

Introduction: Welcome to the Enchanting Lawyer Podcast, the show that walks you step-by-step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community.

Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hello everybody, this is Jacob Sapochnick with [enchantinglawyer.com](http://enchantinglawyer.com). Welcome to our podcast. Today, I have Mark Lack as our special guest.

Mark is the founder and CEO of The Peak Performance Club. It's the world's number one source for empowering great results in young adults. He's an entrepreneur, he's a coach. He's a young guy and he's doing great things. Mark is also a former professional paintball player. He's actually won the highest financial reward in paintball history.

Mark, welcome to our show.

Mark: Great to be here. I appreciate you having me on your show.

Jacob: Definitely.

Mark, tell me a bit about your journey.

Mark: Awesome. I'd be happy to.

It's sort of a long story because it's about ten years but I'll speed it up here for the audience.

It really started back when I wanted to get into paintball, oddly enough. I was around 14 years old and trying to convince my loving and supportive parents to get me into this super expensive hobby called paintball. So, I painted in the picture of where I wanted to be.

No, I'm not going to just take all your money for this expensive hobby. I actually want to do something with it. I want to become one of the best in the world and play on this crazy, professional team, the best team in the world called Dynasty with these older guys that are awesome. They win everything. Parents were like, "Okay, alright, Mark. You're going to be the best in the world and do this."

Speeding a long story up, my parents supported me in this decision. Within about three to four years, I was on the best team in the world, being one of the best professional players in the world, traveling the world, doing everything and more that I talked about doing at age 14. Towards the end of my career in paintball, I really got into personal development.

One of the people that really started me on that journey was Tony Robbins. I did a lot of things in paintball that normal people, even the professionals, weren't doing. One of those things was I trained at a facility where Olympians were trained and where college athletes that want to be professional athletes were trained. I did things ... You know the old saying "Successful people do what unsuccessful people are not willing to do."

And so my dad, being a successful entrepreneur himself, was able to instill great parts of wisdom into me and one of those was "Learn from the best if you want to be the best." I did that in paintball. It worked out great. In three to four years I became one of the best in the world. Now I'm really taking a lot of those principles and the mindset that it took for me to be the best in the world in that specific area and now I'm carrying that over into the entrepreneurial world which is where I'm at today.

Again, like I said, Tony Robbins is one of the guys that really got me fired up and hungry inside with the belief that I could do anything kind of in any area of my life. I already knew I could do anything because I did it in paintball. But he got me to believe, wow! You can do anything in every area of your life. You can achieve peak performance in all the areas of your life if you just know the patterns to model and the proven process for achieving the results you want in your life.

And so I became addicted to studying people like Tony Robbins in that material that really gave you proven ... I guess you could say a proven formula, the proven patterns to model, as I call it, to achieve better health, better fitness, a better mindset, better emotional fitness, better relationships, better communication, how to feel better throughout the day, how to achieve anything in life: financial security, lots of money. Whatever you want it to be. When you understand the formula for achieving anything in life, it becomes simple.

So I've really become addicted to figuring out all the patterns to model. Whether it'd be a successful business model, a successful relationship, successful anything; studying everything I can get my hands on to be able to not only better myself. But as I've gotten to where I am now with my company, when I started it and wrote my first book, was all about, wow! I started studying this stuff because it was about me and what I could do for my own life. And then I realized, you know, as I was writing a book and, wow! This is no longer about me. I want to do this for a living. I want to share my message with the world.

The niche aspect of it, which is my company now, The Peak Performance Club, is going after the young adults and the young entrepreneurs who ... mainly the young adult aspect, at least for personal development, they're not being targeted. There is no Tony Robbins or top level guy like that whose dominating, or really even targeting the young adult space -- people between 16 and 28.

That's what I saw an opening for is, wow! I've read over 250 books, I've been in so many events and seminars and DVD's. I've invested half a million dollars in my self-education outside of my college education. I realize, hey, I want to be that guy for the young adult space. I want to be -- if you want to call it the Tony Robbins for the young adult space all over the world.

That's essentially what I'm doing now is I'm creating products, coaching, consulting, doing events and seminars. I've got some really cool things happening this year with appearances on national TV networks and stuff coming up. It's going to be great. It's an exciting ride. Just trying to make an impact on the world for, you know, [unclear 00:05:31].

Jacob: This is a perfect summary.

One of the things that drew me to wanting you to come on the show is when I read about how much money you invested in personal development, your family's money. How old are you now?

Mark: I just turned 24.

Jacob: You just turned 24. You've been doing this since you were in your late teens. Most people they think about: my first car. I want to spend money on going to the movies. Here's a kid who was investing money in courses, in books, in meeting people all over the country. Was very focused on exactly what you wanted to learn from each one of these people. From John Assaraf, from Brian Tracy, all these guys. They have very specific teachings and you took something from each one of them. And then you were able to write this book. This is what I'm holding right now. It's your first book, Shorten the Gap, which, to me, is a very concise summary of a lot of the things that people need to understand.

You mentioned a point about you want to be the coach, the leader for these young adults. I think the reason why there is no [summary like that 00:06:26] is because, I think, the market. A lot of young people right now, they want to focus on immediate gratification. They want to have fun. They defer the future. In your case, you took your future in your own hands. Why don't you tell me briefly what made you do that?

Mark: Yeah. That's a great point that you bring up because that's something that I've really noticed as I began my journey with the most utmost respect and humility I can have towards the gentlemen that have been like Tony Robbins, and John Assaraf, and a lot of the other guys in the industry. To say the least, I would say eight out of ten of them. They've come from what we could say is the lower class or they come from struggles, they've come from pain, they've come from nothing, you could say, and they've achieved so much in life. That takes so much discipline and such a different mindset to be able to do what they've done.

But as I began to study psychology and what motivates people is I realized that they ... There's a reason why eight out of ten or nine out of ten of these guys came from nothing and now have so much is because pain motivates change. People that are in pain are much, much, much more motivated to want to break away from the pain, to have new things. For me, what I've realized as I began to study lots and lots of this, and I've been able to connect the dots about why people do what they do from their thoughts, to their behaviors, to everything. What I really realized was is that if we want to call it the middle class, the comfortable people like you said. I don't have to do any of this. I could just stay normal and done the normal things people my age do.

I realized, wow! That's who I need to go after. Is I need to go after the people that have money, they go to college, they spend tens of thousands, in some cases, hundreds of thousands of dollars for their college education. Now, the scary stat is more young adults today, college graduates, are moving in with their parents than ever before in history. It's a scary stat. It's one of the other reasons why I'm so driven to get more products out there, to get myself out there more, to spread my message and educate these young adults on the tools that I've educated myself on, that I know work based on studying them, applying them, and perfecting them.

To bring it back together, what's really gotten me hungry is to help make a big difference in all of the education of the people that are in college right now. I hate seeing these kids spend their time and their money in college, to come out, not be able to get a job. 55% of college graduates are either underemployed or unemployed. With a stat like that it's like how is over 50% of the kids coming out of the college education system not getting a job or getting a job that didn't require a degree in. To me that's disgusting. So, for a fraction of the cost, I'm creating products and services and seminars and events and coach.

Jacob: We talked about why you even need to do it.

Mark: Yeah.

Jacob: Especially enjoy your youth and just kind of let time do its thing. But, I think, what you're saying is that if you're not going to take control early enough then you're going to be in your 30's living with your parents.

I think the state of mind that you're describing is the same for everybody. Because when you start something new -- let's say you graduate from college, then you go to law school, you graduate, you have that degree in your hands, now what? You can't find a job. The state of mind of going through the points in that book is important to nail down every point.

One of the things you talk about in the beginning is how to be successful. What is success and how do you define success?

Mark: An amazing question that I always ask all my clients before I start coaching them on what success is is how do you define success? I explained it in the book in how I define success is freedom is one word to describe it. But to elaborate, it's being able to do what I want to do, when I want to do it, with who I want to do it, how I want to do it, and why I want to do it. To me, that's the definition of freedom in its essence is I can do anything I want, whenever I want, with whoever I want, whatever I want.

For me, that's how I define success. It's not just achieving things but it's getting to a point where I've achieved absolute freedom. I think that I'm actually in a point now where ... I mean we should never have absolute freedom. But I think I'm at a point now where I've got freedom already at 24 with my own business, you know. If I don't want to work, I don't have to work. But I'm driven and I'm hungry to want make a difference. And so I'll put in 14, 16-hour a days, Monday through Sunday to really make it happen.

I don't count the hours on the clock. It's not work when you love it. And so I think I've gotten to a point in my life where I'm not doing anything that ... I mean I majored in business and marketing but that is shadowed by the half-a-million dollars I've invested in studying and learning from the best guys in the world. That's a little bit of what I wanted to put into the book in regards to how to be successful is.

They don't teach that in school, they just teach you how to become an employee and go out and be a robot or a sheep. So I wanted to teach people the condensed version of what I believe attributes to success and happiness and fulfillment in life in a very quick, condensed version. Like we were saying, you know, my generation is all about instant gratification and I know that.

Jacob: Right.

Mark: I wrote a book solely around the premise of being able to get instant gratification. There's 37 chapters in my book and I want people to be able to say, "Wow! I want to know more about this." It wasn't, "I'm going to try to teach you everything at once," it's "Let me teach you a bunch of little things, like appetizer, a little bit of everything. So then you go, "Wow! I want to know more about that. I want to get my generation hungry for more education."

Jacob: I think you mentioned in the book is "You cannot really reach success unless you understand why you want to get there." Simon Sinek in his Start With Why movement in the book. This was actually one of the most destructive books and concepts out there because if you don't understand why you're doing what

you're doing, you always going to be beating around the bush. You're never going to get anywhere. You mentioned it as well. Why am I an attorney? Why am I a doctor? Why I am in real estate?

Mark: Yeah.

Jacob: Then, from there, you said that particular end result, right?

Mark: Yeah.

Jacob: What do you think is the key sauce to success? I think you mentioned in the beginning of the show, "Do what others aren't doing," but how do you do it?

Mark: I think there's an all encompassing rule for success and that is constant and never-ending improvement. It's an old Japanese saying but it translated into the English which is just constant and never-ending improvement. I think that that's been something that has really been ... The light at the end of the tunnel for me is nothing else matters in between as long as I'm consistently improving.

There's no failure, there's only results, and so I'm always improving my results and my relationships. The list can go on. My physical, mental, emotional, spiritual, and financial aspect of my life, I'm always finding little ways to improve it. I think that's the difference that, I think, so many people in life, they spend all their time and energy focused on work and making money. Or their relationship and not work. Or their health and their fitness and their relationship but not work. Or all these variation. Too much time with their kids, not enough time at work, or not enough time with their wife, or not enough time enjoying their life with free time and travel.

To me, success in life is really all about growth and contribution and how those relate to constant and never-ending improvement in every area of your life. I think if you can find ways to always make tiny improvements like Darren Hardy talks about in The Compound Effect. If you can find ways to compound little tiny improvements at every area of your life, where are you going to be in five years, 10 years, 20 years? I always ask my clients, "Do you plan on living ..." and my clients are young so it's a silly question to ask. "Do you plan on living five, ten, 15, 20, 30, 40, 50 more years?" "Of course. I hope. And if I do, how much?" It's just a little improvement in all these areas of your life. Where is that going to be? Where is that going to compound in five years, ten years?

I think people make this vision of, "Oh, well, if I wanted my body like that or to have amazing relationships and even know how to do that or how to communicate and influence people to get my way more often. Or how to make all the money I had ever wanted to have what I want. Most people aren't ready for change. But if you just understand that it's not this big, scary thing out in the

future that you're going to have and you have to do a lot of change, you just make consistent little improvements in the change. To me, that's been the guiding principle for me.

And I think the biggest reason, one of the biggest reasons why I've been able to achieve the success I have and why I continue to achieve the success I have is because I'm always looking for ways to improve.

Jacob: Right. In a way, while I'm reading this, I'm like, "Well, I think I'm falling in a similar pattern," because we use a lot of our marketing and education on Facebook for attorneys. We're one of the few who do that.

When I started doing it a few years back, nobody was doing it and so, "Well, if nobody's on Facebook, maybe there's something out there. Let's try it." It's always the constant search for something different that really makes you more motivated, but also creates an energy where you have to succeed. For our listeners, do something different, and try it. It may work.

Tell me about the perceptions and associations concept in your book. It's difficult for people to accept it. What did you mean by that concept? You mentioned something like our behavior determines our results.

Mark: Yeah. In regards to that, perceptions and associations, I like to say who wouldn't want to have their life to be a masterpiece, or who wouldn't want to have absolute control over their destiny, regardless of what your beliefs are. At the end of the day, we make decisions and it guides our results and our results determine our destiny.

But before we make a decision, what guides that? What guides that is reverse engineering, you want to control your destiny. But what's the first thing that plays a role in controlling your destiny? That has to do with a few things and one of those is are conditioning of what we believe will allow us to avoid pain or gain pleasure, or combination of the two. Based around that, we have these beliefs, or perceptions and associations, of what we think will allow us to avoid pain or gain pleasure. These are, for the most part, unconsciously conditioned into our brain.

For example, if a child grows up and sees their parents always fighting, then at an unconscious level, they're going to -- or at a conscious level -- they're going to believe, as they grow up, that there's maybe no such thing as true love.

Look at the divorce rate now in California. Just [unclear 00:16:34] last night I was talking to somebody about it and the divorce rate in California is over 75% and it's over 65% in the United States. So I think there's a very common theme that

we get our associations or our perceptions of marriage these days is that it's not that big of a deal to get a divorce.

That alone is going to be a guiding principle in your life that if you believe your association or perception of a marriage is, well, it doesn't really matter to get divorced. Rather than back in the day it was you don't get divorced, you make it work. There's a million ways that you can do this.

Somebody who have the association that eating healthy and working out is going to cause them short-term pain. They're never going to get the long-term pleasure of being healthy, looking good, feeling good, and producing better results in their life. That all comes down to what you associate pain and pleasure to and what I associate pain and pleasure to which is just another way of saying our perceptions or our associations.

I always say the difference between somebody who goes to the gym five days a week and the difference between someone who struggles to go to the gym ever is that one person associates massive amounts of pleasure to going to the gym and massive amounts of pain to not going to the gym. The person who struggles to go to the gym is associating pain, at some level, to pushing through the short-term wall of pain. A 30 to 60-minute workout but they're not willing to get off the couch to go and do a 30 to 60-minute pain, we can call it, work out to then be able to thrive off of all the pleasure.

Another example is -- what drives me -- is I'll spend, some days, eight hours a day of self-studying from all the different things online like audio and DVD and books because I'm associating massive amounts of pleasure to that.

Back in the day, if you would have ask me six, seven, eight years ago, I would have been like, "Reading? No. Reading is what you do in school and I don't like that. That's pain." "Oh, reading for pleasure? No." Now I'm addicted to it because I've changed my association, or my perception, of what reading does. I've changed my association or my perception of what working out is.

And so I've created a different perception or a different model of the world for myself and that model of the world is I can have everything in life. I just have to believe it and create associations of things that will bring me pain and pleasure. I believe that I can have anything I want in life but with that belief, I have to take certain actions and those actions are constant and never-ending improvement.

Just by changing how you perceive things and associate things, that's going to determine how you feel, where you put your focus, and, ultimately, the decisions you make in life and that's ultimately going to determine your destiny.

Jacob: Oh, this is a great advice and I think ... one of the things that I took from that particular point is that you mentioned that people will always remember how you made them feel. Especially for us, professionals, we deal with clients, we deal with colleagues. It doesn't really matter what you say but the way you act and make people feel, they're going to remember it forever and then that's going to be your image. So we always have to think about it before we say anything, before we act in a particular way because that's going to leave a particular impact on that person. And who knows what he's going to do with it, right?

Mark: Exactly.

Jacob: As you build your reputation, you want to also act in a particular way. I think that kind of all ties in together basically, you know, how do you perceive yourself, you perceive other people as well.

Mark: Yeah.

Jacob: One of the points in your book is making to-do lists versus outcomes. For us, we always have to do. I mean I have to-do list from morning to evening. I have to meet people. I have to go to court. And you said that to-do lists are, in a way, limiting. They constrain you. Why don't you tell me a bit about your philosophy?

Mark: Yeah. I learned at a young age that to-do lists are a great thing because they allow you to kind of put it all on a paper -- which is huge. You don't let it all run around your head. You put it on paper, you get organized, you prioritize it, fantastic. The problem with most people is they don't understand the reason why they made a to-do list. The reason they made a to-do list is to achieve certain outcomes or results. All you really have to understand is that the main goal of the to-do list is to achieve those results or outcomes. And if you haven't actually defined the results or the outcomes, you're just following the to-do list almost blindly.

I use examples in the book that the ... One of them was like act like a soft-served yogurt place. I use that example because it really did happen and it kind of blew my mind and really set in the fact that the to-do list thing and that's why I had to write about it is this girl was given a to-do list. One of the things on the to-do list was "You do not give change" or ... we're going to let a penny slide or we're going to let two penny slide for this bill because the guy had to break a 20. It was like, "No, sir, I'm sorry. I can't let the two pennies slide." He's like, "You're going to make me break a 20 to give you two pennies," or something like that.

She didn't say it like this but she goes, "I'm sorry I have to follow my to-do list which said 'Do not give anybody, even a penny, as a break.'" I mean if I had a penny out for sure I would have spotted the guy but I was paying with a card.

It was just really mind blowing because I was, like, the outcome, I guarantee, the CEO or the manager, the outcome they want is for happy customers. That girl ... Of course, they probably made a rule because people are stupid and they go, "Well, if they said 'Let it slide' when do I break? Five cents, 10 cents, 20 cents?" She was following a to-do list.

She just lost two people, and maybe more because it was a husband and wife, maybe he's ... I'm going to guarantee that's he's going to tell people, at least that day, when he was upset, "I'm never going to that place again because they just ruined the experience for me." So to-do list, I think, can be very dangerous and you can probably see it all around you people following to-do list that they can't ...

Another example I use in the book actually is when people check your ID's. If you're, like, 80 years old and they're like, "I'm sorry, sir, your ID is expired," or "I'm sorry, sir. You don't have your ID on you, we can't let you on our -- Our to-do list states you must check every ID."

Some places say if they don't look over 35 ... I mean if they look over 35 you can do it. Some don't though. Some actually say you must check to be safe. I've literally seen this happen. Not only from my parents but I've literally seen old people get turned down because they didn't have their ID's on them. Why would you need an ID if you're 80? No one's going to ask you for that. I've actually seen old people get turned down because they didn't have their ID and that's so stupid because the business lost money and they probably lost the customer lifetime value of that person and may be, even word of mouth, through other customers.

There's a lot of examples as to why I think to-do list can be dangerous but tying it into how people would follow to-do list in their day-to-day life but also prioritize this in what order you need to get done but to find the outcome. To find the outcome of whatever your to-do list is. For the day, for one specific thing, figure out the outcome. Maybe the way that you wrote down how to accomplish it isn't the best way to do it and you can change ...

I always heard my mentor say, "Pick the target. Never change the target but you can change the approach to hitting the target." That's kind of like the to-do list metaphor here is. Figure out what the outcome, what the result is that you want, the bull's eye, and then you can change the approach. You can change the list of ways to accomplish that outcome or result. But you never change the actual result that you're going for, you just change your approach. Make the distinction between the to-do list and then the actual goal of the to-do list which is to achieve the result or the outcome that you want.

Jacob: Exactly. I think to-do list can help you focus. If it becomes a burden then it's not helpful. So kind of use it as a guide.

Another interesting point is something that really defines the way we do business is focused and the lack of. Focus is huge. How do you define the power of focus and what do you mean by that?

Mark: Hands down focus is definitely going to be one of the most important aspects. I remember I was talking about it just earlier on our call which was one of the first aspects in controlling your destiny if you go all the way back to here is what's going to determine how you behave is your focus. Because your focus, wherever you put your focus, is going to determine how you're going to feel.

If I started asking you questions about some horrible thing I knew that happened from your past, what's going to happen? Your physiology is going to change and your biochemistry or your emotional state is going to change. All we did was change your focus. We put your focus on something that has emotional anchors or attachments to it. In this case, a horrible trauma from the past.

So by changing your focus, we've now changed your emotional state, therefore, the rest of your day or at least why you're feeling that emotion is going to probably be a little different than if I put your focus on something empowering, something motivating from your past that was exciting or funny. Maybe something in the future that's going to happen, maybe something today that's going to happen. Wherever we put your focus is going to determine how you're going to feel. And how you're going to feel is going to determine how you think, and behave, and ultimately the results and outcomes you get in life.

I think nobody ever ... I call it innercise and there's exercise for your body and there's innercise for your mind. It's kind of a new thing: mindfulness and innercise. But I think when you practice focusing, like you practice contracting a muscle. You practice focusing which could be through meditation, it could be through reading. Not a lot of people can finish, can sit down and read a book because they're focused. The brain's wondering or whatever it may be. So, I think, people need to practice focusing more often because the power of your focus is truly going to be one of the most influential things in how you're going to feel.

As I said, how you're going to feel is going to determine how you behave, and how you behave is going to determine the results and outcomes you get which ultimately determines your destiny but it all starts with your focus. Where you put your focus will determine how you're going to feel. And so learn to control your focus more often, put it on powerful, motivating, inspiring and empowering things. You can do incantations or affirmations which is just reinforcing positive beliefs.

I actually have a board here that my company and I go over every day of positive affirmations for our company. It just controls your focus. All day we're getting our focuses getting pulled in different directions. Control your focus and then you'll control ultimately the results you start getting in life a lot better.

Jacob: Yeah, this is a very powerful advice because often we forget about this. We get sucked in our day activities and we never take time to reaffirm our support for ourselves.

I interviewed James Altucher. He has a book called Choose Yourself. That's kind of the whole motto of the book. You really have to choose yourself. Focus on you. Once you feel good with yourself, everything else will fall into place. If you feel down, if you feel useless, how can you help others, right?

Mark: Yeah.

Jacob: This should be the first part of the book.

Mark, I like some of the tricks you mentioned in the book about affirmation to build confidence. I mean if you don't have confidence, how can you be a powerful guy? Confidence is why people come to us to get advice. But, you know, we're human beings. We do not always feel confident. Sometimes we have bad days, sometimes just our nature. Why don't you share with us some of those little tricks that you wrote in the book about getting more confident?

Mark: Yeah. Confidence. Yeah, I mean you're spot on. Confidence is going to be, again, one of those things that's really going to determine, again, your emotional state. And, again, your emotional state is going to determine your results and so on and so forth.

This is a common theme that, again, keeps coming up in this interview. It's a common theme that comes up in our life and this is why ... no matter what we say, "Oh, focus?" "Oh, confidence?" well, guess what, it all comes at the beginning of how you're going to feel and then the results you're going to produce.

So one of the things that I always make the distinction about for my clients or anyone I speak with about confidence, in this specific case, is there's two types of confidence: there's self-confidence and there's preparation confidence.

Preparation confidence is confidence that's derived from one's ability to prepare themselves for a task that needs to be done. So if I'm going to present in front of a large audience and say it's a 60-minute presentation and I had to just go up on stage, well, I'm self-confident no matter what. That's not going to be lowered at all. My self-confidence will be equally as high if I was prepared or not because

they're two different things. But my preparation confidence would be low because I know that I didn't prepare.

Now, in the other instance, my self-confidence is always high, my preparation confidence would be high as well if I had prepared to a certain degree.

If I have preparation confidence and self-confidence, I'm going to be that much more dominant on stage. And I think that a lot of people don't know the distinction between the two types of confidence and that alone makes a big difference because you go, "Oh, I'm not confident." No, shut up! You are confident as individual, maybe, but you're not prepared for the situation and that's why you don't feel confident. I think a lot of the times, as long as you have self-confidence, you're going to be great, you're going to be fine in life.

Preparation confidence comes from skill. That comes from preparing on a specific craft. So, I would not have preparation confidence had I had to go to NASA right now and become an astronaut or do some crazy drill because I'm not prepared. My self-confidence would say, "Hey, I'm a smart guy. I'm intelligent. We can figure this out." But my preparation confidence is saying, "Hey, we're not prepared at all."

Understanding that is a big distinction because, I think, a lot of people will beat themselves up and say, "Oh, you're not good enough," whatever it may be. Any form of self-sabotage or limiting belief or self-doubt but you have to make the distinction. Am I beating myself up because I'm not prepared and that's why I don't feel confident? Or am I beating myself up because I'm actually beating myself up saying, "You're not good enough. You're not worthy enough," whatever it may be.

Self-confidence is going to be one of the most important. Anyone can do preparation confidence. Self-confidence is usually the difficult one and that's what I usually have to work with my clients on a lot is self-confidence. One of the easiest ways to work on self-confidence, first of all, is to understand what are your beliefs about yourself that are causing you to have limiting beliefs or a lack of confidence, or lack of what you're capable of achieving.

Jacob: Right.

Mark: First of all, if you have a belief that you're lacking confidence or you have a limiting belief in an area of your life, well, you have to understand what is a belief. A belief is simply an analogy all uses. A belief is the top of a table and that is the belief. How is the belief supported? By legs and those legs are references. In order to support a belief, we have references.

And so people will look into their past and say, “Well, I don’t think I’m worthy enough here because I’ve got one, or two, or three, or four, or five, or 100 references that I’m focusing on in the past that said ‘My parents told me I wasn’t enough. My parents told me I would never accomplish anything. My teachers told me I’m a loser or I’m a bad student. My friends call me stupid. I got picked on in school,’” whatever it may be. There’s a million references we can all look back.

I mean, right now, could you and I each not look back in our past and find references that would validate that you and I are both incompetent or unsuccessful or not ... there’s no reason for us to have confidence in ourselves easily. Anybody can look into their past and find references that would support that belief.

So what’s different and what makes a quick distinction for a lot of people that lacks self-confidence is just look into your past and focus on a couple of references that support the fact that you are worthy enough, you are an intelligent, worthy, capable person of achieving anything you want. You just have to focus on references that support the belief that you have confidence. So a belief is just a level of certainty and something and so if you find references that support a belief, that will give you certainty in yourself and that alone will validate and support your own self-confidence.

Another thing that you can do ... that’s questioning why you have a lack of self-confidence and then understanding it, which is the big distinction to make. And then another one, just summarizing it, is in the morning your subconscious mind, which is the most powerful, driving thing. Determining where you are in life and how you feel, and pushing things in your conscious mind.

In the first 20 minutes of every morning of waking up, your subconscious mind is the most impressionable. And so what I do is I condition my brain and my mindset with the beliefs and thought patterns that I want to condition myself to pull me in the direction of the values and the higher goals and achievement that I want to have in life.

For instance, I’ll wake up in the morning, I’ll read a future [page 00:32:33] story of my life five to ten years of exactly the way I want it, as if it’s already happening. Then I read a couple powerful quotes that lift me up. And then I go through an affirmation list I have of uplifting things. “I am worthy enough. I’m a great speaker. Today is going to be an amazing day because I’m going to make it so.” And so on and so forth I’ll go through a list of affirmations I have.

I condition myself, every single day, with those beliefs. I always tell people, “I know, Mark. This sounds kind of stupid and silly. It’s not going to work.” Well, guess what. If you woke up every single day, looked in the mirror and said,

“You’re an idiot. You’re stupid. You can’t do anything. Today is going to suck,” and a bunch of other negative things, how do you think you would feel? How do you think you’ll be starting your day off? How do you think that would go and paint the picture for the rest of your day? It would suck, right?

Jacob: Right.

Mark: And so when I use that reference of it and go, “Oh, well, I guess I could see how if I sabotage myself, it would make a difference.” Well, guess what, it has the opposite effect when you condition yourself with positive affirmations, on a consistent basis.

Jacob: I love that. That’s great advice. What we have with our confidence, everything that we do revolve around reaching out to new clients, getting referrals, giving advice to our clients, even with colleagues. If you don’t have that level of confidence -- I’m talking about the self-confidence which is, to me, is the foundation you can prepare. We are not able to do our jobs and we’re not happy.

As we come to the end of our show, why don’t you share with our listeners’ one of your favorite quotes and tell me why you like that quote.

Mark: Obviously I have so many quotes in my book and those are a lot that correlate to the chapters and they’re great quotes because a lot of people that have read book they tell me, “I love the fact that you put great quotes in it related to the chapter because then I can read the quote and it kind of re-sparks the chapter in my mind.

Jacob: Right.

Mark: That’s one of the reasons why I did it.

It’s difficult for me to pick one specific quote that I love since I know so many and I have so many great mentors. But if I had to pick one, it would probably be Jim Rohn’s quote which is “So until the pain of remaining the same is greater than the pain of change, we will remain the same.”

Back to what I was talking about earlier which is how pain is a driving motivating factor in everything that we do and I think that quote is so great because it really drives home the fact that if you’re in pain like we talked about, you’re going to change. But most people are comfortable. Most people are very comfortable. I don’t need to make more money. I don’t need to better my relationships. My health is fine. Everything in my life is pretty good. I’d rank it a 6 or a 7 or an 8 out of 10. Why not make it a 9 or a 10?

The problem is if you're at a 6 or a 7 or an 8, you're not motivated to get to the 9 or the 10. At least most people are not. And so that's why they say the middle class is the middle class, the rich stay rich and the poor stay poor. But actually the belief that I have is that a lot of self-made millionaires or billionaires have come from nothing. They didn't come from middle class, they came from nothing. That ties back into that quote which is pain will cause change.

The middle class is not in pain therefore they're not going to change. That's one of the big things that I bring to my demographic is I want to cause them to realize the pain that they're actually in. Which is you've been dealt great cards and you're selfishly not leveraging that to your fullest capability.

I have a level of responsibility that I've taken on on myself which is I was dealt great cards and I have a responsibility not only to myself and to my family and to the people I care about but to the world I feel I have a level of responsibility which is I've been dealt good cards and I'm going to do the best that I can possibly do with those to help the world. That's why I love that quote.

Jacob: That's very powerful.

Is there any book that you feel has impacted you or you want to recommend that you're reading now or you read before. That will be great.

Mark: Actually, a book that I'm reading for a whole ... I read it many times and it's around 600 pages -- I'm reading it again right now because it's so good -- is Awaken the Giant Within by Tony Robbins. As I mentioned earlier, Tony was one of the guys that really kind of, I guess you could say, got the fire inside my belly. He's one of the guys that really got me hungry for personal development and wanting to better myself and make a difference in the world. Awaken the Giant Within by Tony Robbins is one of many great books that I could recommend.

Jacob: Very good. Thanks for that, Mark.

For our audience that want to find you online, why don't you verbally state your website.

Mark: Yeah, great. People can go to [thepeakperformanceclub.com](http://thepeakperformanceclub.com). You can also follow me on social media. We are on Twitter@TheReal\_PPC. On Facebook it's [facebook.com/marklack777](https://www.facebook.com/marklack777).

Jacob: Perfect. Thank you so much, Mark, for coming on the show. This was amazing.

This is Jacob Sapochnick, [enchantinglawyer.com](http://enchantinglawyer.com) the podcast. Welcome your comments. If you have any questions about the show, please email us. We love

to hear from you and we'll see you at our next episode. Thank you so much and have an amazing day.

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