

THE
24
HOUR
RESET

JONNY STOFKO

INTRODUCTION

IT'S ABOUT TIME

A while ago on my podcast I had the privilege of interviewing author Robert Greene. He features in a chapter of my first book but this has nothing to do with that and everything to do with his fixation on 'Life Mastery'. Robert was so infatuated with the idea of human potential that he wrote a book all about it, aptly called *Mastery*.

Here's a little secret about the book writing process: most writers will attest that throughout the journey of writing a book one will experience many different emotions. None of them more frustrating than what I call the ever encompassing, 'Doubt Phase'. This occurs when you're nearly finished with a project and start sharing concepts with people in your circle. It's always the ones you respect the most who give you the harshest feedback. Don't get me wrong, when you find these people, cherish them; brutal honesty is always worth more than the protection of one's ego.

What started out as a book and guide on "body transformations" quickly took a turn when I received an email I was waiting for

in relation to “feedback”. I sent the manuscript out to roughly ten of my peers and colleagues. One of the common questions I kept receiving forced me to change my entire angle and stance. The response(s) simply stated: And then what? Where’s the value if I’m not willing to change?

I thought to myself, *Damn, they’re right*. Now this message is only for gym goers; it’s basic. It alienates an entire population who’ve never stepped inside of a gym. I told myself, *These are the people I want to help. How can I make this work for people who don’t go to the gym?*

I was frustrated. I’d thrown nearly three months of my life down the drain working on this project, figuratively speaking. I walked away from it for almost five months, and it wasn’t until I revisited my old friend Robert’s book *Mastery* that, it hit me like a lightning bolt; this book wasn’t going to tell the story of how others transformed their bodies and minds, it was going to tell the story about how *you* can transform your body and mind. The vision became clear. In this book I will teach you my systems and habits that are applied within the home, not outside of it. Practical daily actions myself and my clients implement every morning.

I started doing math. What math you ask? Robert’s math and every other scholar out there who has tackled the subject of life mastery and expertise. In *Outliers*² Gladwell says the only way to truly master your craft is by expending 10,000 hours or more honing and developing it. True story, I pulled out my calculator and notes. Thank God, I’m a bit of a packrat when it comes to my journals. Since 2015, I’ve written down

2 Gladwell, 2008, p. 40.

every single one of my private one-on-one coaching sessions complete with the date, the client's name, their goals and their programming. I have four thick journals filled from front to back complete with all the data that I was looking to self-verify myself with.

What does 'Self-Verify' mean? I'll help you out. Self-Verifying is something I do when I'm asked to give my expert opinion. I ask myself, 'Are my qualifications strong enough to honestly give a complete and valuable stance on the topic?' For instance, if I'm thrust into a heated online debate involving upcoming boxing matches or the next big MMA fight of course I'm jumping in; combat sports are my bread and butter. I've watched every UFC fight since '93 and my boxing intellect dates to the Sugar Ray Leonard era. Now, if I'm asked to give my stance on the upcoming political elections I will humbly always decline. My father raised me to never engage in public debates involving religion or politics. I can't honestly tell you I always listen to his advice, but I do my best.

Back to the data. I started tallying my total sessions each week along with the time spent outside of the session that I used to create each client's individual training program. I added up the workshops I'd completed, along with the total amount of hours I spent lecturing and teaching. It's funny to be writing this, trying to reconstruct the story and attach the humorous emotions I was going through. I was thinking to myself, please be 10,000 hours. As if it were under the mark, I wouldn't be qualified to write my own book? It's funny the mental games we play with ourselves.

The numbers panned out as follows: I broke down the six years I've spent coaching in Australia into weeks, months, then years.

I spent 36 hours a week with clients plus another 18 hours of programming. That's 54 hours a week or 216 hours a month or 2,592 hours a year. Now multiply that by 6 and voila! I totalled 15,552 hours. I made it! By the way, even if this only equated to 8,000 hours, I would have still written this book—I just wouldn't have been so confident about my systems and approach.

A few more things before we get into this book: I'm a very passionate person and I'm unapologetic about it. I've lost friends because of it, and in recent years I've somewhat isolated myself. I have never shaken the feeling of frustration and confusion surrounding my own purpose. I spent years crying at night, praying to forces I probably didn't even believe in to send me the answers I was desperately searching for.

My younger years were spent excelling at everything (I'm not bragging here; I'm simply painting the picture so you can understand my path and hopefully empathise with my frustrations). As a young boy and teenager, school and sports came easy to me. I studied, but not as much as I could've, and I still got all As on my report cards. I excelled at every sport. I would often get embarrassed when my parents would brag about me to their friends. We had a small shrine in my house of trophies I'd won and paper clippings from local newspapers who'd featured me. The only validation I sought was the admiration from my performances on the field or in the classroom. I was a kid who was told by my parents and coaches I'd always be a ballplayer and I loved that. I believed it too.

What happens when reality sets in? When you realise, you're average, that you're not good enough to be a professional athlete? Well, in my case, I turned from a carefree teenager to a stressed out self-medicated young adult. This was where my longing for

purpose began. I spent my twenties, an entire decade, wishing for a sign or direction. I had no idea what I was supposed to be doing, and with sports removed from my life I was left without an identity. I was left searching for answers to questions like, What the hell am I even good at?

These were trying times, but I wouldn't trade them for anything in the world. When I tell you I'm passionate about coaching, this is what I mean. The day I coached my first client, I knew this was what I was going to do for the rest of my life. I was going to help people.

WHAT IS A HABIT?

Habit: NOUN: a settled or regular tendency or practice, especially one that is hard to give up.

'You are what you repeatedly do. Excellence is not an event; it is a habit'.

— Aristotle³

Let's clarify something. This isn't a business course or a "how to get rich quick" seminar. I'm not selling you anything, and I'm not telling you I have the "secret knowledge" that's going to miraculously change your life. I don't believe in bullshit. I'm not a fan of schemes, fads, trends and gimmicks. I don't possess any supernatural powers. I'm not going to yell at you and tell you to hustle.

I'm frustrated. I'm sad and I feel defeated. My emotions are a derivative of the countless number of friends, family, and colleagues I've lost to multiple chronic lifestyle diseases, all within the last few years. Lives that could have been saved; deaths that

3 As cited in Martin, 2006, p. 22

could have been avoided. We're not supposed to die at thirty-nine of a massive heart attack, due to obesity, like my childhood buddy, Nick. Fifty-eight shouldn't be the age you lose your father, like I lost mine, due to a sedentary lifestyle. He should still be alive, and Nick should still be alive. I'm not alone; I'm sure you have similar stories to mine.

There's an epidemic going on throughout the world. It's an illness that has managed to sweep across the globe. Symptoms include: lethargy, laziness, confusion, lack of interest, loss of hope, and obesity. We've lost our way. We've become more connected with devices than we are to our own bodies. We care more about celebrities than we do about our friends and family. When did this happen? How did this happen? Somewhere along the line we've become disinterested. We've forgotten how to love ourselves.

This is the message of this book: You have the power within yourself to make a change and I'm going to show you how. I want to share with you a few systems I use every day, that my clients use every day to live an enriched and healthier day. Hopefully, you will start using them too and they will enable you to have the kind of day you want. Not life, but *day*. Twenty-four hours. That's it. That's all we really have anyway, right?

Focus on what you can control. There's no point in looking back and seeing how far you've let yourself slip. Who cares? I don't give a shit about how much weight you've put on in the last ten years. What I do care about is, what are you going to do about it, today?

Forget the past, forget your mistakes. You are not your failures, or your successes. If they happened yesterday, then let them go. Good or bad, just let them go. Focus on right now. Do this every day. It's a mantra I use with myself and with my clients. It's a mental

framework that keeps us focused and committed to the present moment. ISD1MF which means: It's Still Day 1 Motherf#\$ker.

No one cares how well you did last week. Nobody gives a damn about how much weight you lost last year. What are you going to do *today*? I ask myself this every morning when I wake up, it keeps me grounded and focused. Every day is day one. There's twenty-four hours in each day, whether if it was great, or if it was awful.

In this book, you will learn the mental hardware for how to wake up every morning and simply hit the reset button. This isn't about anyone other than yourself. I don't want you to share this with your friends, I'm not asking you to tell anyone about these systems. I'm challenging you: how many days can you put together in a row executing these habits?

A wiseman once said, 'We become what we do⁴.' What will you become? That's a question that should scare you. Imagine yourself at your full potential. Have you ever been there before? You're not alone if you said, 'No.'

This is the bit that breaks my heart, knowing so many people will live their entire life never truly feeling great, never knowing what it feels like to be healthy. It is possible. You don't need magic pills or crash diets. You don't need secret cheat codes or plastic surgery. All you need is you, and a slight shift in your daily energy expenditure.

Having a plan of attack is crucial for any successful task. Why are so many of us living lives with little to no structure? Is there a link between unhappiness and misdirection? I think there is. I'm convinced there is. I'm writing this as living proof that

⁴ This quote, or variations of it are attributed to a couple of different people: Chiang Kai Shek, Eduardo Galeano and Sean Covey. While it's tricky to track down the original author, it's a saying I grew up hearing regularly.

there is – proof a little change in daily habits can lead to drastic changes. How can we live out our best day if we don't know where we're going? Now I'm fired up and ranting, sounding all preachy and shit.

Before we continue, I want to share with you a thought-provoking declaration: we must know who we have to become, to get to where we want to go. Developing healthy habits helps massively with this cause. Applicable daily habits make it even easier to accomplish. That's why at the end of each section in this book you'll find an action plan to help you put each habit into place.

THE RESET EQUATION

What's the most important part of life? Time. No matter your financial status or how influential you are, time is the single greatest commodity known to humankind. Once it's gone, it's gone. Why then do so many of us continuously waste it? Time is everything. Consistency is key and positive momentum are all major players in our healthy habit reset equation.

How much time do you think it takes to create new and healthy daily habits? How long do you think it takes to break these habits once you develop them? Those are two questions with two very different answers that may surprise you. Let's talk about creating new patterns of behaviour first. There are multiple credible studies out there that have put a specific time frame⁵. The numbers 66 are what the experts seem to have landed on⁶.

5 Lally, P., van Jaarsveld, C. H., Potts, H. W., & Wardle, J. (2010).

6 How are habits formed: Modelling habit formation in the real world. *European Journal of Social Psychology*, 40(6), 998-1009.

Basically, two months. This seems a bit too specific for my liking, how about you?

Looking back at my life, I know I've put myself in some toxic situations derived from poor daily choices and those outcomes surely didn't take 66 days to get there, they seemed to have occurred overnight. To be fair, the scientific studies mentioned above (see footnotes) focus on repetition. In other words, the positive side of habits, not the toxic version that my mind immediately wanders to. It's important to also mention that consistency and repetition are key to developing a healthy new pattern of behaviour. The idea is to stick with it long enough in that it becomes automatic. This is why goal setting, journalling and positive reinforcement all help reinforce and increase the likelihood of success.

On the other hand, from a fitness perspective, it seems unfair how quickly we lose results we've worked so hard to achieve. Have you ever challenged yourself to get into decent cardio shape? If you have, then you know how hard it is to progress and at the same time you also know how quickly you lose your results if you get lazy. It's tough to find accurate science on this but it's one of the major variables that deter people who have been in shape in the past but the hill seems too steep to climb again so they never give it another crack.

Back to the 66 days, once you start learning and developing these habits for yourself you may find that time frame differs for you personally. 66 days? 21 days? 254 days? Relax, I'm not teaching these timeframes in this book. These methods only take 24 hours.

How can this possibly be true, you ask? Easy. It comes down to perspective. We all know it's important to plan and create long

term goals ourselves but depending on where you're positioned at in your life, the long term view can be daunting. Simplifying this perspective is ideal. In life, nothing is ever guaranteed. Focusing on the present moment will assist you with managing stress. This awareness will help with accomplishing your daily goals along with maintaining a simplistic approach. Repeat. Reset. ISD1MF: It's Still Day 1 Motherf#\$ker.

WHAT DOES IT MEAN TO PRESS RESET?

Reset: VERB: to set again or anew, to change the reading of often to zero.

'... suffering has been stronger than all other teaching and has taught me to understand what your heart used to be. I have been bent and broken but—I hope— into a better shape.'

— Charles Dickens

HINDSIGHT 2020

We can all agree 2020 was a reset for the world. Seemingly overnight, learning how to pivot became more important than any daily task. Companies, families, businesses, and organisations all needed to re-evaluate the way they've always done things.

I thought to myself, *What about the individual though? What about us?*

What once was, 'How It's Done,' suddenly turned into, 'Is this really necessary for us to be productive?' and 'Do we really need to go to the office every day to be successful?'

I've always been one to find the silver lining during adverse moments, but things seemed different this time. With the COVID-19 pandemic and the global disarray it caused, I was

forced to examine my own existence a bit closer. I was forced to sit alone with myself for many hours, going over my existence like an old school flicker book, attempting to fine-tune things that had gone wrong.

The last six or so years, have been the best years of my life. I've started various successful businesses; I've become a published author, and my personal relationships have never been more enriched. With all this being said, the truth was loud and clear; my daily flaws were starting to add up and I knew there were many areas of my life that needed to be improved...

I've pondered many questions over the last twelve months relating to my own mortality. By no means am I saying I'm grateful for the panic, heartbreak, and chaos 2020 brought to the world, all I'm saying is I'm fortunate for the time spent alone, hidden away in introspective thought.

In the years that followed, many of the same questions kept arising in my head: *Am I wasting my days doing things that no longer serve me?*

What habits have I held onto that no longer speak to my spirit, my true self? How many moments am I taking for granted? Do I honestly appreciate the little things? Am I living my most optimised life?

As I wrestled with these questions, it wasn't stress or anxiety I felt, but more along the lines of inspiration. I became inspired by the chaos and noise of the world. I immediately started writing and brainstorming ways I could do things differently. As I gave these thoughts more attention, areas in my life that I could drastically improve upon suddenly started popping up everywhere. Yes, I was already living an active and healthy lifestyle but I knew I could give more.

Like my father would always say, ‘Jonny, you’re half-assing it.’ I was being lazy. These thought-provoking conversations sparked my willingness to share with you what exactly I had come up with. I was fine-tuning the small things. I was sharpening the tools that had been a bit worn down.

ACTION PLAN

Use the following eight habits as a tool for your mental and physical health. Experiment with them. When learning about certain time frames of either sleeping or eating, do what makes you feel comfortable. Remember, nothing is ever in stone.

My life was once filled with frustration, bitterness and stress. I’ve started over many times before. I’ve pressed reset many times before. I’ve taught myself it’s never too late to become what you were always meant to be.