



MUSCLE EXPERT PODCAST



EPISODE 60

STEVE WEATHERFORD

EP-60 : Steve Weatherford & Grant Dziak

Welcome to the Muscle Expert podcast with Ben Pakulski, one of the world's top professional bodybuilders – an expert on human performance and mindset mastery. Ben dives deep to deliver the strategy of top experts to upgrade your body, mind, muscle, strength, performance, biochemistry, and how to become the upgraded, modern man.

Join us on www.benpakulski.com to learn the cutting edge techniques to take control of your body, your brain, and create your greatest life!

BEN

Hey, in today's podcast, we're going to give you insights into the mindset and habits of two extremely successful professional football players. Steve Weatherford and Grant Dziak have started a business to help inspire men and women around the world to master their mind, master their body and really just become great human beings.

And I think that's one thing that is missing in the fitness industry and all of you might agree that we need more leaders. We need more good people and although it may sound underwhelming, this podcast is definitely not. We go really deep on some of the skills, some of the obstacles, some of the habits necessary to really become your greater self. And you guys are going to like this a lot. Also we dive into some daily routines and just some of the insights into how these guys have become great leaders and maintain that positive inspirational attitude every single day. Steve gives us a really golden nugget as to how he approaches his night time routine and this one thing he does to set his unconscious mind in the perfect state for success every day when he goes to bed. So don't miss this episode.

Alright ladies and gents, the Muscle Expert Podcast. I've got two bad asses here in my office today and we're not going to discuss muscle. We're going to discuss how to become a great human being. And Steve Weatherford and Grant Dziak are here to talk about how they wake up every single day and motivate themselves, not to just get shit done, but to be great men. To lead, inspire and crush it in their lives in everything they do.

So these guys are building a business, Steve Weatherford is a world super ball champion, Grant, we just finished a workout, he's an all-round bad ass and a great human being. And this is all about inspiring you guys to get your ass out of bed, stop making excuses about your life and feeling sorry for yourself, and really start attacking things.

So Steve, how do you, first of all actually why don't we talk about where you came from? Like nobody knows about your history, let's assume people don't know a lot about your history. Steve, for you guys that don't know is a small town farming boy and won the Superbowl. What year's team?

STEVE

2012.

BEN

2012 in the New York Giants. Let's talk about your history. You grew up in a small town, he actually was telling me about getting arrested at 12 and how that influenced your life. Let's talk about that stuff.

STEVE

You know I've had kind of an interesting journey to where I'm at right now. And I think kind of, I don't want to call it humble beginnings but I always had food, I always had shoes, I always had clothes, I always had a roof over my head and I always had great parents and the important things, I had. But like genetics, having awesome coaches, I didn't have a lot of the benefits that a lot of people have but one thing that I earned very early on, I earned the opportunity to work with a lot of insanely influential people that knew a lot about what I wanted to become the best at.

And the way that I was able to earn that was just providing support to them and showing them that no matter what I lacked in intelligence or genetics or ability or athleticism, I was going to make up for it with just working hard and to go from 108 pounds as a freshman in high school and have massive dreams and aspirations. And it literally wasn't until this month that we're in right now, November, that I was able to achieve the last goal that I had set for myself when I was in high school. I was 14 years old and the first time I ever picked up a Muscle and Fitness magazine, I'm like, "That's what I need to do."

I wanted to be a pro-athlete, I wanted to be an Olympic champion, I wanted to start a family and I wanted to be on the cover of the magazine that like started my infatuation with health, wellness, performance, and just really optimizing my genetic potential. And that was like really the only kind of resource that I had. That and the library in Terihood Indiana, it wasn't like they had like tons of, I think the only book they really had on actual weight training performance was 'The Bodybuilding Encyclopedia' and as you know, I learned a lot about muscles and their functions but it's a totally different beast, bodybuilding and athletic performance.

And so I learned a lot about the body and physiology and how to eat and how to make a muscle grow but actual athletic performance, I didn't have any resources and so Muscle and Fitness was it for me and to be on the cover of this month is like the last bucket list thing I had from when I was a kid. But you continually, and as you know, you achieve goals and then you recalibrate and you set new ones so it's probably going to be another 20 years before I achieve the goals that I have right now. But just to look back on the goals that I had, how huge they were, I regret I wasn't an Olympic champion but I was a world champion. So technically I can check all those up.

But just super fortunate, super blessed that I stayed healthy and stayed humble and I maintained that. The reason that I was able to get a college scholarship and play professionally and meet all the influential people that I've met up to this point including you. And I've sponged information and advice and mentored off of all of them and that's kind of like what I am today. It's a combination of so many different investments from so many different people from so many different walks of life. Not just athletically, not just nutritionally, not just mentally, spiritually, emotionally, it's everybody that I've met that has something to offer.

BEN

A lot of people out there are listening to what you're saying and they're making excuses as to why they can't achieve what they are trying to achieve. So one of the things you said was, I didn't have the genetics, I didn't have the coaching but all I knew was I'm going to work hard, I'm going to achieve whatever it is I set out to achieve. Talk about how you knew in your mind that the hard work will get you there and how you refused to make excuses for all those things you could have very well made excuses for as to why you can't do it.

STEVE

My grandfather, I remember the conversation like it was yesterday. 12 years old and I was really upset after a basketball tournament that my family and I drove like 3 hours. I was playing on a very competitive travel basketball team. And when I was 12 I was above average athleticism but, I mean I think when I was 12 I was 5'3" and 90 pounds maybe. I don't remember exactly what my weight was but at 14 I was 108 so do the math.

We played three games and I never touched the court. It's not really embarrassing, it was disheartening because I knew I worked harder than every single person on my team. But due to my size and my lack of strength, athleticism just wasn't enough and so I knew being that upset, something had to change. Because I didn't want to live the rest of my life feeling like it doesn't matter how hard I try, I'm never going to achieve what I want to achieve and I just wanted to play.

BEN

So what was that you needed to change?

STEVE

So my grandfather told me, you know, I was upset riding home on a three hour drive after literally just being a cheer leader for my team mates and he said, "You know what? There're so many things in life that you can't control. But if you can control these two things, it doesn't matter what your goal is, you're going to achieve it. It might take you longer than Bobby or Billy, but you're going to get there I guarantee you."

And it's attitude and effort and if you show up every single day with a positive attitude, encouraging others, lifting others, the funny thing happens in the universe that you end up getting elevated as well because of the, I don't want to even say karma and I don't want to talk yoga or any of that stuff but there's something that happens in your brain when you bless other people, with optimism or positivity or encouragement or just support, and letting somebody know – it could be a parking attendant or a janitor – when you let them know that their opinion matters, that their life matters, that you appreciate them for what they are and who they are. Some weird happens in your brain that you get a sense of happiness as you continually pour your happiness into others. You don't run out of happiness. It actually ends up exponentially filling up your own bucket of happiness.

BEN

You can't be discouraged and you can't get pissed off when you're trying to lift other people up. And that's just the reality. That's probably one of the best things I've ever heard and you know, you got five kids and I want to hear how you teach your kids those similar lessons. But first Grant, talk about that similar thing. Obviously you're a successful guy, you got a great physique, what part in your life did you realize that you know, you can kind of accomplish anything like the idea of working hard? What was your maybe catalyst or what was your kind of the moment that you realized in your life that anything is possible for you?

GRANT

We had a lot similar upbringing Steve and I. I think that's why he and I connect so well. I never had any wants when I was younger but my mother worked day and night to provide for that and I had to watch that first hand all day, every day. But my biggest hole was, when I was younger, I wanted to go play football at Ohio State.

And I came from a really small town where I think we were one of the worst, absolutely worst teams in the state actually record wise. So getting recruited was a little bit difficult and there really wasn't anyone else in my city, it wasn't a big city where there was a ton of dreams and a lot of like templates out there for how to achieve things. So kind of having goals and dreams and aspirations of getting out was, you kind of became the outcast.

BEN

You can't be discouraged and you can't get pissed off when you're trying to lift other people up. And that's just the reality. That's probably one of the best things I've ever heard and you know, you got five kids and I want to hear how you teach your kids those similar lessons. But first Grant, talk about that similar thing. Obviously you're a successful guy, you got a great physique, what part in your life did you realize that you know, you can kind of accomplish anything like the idea of working hard? What was your maybe catalyst or what was your kind of the moment that you realized in your life that anything is possible for you?

GRANT

It really is. But watching my mum growing up, you know, I learned from a young age that you just kind of got to grind it out and put your head down and be humble and learn from all those around you. So while I was going through this whole process, everyone telling me it wasn't going to happen, that it was impossible, that I was crazy, I learned from that. I learned how other people are and I think in the long run it has given me a good idea for how to read people and work with people.

But when I got there, I had a bunch of setbacks, it seemed like it was one thing after the other. And I remember at one point finally, I hit a point where I was getting up at 05:00 A.M in the morning and I was so tired and I started to ask myself almost like, "What am I still doing in this life? What is my purpose? Why am I killing myself to do this the whole day? Nobody thinks I can achieve. Maybe I'm the crazy one." I had a very close relationship with my grandmother growing up.

So she called me every morning to wake me up to get me out of bed and I didn't really need it. It was just an opportunity for us to talk but she called me one morning and while I was doubting myself, I was like, "What are you up to?" and she was on her way to therapy. And she was on her way to therapy, she got her knees replaced so that in college she could come and watch me playing football. She did it because she couldn't go to my away games in high school. So I had my grandmother who at the time was 75 years old, getting two knee surgeries, thousands and thousands of dollars, lots of therapies, lots of hours just so that she could walk down and watch me play football. And that one moment I realized that you had to find a purpose outside yourself. And for me it was my grandmother.

So no matter how many people are doubting me, no matter how much it seemed like all the odds were stacked up against me, I had a purpose outside myself because you hear it all the time that you can't quit on yourself. But it's like if you have another driving force outside of that, you can't let them down essentially. So that's kind of what did it for me and that moment when I realized I had that, there was nothing I could see on my way.

BEN

Steve, obviously as a pro-athlete there's a lot of sacrifices you have to make. What are some of the things that you recall having sacrificed? And more importantly, why you chose to make those sacrifices to get to where you did? I know we all give things up and everyone in day to day life fights those battles with themselves of like should I do this or should I do that. And inevitably I'm sure that you've made a lot of the right choices. Maybe we've made some wrong choices along the way, but speak about how you overcame the desire to be lazy.

STEVE

That's a good question. I could tell you exactly the point that it kind of really became very clear to me when not to be lazy because growing up the Midwest, if you were lazy it was kind of like you were the outcast, you were the anomaly and you were the person that people looked at like, what a bum! But it had nothing to do with deciding to be lazy, it was positive peer pressure. Because when you're around people that work 60 hours a week and then go home and are still a righteous father and a husband, I grew up around that.

I had a great dad, I had great grandfathers, I had great mentors in my life that were good people. Were they uber high achievers? No. because that's not something that really in the Midwest for the most part, you know, it's not everybody but people don't see past their city limits. And I was able to take the work ethic that was instilled in me, kind of the Midwest blue-collar roots. And coupled that with a big vision. Way outside of my city limits, way outside of my country. I wanted to impact people so much on such a deeper level than just, "Hey, watch me play football and be inspired." Or "Hey, watch me lift weights and be inspired."

I wanted to connect with people on an emotional level and that's why after ten years in the NFL, like I've decided to leave, not necessarily I wasn't healthy enough or I couldn't perform at a high enough level. It was about what was truly going to fulfill me and my life and something I wanted to look back on when I'm 70, 80, 90 years old and hang my hat on. I don't want to hang my hat on being Superbowl champion, I don't want to hang my hat on playing ten years in the NFL. That was what I did, not who I am and now I'm trying to best leverage that and take the NFL career that I had and utilize it as a conduit, to be able to reach, teach, inspire and empower and educate people on you're not that far away from what your true calling is in life. Every single person has a gift and really that the mission every day shouldn't be make money, feed my family. Find your purpose, become obsessed with it, give yourself to it and find a way to make that purpose a career.

BEN

A lot of people listening are making excuses for themselves as to maybe not having a great dad and not maybe having a great role model. And the reason that Steve and Grant are on the show guys is because these guys are fucking great human beings who have amazing energy, and that's what I want you guys to feel and that's what you guys to experience at home. And if you're looking for someone to look up to as to how to act as a human being, how to act as an athlete, how to act as a dad or a business man, these are your guys.

So if anyone is sitting home right now feeling sorry for yourself because someone has grown up with something that you haven't, put yourself in a different set of shoes and realize that making excuses is never going to get you anywhere. There's mentors out there for everybody and that's why these guys are here. For those of you that are already following Steve and Grant, Steve Weatherford is www.weatherford5.com, and Grant is his right-hand man.

Talk about what you guys are doing as far as empowering young men. Because this is cool to me. This is why we connected because we realized that the fitness industry is probably the most screwed up of all because it attracts people...

STEVE

There's no probably about it. It is for sure.

BEN

Yes, because it attracts the type of people who think that building muscle will change who they are or that something about being big will make them more confident or have less fear. Like you said, no question, it's the most messed up industry and you guys are doing something that's going to transcend the muscle. You're teaching people to build muscle but more importantly you're teaching the why behind building muscle. Why it's going to make them a better person and you're inspiring people. So talk about your mission. Like what is your vision and who are you trying to impact? And how are you planning on doing it?

STEVE

For us collectively, and one of the reasons I made the decision about 6 weeks ago to offer Grant an opportunity to kind of leave what he's working on right now, which he's successful at it. But with his skillset and more importantly his integrity and the fact that we share the same vision and the same kind of life purpose is, we want to use fitness, we want to use nutrition, we want to use wellness the same way that I used the NFL to build my brand and kind of attract people into my ecosystem with either training programs or motivation or education or entertainment.

And once I have them into my ecosystem, then I can truly engage with them. Because I think the most valuable thing I can ever ask of anybody else on this planet is for their attention. Because that's the one thing that we can never get more of. You can never get more time in a day. And so the amount of work that you do in a day, the amount of work that Dr. Ross does a day then the amount of work that Michael Strayhan does in a day is just consistently more than what other people are doing. Michael Strayhan is no more talented on TV than other people are, but he works his craft. He's a master of nurturing relationships and he does things the right way. And it's the same thing with Dr. Ross, and it's the same thing with the other influential people in my life like yourself. I looked up to you as a source of kind of crusading in the fitness and wellness industry because you were doing it the way you thought it should be done, not the way you thought it's going to get the most likes on Instagram or the most shares on Twitter.

You did it because it came from a place of authenticity and your self-awareness is enabling you to kind of look yourself in the mirror and find the different tools that you have utilized to help you find success in bodybuilding and help you find successes in our entrepreneur, help you find success as a husband and a father and you're essentially leveraging the different social media platforms like podcast, YouTube, Instagram, Twitter, Snapchat, all those different platforms that you're utilizing. But you have a mission. You're not just trying to get likes and trying to get comments and that's what attracted me to you initially. And then actually having conversations with you and seeing how deeply you think about life. Not muscle building, not nutrition - everything. You know like it's all inclusive and that's what I want to do. I want to try people under our ecosystem with a certain thing but I want to give them so much more.

BEN

Grant, what's your vision? What do you want to do? What do you bring to the table that inspires you to be the greatest version of yourself?

GRANT

I'd say like growing up I was pretty typical. I didn't understand supplementation, I didn't understand nutrition or really the fitness industry. So I saw it, I'd see magazines and I'd see fat burners and I was like a perfect victim of, let me take a fat burner, sit on this couch and eat pizza all day and I think that's going to counter balance it or...

BEN

It does, doesn't it?

GRANT

I think so, pretty much now it does. Because now you're in Florida and we're sweating like this. But I was a victim to all those things. I bought the programs when I was younger, I was the one who would see the info commercials when I was younger and think, "Those are going to change my life. Like I'm going to get this ab chair with a roller on the back and I'm going to be happy." and I realized it has nothing to do with that. And flash forwarding 15 or 20 years later, I've come so far from realizing it has nothing to do with it.

And being a personal trainer, it's been awesome to work with all the young male, female, little bit of everything and what I realized is, we all have insecurities, everyone across the board. And so many people mask them, a lot of men mask them with, "Let me get big muscles. Let me get as big and dominant-looking as I can." You're still left with the insecurities at the end of the day.

So what I love to do is to tap into the insecurities that I felt when I was younger and then reach people on a personal level. I love to train them but it was probably a year into it when I realized, for me it wasn't that I loved telling how many sets and wraps to do, it's that I had a platform that I could reach people, I could find out their problem, I could find out what's wrong with them and then I could take kind of like my life experience and express it to them and kind of expedite them through their process and their struggles.

BEN

Talk about them. What are some of these insecurities that you were able to overcome and how you did it? There's a lot of people out there, like we talked about when we were training, we just finished to work out and we were talking about the idea of people think that building muscle is going to change something for them but when we know it's not. What will change something for you is the person you become in the process. The discipline, the sacrifice, the avoiding the desire to be lazy like we talked with Steve about. So maybe just talk about one of your biggest insecurities, or one of the ways that you just have become a more confident, a more secure man.

GRANT

Well, it's awesome because last time we were actually talking about the process. Everything is a process and it became the destination of not having a six pack and ripped arms and big legs and all that stuff, it became the process and what I learned along the way. So I'd say the number one insecurity I overcame was essentially just being myself. And not that I had become a character, not that I had to build this superhuman-like physique or personality to be something different.

Like who I was, was good enough. And it's not that I was settling, it's that what I was is already extraordinary and what you are is already extraordinary. And you realize that everyone just kind of like shelters it down and you know, you have all these different personalities all round that some are super outgoing and you could see those personalities and people that are a little bit more maybe introvert. They kind of hold it back and they don't let their personality come out. So because of that, they think they are less.

And I think that's probably the number one thing I've gotten out of all this is that, through this platform of being able to help people, and seeing the change it makes when you can impact someone and realize what your voice is, what your experience is and who you are does really make a difference. And that alone in itself I think, by default you just got to get out of that fear and get out of that insecurity.

BEN

I love that you brought the process. Because you know that I always say that I'm the king of the process and I want people at home to realize that change doesn't happen overnight. Like you speak about the process, the process of change is one step at a time, one foot in front of the other and all you got to do is take a step in the right direction because you'll wake up one day and you go, "Holy shit! I'm actually a much better person than I used to be or a much better person than I thought I was."

And just because you've placed more emphasis to attention on the process rather than where you're trying to go, because if you're thinking about where you're trying to go, I mean maybe you can get there but sometimes it's a darn thing to ask, it's overwhelming and you end up failing. You end up setting yourself up for failure. Steve what do you have to do as far as, you know, you spoke about what it's going to look like having a big dream. What's it going to look like in 25 years for you Steve Weatherford and Grant Dziak?

STEVE

It's going to change because the goal that I had a year ago is different than the goal that I have now, but I think that's the fun part. 95% of the world because I don't want to make the 5% more fit.

BEN

In what way?

STEVE

I want the people, the 95% of society, the 95% of people that are on this planet, they're a little bit overwhelmed or they're master excuse makers because that's our human nature. It is the path of ways resistance. We're talking about this morning in the weight room a conversation Ben and I had, was about how the weight room is really just a metaphor for life. So if I see somebody walk into a restaurant that I'm in, and they walk in and they're really well dressed, and they're well put together and their hygiene is on point, their hair is done and they look like they're very fit.

Instantly I can tell several things about that person and that's one of the reasons I enjoy being elite fit if, you can call it that, because when I walk into a room, I don't even if like for whatever reason people, you know, I'm not in New York because that's really the only place that I get recognized a lot. Like when I'm out in California, I don't get recognized that much which is kind of refreshing. I can kind of go about my business and I love when people stop me for pictures so that I don't want to come off that way but to be kind of a nobody on the West Coast unless they're a Giant's fan.

To be a nobody, it gives me the opportunity to work on my own social skills and notice what people notice about me without me opening my mouth. And when you walk in and you're well put together and you're fit and you walk with good posture and you're carrying yourself well, that says so many different things about you without you opening your mouth. And that's one of the things that attracted me to fitness, was seeing somebody that was super fit, they always looked confident to me.

I don't think I struggled with self-confidence, but I did struggle with believing I belong. Like even during my entire ten-year NFL career, I was puking ten minutes before every single game I played. And it wasn't that I didn't believe in myself, it's that I worked so hard to get to that point and it meant so much to me, I wasn't a nervous wreck but the performance anxiety was so high because I had so much invested. And so for people that are overwhelmed, you know, we talked about the 95%, they're overwhelmed because they don't know where to start.

And so we're talking about self-worth, we're talking about self-confidence, we're talking about overcoming things that were huge huddles for us becoming the best versions of ourselves and I am so far away from where I want to be. You do TV interviews or podcast interviews and you speak and people have nice things to say about you based upon your achievements. But my achievements aren't, that's not me, that's like a reflection of my hard work and people that have invested into me. And if I'm able to completely change a part of my physique based upon the knowledge that you dropped on me this morning, that's partly your success as well.

So I think surrounding yourself with positive people and people that truly want to see you succeed and achieve, when you surround yourself with people like that, you can't lose because even when you get knocked down and your vigilant with your mentality to be able to surround yourself with people that are going to assist you in getting back up, dusting you off and encouraging you on your path, that's what life is about. It's not about achievements, it's about surrounding yourself with people that want to see you win.

BEN

Most of our listeners obviously may be a little further along than being the bottom of the barrel, but what's the first step for people? Do you think if it's like fitness? Is it changing your self-confidence? Is it...

STEVE

No, mental conditioning. I think the first place every single person should start, and I don't care if you're President of the United States or Prime Minister of Canada or you're a janitor, mental conditioning will predict your success a hundred times before...

BEN

Tell me what that means, talk about that.

STEVE

Mental conditioning, and it's not just toughness, it's also kindness, it's also thoughtfulness, it's also the ability to control your perspective because things are going to happen to every single person listening to this podcast right now. Like things happened to us yesterday when we were trying to catch our flight and my wife booked tickets to come down here and she spelled Grant's last name incorrectly! And it would have been really easy for me to pick up the phone and like MF my wife up and down, you know what I mean? Because I was so frustrated because I was excited to come down here and I didn't know if there were any other flights for me to possibly miss an opportunity to come down here and you volunteered your time not just to do the podcast, but honestly just to jam out and for you to kind of like peel back the layers of you and find out like, is this guy what I really think he is? Because right now he is a freaking righteous person.

And not because you have big arms or you can do this or that, it's everything that you've built as your achievement but also the fact that, you know I think that the first day you and I hang out at Bejos' Mastermind, it was a different connection and I think on paper, the way you left bodybuilding and the way I left the NFL are very similar, but our personalities are completely different.

I'm compulsive ADHD complete spas and you're kind of the guy that sits and assesses his environment and will think about what he's going to say for five minutes whereas like literally the second it pops into my mind, I vomit it out. So it's funny to see somebody to reach the pinnacle of their industry, I reached the pinnacle of my industry, we both exited before our time but I think that a lot of the denominators that you and I have is, we love the process.

Like I love trying something new and getting out of my comfort zone to grow as a person, not just grow my muscles. So the mental condition to me is the number one predictor of personal, financial, relationship and fitness success.

BEN

So I'm a big proponent of the saying that your struggles develop your character. You know, when you see an obstacle, run head first because that's your greatest opportunity for growth. Tell me about the biggest obstacle you faced in your life and then when you thought you were going to fail, then you overcame it. Potentially it became part of your character.

STEVE

It's a long story, but I'm going to give it to you in two minutes.

BEN

Sure.

STEVE

I'm in my third year in the NFL and like I said earlier, I never thought like I deserve to be in the NFL. The first day that I walked into the locker room for the New Orleans Saints, I was number 7, my locker was in between number 9 and number 5. And then when I looked at the name next to the numbers that were next to me, it was Reggie Bush and Drew Breeze. And I'm thinking to myself, "I already didn't feel like I belong here, and now I'm sandwiched between a Superbowl champion and a Heisman Trophy winner! Like I don't think I belong here.

But I knew I earned the opportunity to be there but I didn't feel like I was good enough to be there. But that never changed like even now, I am an uber confident person and even to the degree of almost arrogant and you know, in order to become the best in the world at what you do, you have to have almost like a facade of confidence.

BEN

You can't doubt yourself for a second.

STEVE

Right. So it's like humble enough to prepare but confident enough to perform, and I don't want to say I mastered that, but that's what I hang my hat on. I hang my hat on being the hardest worker in the room...

BEN

Sure. If you doubt yourself for a second you...

STEVE

Where my confidence comes is the fact that I know I can go out and play in the Superbowl in front of 72 million people and just let it rip. You know, I still have performance anxiety because I have so much invested into it, but I know when I go out there and I get the ball in my hands, I know that I did every single thing that I needed to prepare myself emotionally, spiritually, mentally and physically. So if I do fail, I know it just I wasn't good enough and I'm okay with that. I don't ever want to fail and let the reason be something that I could have controlled. AKA, preparations.

BEN

Didn't practice enough.

STEVE

Yeah

BEN

So you're talking about that being one of the times you maybe felt inadequate standing beside Reggie and Winterbreeze?

STEVE

Yeah. So to go back to that story, getting cut and having all those things taken away from me in my third season, to have everything literally the rug pulled out from underneath you and the coach says, "We're going to go on a different direction." And that was just code word for you're not good enough. It was a humbling experience but I was able to use that to look back on what I had and think to myself, "That was an amazing achievement but I have more in the tank." I have more than I need to prove to myself and it's not necessarily getting back into the NFL, but is proving to myself that that coach is wrong. All those other people are wrong. I'm going to do the only thing I know how to do: I'm going to work hard, I'm going to over-prepare, and when I do have my opportunity to go back out there and earn my spot in the NFL, I was ready for it because I didn't let that adversity, I didn't let the opinion of someone else give me my identity. My identity is what I form of myself and I'm able to have the confidence and border line arrogance because I know I did everything up until this point to prepare myself for the opportunity.

BEN

Grant, what's the hardest thing you've ever done? Something that really tested you as a man and made you take your balls out and swing around like a flag of honor, rather like a badge of honor.

GRANT

I'd say the overall concept of getting to Ohio State, getting to that next level.

BEN

Hell yeah man. That's not an easy thing to do.

GRANT

You know when I got there, I'm looking around at all these guys and it's so weird going into it because I guess I was like a fan boy. And I remember my very first day walking up after I made the team, James Leornades walks up to me, and he's like, "Who are you?" and I'm like, "I'm Grant, I just made the team." And he's like, "Sweet man." Gave me a big hug and said, "Welcome."

BEN

Who is he? A coach or...

GRANT

James? He plays for the Ramps. Amazing line back.

BEN

So he was in the team?

GRANT

Yeah. He was in his junior year, so I'd already watched him play and perform and I knew probably all his stats and...

STEVE

I love the fact that Ben knows nothing about football. I actually think to me that's attractive, you know what I mean? I don't even want to come in here and talk about football because I don't like football. So when he was like, "Who is James Leornades?" I'm like that's kind of refreshing, you know what I mean?

BEN

I haven't had a TV in almost ten years now.

STEVE

That's nice, I don't want to talk about football anyway.

GRANT

But I think overcoming all that and going to see a full picture of, you know, I worked so hard to get there, and then you get there and it's almost like going behind the scenes at Disney World. Once you get back there you realized this is mechanical, this is this, this is how this actually works, this is where the TV spotlight go and you kind of see the whole production side of

STEVE

It's so real, isn't it?

GRANT

It's so real and it's amazing. And at the same time, through all that struggle to get there and to overcome that, to only realize on the other side that we're all people. These people that I looked up to when I think I was super young, at the end of the day you're still that person at the core. Again, back to insecurities, you have the same insecurities that I do, we're so like-minded. So what that does is, it takes the struggle and it maybe kind of change my outlook on struggleness where I think I struggled for a second to answer that initially because I don't look at it much like a struggle anymore. No matter what it is, again it's part of that process and whether it's making a football team and one of the biggest things that I compare struggles to with people and human growth and development is our relationships.

You know, you break up with somebody, you spend 2, 3, 4, 5 weeks maybe even longer on your couch, you wake up every morning you can't even breath when you wake up in the morning because that hurt so bad and you can't picture your life any other way. And flash forward a couple of months, in retrospect, it was a blessing in disguise one way or another because it led you to where you are now.

And one of the biggest things that everhappened to me was going through a bad break up and you know, a couple months down the road, I was looking back and like, "That was actually the best time of my life." Because I learned so much about myself, transfer that to the weight room, big adversity equals big growth. Transfer it to any other thing, you don't grow unless you have to overcome something.

BEN

I want to ask both of you guys this. Both of you have been around some of the best athletes ever in history of sport. What sets apart the guys who are absolutely world class? The guys who are outstanding. Obviously you're all, everyone in the locker rooms are excellent, right? They're amazing at what they do. Now what sets apart the guys that just take it to that whole different level?

STEVE

It's routine. I think it's the ritualistic lifestyle of having a plan and then consistently executing it. You know like I'd referenced Drew Breeze a few minutes ago but he's like 5 foot 11'. I mean he's got several NFL passing records, most touchdowns in a season and most passing yards in a season over a 10-year period.

BEN

What are you saying about somebody who is 5 foot 11' man?

STEVE

I'm just saying like when you're trying to pass the ball over people that are 6 foot 7' it's a little bit of a diversity. So just to watch his process, he's always consistently the first person in the building and always consistently the last person to leave the building. And I talk about, "I didn't have that much time or my genetics..." He has achieved triple what I achieved during my pro career. He's still playing and he had way more adversity physically to overcome being 5 foot 11'.

And not only did he make it into the NFL, he's been a premier performer franchise quarter back for probably almost 15 years now, but watching his process was so inspiring to me because I get impressed by people that achieve, but I want to learn more about them before I say I look up to them. When I say I look up to people, it doesn't necessarily mean I want to be like them but I look up to them for some character trait or some ritual they have or something that they do during the day on a consistent basis that I want to assimilate into my own routine.

And it could be something as simple as how they treat other people or could be how they train or how they eat or how they run their business, how they lead. And so me being able to have the opportunity to come down here and speak with you, yeah, well I learned different ways to get more out of my training, different things to get more out of my nutrition, yeah absolutely. But the other things I was really mostly looking forward to coming down here is you are where I want to be in a year from now. Will I be there? No, but that's my goal to be able to have a team around me, to help me level up my productivity.

So I'm not spending time you know, 6 hours answering Facebook messages, that's something that is super important to me but in order for me to move the needle and to continue to elevate my platform for impact, I can't hold on to the things that are holding me back. Like I love being able to interact with people on social media and answer their questions and send them a video reply back. They get a kick out of it and they remember that and that's really special to me because I don't feel deserving that that makes people feel special. So it's hard for me to let go of that in order to build something bigger to impact more people. I'd love to be able to impact people one-on-one, there's something just really intimate and special about that but to be able to have the impact that a Dr. Ross has or a Tony Robbins has, I know that I need to fight that urge to be special to one person, to build a platform to be special to thousands and maybe millions of people.

BEN

Sure, nice. What was it about Drew Breeze's process that got you most excited that you...

STEVE

The consistency. You know I actually wrote down this question while Grant was speaking and I wanted to ask both of you guys this question only to your question with a question. During your tenure of a professional and your time as a college pro-athlete, were you guys ever like disappointed when you experienced somebody else's process that you looked up to that you're like, you see their process and you're like, it's not that good, they don't work that hard. To me it was frustrating, I'm like, "I work so much harder than you work, why are you so much better than me?"

BEN

So I actually tell that story pretty often. When growing up in Canada, it was a blessing and a curse. That's often the irony of life, right? Sometimes your greatest blessing is your greatest curse and vice versa. And you know growing up in Canada you're under the impression that you're at a disadvantage, you don't have exposure to as many people, maybe you don't have access to certain things that people in the US do. And people get this in Europe all the time. You think you're at a disadvantage which is just not the truth.

STEVE

Makes you more unique.

BEN

Well, here's the reality. Being in Canada I was sheltered, I didn't get exposed to any pro-athletes, I didn't get exposed to any pro-football players, pro-bodybuilders or anything like that. I had some hockey players around but that's a different breed all together. So I had built my perception of what these athletes were in my mind and I had perceived them to be the most badass, hardworking motherfuckers on the planet. And I was like, "If I want to get there, I have to work as hard or harder than every one of them."

And that became my trademark. I just, everything I did, I crushed it. Like if someone came to the gym, I'm going to bury you, I don't care who you are. And I got to the point I had two training partners, one for the first hour, one for the second hour. That's the truth because that's what I believed it was going to take to get there. And then I moved to California, a year after graduating my university, graduating college, and I'm looking around and I'm like, "Where's all the guys who were training hard?"

And I'll take anything away from most professional bodybuilders but the reality is that, they don't train as hard as you'd think, they're not as committed dieterilly as you'd think, they just happen to be the guys who respond a little better. And that ended up being my greatest advantage. It was like that's all I needed. Like I just knew like...

STEVE

Because you had already developed the key. And that's your work ethic because that's going to make you, that made you successful in bodybuilding, it's making you successful as a leader of a company, and it's making you successful financially as an entrepreneur.

BEN

And looking back on it, I don't think that hard work, we talked about this too, the irony of hard work and maybe the paradox of hard work. I don't think that hard work is always the right solution, especially when you're going in the wrong direction.

STEVE

But when you master that, and you couple that with like the knowledge of what you were teaching me in the weight room, and I put it with my work ethic, I'm like, "I'm unstoppable."

BEN

Yeah. So, it's the analogy of you can swing the hammer harder, but if you're not hitting the nail in the head, you're just causing a whole bunch of fucking damage. So when someone comes along, he's a master carpenter and they teach you how to hit that nail on the head, all of a sudden, you're able to hit a lot more nails on the head. You can build your dream house, right?

STEVE

You get it done.

BEN

So that's the thing. It's like working hard for most people is not the solution yet. You got to learn to point your effort in the right direction. And I think to answer your question, I was at this point and a lot of guys, some guys I was very impressed with aspects of their preparation.

STEVE

Sure, missing pieces. And I feel like that's where I am. I'm a combination of the different friends I've had in my life like you and the different people I've had met off earlier, I take bits and pieces. I don't want to be the second best Ben Pakulski, I don't want to be the second best Michael Strayhan or Dr. Ross or Bejos Kulian and any of these other world influencers. I want to take two things about you, two things about that person and I want to systematically master them so then it becomes part of my own fabric.

BEN

Right. I guarantee you and I have a similar thought process on this is, we both join Creg Balentine and Bejos Kulian's mastermind (for those of you out there, it's an amazing mastermind). And the reason I joined, obviously they both have fantastically successful businesses, but Creg for me is the antithesis of me. He's the most organized human being...

STEVE

And Bejos just like me.

BEN

Right. So I'm like, if I surround myself with these guys and I learn more about their process, even if I take 20% of what the process entails, and that's how I became pro-bodybuilder ironically. I saw Marcus Rule, and he's an ex pro-bodybuilder, and I saw him literally signing autographs and he was sitting at a table signing pictures and he was resting his chin on his chest. His chest muscles were so developed, he was literally able to rest his chin on his chest!

And I sat there, I was probably 19 years old or 18 years old and I sat there with my mouth open like, "Holy shit! If I can build a fraction of that, I can be a professional bodybuilder." And same thing with Creg, I'm like, "if I just can get a fraction of what he's got as far as his scheduling and his organizational skills and his diligence, then I can be a really successful entrepreneur." So how better than to achieve those skills that you're desiring yourself?

STEVE

You are a very successful entrepreneur.

BEN

Well man, but like a fraction.

STEVE

There's levels.

BEN

Yeah, exactly. When you talk about Tony Robbins, you talk about Dr. Ross, those are levels we're aiming to. And you guys know I just spoke to Tony Robbins this weekend and I sat there as a student rather than a patient, if you understand that. I see him as a therapist.

STEVE

And not to interrupt you but I wanted to mention this because I think your listeners should know, you're even more like humble and authentic in real life than even what you are on your podcast because I listen to this, I've seen all of your YouTube videos. Like certified, I would say...

BEN

I'm sliding in my 50 under the table right now.

STEVE

Better make it a hundred, I'm not done yet. But to really kind of go all in on supporting you and watching all of your stuff about 6 months ago, because I discovered you're so much more than just a bodybuilder. And I don't want to speak poorly about bodybuilding in general but to me bodybuilding in general is very similar to the fitness industry. I know we share the same opinion that it's surface level.

And a lot of the bodybuilders that I've met and become friends with, the sad reality is like, I don't want to surround myself with them. They're high achievers, but there's so many things that they've been conditioned to do because of that industry, that makes them unattractive as a person that I want to surround myself with.

BEN

They're all attached to the end results.

STEVE

Right, it's a selfish industry but even more than being a selfish industry because I firmly believe like people don't want to hear this, listen to it right now, but in order for you to become the best in the world at anything, an entrepreneur, as a father, as a husband, anything, any achievement to become the best in the world you're going to have some degree of selfishness because there's a lot of work that needs to be done in order to become the best in the world at something.

So you have to be constantly obsessed with: what can I be doing right now to help me get closer to my goal? So you're constantly thinking about yourself. And that can be a good thing if you're thinking, how can I improve myself to be more kind, how can I improve myself to be more thoughtful to other people or what can I do right now to support one of my friends? There's a balance of it but there definitely must be a degree of selfishness and that's why a lot of complaints and excuses that people make, that I just don't have the time.

I guarantee you all I can help you find the time; unplug your TV, put your phone down. How much time do you think you spend on social media during the day? That's my business. That's like the way that I'm able to bridge the gap between myself and whose lives I don't want to touch. But in order to do that, I have to invest time into it.

BEN

It's the myth of balance, right? It's like, "You have to achieve balance." And you know as a successful person in anything, you can't be balanced. And that was the callas from you're retiring from bodybuilding. It's like, "I can't be the best bodybuilder in the world and have three kids and have a business and still have a wife who doesn't want to kick me in the nuts! Like that's just the bottom line.

So something had to give and for me, I had nothing left to prove in bodybuilding like yourself in football. Like, "I did it all, what else am I going to do? Win a couple more Superbowl? Awesome. But I already did it. It's not going to make me feel any better." That's exactly it. It's the myth of balance and unfortunately that's the reality. So speaking to what you said, Creg Balentine, not to bring his name up again, he's the guy who taught me to create the not to do list. And that to me is the most simple, most profound thing in the world. You talked about being selfish, well, I find that yes time is extremely valuable and extremely scarce, but when you start creating those lists of like I don't do that and that, freedom, like you get so much time from not doing all the BS that you probably shouldn't be doing anyway.

So for all of our listeners out there, I did an episode with Creg a couple of months back now and he's also got 'A Perfect Day Formula' book which everyone should read because it's awesome.

I interrupt this podcast to tell you guys a little bit about something I have been working on for the last two and a half, almost three years now, you guys know that I am an advocate of the process of muscle building and I've literally have been working day and night in my gym with my staff on mastering this process and trying to find the things that we identify to be the common denominators in what makes people successful and what makes them fail at this muscle building endeavor.

And we believe that we have uncovered the master key to mastering your body and this week, we're going to be launching it on MI40 Nation's site. So if you have ever been into a gym and you've made an attempt to build muscle or lose fat and you've ever made an excuse about why you can't do it, you're losing all of your power, you're losing all of your ownership and we want to give it back to you. We want you to realize that it is all in the process. It doesn't necessarily require you having to work harder, it requires you to work smarter and implement a few small steps into what you're already doing to maximize results.

So if you guys are interested in that and you want to check that out, I want you to go to www.hypertrophyexecutionmastery.com, or check out the show notes at www.benpakulski.com/podcasts, and the show notes are for Steve Weatherford Podcast. I hope you enjoy. There'll be lots about this on my social media. So you can find us at the Muscle Experts on Instagram or you can also find me on Facebook and Instagram and check that out because you guys do not want to miss this.

I'm going to talk about your day to day routines because everyone's going to love hearing about how the hell you stay in such great shape and balance family and balance business, and you talk about habits. And habits of being, for those of you guys who have never seen Steve before, he walks around at 5% body fat and Grant walks around at 8%. Sorry Grant, had to throw you under the bus!

STEVE

He's pretty stronger than I am though.

BEN

Regardless, like that's not a fucking easy thing to do for anybody. Like you know you pay attention to a lot of this stuff and it's not just 'hard work'. What are the habits that you think are most necessary to create success in your physical appearance, in the way you look and feel?

GRANT

I think it starts with the mental conditioning just like anything else. Actually the last thing I do before I go to bed is I would write my morning motivation. And the reason, I would say this is my number one ritualistic routine for not success but prosperity. To me prosperity is a combination of love, fulfillment, financial freedom and impact. Your definition of prosperity is going to be different than mine, it's going to be different than the people that are listening to this right now. But I write down my morning motivation, for example my morning motivation this morning looking through my book...

BEN

That's pretty awesome you got it there. Good for you man!

GRANT

It is, Monday morning November 13th 2017, in order to become the 1%, you must do what the 99% won't. Old ways won't open new doors. If you want more, do more. So it's just something that...

BEN

Is that something that came out of your brain or is that something that you...

GRANT

Bits and pieces from everywhere. You know like some of them I might just write a quote that's from Mohammed Ali or I might think of something and then write it down. But that routine that I have for myself of writing that down before I go to bed, it's the last thing that I do. I would write that down and I would read it in the same way when we were kids and we watched the scary movie then we go to bed, we were going to have nightmares.

So I'm manifesting this thought into my life by reading it before going to bed and then the first thing I do when I wake up is, I read it again. So that is reinforcing the purpose that I have for the day, the mindset that I have for the day, and at the end of the day, that's why I call it the morning motivation because I want my mind subconsciously to manifest on that so then I wake up in the morning, I'm not thinking about what my mission or my purpose is high level, because I've been thinking about it all night and I'm reminding myself in the morning.

STEVE

I would say you want to talk about routine, I don't want to talk about anything else but my mindset because that's where it all begins. So when I have my directions for the day, and I'm waking up with gratitude for just waking up, it doesn't matter what adversity you hit during the day, you're going to be able to handle it infinitely more efficiently when you come from a place of gratitude and thankfulness.

Like example, you get a flat tyre on your way to the gym, or on your way to a meeting and you're going to be late, and your schedule for the whole day is screwed up because you mapped out every 30 minutes of your day for 14 hours and now this tyre is going to slow you down 30 minutes. It's going to screw everything else up. That can be really overwhelming and depressing that you spent an hour and a half creating your schedule for the day.

But when you come from a place of gratitude and thankfulness you're like, "Okay, I've got a flat tyre, I'm thankful that I have a freaking tyre that I have in the car and attached to that tyre, I have enough money to be able to buy another tyre." Or the fact that, "This could have sucked a whole lot worse, at least I'm around where a gas station is or etcetera. So when you come from a place of gratitude and thankfulness, you're able to handle those things a whole lot better because you're not focusing on the negative, you're focusing on the things that you do have and you just need to make them better.

BEN

I think when you're grateful for your body, you're grateful for your life, your likelihood of eating shit or junk food is zero. And so much less to crease because you have such an appreciation for your body and for how much work you put in. Dude, the attitude of gratitude is everything man. I love that you brought that up. Grant what's your thing man? What's your...

STEVE

He's got a good routine too.

GRANT

I can't say I've done this for a really long time but I'd say it's probably 3 or 4 months ago. I started noticing all the time I was late to everything. I was always late and it wasn't because I just didn't care, it was because I was spending all my time like trying to get as much of the next thing done thinking I'd free my time later on in the day. And what I realized is I was just spinning my wheels and when I got to the end of the day I was like, "Where did the day go?" like I haven't achieved half of the stuff I thought I was going to do. I've let 5 people down because I was late and I wasn't able to respect their time essentially.

And in my head I was always justifying it because you know, taking it back to a certain level of that, you have to be selfish. But it's not that I was being selfish, I wasn't being efficient. So what I started doing is writing my entire next day down to the 15 minutes increments. Literally starting at 03:00 A.M, not that I wake up everyday at 03:00 A.M, but from 03:00 A.M all the way to 02:45 A.M...

BEN

Scheduling REM sleep.

GRANT

Yeah. Well, scheduling literally everything. So kind of going back to what you said is, when I started doing that, I started cutting out the unnecessary bullshit that I just don't need to have occupy my day. So I would fill in the constance that I always have. No matter when I'm going to eat my meals every day. So there's the health aspect of it. I know I'm going to go to the gym and train every day, so I know that's always going to be about 90 minutes, so I know I need a lot of that time there. So you fill all those out and from there instead of going on to the things I want to do every day, I went in to the goals that I had. What was my goal to achieve every day?

And I started realizing that micro-goals would completely outweigh the macro-goals. And you want to talk about business, entrepreneurship in the gym, everyone focuses that end goal instead of the process which is the micro-goals. And you're never going to get to that end result if you don't stop and enjoy and capitalize on those small micro-goals along the way. Two faults: one, you're not going to actually achieve them; and two, you're never going to be able to give yourself the praise that you actually do need along the way and say, "I am achieving something, I am doing this the right way. I achieved this today because..." you end up feeling like a failure if you don't achieve that goal you have for a year from now, for the next 12 months.

You don't have anything each month to say, "Okay, I'm moving towards it." You just see that you're not there yet. So I started doing that and then if I do have free time in the day, you know, a big thing to me and Steve is family. It's huge. I have no desire to achieve all the things I want in life...

BEN

By yourself.

GRANT

And get to the top and not have anyone to share it with.

BEN

Good for you man. That's awesome. I know everyone is going to be pissed off at me if I don't bring up evening routines and nutritional habits. So I want to go there for each of you guys.

STEVE

For me, the evening routines, I failed here.

BEN

You're not a sleeper?

STEVE

I'm not a sleeper from my whole standpoint but from a consistent presence from my family, I'm not what I want to be right now because you know, we were talking about balance right now. The reason that I went to Grant and wanted him to be part of my team is, I wanted to continue to move the needle and grow and scale our platform for impact and I was willing to make a financial commitment to him to be able to accomplish this because I'm noticing my kids getting older and I'm noticing that my impact on other people's lives is certainly growing and my brand is growing and my business is growing and my income is growing and my freedom is growing, but not my true freedom.

Like my financial freedom, I can go buy whatever I want or live where I want or take vacations whenever I want, but I want the freedom of, you know what, from 05:00 o'clock to 07:30 every single day, I'm going to be with my family. I'm not going to touch my phone, I don't want to be reached. That is the time that I want to time block for my family. I don't want to spend time with them, I want to invest time with them. If I'm invested in my family, that means there's no phones, no TVs, if we're playing candy lane on the floor, that's investing time because I'm nurturing the relationship that I have with my three daughters or my son or my wife or my good friends like Grant.

The return on that investment is growing a deeper relationship with them and actually getting to know them better versus, "I'm going to be at home from 05:00 o'clock to 07:30 but if you guys need me and you know you're my employees, call me." I want to get to where they know from 05:00 o'clock to 07:30, don't even bother because I'm investing in what's truly important. I'm trying to keep the main thing the main thing, and I'd say a constant struggle for me because the greatest impact I'll ever have in this lifetime is in my family. And that's really important to me but I constantly have to fight the urge to be present for other people while I skill my mission.

But be present for my wife and for my kids. It's a struggle that I'm losing right now. But I'm vigilant of it and I'm self-aware to the fact that there is an adequacy as far as I'm concerned for my fulfillment and my role that I have as a leader in my family.

BEN

I do the same thing 05:00 to 08:00 every day and it's funny last night, because here is what matters is because last night we sat down on the floor, literally in the living room and we played a game of monopoly on the floor and you start to realize that your character traits are either going to be coming through in your kids or not. And if they're developing other character traits that aren't maybe consistent with your beliefs or maybe there's something that makes you unhappy, it's not their fault, it's yours, you're not present.

And I noticed yesterday my son was literally just lying about what was happening. He refused to like pay when he landed on someone else's property. So it's so obscure but I was like, "Gosh how did he pick this up?" obviously it tells me he's spending more time with someone than me. Someone else. Maybe it's a teacher, maybe it's a kid at school or whatever it is. But I need to spend more time with him to make him realize like, "Hey man, you need to..."

STEVE

Is it more time or is it being more present?

BEN

No, there's such a thing. When I'm there my phone is off, like, I'm present. But we don't always get time like in diversity of interactions. So when him and I are together, we're either in the pool, we're playing catch, we're playing dodge ball or we're playing hockey or something. So it's always like sport. So he's competitive, it's always a little bit rough or wrestling or running or going for a walk. It's always very physical. There isn't a lot like mental interaction.

Like we read together every night but a diverse type of interaction so that he gets to see how I act in different scenarios or how he should act in different scenarios. Like so maybe someone has been influencing him in this particular area. He has this desire to lie and I was like, "Hey man, I don't understand." And most parents would get mad like, "Why are you lying? You're not a liar." But I'm like no, this is my limitation as a dad that I haven't spent enough time interacting in those places. Speaking of that, I'm in the exact same place you are. Just two or three hours a day is not a lot when you're breaking down the big picture, you know.

STEVE

Yeah man, if you do that every week day, I mean that's really, if I do two hours every day, that's only ten hours. They deserve that and for me, it's funny that you said the time that you're spending with your kids is fun time and you're enjoying going on walks or playing basketball or doing physical things. I'm the opposite, because I know that I'm not investing enough time and especially with my son, I feel the time that I do spend with him, I'm always like mentally or physically coaching him instead of I need to have more time where it's just like, "Let's just go swim, let's just go have fun." Because I know the time that I have with him is really limited and I want to help him become the man.

BEN

He's older though, right?

STEVE

He's going to be 9 in like a week, he'll be 10 in a week. So he's the oldest and I'm constantly trying to help mold him instead of just...just spending time with him. Like he misses, from a father's standpoint, he misses just fun time. Just fooling around. Because all the time that I spend with him I see so much potential in him and I see so much of myself in him. Like he's got extreme ADHD but he's such a kind person and I pride in that myself as well. And he's very athletic. And so he's got all the things that are innately either developed in myself or just something that genetically I have, a predisposition to being happy. He's got those things.

So I spend too much time coaching him instead of being his friend a little bit more. And just having fun. I understand as a father I'm not supposed to be your friend, I'm supposed to be your teacher and the leader of the family, but I do that 90% of the time and then there's the 10% of the time it's just like, "Let's go ride our bikes."

BEN

Grant, I believe you too, as Steve said are in the 1% compared to the 99%. What's some of the life hacks (to use a common term these days), that you think sets you apart from everybody else and allows you to live that physical life that is ahead of 99% of the population in the world?

GRANT

I think the biggest thing is figuring out whatever works for you. I could take advice from you, I could take your tips, your ideas, your concepts, but those might not be perfect for me. But I can take little bits and pieces...

BEN

Yes they would, Grant.

GRANT

But everybody is different, through the program that just came out, the biggest thing about it is, it doesn't matter if you like to get on a treadmill, if you like to go hiking, if you like to jump on your bed, if you like to jump on a trampoline, or just do straight cardio all day every day. You got to make it work for you because that's the best plan that's going to work. So nutritionally for me, one of my big things is that I was a cook when I was really young. I started cooking at a restaurant, it was really bizarre how that happened...

STEVE

He's a wonderful cook.

GRANT

That went on for 6 years and I learnt a lot of really incredible things. At the time it wasn't important to me. I didn't think nutritional wise about that, I was 10 to 16 years old. But now, within the last couple of years, I learnt how to start taking essential like meals that I love to eat like chicken parmajan, my favorite thing. But how can I take that and make it into something healthy? How can I manipulate something that isn't necessarily right for me, but make it for my lifestyle?

And you do that and you realize that this whole fitness thing, it doesn't have to be a grind every day. It's enjoyable, you just have to figure how to make it enjoyable to your life. As opposes to, "Man they said that I have to wake up, I have to go be a lion in the gym. I have to be a beast and the animal. The A unicorn." Be something totally different, be outlandish, stand apart from everybody else and be your own thing and don't be afraid of it.

BEN

So dude, I love that you said that because one of the things that I teach, and this is kind of a recent teaching, a recent realization from me as we spoke about in the gym today, athletes are always attached to the external result, the external stimulus; I need to run faster, I need to jump higher, I need to lift more weight. As someone who is trying to improve their body, our focus needs to be what's the internal response we're getting, right? The internal result.

So when you talk about cardio, when you talk about any type of exercise really, how people are trying to do and people don't realize this, what you're trying to do is create a certain internal response. Whether it be cross fit, cattle bells, TRX, jogging, running, lifting weights, you're just trying to create a very specific internal environment to get a result, right? So what's your desired objective? I'm trying to lose body fat, I'm trying to build muscle, that's a very specific internal environment you're trying to create.

So, so many people are attached to the external vehicle when they should be more attached to the internal response. And it's such a simple concept, that it doesn't fucking matter if you doing a cattle bell or if you're doing a tread mill or you're doing a keep up, it's what internal response you're trying to elicit. So am I trying to a neurological or a strength response to make me faster or stronger? Am I trying to elicit a hypertrophy response to make my muscles bigger? Am I trying to elicit a metabolic or a fast fat loss response? Which one is it? And forget about the external vehicle man, just attach to the internal mechanism. That's so simple.

But like when you break it down for people like that, they're like, "Oh! That's really easy." It doesn't matter, right? And I love that you said, just about what makes you happy. Because ultimately, if you're on the tread mill and you're fucking pissed off, it's going to be a way different internal environment than if you're outside swinging a cattle bell and you're happy about it. Like that's what you love doing.

So attaching yourself to, I really like this, I know I'm just trying to create this internal response, so who really cares what the vehicle is as long as it makes me happy. Because that's so important, right? Because if you're stressed out, cortisol is up, it doesn't matter if you're spending an hour on the tread mill, because your internal response is going to be different, right?

GRANT

I think so much of that goes back to everything we've been talking about is, the number one thing that I think that everybody needs to do in every aspect of their life, and this is just my opinion but, define what your goal is and half the problem is when you don't define what you goal is, you're kind of like trying to achieve a destination without a map. And you don't know your exact process for how you want to get there, you just know you want to get there and that's great.

Having a goal is awesome but unless you truly define it, you don't know what you're going to do to get there. For instance, guys come up to me in the gym sometimes and they're like, "Man I need to gain weight." Why do you need to gain weight? "Because I want to gain muscle." So why do you have to gain weight? If you're just going to put on sloppy weight, that doesn't equate the muscle. It doesn't mean you're going to be stronger. So let's figure out what your goal is and the smartest and most efficient way. Let's work smarter instead of harder to achieve your goals.

BEN

Isn't that the amazing thing? And the reality is, most people flip flop or they have conflicting goals. Like, "I want to gain muscle and I want to lose fat and learn how to do cross fit." Like all these list of things, but the way that you guys became great at what you do is, you mastered something. Like, "Hey, I'm going to be the best football player that I can be." And that was your exclusive goal and that's how you become good at something.

Just master it, right? How many guys do you know and you guys run into this every day, it's like one week, guy wants to build as much muscle as possible. Then he starts gaining a little bit of weight and he goes, "Fuck this. I got to lose some body fat because I got to go to this party this weekend or something." Like you said, people are just always shifting their goals and they don't have a clear enough end result in line so it shifts you know, from this to that.

STEVE

Yeah. I think that a lot of the times we've been talking about setting goals, chasing goals, achieving goals and I think that the number one dream killer is, you know, we talk about find something that you love. But even when you're doing something you love and you're passionate about and you think you're living in your purpose, you still have to get outside of your comfort zone. Like it's not just do something that you love and you're going to be successful, it's find what you love because getting outside of your comfort zone and growing is going to be so much easier and more enjoyable when it's something that you love.

Because in order to become the best at it, you're going to have to do it over and over again and then you're going to have to recalibrate and keep doing it over again and you're never going to master it. Like you said, you guys have perfected this or mastered this craft, I haven't mastered anything, but I have mastered the process. I know exactly what is required for achievement: identifying your vision, creating micro-goals you know, detailing out a plan and in the last step is just executing it.

And that's where 90% of people are going to fail in making their dream their everyday reality because everybody can identify what their dream is, and everybody can send a couple goals on the way to achieving that dream and you can get help creating your plan, but there's nowhere to hide in executing. You can't hire people to pay the price for you.

BEN

I love that you brought that up because you said you think everybody knows what their dream is and I don't actually think that's true. I meet tons of people who say, "I don't know how to find out what I really want to do." How do I find out what my passion is? And that's true, that's kind of not really in our will house because I just knew I wanted to do that.

STEVE

We're living in our purpose right now.

BEN

Yeah. And I think for me, I kind of came to the realization that for most people, you have to see the obstacles, you have to see the biggest challenges and the ones that seem like the smallest amount of work, the ones that you actually enjoy suffering through, become your passion. Like you're like, "oh fuck! That really wasn't that bad. I actually really enjoyed that suffering. Maybe that's what I love to do." Until you really learn to suffer, you'll never find your true passion. And so many people go through life unfortunately just never finding it because they never put themselves in that place to learn.

STEVE

They're scared to take risks though. As cliché as that sounds.

BEN

If you do something and it sucks and you hate it, don't fucking do it again. If you do something and it sucks and you're like, "I kind of like that. Like it kind of made me feel really good." well maybe that's a hint right?

STEVE

And that's one of the reasons that I've become as involved in the different communities that I've lived in and different NFL cities, the number one place has been New Jersey in New York because I've been there for ten years. And so developing the different things through my foundation to become not a part of the community but become entrenched in the community and really like give myself as a servant to other people in that community. Whether that's taking kids shoe shopping, they can't afford shoes before schools go back into swing or identifying high school seniors that can't afford to go to their senior prom and taking care of tuxedos and hairs and nails and limos and dinner. But then I actually get to go to the prom!

So I've done several things like that and it costs money and it costs time. But to be able to do that and then know that because of my hard work and the financial blessings that I've earned through hard work and sacrifice, I may be able to kind of take those financial blessings and utilize them to give a 17 year old or 18 year old girl that might have low self-esteem and come from a rough upbringing, maybe she's adopted or maybe her parents have drug issues or whatever the case may be, she's got it raw. And for me to be able to take the hard work and the financial blessings in my life and not only let her know that she matters and give her a night to be beautiful, you'll never have another opportunity to experience the senior prom and that's the combination of all your childhood friendships and all the adversities that you've gone through up until that point.

And this is the last kind of hurrah, for you to launch yourself into adulthood. And for some of these young women or men to not experience that because of something in their life that they had no control over, breaks my heart. And so I've been to like, I think this year would be my fifteenth prom, and it gets better every year. The older I get, the more fun prom becomes because if the principal comes up to me and tells me to stop dancing on the table, but dude, I can do what I want. I'm probably older than you!

BEN

I love that you're doing that man. So part of my supplement line that you guys know I am launching is, a dollar of every product sale is going to go to help underprivileged kids because ultimately, life for me is, I want to make money but money for me is not the biggest triumph. In fact, I don't need to make hundreds of millions or billions of dollars for me. Like for what? Like what do I need? But what motivates me is like I want to be able to help all these...

STEVE

There's a lot of people in the universe.

BEN

Yeah, I want to help kids who are under privileged or maybe kids that are sick and we both had very blessed up bringings, I came from a very middle class, lower middle class, maybe middle class family but I still had everything that I ever wanted. I still got to play sport, I still...there's nothing to complain about. But there's kids out there that don't and now that I have my own kids, I couldn't imagine not having a meal or not having shoes or not having the opportunity to go to school or play sports. So that to me is my motivation. So I love that you brought that up and man, Armageddon! And 30 day metabolic reset, tell people about that.

STEVE

Honestly the first thing I did after retiring from a 10 year NFL career, at the end of every NFL season, I would kind of self-scout myself, the same way you would have a bodybuilding competition and after you're done with the bodybuilding competition, you get the opinion of the people that you value but you would also watch the video to optimize your posing routine, analyze your body and try to identify a weakness and improve it for the next show.

It's the same way I would. As a football player, I would watch the games on Monday morning and figure out what I did right and reinforce that and try to burn it into my brain. But then identify what I did poorly, figure out why I did it poorly and try to improve it for the next game that's coming up in six days. I would do that at the end of every season. Review the goals that I had for the season or review whether or not I achieved them and if I did, a great job, now let's set some new goals. And if I didn't, identify the genesis, the reason that I did not achieve them.

And so after I finished my tenth season, I reviewed goals, lifetime goals, season goals, athletic goals and every single goal that I wrote down for myself for the next calendar year. Not one of those had anything to do with football. And so I was kind of blown away because that had always been part of my goals. You know, achievement in athletics. So I looked at my wife and you know, we met with our financial planner. I'm like, "Can I retire?" and they're like, "Theoretically yes but you're going to make \$ 2.2 million next year, why would you walk away from 5 months of work?" I'm like, "Because I don't think that \$2.2 million is going to enrich my life as much as me starting to pursue my true passion in life and the legacy that I want to build."

And it's kind of like the old biblical parable, God blesses three different people with X amount of skills. If you bury your gifts in the ground and don't share them with people and don't develop them, they're going to rot and they're going to go away. But for somebody that's given gifts and he nurtures them and develops them into skills and uses those skills to bless other people, the same way I feel as if I've taken my NFL career and blessed other people philanthropically or maybe it's just social media, like blessing people with my time and attention and letting them know that there's somebody out there that truly does want them to win.

When you do that, life has so much more meaning and it's not the car you drive, the watch you have on the wrist, the square footage of your home or the friends that you have, it's things that you can't see that mean so much more. The impact that you have on somebody else's life, you impact so many people that you don't even know. Like you had no idea that your social media content or your YouTube videos or your podcast impacted my life. You had no idea who I was. You had never even heard of me but that's cool.

Because that reminds me I might be impacting somebody that I've never met before and I'm drawing him into my ecosystem, not because of football achievements, but rather, the way that I attack. You know, my inadequacies, my weakness and also the way that I'm able to kind of be vulnerable and share those failures on social media because it's really for people to look at you or Grant or myself or any other people that are on Instagram or social media, and you're only seeing the highlights of their life. It's the Instagramification.

It's a word that you said about 5 or 6 days ago when we were on the phone and I'm like, I'm definitely going to use that because social media has become such a staple for people. They spend more time and attention into social media than they do developing relationships in their own lives. Because they want to see what other people are doing in their own life, so that's another balance fight that I have because I'm not constantly comparing myself to other people, but I am constantly looking what other people are doing, and then without me really knowing it, I'm comparing that to what I'm currently doing and I feel like they're doing so much more. You know, they are impacting so many more people.

So I guess it's a good way of comparing, but at the same time I need to stay in my own lane and I need to focus on me. Because more than likely what I'm seeing on Instagram, is like the highlight of their month or day...

BEN

I think when you're grateful for your body, you're grateful for your life, your likelihood of eating shit or junk food is zero. And so much less to create because you have such an appreciation for your body and for how much work you put in. Dude, the attitude of gratitude is everything man. I love that you brought that up. Grant what's your thing man? What's your...

STEVE

And some of the stuff is not even real. It's like photoshopped 50 different ways and the lighting is perfect and you're like, "You're so lean or he does this or he does that." He doesn't look like that all the time.

BEN

So it's giving people unreasonable expectations of what's possible.

STEVE

And that's what is killing this industry, the fitness industry is a joke.

BEN

I completely agree with you. So all we're trying to do, three of us in this room collectively, we're trying to empower men and women with a simple process and with some inspiration and motivation to take control of their lives.

STEVE

I feel like that's my true value that I can give people. It's not a training program. Yeah, I feel really confident in the training programs, because I don't ever create a training program that I don't go through myself or I didn't develop myself, but at the end of the day, I know that that training program is going to give them the plan that they need and their vision if they're purchasing a program or coming to my members' website, their vision is to become better. You know, more fit, leaner, stronger, more well-rounded, more athletic.

That's how I attract them. But the real value that I feel that I can give people that they can't get in many other places is the mindset, the mentality, the thankfulness, the ability to control your perspective. And then once they apply those into their lives, training programs like what do you do when you're in the gym is not as nearly important as how you live your life when you leave the gym.

BEN

I'll tell you what, from my external perspective of you just being a good person, so you may have experienced this too. So growing up for me, and I'm not taking anything away from professional bodybuilding. It's not like a huge thing. But the reality is, I didn't feel like I had a good role model in bodybuilding. Everybody is very hard, everybody is very angry, everybody is you know, however they happen to be. And I didn't have a good role model.

So for people to look up at you as an ex NFL player or as a guy who is currently fit, awesome shape, who has a great family, who always has a smile on his face, always has a positive outlook, that in itself shifts the paradigms of millions and millions of men around the world and gives them someone to look up to. So please keep doing it, both of you guys, because that to me, honestly from my external perspective, teaching people about muscles is cool, that's going to get their first attention like you said.

But giving people a positive role model is so much more impactful than you realize, even for me. So I'm grateful man. Thank you.

STEVE

I appreciate you and it's not your achievements that you've talked about earlier, like the more layers of Ben that I pull back, the more I want more people to know about you. Not like I want to come on to your podcast, like I want to know how I can further support you and elevate you because I truly believe in what you do, what you say, how you operate and your integrity and your character.

And you're talking about, the kind words that you just said to Grant and myself. I had two phone calls in the past four days that really kind of almost shocked me. I had text messages that I got from Andy Forsela, the motherfucking CEO on First Form and he just said such insanely kind things to say about me as a person, not like, "Hey, congratulations on the muscle fitness cover or congratulations on this." but really the conversation that we had was the day before you called me and we hammered our plans for here but the compliments that he gave me and the encouragement that the way that I'm doing things, not what I'm doing, but the way that I am pursuing my goals, he said like, "Don't ever change because people in this industry aren't doing it the right way and they're winning. But you're doing it the right way and you're winning. So keep doing that because you're a unicorn."

Which to me, I actually wrote that down earlier because you had said something on Grant and I and you can see on my phone, I have a pink unicorn on the case of my phone. And the reason I do that is just a constant reminder that how many unicorns you know are around? Unicorns are rare, unicorns are not something that you see every day. They're special. That's what I want to be. I don't want to be a beast, I don't want to be a savage, I want to be a freaking unicorn! There's lots of beasts and lots of savages. How many unicorns do you know out there? Men are never going to refer to themselves as a unicorn because that's not tough, it's not strong, it's not alpha. It's special. I want to be special, I don't want to be alpha.

BEN

I like it. Alright gents, I really appreciate your time. I hope everybody loved this. What's the Instagram handle or website people can find you at?

STEVE

@Weatherford5 for Twitter, for Snapchat, for Instagram. My Facebook is, I think it's www.facebook.com/officialsteveweatherford, and then same thing on YouTube. If anybody out there listening right now has any questions, it could be about anything we spoke about today or it could be something that you're just wondering in general and you've never heard of me before, ask them. Send me a direct message on Instagram because that's truly something that I really enjoy is that one on one interaction and I'm still very involved in doing that. And it's special to me. So that I feel it's an honor and a privilege for somebody to think highly of me enough to take the time and attention required to ask a question. And that's the reason that Grant and I work together because we share the same ideals, the same vision, the same purpose and he's one of the hardest workers I know.



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BEN

Sweet. So I'm linking all that stuff in the show notes at www.benpakulski.com/podcasts, and Steve is also going to give you guys a discount to his membership site which is the 30-Day metabolic reset program where he literally gets in there, him and Grant get in there and do all the programs literally one by one.

STEVE

We're going to film a couple more exercises...

BEN

Which is ridiculous and we're very grateful for what you guys do. So boys, thank you very much for your time and all that you're doing. Hey, I hope you enjoyed that podcast, thank you very much for listening. Head over to iTunes right now and leave me a review. Let me know if you loved it, let me know if you absolutely hated it. Either way, I need to know so I can improve my job, and bring you guys at the best information with respect to muscle building, health optimization, and building a better person – building a better man.

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