

EPISODE 118

[INTRODUCTION]

ANNOUNCER: Welcome to The Alpha Male Coach Podcast, the only podcast that teaches men the cognitive mastery and alpha mindset that it takes to become an influential and irresistible man of confidence. Here's your host, certified life coach and international man of mystery, Kevin Aillaud.

[INTERVIEW]

[0:00:32.5] What's up, my brothers? Welcome back to The Alpha Male Coach Podcast. I am your host, Kevin Aillaud. And before we get into this episode, just a quick reminder that all Alpha Male courses are at a discount through December. Currently, there are three courses being offered. The Indomitable Self-Confidence course, the How to Live your Purpose course, and the How to Stop Buffering course. I do have a new course coming out — the Alpha Relationships course, that will be out in January but this sale only last through December and I suggest that you take advantage of this offer now so that you can get started on this course in December and lead yourself into 2021 with indomitable self-confidence, living your purpose, or with no more buffering, brother. Think about that.

No more overeating, no more overdrinking, no more pornography watching. You can cut back on TV if you want, you can cut back on video games if you want. You can take control of your urge to look at your phone all the time and check your social media or whatever it is that you're looking at your phone for. These courses will help you help yourself change your life forever. Go to the alphamalecoach.com and at the very top, there's a banner where you can click a button that says, "learn more" which is going to take you to a landing page where you can choose your course.

I want you to know that the discount will be applied at the checkout. When you go to the course, when you choose the course and go to the description page, go all the way to the

bottom and you're going to see that price hasn't changed but once you click the "buy now" or the "pay in full" button and you go to the check out page, that discount of over 50% will automatically be applied before you purchase the course.

Now, let's talk about something else that is also going to help you lead into the year 2021 with intention and with purpose. I'm going to start with this question. How was 2020 for you?

[0:02:29.3] Now, what's the first thing your brain goes to when I ask that question? What's your response to that question, and is it really a response or is it a reaction? Now, before the end of the year, I'm going to answer that question myself for all of you on a podcast episode because I'm so grateful for all the growth and changes I've made and I want to share that with all you guys, I want you guys to know how amazing 2020's been for me and how grateful I am for it.

But when I ask you, or someone else asks you that question, what does your brain tell you? That's the first question, and then the follow-up question to that is, do you think that on purpose, that the answer to that. Is that a thought that you're having on purpose from your alpha state or is it by conditioning from your beta condition?

Now, look brothers, I hear it too, okay? I want you to know that I don't live in a cave. I'm not separated from the world, I hear everything humans say about this year, about this previous year, 2020. I hear people talk about how difficult it was. I hear people talk about how grim it's been, how tough and how many troubles this year has left them with.

I hear about people talking about how terrible, how horrible, how gruesome, and how gloomy 2020 has been. I've heard humans think about 2020 and used their power of word, their power of speech, their power of intention to talk about the pandemic. Let's talk about the fires on the West Coast of the US and let's not forget about our brothers and sisters in Australia or the bush fires completed billions of animal life. I've heard people talk about the social unrest nationwide around the deaths of George Floyd and others.

[0:04:04.6] People talk about black lives matter and they talk about defunding the police. People talk about the presidential election with so much dissatisfaction and unfairness being spoken from both sides of over the outcome. I mean, it doesn't matter if you're on the right or on the left, it doesn't matter who you voted for, nobody's happy, nobody is saying any good things about it. I've heard people talk about unemployment rates.

I've heard people talk about economic disaster, right? I mean, what else? Kobe Bryant died; people talk about murder hornets. You know, do you even know that the summer Olympics didn't happen this year? Do you even know that 2020 was supposed to have – we're supposed to have the summer Olympics and they didn't happen, right?

I can go on and on. I'm sure I've missed a few things in there and you know what? It's really just mostly – what I've mentioned is mostly just been happening in the United States. Because, when we go globally, we can talk about floods, we could talk about earthquakes, we could talk about plane crashes. And what about the kids, right? So much talk about the kids. Thomas Valva, Secoriea Turner, right?

At the Black Lives Matter movement, the little girl, the eight-year-old that died. How about Joshua Juarez, right? Just to name a few. That's just to name a few kids. But let's not forget about the millions that are being kidnapped and trafficked internationally all the time. Now stop, don't turn off the podcast, don't unsubscribe, right? Don't leave me a one star and say that I'm a fear monger.

[0:05:29.9] Because, that's not what I'm trying to do, I'm not trying to bring you down. I'm simply repeating for you in a very quick and bullet-point fashion, everything that the news reports, everything that the radios talk about, everything that magazines and the bloggers write about, right? Everything the talk show hosts joke about, everything that the social media people gets so wild about.

Basically, what a lot of humans assimilate into their brain so that when I ask the question, how was 2020 for you, that is what I hear. Except for my students, right? I don't hear that from my

students in the academy, I don't hear that from them because they're so focused on their personal development, they're so focused on positivity and abundance, I mean, these guys are champions and their year has been awesome.

There's been some really amazing success stories out of 2021. I really love my Spartan brothers but I don't want to get off-topic here. Now, before I go any further, I will remind you that I'm not telling you what to think, I don't do that, I've never done that. You can think anything you want. The purpose of this podcast episode is not to tell you what to think.

It's for you to determine for yourself if what you are thinking is on purpose or by conditioning. And, how is what you're thinking serving your life, your personal growth, your purpose and you leaving the world in a better place for having been here.

[0:06:51.3] I'm also not talking about denial, brother. I'm not talking about sticking your head into the sand like an ostrich. I am talking about mind management. I am talking about using your brain to serve you and your life instead of using it to repeat and pair it from what you hear from the media and from other people. I'm not saying these things didn't happen.

I am saying you can manage your mind in two ways. First, you can separate your thoughts from facts and you can choose thoughts from the neutral facts that serve your results, that's one thing you can do. The other thing you can do is you can choose to focus on the amazing things that happen in your past. The amazing things that happened in 2020 for you.

Now brothers, your thoughts about the facts are going to create your results, period. Full stop. You know that, I say that to you almost every episode, that's the law, that's the law of cost cause and effect and I explain it to you with the universal truth. I can take the pandemic as an example. The pandemic is a fact, there's a virus out there, right?

There's a number, we don't know the exact number because it changes all the time but there's a number of people that have completed life because of the pandemic. That is a circumstance. Now, some people think about this and they feel fear. They lock themselves away, they avoid

connection, they buffer their fear with food, with alcohol, with drugs with other abuses. And then they turn to blame, “it’s his fault, it’s her fault or it’s China’s fault”.

I mean, could you believe that? Somebody says that. People have said that to me. “It’s China’s fault.” I mean, I’ve actually heard people blame a nation. Now, what is a nation? A nation is one of two things, right? Where they’re talking about the nation in form which is a portion of this rock that we call earth, it has the invisible boarder, right?

[0:08:29.8] That’s one way to look at a nation. The other way to look at it as a nation is an idea. I mean, we think about the United States, we could say the United States, we can say the United States is a part of this planet Earth, it’s part of this rock that has boarders on two sides, in the Canadian side and Mexican side. Or, we can say it’s an idea, right? It’s the constitution, it’s life, liberty and the pursuit of happiness, it’s all these things.

But to blame a virus on either a part of this rock or an idea is kind of ludicrous, what about the trafficking of kids, right? Now look, I’m not down with that either, I think that’s a horrible thing to take a child from his or her family and sell them into slavery. In fact, I think it’s a horrible thing to do to anyone, whether it’s a child or an adult. I believe that you would probably think the same.

But here’s the thing, in what way are you helping the problem by adding suffering to the system? The children are suffering and their families are suffering, no doubt. But how are you helping by suffering with them? We don’t fix problems with more suffering; we don’t make things go away by thinking about them and feeling bad about them.

If it’s that important to you, then make it your purpose, make it your mission, quit your job, join law enforcement and go after the traffickers, I support you 100%, I say, go get them. That is how we solve problems; we make it our purpose. If that’s your purpose, then get after it, brother, go get them.

[0:09:55.8] If it's not, then how are you serving anyone including yourself, by thinking, complaining, blaming and just generally feeling bad about it. Look, I have always taught intentionality, that's what I teach. Are you being intentional with your thoughts, or are you going along with the conditioning of the masses?

Dare I even say that it's not even really the masses but what it is, it's a confirmation bias medium that you're engaging with unconsciously, to confirm the thoughts and beliefs that you already have about the world. That is a legit question and the foundation of mind management so I'll repeat it.

Are you being intentional with your thoughts or are you going along with the conditioning of the masses? Now, I've mentioned purpose in this episode and I want to go into that just a bit deeper, very briefly. Your purpose is a choice you make, you have the power to choose your purpose, you can choose anything you want and you can always choose to change your purpose and recreate your identity in form.

[0:10:59.1] I personally have changed my identity several times. I was in the military, I was a bodyguard, I was a personal trainer, I was a business owner, I have trained coaches as a consultant and I have opened gyms in other countries as a consultant and now I am a cognitive mastery and mind, body and spirit coach. You could always do anything you want and you never have to do anything you don't want, although sometimes now that I say that brother, sometimes doing things we don't want is how we grow.

What I mean by that is when I say you never have to do anything you want, all you have to do is you — I mean no one can ever tell you what to do. The final decision always rests with your choice and your compliance. You can determine and change your purpose. However, once you are on the path of living your purpose, stay focus on that purpose. Stay engaged with living that life with walking that path. Don't let anything distract you from that path, from that focus.

The relationships in your life should be to support your purpose as you support the purpose of the humans with whom you chose to form relationships with. We love all humans

unconditionally. As alpha men, we love all humans unconditionally yet, we maintain conditional commitments to the relationships that we chose based on how we support their purpose and how they support our purpose. Look, there is a line in the Christian prayer that says, “Lead us not into temptation but deliver us from evil.”

And this is the English version and it's very poorly translated. The translation from first-century Aramaic, the language that Jesus spoke is a bit different from that translation. What he says is, “Let us not be lost in superficial things but let us be freed from that what keeps us off from our true purpose” and our true purpose brother is always love. Now the reason I mentioned this because anything that distracts you from living your best life, anything that distracts you to suffer for suffering's sake.

[0:13:02.2] Anything that brings your focus away from love and into fear, anything that does this is this where you are choosing intentionally to contemplate with your power of mind and if so then continue. If you are making an intentional choice to do that, then continue doing it. I am not telling you what to think. I don't do that. If it is not, if you are not making an intentional choice, if it is just a matter of unconscious conditioning then awareness is the first step.

Now look, I realize I am getting heavy. I realize I am getting heavy with you guys on this episode and I am doing that because as we move into 2021, you would definitely understand more of why I am doing this. It is important. It is so important that you determine for yourself what you want to think about 2020 because what you think about your past will determine the outcome of your future. The past and the future meet in the present.

They meet here and now. They are one, there is no past. There is no future, there is only the now. The past and the future are a part of the now. We are in a timeless infinite life. There is no thought that comes from the past or the future. All thoughts are first cause in the here and now and they create the effect of result in your future. Therefore, what you bring with you from the past is what you will take with you into the future.

Albert Einstein, this was a true alpha. This man was a true alpha. He was able to pierce the veil of the matrix and see the world for the way it is and he said, the most important decision we make — any human can make — is whether we believe we live in a friendly or hostile universe. You see brother, he knew the universe was in a neutral state of vibrating energy and it was our subjectivity that created our personal and communal reality.

[0:15:05.1] He was asking us to examine our core beliefs, our first cause of thought. The world is a mirror of your thinking because you don't see the world the way it is. You only see the world the way you are. Now, I always want to leave you something, right? I always want to give you guys something to do. I am going to give you a very quick assignment just so you can start observing the thoughts in your brain and we go so much deeper into this into the academy.

And there is still time for you to enroll for December and get started on your impossible goal and really make 2021 work for you. I got to tell you brothers; I love December in the academy. It's the most powerful month of change and the Spartans that are enrolled now are killing it. In tier one and tier two, they are just slamming it. It is amazing to see, I love it anyway but I want to get this, I want to give you this assignment.

Here is what I want you to do and this will give you some really powerful information moving into 2021. So, get out your trapper-keeper and take out a piece of paper. I recommend you do this with paper and a pen. You can do it on your laptop too if you want, just make sure that you write it down. Don't do this in your head. If you are driving right now that's okay, just make a mental note for yourself to do this whenever you get to wherever it is that you are going.

Now think about 2020. Think about 2020 just for a moment and we'll go binary on this one because I want you to think about it and on the first side of the paper, I want you to write down all of the things you thought were negative about 2020. Fill up the page for most of you, this is going to be quick. This is the fast part of the work, right? Because most of you aren't thinking intentionally and you are allowing the media and other people to think for you so it's going to be fast.

[0:16:52.2] It is easy to fill up the negative side because we are bombarded constantly by fear by all sides including our own beta condition, our own primal brain. Now once you have filled up that page and if you are typing then once you fill up a page in word or whatever file or format or program you're running then I want you to flip the paper over and write down all of the amazing and positive things that happened in 2020.

If you spend some time staring at a blank piece of paper that's totally okay, brother. Like I want you to know that's totally okay because that is why you're doing this. Your conditioning has been to dwell on the negative. It's been to dwell in the fear. Don't worry about it. Don't beat yourself up. Don't make it mean something about you. You are not a bad person; you are not a negative person. It's not you, it's your thoughts and your thoughts are not you.

You are not your thoughts. This is just your unconscious conditioning but now it is time for you to really start to choose. This is where you get to start mining for the gold that exists in your mind. It may take you sometime to find the gold, right? It might take you — you might have to really like use some pickaxe, right? Maybe you had to use some dynamite, you got to get in there, you may spend some time in the mine of the mind but I promise you, it's there.

Don't stop mining until you fill the page and you will fill the page. I promise you will fill the page as long as you don't quit. Take the time that you need, it's important. Do that. Now when you have completed that page, look at the two sides. Look at both of them and you are going to ask yourself a few questions, okay? If you had a choice, which you do, which thoughts would you choose to keep in your mind? Which thoughts would you choose to dwell on?

Which thoughts would you choose to contemplate? Which thoughts would you choose because of the way they make you feel? Which thoughts make you feel better? Which thoughts give you a better experience here and now in this moment, in this present moment, which is all we have and which thoughts unify you with love and with joy and peace? Which thoughts prepare you for action and which thoughts add suffering to your life?

[0:19:18.1] Which thoughts do you want to take with you into 2021 and which thoughts do you want to leave behind you in 2020, knowing that whichever thoughts you chose to think is what you will receive more of, which side of the paper would you want to receive? You have the choice brother. The world is neither side of the paper and it's both sides of the paper. This is the alpha paradox. The world of abundance is a neutral field of substance that's waiting to be molded into form base on the thoughts that you chose to believe.

This is the law and it is said, whoever has will be given more and they will have an abundance. Whoever does not have, even what they have will be taken from them. This means that you have the choice. You can choose optimism, positivity, abundance and love and the world will return to you more of the same. When you chose pessimism, negativity, scarcity and fear, even when things go your way you won't see it because your mind is focused away from it.

Now brothers I love you. You have so much power within you. You have an eternal and limitless power. It is this indwelling power that lies within you waiting for you to extract the fullness of life by the turning away from doubt and fear and showing up as the best version of yourself, your individual alpha male. Until next week my brother, elevate your alpha.

[END OF INTERVIEW]

[0:21:03.7] ANNOUNCER: Thank you for listening to this episode of the Alpha Male Coach Podcast. If you enjoyed what you've heard and want even more, sign up for *Unleash your Alpha*: Your guide to shifting to the alpha mindset, at the alphamalecoach.com/unleash.

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