

Rachel: Hello, so today's episode is with Eric Zimmer and he has a podcast called, [The One You Feed](#). And in today's episode we cover a bit of ground. First we talk about just where Eric has come from, a little bit about his background, to where he is now. His podcast is crazy successful. It's the Best of 2014 podcast on iTunes, he has multiple companies. Then we geek-out for a few minutes on podcasting. Don't worry that goes by quickly. I figured I'd keep it in there though for those of you who are interested. And then we just talk about different things around - all kinds of things really. So just general awareness, what happens when negative thoughts come to mind. It could be that one of these people that a negative thought will come and it just spins over and over and over for you. Or it can be where the reaction is instead to bypass it and say, "Oh, no everything is great." Or maybe you do both, but we talk about that and how to handle that when it happens and routine. We just cover a bunch of different things. I think the episode goes pretty quickly, we share some stories to keep it interesting.

As always, I would love to hear what you think about the episode so please let me know: [Twitter](#), my blog [RachelRofe.com](#) or whatever. Let me know what you think, what you liked, maybe what you'd like to see more of. I'm open to all your feedback. All right, enjoy.

Okay, Eric thank you so much for being here.

Eric: Thank you, Rachel, for having me.

Rachel: Absolutely. So the intention behind A Better Life is to show people that they have a choice that they can choose a better life. In that spirit, can you take a few minutes to just brag and share the things that you're most proud of in your life?

Eric: Sure. That's an interesting word: Proud Of. It's a good word, it's just not one that I usually think about. But I guess, if I had to say what I'm most proud of I would probably say my son to start. He's 16, so that would probably be what I'm most proud. But maybe a little bit about me and the things that I've done. I've been in software start-up companies for most of my career. I did 15 years, in various software start-up companies. I founded a solar energy company and currently I am in the host of a podcast called, The One You Feed, which is the thing that I'm most excited about. Also, I

do some consulting work, e-commerce consulting work, for different people. That's the things that I have been doing. But yeah, I think I'm most proud of my son and I think some of the podcasts we've done I'm pretty proud of.

Rachel: Yeah. I have so much to ask around that, because you're saying all these great things that you have going on: you have your son, these companies, your podcast - which I have some questions about just because I know you mentioned somewhere that it started off with no money, no audience, and it ended up becoming the Best of 2014, so such great things. Before I go into questions about that, I would love to know, because I saw another podcast interview that you did where you were sharing a little bit about, I mean you've had some high, highs and some low, lows. I know at one point you were living in a van and 50 pounds underweight. Can you just share a bit about that, because I think it'll be really helpful for people just to get perspective on how much you've overcome to be where you are now.

Eric: Sure. I was what you are describing, I was 24 years old and I had a pretty bad drug problem and was homeless. I was living in the back of a crappy, old van and 50 pounds underweight because I was pretty much dying from addiction. I was 24 then, so it's been a long road since then. But yeah, that was the lowest of lows for sure.

Rachel: How did you start getting through that?

Eric: Well, I think I just ran out of any other options besides the one that said, "I've got to somehow find a way to get better." It wasn't a real high-minded desire that I suddenly wanted to lead a great life. I had taken that road as far as it was going to go and I think there were only two points left for me. It was either jail or dead. I somehow got to the point where I was willing to try and avoid both those things. So I just got involved in my recovery and spent a lot of work and time and energy to get past that.

Rachel: Yeah, I mean, I don't think that you need to always have some eureka moment or something. I think just realizing that, that's your choices is awesome. I'm curious. What were some of the big lessons that you

learned in your recovery process? Was there anything that still sticks with you today?

Eric: So much. I would say so much of I think a lot of my approach to life as an adult was molded around a lot of things that I learned there. I think there's so many different things we could talk about that come out of that. The thing that was making me think when you talked about - we were just talking a minute ago about epiphany moments. A lot of times personal change of any kind, whether it is pretty dramatic in that regard, or it's a little bit more minor, I think it's easy to get caught up in thinking we should really be wanting to do it and it should feel good. Because there're a lot of days through there that it was 51% of me wanted to stay clean and 49% didn't. But that was enough to get through that day, that got me to the days where it was 80-20, and 90-10. So I think sometimes with personal change we think that if we still really want to do the behavior we used to do that maybe something's wrong or we're not doing it right. But I think that's just a normal part of change. It's hard to let go of things that have served you well, even if they no longer serve you well anymore.

Rachel: That's a great point. How do you stick with the days when you are 51%? Do you remember what you did in those days?

Eric: Sure. Yeah, I do know. I stayed really close to things that were good for me. In recovery, the structure of recovery that I got involved in was a lot of meetings. There's multiple meetings every day and there's probably 1,000 of them in month in Columbus; so the days that I was really struggling I would just go to a few of those meetings in one day. Just not let myself be alone with those thoughts, or I would call people and I would tell them how I was feeling and I would ask for support, or I would read something that might shift my brain towards that 51% and I don't think that's all that different than any kind of behavior or habit change, right? I think we need some degree of accountability. We need some degree of support. We need some degree of inspiration and motivation. We need all those different things. It's when those days are hard, it's getting back to what that original motivation is and getting support from other people.

Rachel: Yeah. I think that is really helpful. I know, same for me, when I'm able to talk with people who get where I want to be, it's so nice to have that

accountability and those cheerleaders in your moments of weakness. That's really helpful.

Eric: Yeah, it is.

Rachel: Yeah. So I'm also curious about your podcast. You mentioned, as I said before, you started this podcast, no money, no audience. I saw that you launched it January 6. Today is February 6. It's been exactly 13 months; and the Best of 2014 on iTunes! Congratulations.

Eric: Thank You. Thank you.

Rachel: Yeah, absolutely. Can you tell me about how you got started with podcasting, and why you think you did so well, with your podcast?

Eric: Sure. I got started because I got interested in it, which tends to be the thing that I follow most in my life. "What am I interested in?" And I tend to try and explore those things. The podcast was just another variation on that. I don't quite remember how I got interested in it, and then I remember one day I just had the idea for the show, what it could be. That's a great idea, and my partner in the podcast, Chris, he's my best friend, and he does audio stuff. And I was like, "I could get Chris involved. We'd spend more time together." And we just jumped in and started.

Rachel: Oh, that's awesome.

Eric: Because, the barrier to entry as you know is pretty low, right? You want to have a podcast, all you got to do is do the work to have a podcast, and there you go. From there it gets a little bit trickier.

The second part of your question was: how are we so successful? I don't really know the answer to that. I think some of it is luck but, I think luck tends to - what's that old saying? "Luck comes to the prepared" or something like that. I think one of the reasons we got successful is that somebody at iTunes really liked what we were doing. I think if we hadn't made a good show then that wouldn't have happened, but there's lots of good shows that that doesn't happen for. So I only feel partially responsible for maybe that external success. We put ourselves in the best place we

could and then something good happened; but I think there's a certain degree of luck in that.

Rachel: Absolutely. I don't think that this happened to you, but just as a side note, but I found this really interesting, I was talking to Jordan Harbinger, who I saw you had interviewed too, and he said that he had a contact at iTunes where every time he wanted to be on the front page he would just call them and he would say, "Who do I need to talk to in order to be on the front page? Who would you like to see?" So one time they were like, "Robert Greene." He's like, "Okay, cool." And he interviewed Robert Greene, and there he was.

Eric: Yeah. It's interesting I think there is some degree of that. The people at iTunes are just people like anybody else, right? And if know them or they like what you are doing . . . I think these days there're so many podcasts it's getting harder and harder for that stuff to happen. But yeah, we'd been out like three weeks, maybe it was like a month or something and I went to the front page and they had one of those smaller bullet boxes they have down below featuring our show. I was like, "Oh My God!" Then I got an email from one of them saying, "We really love what you're doing. Would you like to be featured?" I said, "Of course."

Rachel: "No, I wouldn't."

Eric: Yeah, and that was very helpful. Certainly helpful in growing the numbers and helping to establish a certain degree of credibility. But those things come and go. It comes and goes and then the rest of the time is a matter of doing what everybody else does, which is putting out a good show and trying to spread the word and get people interested.

Rachel: Absolutely. I'm curious just as a fellow podcaster, but do you find that your numbers remain pretty consistent? Like your download numbers?

Eric: Yeah.

Rachel: Yeah?

Eric: We've been featured on the front page of iTunes. So while we're featured we see a definite bump, then after the feature is over that kind of

comes back down, but it's still a little bit higher than it was before we got featured. The Best of 2014 made a pretty substantial difference that has remained with us. I think we picked up a lot of listeners at that point. But yeah, my listeners stay pretty consistent week after week. I can predict them within a certain amount, usually by day, which days of the week are more busy than other days. They tend to stay pretty consistent. A slight growth except for, like I said, when you get some big iTunes feature. We got put on a Huffington Post article, so we saw a spike after that.

Rachel: Yeah I saw that, congratulations.

Eric: Thank you.

Rachel: Yeah. So for people listening, can you explain just the concept of your show? Just what the title means?

Eric: Sure. The show is called The One You Feed and it's based on an old parable that goes like this: There is a grandfather, he's talking to his grandson, he says "In life there's two wolves inside of us that are always at battle. One is a good wolf, which represents things like kindness and bravery and love. And the other is a bad wolf, which represents things like greed and hatred and fear." And the grandson stops and thinks about it for a second and he looks up at his grandfather and he says, "Grandfather, which one wins?" And the grandfather says, "The one you feed." So the show is based on that parable and it's an interview podcast, like yours, where I have people on and I ask them what that parable means to them and their life and their work. Then we just explore the themes around that. The sub tag of the show, the second line is: "Conversations about creating a life worth living." So, that's basically the focus. It's how do you make a better life for yourself? How do you feed those parts of you that are positive, and try not to feed as much the parts that are negative or cause you pain.

Rachel: Awesome, so exactly what you were saying with the 51%-49%.

Eric: Yeah, that parable, I first heard it in recovery and for people who are battling something like that. It's a very easy, very clear parable. It speaks very directly to the day-to-day battle. But I think it speaks to everybody;

that's why almost everybody, when they hear the parable they say, "Oh yeah, that makes total sense." We all are minute-by-minute, day-by-day making the thoughts and decisions that affect the quality of our life. Either we're doing that consciously, or we are doing it unconsciously and I think the quality of our life really determined by those.

Rachel: Yeah, absolutely. They say that no decision is still a decision.

Eric: Exactly.

Rachel: If I asked you, just the first thing that comes to you mind, one of the biggest lessons that you learned from your podcast. It could be with a guest or maybe there's something that you really embodied or took on when you were creating one of your mini-episodes; what would that be? What comes to mind?

Eric: I think the biggest thing, overarching theme I would say for me is the idea of being aware of what our thoughts are and what our behavior and our actions are. It's very easy for me. I just call it going on autopilot, where I just go through the days, day-by-day. And I'm mostly doing what I should, but I'm not really paying any close attention to the things I'm thinking, the behaviors I'm doing. If I'm not even aware, like you said, that not making a decision is the same thing as a decision. Or, if I'm not aware of it then I can't do anything about it. So awareness is a big one for me. Aware of what are the voices in my head? What are the stories I'm telling myself about life? Those are all so critical, and all of that tends to fly under the radar of awareness for most of us, most of the time. So I think for me, I've just gotten more and more clear of how important it is to try and be aware of those things. Once I'm then aware, I can make a lot of different decisions based on what's important to me.

Rachel: Yeah, listening to your podcast I've noticed many times where I feel like - and this is actually one of the things I wanted to talk about but you were talking about, for example, when you have negative thoughts and how sometimes it can be where you want to emotionally and mentally bypass them, and that doesn't feel good, or different things. You also mentioned about . . . what was this specific example? Something happened to you that wasn't very good, and you're just like, "I just need to feel crappy

for a bit." Then just the just distinction, when you're ready to move on. I just feel like you're a very aware person. I can see you're really getting that lesson.

Eric: Yeah. That is such a tricky thing and I keep asking everybody on the show. I think the other lesson, I think we've done 61 interviews now, is that I've sort of always had this suspicion but I've got more and more clear on it as you talk to people. There aren't easy answers to a lot of things. If the question is, "Well, I know that I need to feel my feelings to some degree, but I don't want to wallow in them. I know I should be thinking positively, but I don't want to be a Pollyanna." Where is that line? The answer is, you got to figure it out. There's nobody who can come and tell you that. That's what I keep on the show going. But maybe somebody will unveil the magic secret, right? And there isn't one.

Rachel: Yeah, yeah. It is really hard to know when you are done feeling something, absolutely. So, actually let's just dig into these negative thoughts. First of all, there are two concepts that you mentioned that just if you could explain for the audience listening what they mean to you. First, rumination, can you explain that?

Eric: Yeah, rumination is just thinking about the same thing over and over again, but those thoughts are not progressing in anyway. Worrying is a great case of rumination. At a certain point, worrying is not by itself a bad thing, because we do need to think about situations in our life that are troubling. "What should I do about x, y and z." But at a certain point, for a lot of us, and certainly for me, I just now am in the same thought circle, and nothing is changing. I just keep spinning around that same thing and it's usually a negative thought of some sort or the other.

Rachel: Yeah. So how do you breakout of rumination? What are some of your best tips?

Eric: I think some of the best tips . . . One of the things I think about with rumination is interesting, is that there's an idea that's negative thinking, and so if I'm thinking negative, I should just think positively. That doesn't seem to work for me. That rumination has so much momentum in some ways that I just can't go, "Oh, I'm going to think happy things. The world is great. I'm a

loveable person." Because before I know it my mind is right back into that trap. So the biggest thing for me is I have to give my brain something else that it can hold onto, and sometimes the best answer is any kind of distraction is fine for me. Because that rumination it can become so poisonous because there's that idea that the more we think about something the easier it becomes to think about. Neuroscience points that out that neurons that fire together, wire together. The more you think a thought the easier that thought becomes again and again. So sometimes I just want to stop that thought process. I want to stop walking that same trail. So distraction is a good one. But the other thing I've found is anything that's a mental challenge for my brain. My very favorite one is it combines positive thinking with the mental concentration. It's called the alphabet gratitude game. You start with the letter A, and you try to think of something you are grateful for. Then you go to the letter B and the letter C. And what works so well for me about that is that it's a challenge to think those things through, so my brain is really engaged. And when my brain's engaged that seems to be the way to get it out of the rumination, and yet at the same time I'm subtly feeding it things to feel better about.

Rachel: Yeah, I'm glad you brought up that alphabet gratitude. I was actually going to ask you about it. I remember I was listening to your episode and it was like, "A, you're grateful for being alive," and, "B is the name of your dog." Right?

Eric: Yeah, I can't remember what A is. It couldn't have been grateful to be alive, I would've . . . Oh, Alive, yes. Alive, it could have been that. When you have B, Beans is my dog. She shows up for B often.

Rachel: Yeah. I think that's such a cool . . . it's just fun, right? It brings out the kid in us.

Eric: Yeah. And the other one that is fun sometimes too is just to think of a song you love that begins with each of those letters and try and get the tune in your head. But all it really is is just some way to stop that same thought that is not doing any good anymore. If you got some more things to figure out on it, keep thinking about it. But for most of us we go well past that mark.

Rachel: So after you play the alphabet gratitude, or you play with songs, I mean I'm sure that thought comes back again, right? So do you just keep distracting yourself?

Eric: I think it depends what it is, right? It's interesting because distraction is not in general considered a good thing, right? We don't want to distract ourselves from things in our lives that are important. So it depends what I'm bothered about, right? If it's something that, for example, sometimes we have a situation in life and we're upset about it, and we think about it, and we know what we're going to do about it, but we're not going to be able to do that thing for 24 hours. The tendency is to just spin on it for that whole 24 hours, and that's where distraction can actually be useful. Because I know what I am going to do about it, I just have to get to the point where I can do it, or I can take that action.

There's other times we don't know what's the matter, and so sometimes it's helpful to spend some time digging further into that. But when I think about rumination for me, there is usually a very anxious component to it. And we're not good problem solvers when we are anxious. We're not good at understanding what's happening when we feel nervous or anxious or scared or angry. When there's a strong emotional component, a lot of times distraction is the best thing to get that emotional thermometer back down to a level that we can look at what's really happening around us. So that's where I think it can be really helpful. Usually it's good enough for me, that I do that and my mind changes.

Then the other thing is where am I and what am I supposed to be doing? If I'm at work, I can get back to work. If I'm at home I can get back to spending time with the kids, or I can get back to what I'm supposed to be doing instead of just being stuck in that negative thought pattern. I think of it more as interrupters versus permanent solutions.

Rachel: Yeah, as you were saying that I was thinking, even just yesterday my boyfriend just sent out an email and basically the short version is dealing with lawsuits. It's this whole crazy thing, and he sends out this email telling his list about it and he just got hundreds and hundreds of replies yesterday. It was very emotionally taxing for both of us, just to see just everyone having questions, or even if it was just being supportive, it

was just a lot of energy coming in. So both of us were feeling exhausted and I decided to take a minute to watch New Girl, just a funny show; it makes me laugh. I just watched it 30 minutes and it was like, "Boom! I can approach the day all over again. I feel way better." So sometimes it's even I think just a matter of, "What would bring me pleasure in this moment to get out of that?"

Eric: Exactly. That's what I was saying, sometimes any kind of distraction works, particularly a distraction you enjoy. I think the danger for us just comes when distraction is our permanent mode; we are always distracted from how we're feeling. But I need to take time to recharge to do something that I find enjoyable to relax. That's critical.

Rachel: Absolutely. The other question that I had about the definitions. Mental and spiritual bypassing. Can you explain what that means?

Eric: I got the term spiritual bypass from [Christine Hassler](#), who wrote a book and she was on the show. I can't remember what I used to call it, but her term is better. But the idea is that something happens in life and we immediately go into trying to bypass the feeling of it. For example, I think maybe the mini-episode you listened to I was talking about a situation in which I felt rejected and hurt by something. Immediately when I felt it, my thought was, "Well, it doesn't really matter." Or, "What will be, will be." All these different things that are designed to make me feel better and bypass the emotional piece there. Anything that I can do that I should let it go or all these things that we tell ourselves, versus sometimes an emotion is telling us something and there's something to be felt there. So the spiritual and mental bypass is simply trying to get around feeling that emotion. My experience is that, avoiding those emotions long enough, they tend to fester and they show up in some way that we're not particularly happy to see. So for me, I found a lot of times that if I just let myself feel that emotion, I feel it, maybe I feel crappy for a minute, ten minutes, an hour, I don't know. But then it tends to pass and it feels like it's really gone instead of me trying to keep talking myself out of why it's bad thing. That's where I run into some trouble with positive thinking, is it seems like it's always trying to trying to tell ourselves our everything that happens is wonderful. even

when underneath it, our core emotional feelings are going, "No, it's not. It's not good." I think to deny that can be damaging.

Rachel: I agree, and that's actually the episode where really I tuned in to how aware you are and you're totally right. For me, after the lawsuit happened; everyone was pretty much like, "This sucks! It's not fair, whatever." But there're a couple of people that were, "What is this teaching you? This is happening for your highest good." And I was just like "Screw that! I don't want to hear it right now."

Eric: Yeah. And the truth is, I don't believe that everything happens for the best. It's not a belief I have. But I do believe that we can make the best out of any situation that happens. Any situation that happens to us we can find meaning and growth in, but that doesn't mean that we wanted it, or that it's good. It is what it is, and we have to deal with it. But I agree 100%, sometimes things just suck. There are terrible things happening to the people in the world, right now as we talk. We just got awful things that would make us sick to our stomach. That's just the reality. And I think it is arrogant to say to those people, "Well, it's for your . . ." It's callous.

Rachel: Exactly, that's actually the whole tagline to this show: If you have a choice, choose a better life. I've said that to people and people have said, "Well everyone has a choice." But no, not really. When there's people being sex-trafficked and all these things against their will. They don't have a choice.

Eric: Yeah, or their choices are very, very limited. We do have some degree of control in what we think. But people who've got a lot of time to think about how they think and how they feel, life is probably going relatively well on a surface level.

Rachel: Yeah, yeah, totally great point. Something else that I was curious about is, I checked out your Twitter profile and you had decision making in your bio. I was just curious if you could let us know little bit about how you make decisions.

Eric: Decision making, it's something I'm interested in. I think it's one of the fundamental things that defines the direction our life goes. So there's a

couple of things I think about when I think about making good decisions. One is widening my perspective. We tend to sometimes get into a, "Should I leave my job and start a new company, or should I stay with my new job." A lot of times there's 1,000 options between those two. But we don't tend to see it that way. We tend to think, "So it's widening my options. What are my other options?" Well, maybe I don't quit my job today, but I start spending an hour every morning doing this other thing that I want to do. And we build from there. I think that's the other part of decision making is that we can make small decisions that move us along in the direction that we think we want to go, and then we're getting valuable data as we go and says, "Do I want to do this?" "Oh, okay I started doing that and I realize, 'God, I hate writing, so maybe I shouldn't quit my job and be a blogger, right?'"

So widening perspective. I think the other is, like I said, those small decisions that move you along. Then the other piece of widening perspective also is a question I like to ask myself a lot with something is, "Will I care about it in five minutes? Five days? Five months? Five years?" When I start to think of each decisions in those various time frames, I can get a lot clearer on, "Okay, what I wanted to do?" And a lot of times realize I am making a mountain out of a molehill. I'm not even going to know next week. This decision is going to be irrelevant a week from now. Then I don't put so much pressure on the little decisions and I just make them.

Rachel: Yeah. I have always loved that perspective of just, is it going to matter in whatever it is. because it is true how much we're usually just making something such a big deal that really isn't.

Eric: Though, one other thing I would add to that is, we interviewed a guy who's the founder of Coach.me - it used to be the app called Lift, and we had a great conversation about the idea of decision fatigue or he calls it your mental capacity. The idea was that, the simple analogy he used is the one of Steve Jobs. He always wore a black turtleneck, so in the morning he didn't have to make any more decisions. I think we all hear that a lot and maybe it makes some sense, but it's a little bit trivial. But there are other things that we all do that we could do that would allow us to make a lot less decisions, like, "What time do I get up every morning?" A lot of us wrestle

every morning with, "Should I get out of bed now? No. What about now?" So I've made 50 decisions before I've even gotten out of bed. Or, "Am I going to the gym today or am I not?" Well, now I got to think about that. "What am I doing if I go to the gym?" So the more that some of those things become habits or routines as much as that word, some people don't like the word, but when some of those things become that way, then we have more energy to think about and make good decisions in the areas of our life that do need more of our decision making power.

Rachel: Yeah, it's a muscle. Jordan is actually the [last episode that we just published](#). He talking about how for him -- I don't know if you guys covered this in your last podcast, but he talked about how he schedules out every single 15 minute chunk of his life. Did you guys talk about that?

Eric: We didn't. That's a lot of scheduling.

Rachel: That's a lot of scheduling. I think it's a bit too much for me. But he says if it's not on this calendar it's dead to him [chuckles].

Eric: I'm sure his girlfriend loves that one.

Rachel: I thought that was so funny. But he was saying the same thing about just the decision, it's fatigue. It's like, "Am I going to the gym today or am I not going to the gym today?" Well if it's in the calendar, you're going to go. There is some for sure truth to that. I like scheduling, the workouts or even it used to be every morning I go I make a smoothie for my boyfriend and I, and we have different smoothies, mine keeps me full for many hours. But Dan, he usually wants something to eat very soon after. So for a while it would be hard for me to get into my work, because I didn't know when he was going to be hungry. Gosh, so now I've just set it so that now I'll make him a smoothie, I'll get 60 minutes of work time and then I'll go make him breakfast and we've both agreed on that. It's crazy how simple that sounds, but just how helpful it is.

Eric: It really is. Those small little things I don't think we realize how much energy and brain power they take from us trying to keep all those balls in the air.

Rachel: Absolutely. So what does your routine look like?

Eric: Well, as someone who advocates a strong routine, I don't really necessarily always have one. In general my routine during the day looks like, I get up pretty early. I take a shower, I get boys and I wake one of them up who's to be at school early, and then I take him to the bus stop. I drop him off. I go meditate and then I go to the gym and then I start working. That's the routine I like. Some days though, if I'm traveling that get a little bit different if he doesn't have school that day, or we have to be there early. But in general that's the routine I like, and then on the weekends I like to get up and there's a couple of different places here in town that I can go meditate at with other people, which I find to be a nice way to break that up a little bit.

Rachel: Cool. There is another thing that I saw also on [your Twitter profile](#) that I was curious about was, you mentioned that when it comes to spirituality it's depth not breadth. Can you explain about that?

Eric: Sure. I think that in today's world it's very easy to consume a lot of information about a lot of different things, but not really know how to put any of those things into action. Knowing something is not the same as it being useful in our lives. What I mean by that is, I don't really need another blog post about how to meditate, or I don't need another blog post about the benefits of meditation, or I don't need a blog post about what celebrities are meditating, right? What I need is to just sit down and do it. So many things in our lives are that way, that it's easy to just keep gathering the information, gathering information and instead of taking the little things we know and really doing them and doing them consistently. That's mostly what I mean by that is, let's take what we know and the things that we have and put them into action and try and integrate them deeper into our lives so that they are something that we feel and believe, versus something we read.

Rachel: I just saw a quote that blew my mind; it was something from one of the co-founders of Google and it was something like I think, ["Every minute there's more information that becomes available than all of the information that was available until 2003."](#)

Eric: That's it. I know. It's insane. It boggles the mind and I think it's so easy to get swept away with it. It takes a really strong thought process and

discipline to realize, "I don't need to see all that. I don't need to consume all that information." One of our early guests was a guy named Todd Henry, he runs a website called the [Accidental Creative](#) and he wrote a book called [Die Empty](#), about not dying with your best work inside of you. But I asked him, "Give me one thing that we can walk away with." What he said was, "If you read for an hour, spend an hour thinking about writing about how you're going to integrate what you learned in your life. If you just make that one switch, your life will be totally different." And for most of us that ratio is so far off, it's like 95% on consuming, I'm reading a blog, and 5% am I really working on how am I going to integrate that into my life?

I could sit down some morning and start going through all these different blogs and reading all these things and they could all be really great pieces of information, but I bet you at the end of the hour I could barely tell you anything that I read. Because it's just one after the other. It's that addictive, "Okay that was good. Give me another." So I think that integrating these things into our life, because we will never keep up with the information flow at this point.

Rachel: Yeah, that's a really good point.

When I was starting marketing, there's a marketer called Jason Fradley and I was reading one of his reports and he said he recommends having a 2:1 at least, action ratio. So for every one hour you spend learning, you spend two hours in action. I think that's what he said.

Eric: Yeah, that's awesome.

Rachel: Yeah, it's really, really great. I found also, when I first started marketing I was doing things on my own and I was trying new things that I hadn't seen before and I actually did amazing when I started online. For my very first day, I was making between \$500 to \$800 a day for months. And I ended up getting on all these different marketing lists and learning about all these different things, and what happened was I just had all these "better ideas" and my income just plummeted. Yeah, there's just so much to be said for just taking action and following your own intuition and not getting inundated with other people's stuff.

Eric: Yeah, I think so many people run into that challenge of, too much gathering of information too much trying to learn and not enough doing it. And I think there's a bunch of reasons why that is easy for us to fall into, but the bottom line is we have to try and work against it.

Rachel: Absolutely. Well, Eric, this has been so fun. I really like talking to you and I think that you've given so much just spectacular stuff for people, especially in a very just real tell-it-like-it-is kind of way, which is super helpful. So thank you so much. Can you let people know where they can go find out more about you and your podcast?

Eric: Sure, if you just got to OneYouFeed.net and that's all spelled out. It's [O-N-E-Y-O-U-F-E-E-D \(dot\) N-E-T. OneYouFeed.net](http://O-N-E-Y-O-U-F-E-E-D (dot) N-E-T. OneYouFeed.net). It's all there.

Rachel: All right. Spectacular. Well thank you, again.

Eric: Thank you so much, Rachel, for having me on. It was fun.

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Thank you in advance!

I really appreciate you.

With love,
Rachel Rofé