



# JIM HARSHAW JR

*Revealing Failure as the Path to Success*

## **Success Through Failure Podcast**

Action Plan Episode #104

Jay Nixon

Today I bring you Jay Nixon. Jay is a speaker, author, mentor and coach whose mission is to help every person achieve their absolute best self. He is the owner of the Thrive Fitness Studio in Palm Desert, California and the leader of the Thrive Tribe - a collection of Jay's current and former clients who work together to improve their health, their fitness, and their lives.

For over two decades, Jay has helped thousands of people achieve total body transformation through a combination of fitness, nutrition, and personal development coaching. Jay believes, "If you give people the right tools, education, and support, they can far surpass what they once thought was their maximum potential."

Dubbed by CBS News as, "One of the best fitness and nutrition experts in the business," Jay has been featured on ABC and FOX, and in Triathlete Magazine.

### **Quotes**

"The journey, the adversity that you overcome is really what turns you into the person that you are at the end of it, which is the real prize."

"We're defined by our habits and our rituals."

"If you can't do the small things in life, you'll never be able to do the big things."

### **About Changing Mindsets**

"Any fad diet or weight loss was pretty much mechanical. It's like 'Take this, do this and this will happen.' Every one of my clients would come in and say, 'I've tried all of these things,' and they would list everything that I had mentioned plus 75 more. They would say, 'I always gain the weight back.' What I realized early on is the

formula was wrong. It's not mechanical. If we only touch the mechanical aspect of it – and by mechanical, I mean the physical program. Like, here's your Weight Watchers, this is what you do – but if you don't change your mental or psychological or mindset around it, then you'll always go back where you started mentally”

### **About Being Clear of Your Goals**

“One of the first things you have to do is you have to get clarity around what's the end goal. A lot of people talk about what's your 'why' and I'm really big on that. If you know your purpose and you know your 'why' and you know what you're moving toward in life, that's the most important thing. If you don't know where you want to go, you're going to have a really hard time setting up habits and rituals and an action plan that move you in that direction.”

### **About identifying the Best Habits**

“Here's how you know whether it's a positive or negative ritual or a questionable ritual, if you will. If it doesn't move you in the direction of your goal, then it's probably a negative habit.”

### **Action Item**

1. Every morning I write three things I'm thankful and grateful for.
2. Every morning I give three hugs and three high-fives to the first three people I see.
3. I do three actions steps of the day which are three things that can help move me forward to my goals.
4. I do three words of encouragement – like three text messages, three emails, three phone calls, three mini-conversations.
5. Pay attention your vocabulary and the vocabulary of the people you associate with. Is it positive or negative? That's the quickest way to make a decision on if you have positive or negative vocabulary. If you have negative vocabulary, using words like “I can't do this,” “This always happens to me,” everything else is going to be a struggle for you.

### **Website and Social**

Website: <https://nixonelite.com/>

Twitter: <https://twitter.com/nixonelite>

Book: <http://theoverweightmind.com/>

Instagram: <https://www.instagram.com/thrivefitnessstudio/>

### **Recommended Books**

*Talk Like Ted* by Carmine Gallo

<https://www.amazon.com/Talk-Like-TED-Public-Speaking-Secrets/dp/1250041120>

*Stealing Fire* by Steven Kotler

<http://www.stealingfirebook.com/>