

## Feel Great Again

Matt Church



**Matt Church, CSP**, an expert on personal leadership, has published articles and books covering health to motivation, lifestyle and communication. His latest book, "Highlife 24/7," is already a national bestseller. He has presented seminars in Russia, Asia and the United States. In 2003, Church won the Nevin Award, which is awarded annually by the speaking industry to one conference speaker who demonstrated exceptional skill and quality of service.

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**D**o you read e-mails and faxes as soon as they come in? Do you skip breakfast, drive too fast to work, and have five cups of coffee before 11 am? Is instant coffee not quick enough for you? If so, you may be an adrenilen junkie. Our next speaker is Matt Church the author of the three book series: High Life, Serotonin Seekers, and Adrenaline Junkies.

I'm from Australia. In Australian we don't say "hello" we say "g' day." In Australia, that comforter on top of the bed, the quilt, the thing full of down, we call that a duna. In the bathroom, the toilet, we call that the loo.

I have to tell you, just very, very quickly, I'm not sure motivation works; and I'm not sure it's enough for a late performance. Here's why. Most people get motivated on adrenaline. Adrenaline is totally addictive and it's naturally occurring. If you talk quickly, eat quickly, think quickly, finish sentences for other people, then you might be an adrenaline junkie. How would you know? If you read faxes and e-mails as soon as they come in on your black-berry things, or if you believe that repeated pushing of elevator call buttons will bring it quicker, you're the kind of person who's addicted to speed. The real test that you're an adrenaline junkie though is you've done the weekly shop; sitting in the trunk or the boot of your car are twenty shopping bags; the adrenaline junkie arrives home, puts ten up one arm and ten up the other because they're not making two trips. Here's the problem: you get adrenaline three hours a day no matter how fit you are, no matter how young or old you are, no matter whether you abuse your body or not, you'll get an allocated three hours a day.

This is why I have a love/hate relationship with the idea of motivation. Most of us get pumped up on adrenaline, we walk out and buy the speaker's book at the power center but, three days later, nothing has changed. You don't need the basics of motivation, you don't need to hear about goal setting and attitude adjusting; if you didn't have that stuff down, you wouldn't be here. What you need is sustainable enthusiasm. How do you stay motivated when you're on top? To do that, you have to rely on a different drug than adrenaline. Robin Williams, the comedian, became a cocaine addict because the pressure

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to be Robin Williams, to be on 100% of the time, caused him to become on something. That's what happens with all of us; we start to lean on our chemicals.

I'd like you to be able to run on serotonin as well. Serotonin gives you sustainable enthusiasm. If you had this drug in your brain, you're calm during crisis, you don't put on weight in winter, you sleep deep and sleep through, you beat your alarm clock waking up ready to get into the morning; and it doesn't matter what challenges get thrown at you throughout the day, you're going to feel fantastic. It's called Prozac. Anti-depressant sales of Prozac and Zoloft and others have doubled in the last five years all over the world. They've tripled in the age group under 15. There's a 7 year old where I live who's on Pfizer's drug Zoloft; he's 7 and he's been given a pill to make him happy. Does that strike anyone here as strange and awful? So let's fix that. The key is to stay motivated on adrenaline but have sustainable enthusiasm through serotonin.

There's a fine line between fired up and burned out. It's real easy to get motivated on adrenaline; just get a little excited. Before your first foot even hits the ground on a run, your heart beat has jumped twenty beats as a result of adrenaline. Maybe someone of the preferred sex walks in through the door; your heart beat will jump twenty beats in anticipation of the exercise that you hope is about to happen. Adrenaline is a starter drug and this is what adrenaline junkie motivation speakers want to get you revved up on. I just don't think it's going to work long term.

Short term hype is based on the cocaine-like adrenaline and it's not going to help you. It's great to get started, but you've only got three hours a day. Skip breakfast, drive fast to work, have five cups of coffee before eleven and you've run out. Your body starts to run on cortisol, cortisol makes you cranky, uptight, snappy, irritable, yelling at your loved ones. Cortisol makes you sick when you slow down. Who's ever gone on a holiday and caught a cold or the flu? The problem, of course, is you're running on adrenaline and cortisol. Let's figure out how to increase serotonin. If you could get serotonin naturally, if you could elevate the levels in your brain, if

you could get heaps of this drug, then you find yourself intrinsically motivated and not ever needing a rev up by someone else.

I'd like to show you how to do that. There are three or four simple keys. The first one has to do with the quality of your sleep. Who here sleeps with somebody else? Do you sleep with a different temperatured person? The temperature difference between two people dramatically changes the depth and quality of your sleep. I'd like you to be able to sleep deep, not long. I'd like you to be able to go to sleep, be asleep within twenty minutes and not wake up again throughout the middle of the night. To do that, you have to get your sleep effects right. When two people sleep together, we stuff up their sleep patterns. Beta brain waves happen when you're awake; so when you're excited, turned on like you are right now, you have beta brain waves coursing through your brain.

When you're dreaming you have theta brain waves. This is when you have rapid eye movement. You'll notice little kids and puppy dogs have theta state; they have rapid eye movement when they sleep. It means they are dreaming. But the final brain wave, the one that I'm really, really interested in, is the delta brain wave. The average westerner, and it's different in different countries, should be getting about an hour every two hours in deep delta sleep. We're only getting about fifteen minutes. The reason I say "westerner" is in some countries, Taiwan for example, the siesta is still prevalent and as a result people get to sleep in the middle of the day. They just do a quick little bit of shut eye. We stopped it in Madrid; they stopped having the siesta to keep up with their EU counterparts. In Barcelona, they still take siestas. Antidepressant sales in Barcelona are one of the lowest in the world simply because they get to take a nap in the middle of the day. That's not always viable for us. The one of the things it does is guarantee you get to deeper sleep quicker. If you get deep, deep delta sleep, your brain fills up with serotonin and you wake up happy, passionate and productive. The key to motivation is a good deep sleep.

Now we have to figure out how to get to deep sleep. There are a couple of key things waking you up. Who

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wakes up between 2 and 3am most nights? And you're hot, right? People should be freezing cold in the middle of the night. If you're waking up hot, it is exact opposite of what your circadian rhythm should be doing. The simple reason is you're dehydrated. This dehydration is actually causing you to wake up hot and sweaty. How do we fix that? Did you buy the quilt? Generally the cold person is buying the bed covering the hot person has to sleep under. Your body needs to go to bed cold; and most of us are going to bed dehydrated and hot.

Get a really big bed, king size beds are the minimum for two adults. If you're sleeping on anything less, I don't know what you're thinking; because partners, when they're together tend to spoon. My wife Lexi and I have been together for 15 years, we're like two spoons in a cutlery drawer; when she changes, I change. I love her but if you're in a deep delta sleep, restoring serotonin, ready to wake up happy, passionate and productive and your partner snores, you go straight up into an alpha state. No happy drugs for you. They then have the audacity to turn around to you in the morning and say, "You're not really a morning person, are you love?" You respond, "I would be if I wasn't sleeping with you."

My first major serotonin tip for you is to learn how to sleep deeply by spooning correctly with your partner.

There are two steps to the spooning dance I'd like to teach you. Step number 1 is for spooning and I've think you've all got this down – kiss, kiss, kiss. Step number 2: when you finished spooning you say, "Get over to your side."

Every speaker has a key message; mine is duna management. Now you'll remember that the duna is the quilt or the covering of your bed. You should get your own duna. Turn to the person next to you and say, "Get your own duna." Next tip: you have to shake your duna otherwise at your feet all the goose down builds up and makes like an eight blanket rated duna. That temperature difference between your feet and your head is enough to stop your deep sleeping. One of the reasons Prozac sales have gone through the roof is we don't sleep well anymore. The key to motivation at your level is not goal setting, it's a good

night's sleep. If you could get a good night's sleep, you'd be ready to rock enthusiastically as much as you can.

Water has a lot to do with this as well; but the problem is when you drink water, you go to the bathroom. Remember in Australia, we call the toilet a loo. I've created a little poem and I've like you, if you wouldn't mind, to do this with me. We're going to do this one in a Gregorian chant, so those from Wales you'll be sweet with this. Here we go:

Water at night  
Makes you go to the loo-o-o  
Water in the day  
Helps you sleep through.

You have to drink water before one o'clock in the afternoon, liters of the stuff. Have you noticed when you drink water, you go to the toilet a lot. Your body is getting rid of temperature, so drink heaps of water leading up to one o'clock, go to the bathroom all afternoon. When you go to bed, your body temperature will be down a degree or two and you'll sleep well.

The challenge, of course, is how you get that water in early. Caffeine is a diuretic. I love my caffeine and I love my booze so I'm going to keep them both; but they waste water. As a result of drinking them, you go to the toilet a lot more. Now I think that's ok; I accept that as collateral damage. But if you don't like going to the bathroom all afternoon, cut back on your caffeine.

When you sleep you have to shake your duna, you have to spoon correctly and you got to drink heaps of water in the morning before one o'clock.

In 1910 not only did they invent toilet paper (I was listening earlier) but they also invented the electric light. As a result of that electric light, we changed our sleep patterns. We used to sleep an average of ten hours a night; now I don't know what you are but I'm going to guess between six and eight. That change in sleep has caused your body to miss the opportunity to get into deep, deep delta sleep. The only reason we want deep delta sleep is to restore our happy drugs serotonin so we are intrinsically motivated.

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I don't want to offend anybody in the room but I need to explain to you, if I can, why vegetarians are predominantly miserable. I realize many people choose to be vegetarians out of culture and social reasons and I respect you for that. In my mind, we didn't get the top of the food chain to eat broccoli. Your brain lives off sugar so getting rid of sugar out of your diet can be a real problem. I actually think low fat/low carb diets are going to increase depression rates over the next five years. That's not to say that you shouldn't be eating more protein; I think we should, but we just have to understand we have to get just a little bit of moderation here. Biochemists have found there's this barrier that exists between your blood and your brain, and we call that the blood/brain barrier. When you eat red meat, almonds or turkey, you get this protein floating in your blood called tryptophan. Now tryptophan is one of only two proteins that will cross over into the brain; and when it gets there, your brain creates your happy drug serotonin. If you don't have the red meat, the turkey or almonds, you're not going to have the amino acids or the building blocks to manufacture your happy drugs. I should just correct myself; this stuff is found in cottage cheese and lentils, but why would you?

Dr. Ross Walker, on day one, suggested that you need three fish meals a day. The reason he wants you to do that is you have to coat your brain in this viscous oil called Omega 3. Omega 3 oils attract and stick the happy drug to your brain. The stinkier, the smellier the fish, the greater the amount of Omega 3 in it. Who loves stinky smelly fish? Who doesn't? I seriously don't. The Mediterranean diet is rich in Omega 3 as well. I'm not talking pizza and I'm not talking pasta; everything else you can eat from the Mediterranean diet – osso bucco, parmesan cheese, saltimbocca -- they are all dishes that are rich in three combinations of good olive oil, tomatoes and red meat. Those three in combination help create an environment that's fantastic for developing a happy brain.

There are three particular times of day that your brain wants to do this; three times a day when your brain tries to create your happy drugs. You know these three times because you crave sugar. The first one is 11am, the second

one is 3pm, and the third one which we don't worry about is 3am. At 11am, 3pm and 3am, your body tries to create your happy drugs. You know because you get this craving for something sweet. Who recognizes this? The answer is to have something sweet; 40 grams, that's one banana in a slice of white bread. One of those small ice cream cones is a perfect dose to create this happy drug. I'd like you to be able to effectively generate more serotonin in your brain by eating sugar correctly at 11am, 3pm or 3am. Now preferably not in the middle of the night because you've eaten it right in the middle of the morning. Do not eat any high fat foods 20 minutes either side of these sugar times. If you were to eat some sort of high fat substance while you're eating the sugars, your body is going to struggle with the ability to cross over the happy drugs and make your brain happy. So you got to have sugar, free and clear. That means 15 to 20 minutes either side of 11am, you don't have anything to eat and then you have a little bit of pure sugar. In America, a gummy bear would work: jelly beans, jelly bellies, jujubes, king cobras, red frogs are all rich in sugar. Generally a sugar lolly that you can see through would be the perfect dose of carbohydrate.

We have one more fantastic tip to elevate your serotonin levels. I recently had the good fortune to go to Johannesburg and Cape Town and I had the opportunity to have lunch with Nelson Mandela. It was at four o'clock in the afternoon and I was one of the guests. There were 21 financial advisors, rather like Top of the Table, who got invited to have lunch with Nelson Mandela and I was allowed to watch. They were allowed to ask questions. One asked, "Tell me the one experience we should have while here to understand the health crisis around HIV and AIDS in South Africa." Mandela suggested we go to an orphanage where the kids have HIV. He said, "The reason I want you to go there is I want you to see the problem is not a health problem; it's an education or ignorance problem. These kids are born with HIV. Mom and dad had it, passed away and the kids are born into the illness. They should have a fairly long quality of life but the nursing staff won't hold the kids; they're afraid they'll contract AIDS if they hold the kids. So these kids

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are passing away because no one will touch them. Physical contact elevates serotonin. These kids pass away because they're not being held. Charity groups, not unlike the MDRT Foundation, started sending holders over. What a holder does is they get over there and hold the kids; they just grab the kid and they hold them. Physical contact elevates serotonin.

The lesson is human beings are meant to gather or mass. Whenever we gather together for a collective cause, as the Bible says, great things start to happen. You have the opportunity to create magnificence around those with you if you want to become a motivation leader for anybody around you start touching them, with permission and in a politically correct way. you got kids hug them if you meet each other don't shake hands that's a Medieval way of saying I don't have a weapon; grab somebody and embrace them with there permission. If you elevate physical contact, you'll increase the comfort and coping drugs in your brain.

Let's see if you can remember what we talked about so far: sleep deep elevates serotonin, eating meat elevates serotonin, you have to balance your hyper-adrenalin with your enthusiasm and sustain drugs of serotonin. If you get this balance right, then you won't need another motivational talk again. If you have kids, leave them the legacy of good eating, physical activity and a lot of warm embracing.

We can boil depression counseling down to two questions:

Do you believe tomorrow could be as good if not better than today?

Do you realize you're responsible for everything good and bad in your life today?

If you answered yes to both of these, you'll never need counseling or therapy.