



# JIM HARSHAW JR.

---

## *Revealing Failure as the Path to Success*

Success Through Failure Podcast

Action Plan Episode #313

### **How to Leverage Two Laws of Persuasion Psychology Against Yourself To Trick Yourself Into Doing What You Don't Want To Do**

#### **Top Quotes From This Episode**

The [Law of Conformity](#): *"Most people tend to agree to proposals, products, or services that will be perceived as acceptable by the majority of his peer group."*

The [Law of Consistency](#): *"When an individual announces in writing or verbally [sic] a position on any issue or point of view, he will strongly tend to defend that belief regardless of its accuracy even in the face of overwhelming evidence to the contrary."*

*"Figure out the peer group you need to be around with because you're going to conform, do, and accept whatever that peer group does— whether it's good or bad or average."*

*"Find something to be consistent with. State these things, make these announcements to the world, and live by them."*

---

Do you find yourself struggling to do certain things?

Working out consistently?

Eating healthy?

Getting to bed on time?

Having that difficult conversation that needs to be had?

Finding time to read?

If that's a checkmate for you, there are 2 Laws of Psychology that you can leverage to trick yourself into doing the things you don't want to do.

**(1:06)** Looking back on my life, I've experienced certain moments that were inflection points. And the first Law of Psychology was at work during these times...

During the height of my wrestling career:

- Going to North Allegheny wrestling room to see how the likes of Ty Moore, Teague Moore, Ray Brinzer, Rich Catalano train
- Going to national team camp
- Talking with All-American Mike Krafchick when I was a freshman
- Training in the Olympic Training Center for the first time

The same inflection points also happened in my business.

- When I got investor funding into the software company that I built
- Becoming a part of a mastermind group and being surrounded by other amazing entrepreneurs
- Joining an online community of entrepreneurs

Several inflection points also transpired in my relationships, marriage, fitness, and health.

But while all of this brought a good influence in my life. There were moments when I treaded the bad side.

When I was in college, I hung out with the wrong crowd sometimes... and I conformed. I got in fights, I put things into my body that I shouldn't have and were even illegal.

It was my decision but ultimately, I was influenced by the people that surrounded me.

So what do these inflection points all have in common? Conforming to a peer group.

**(7:55)** And this is the first Law of Psychology: the Law of Conformity.

The [Law of Conformity](#) states that *"most people tend to agree to proposals, products, or services that will be perceived as acceptable by the majority of his peer group."*

Your peer group is influencing you whether you like it or not!

It may be positive or negative or they may even be pulling you into the average and I know you don't want to be average. You're here ready to do great things because you have more potential inside of you.

And you'd be able to accomplish that if you figure out the peer group you need to be surrounded with because you're going to conform, do, and accept whatever that peer group does— regardless if it's good or bad or average.

**(11:43)** So how can you use this law for yourself? How can you put this into practice and leverage this for yourself?

If you want to start a business, join a business group even if you've not started your business yet. You'll conform.

If you want to get fit, join a fitness group even if you're not in shape yet. You'll conform.

This works in both ways...

If you want to drink more alcohol, join a drinking group (even if it's just a group of friends who drink a lot). You'll conform.

If you want to be more negative, join the group of people in your office who bitch and moan about everything and blame others for their failures. You'll conform.

It's your choice.

In my coaching program, [Reveal your Path](https://jimharshawjr.com/152), we call this the Environment of Excellence. (I have a whole episode dedicated to this. Go check it out: [jimharshawjr.com/152](https://jimharshawjr.com/152))

Change your environment by changing your peer group. Surround yourself with people who are going to help you be the next version of yourself.

**(13:52)** Now we go to the second Law of Psychology.

There's a research that says that when you smile, it makes you feel happier. Even forcing yourself to smile by biting a pen— which compels you to use the same muscles every time you grin— helps change your psychology.

So, I force a smile when I'm doing hard things.  
I do it when I wake up in the morning.

Subconsciously, I notice myself seeking reasons for why I'm smiling.

*"I'm awake early."*

*"I'm healthy enough to do this hard workout."*

*"I'm blessed to have a busy day because it means my business is strong."*

**(15:59)** Reminding yourself to be in good posture also presents the same effect.

Changing the way you stand and your body language influence you. Research also shows that it makes you more confident.

*"I'm standing tall therefore I must be confident!"*

I remember, when I was a kid, I was a crier after losing wrestling matches.

Then it all changed after I lost the Hampton Tournament.

After the match, the mom of a good friend of mine, Joe Demore, saw me bawling my eyes out and told me to hold my head up.

I did.

And the weird thing was, I stopped crying!  
I couldn't cry and hold my head high at the same time!

Holding your head high is something you do when you're proud. When I did this, I found very small reasons to be proud.

*"I'm doing a hard sport."  
"I won a match earlier in the day."  
"My dad is here and he loves me."*

These three tactics are the epitome of the 2nd Law of Psychology, the Law of Consistency.

**(19:04)** The [Law of Consistency](#) says, "When an individual announces in writing or verbally [*sic*] a position on any issue or point of view, he will strongly tend to defend that belief regardless of its accuracy even in the face of overwhelming evidence to the contrary."

While the definition talks about verbally expressing your beliefs about something, this law is also true internally.

By practicing the examples above— being mindful with your posture, your smile, holding your head up— you unconsciously announce to the world that you're confident.

You start to unconsciously find reasons to justify your belief, justify what you've stated to the world, even though there are plenty of evidence to the contrary. (That said, wrestling is the greatest sport. 😊)

BUT remember, this also works in a negative way.

If you say, "I don't have a fair shake in life, so I can't succeed." Unconsciously, you're going to live that out.

But if you word it as, "I didn't have a fair shake at life so I'm primed to succeed!" Unconsciously, you'd have to defend that. You'd live that out.

This is the law of consistency.

**(23:14)** So how can you leverage this for success?

Use "I am" statements.

*"I am a loving and caring father."  
"I am healthy and fit."  
"I am patient."*

By announcing "I am," you find ways to live those out because you want to be consistent.

Now, if you're not actively controlling those thoughts and not saying those "I am" statements out loud, then that negative voice inside you can say, "I'm not consistent with my workouts" or "I just never find time to read," and guess what? You'll be consistent with that.

It's your choice.

You're going to be consistent with whatever statements you decide to share to the world.

**(24:58)** What else can you do?

- Smile when you're doing hard things.
- Stand tall. (*This is a tactic I learned from [Jordan Harbinger](#).*)
- Change your words. (From "I hate running." to "I'm starting to enjoy running.")
- Next time you talk to your neighbor or colleague, say something you want to be consistent with:

*"I love when I put my phone down and focus on my kids..."*

*"I usually don't check email until 10 am..."*

*"I look forward to waking up early to workout..."*

Figure out what statements or healthy habits work for you and show the world what you're truly capable of achieving. Use the Law of Consistency and the Law of Conformity to your advantage.

Take action now! Good luck!

### **List of Resources Mentioned in the Episode**

[JimHarshawJr.com/SHARE](http://JimHarshawJr.com/SHARE)

[Hogan's Law of Consistency & Law of Conformity](#) (E. Forrest Christian, ManAsClerk.com)

### **Want to talk to a personal performance coach?**

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: [JimHarshawJr.com/APPLY](http://JimHarshawJr.com/APPLY)

Enjoyed the podcast and want to hear more? Head on over [here](#) for more!

## **How to Leave a Rating and Review for STF on iTunes**

Ratings and reviews help a lot! Please consider leaving one. It's really simple. Here's how: <https://youtu.be/T1JsGrkiYko>

## **Other Episodes Referenced**

[#152 How to Create Your Personal Environment of Excellence](#)

[#114 The Skills Seal Team 6 Learned from Jordan Harbinger Before The Raid on Bin Ladin's Compound and More](#)