remember learning a values-based selling technique that focused on why is that important to you, as being one of the phrases that we talk about when they're making a sales transaction.

**Corey:** Yeah, it works for me.

**James:** Yeah. You know, we've done the blood work stuff with Anita on a [previous episode](#), [Anita Chaperon](#), and I did all those panels of bloods and found out lots of interesting things. You really have this stuff at your disposal, and it's right there. It was only a case of getting someone to prescribe the tests and then go and get the pathology to do it. And then you get the results. I mean, it's all there. So let's take advantage of that.

Corey, you've been so generous. I appreciate this very much. This is Episode 868. I've been chatting with Corey Boutwell, a young, dynamic coach who's a fitness expert, health expert, and clearly strong in the mind game. You can check his podcast out. I was one of the guests. I don't know what episode number that was. But we'll link to your show in the show notes. And thank you so much for sharing.

**Corey:** Thanks so much for having me on, James. It's been an absolute pleasure. Always love chatting with you. So yeah, thanks for that.

**James:** We should do it more often. If you've got any questions for Corey, then reach out to him. Let him know you heard him on the SuperFastBusiness podcast. If you want him back, tell me what you'd like me to ask him on the next episode, and we'll continue this discussion.



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