

## April 2024 Knights Of The Round Table Webinar Transcription

Doberman Dan:

And we'll see. I always like to see who the first person on is. One thing about webinars that I've learned is even Dan Kennedy told me this, you're really doing great. If you can only get 5% of the people on, you're doing fantastic according to Dan. So a majority of my people catch it on the replay, but we do get some attendees. So we'll see what happens. But I just want to go ahead and kick this off. Welcome to the April 20, 24 nights of the round table meeting, and I'm really excited to have as our special guest, Dan Brule for a couple reasons. First of all, you can always trust a guy named Dan. So there's that. And second of all, this is a gentleman I learned about from a highly successful entrepreneur that I really trust. That's how I was introduced to Dan. I don't remember how many years ago. It was not that long ago, but I reached out to Dan and we actually did a breathwork session that I recorded and still have and still review. So when we recently reconnected, I thought I have got to have him on as a guest. So here we are. Thanks for doing this, Dan. I appreciate it.

Dan Brule:

Hey, my pleasure.

Doberman Dan:

Yeah, everybody likes to hear the backstory of how you got involved in doing what you do, because I imagine as a young man in high school, when they start telling you, well, you need to think about what you want to do when you grow up. I imagine your first response, I want to teach people how to breathe.

Dan Brule:

No, it was already an obsession. It was already a passion. I don't think I ever made a conscious choice about it. It's beginning in kindergarten in Catholic school, and the priest came to our class one time and was talking about the first book of Genesis and how God took dust of the earth and formed the body of man and breathed into the nostrils of man the breath of life. I don't know. Something about that just turned me on, lit me up. I don't have much memories of it, but I think I got too animated. I do remember the nun trying to tap me on my head and the priest with his hands on my shoulders trying to get me to sit back in my chair. I got a little too, and I thought, oh my God, God is breathing into why isn't everybody excited? And so, yeah, I became the kid who was organizing breath holding competitions in the school yard, and I can't tell you how many times I got the wind knocked out of me up.

My first job was as an X-ray technician, so I was x-raying lungs. I was telling people to take in a deep breath and hold it, click and you take their picture. And it was just like the breath just started speaking to me. I realized that wow, a person's relationship to their breath is a perfect expression and a reflection of their relationship to their body, to life, to everything. And some people are good at reading facial expressions or body language or reading palms. I read breathing patterns. I mean, people can disguise the look on their face. They can look tough even though they're scared shitless, they can smile even though on the inside they're dying. And so I don't know if you can trust a lot of that stuff, but there are very few breathing masters in the world, and most people are revealing so much about themselves without realizing it just based on how they breathe. And so that's been my focus.

I started a personal mission when I was 19 in X-ray school right out of high school. I wanted to be a doctor, but four years of college, four years of medical school. I just couldn't imagine it. I wanted to be a priest, but hell, it seemed like everything I enjoyed was against the rules. So my two sort of heart kind of

things formally went out the door, but breath work became the way that I could do both. I could satisfy the spiritual longing and I could help and serve and heal people. So it just sort of fell together. I resuscitated somebody in 1970 when I was an X-ray technician, and oh my God, I mean, you come upon somebody who's clinically dead, their pupils are fixed and dilated. They're ash and gray, they're clinically dead, and you blow into them and they blink and wake up.

It's like, holy crap. Who wouldn't want this to happen every day? What a freaking miracle. And so I was hooked. Everything just kept bringing me back to the breath. I was a deep sea diver in the military, so I was mixing gases. I was practicing breath holding. I was doing underwater medical rescue. And I learned, actually, I learned in my training, which was really tough training, special operations, deep sea diving stuff. 36 of us started and six of us finished, and I really got that. When the shit hits the fan or when your heartbreak goes through the roof or when you don't think your legs are going to hold you up, you're scared so much the turn into your breath, that's it. You can't call your mother. You don't grab your weapon, you don't turn on your radio, you turn to your breath. And so I just learned that, wow, this is the way, this is the way I can find energy.

I didn't know this is the way I can get a handle on my arousal, manage my emotions, manage my mindset. And so without any real training except whatever life threw at us, I just kind of made my way. And when I got out of the military, I had 10 years of Vietnam era. I had 10 years of VA benefits, and I decided to go to the university and major in using up VA benefits. And so I got a degree in education and I got a degree in marketing, and I still had time. So I got a master's degree in the healing arts.

The breath is a tool for health growth and change. Leslie University, and I never looked back. So far, I've been to 68 countries. I've had my hands on a quarter of a million people, and I'm a missionary for the breath. And somehow breathing became big business while I was on this mission. Breath work is the leading trend in wellness for the last 5, 6, 7, 8 years. And so a big movement grew up around me, and now I'm considered kind of like a godfather or pioneer, one of the really early authorities. My book just breathes in 12 languages so I can pass off as an expert and an authority even though I'm a fucking student and there's no end to the experimenting and the exploring. So that in a nutshell, I never decided to be a breath worker. I tried advertising for a while. I was doing pretty good.

I had some friends in Texas who had just so freaking creative and I was helping writing jingles, and we were doing various marketing campaigns for car dealers and banks. But I'd go to a meeting with an advertising agent and she'd end up having a cathartic weeping telling me all their problems. And so I thought, okay, even when I tried not to do this work, it's like it's still happening. So I decided, well, you can't make any money teaching breathing, so I'll find other ways to make money so I can do what I love. But over time, hey, pretty soon I started instead of costing me money to travel and teach and learn, I broke even. And then I started getting ahead and voila, 50 years later, my big problem is too many invitations and too many opportunities, which means I have to raise my rates again.

Doberman Dan:

What a great problem to have.

Dan Brule:

Yeah, yeah, there were worse problems. My problems never really went away, but they got better. I think I have much better problems than I used to have.

Doberman Dan:

I like the sound of that. Since you've shared that, I want to back up for just a minute, and I think probably I should have started with this. First of all, as a side note, the only people who attend these live

are the savviest, most successful, most intelligent entrepreneurs and marketers. So that's who we have with us live. A lot of them catch it on the replay, but what I wanted to say was I think some people, especially in the online marketing community, it's all about show me the secrets to making money fast. And so I think a lot of ignorant people would say, this is a disconnect with my audience, but I couldn't disagree more because the number one thing I've seen happening for more than 30 years is people completely self-sabotaging, and never able to move forward because of fear. And I had, when I started in response marketing, I had access to probably 1% or less of the information that my knight now have access to in my newsletter and on our membership site.

Yet still, a majority of them are still thinking about thinking about, thinking about just even getting started. They're completely hamstrung by fear. And that never made sense to me. I thought, well, I white knuckled through it before I knew some of the stuff I know now, back then, I only knew how to white knuckle through it. It was a miserable experience, but I made it through and on the police department. This might sound unrelated, but trust me, it is on the police department when we are getting trained on the use of what they call the ask, that's that collapsible baton. It's only this long, and you flick it, it extends out, right? To be certified to carry that thing, we had to fight two red men at a time. Red men is those really thick padded suits. So we had a training baton. We had to fight and make it through fighting two of those guys at one time for three minutes.

Three minutes. Doesn't sound like a long time. That's fucking forever. Fucking forever. And when that three minutes was up, I felt like death warmed over. I couldn't do anything but lay on the floor and try to breathe, and I was in bad shape. All my muscles were cramping. My hands were actually stuck in this mode. And I told the instructor, if I had to fight two guys for more than three minutes, I'm going to be dead, or I'm just going to have to fight two guys. I'm just going to shoot 'em from the beginning. I ain't going to last three minutes. And the instructor told me, I can tell you exactly why you struggled so much through that. You stopped breathing. I'm like, I didn't stop breathing. I wasn't even thinking about my breath. And he goes, yeah, that's why you feel like death warmed over. So I wrote a newsletter article about that, that the breath is the key to making it through that fear. So even though I think some people mistakenly believe this is not a congruent message for my audience, I say it is probably the most important message.

Dan Brule:

Oh yeah. People who work in high stakes life and death situations, they're trained to breathe millions of dolls at stake. Lives can be lost. There's no way around it anymore. I mean, I've done a lot with Mark Divine Navy, sealfit training center there, and I've worked with special forces in Russia and France, Estonia, Lithuania. Yeah, I mean, it's vital. It's necessary. And I started speaking of 1% when I was in X-Ray school in 19 70, 69, 70, the first hip nailing were taking place. And there was one surgeon working for the company that basically manufactured these stainless steel pins that put in hips. He was traveling around training other surgeons in the pyramid, in the hospitals, these heart surgeons, neurosurgeons. I mean, they were like the alphas. And I was sitting in the cafeteria. They were like, giddy. And I'm going, wow, where are these guys so giddy about?

Maybe they were seeing dollar signs because this is, I mean, how many hip mailings they do in a year million or whatever. So this was the early time, and since I was an X-ray technician, I was being called up. I was standing outside the OR to go in after they did the position of the pin to just take an X-ray and check the position. So I got a chance to hang around with this surgeon, and he was in the one percenters. He was in the 1% of that field. And when I watched him breathe, the words that came to me were like elegant.

And he had a certain charisma when he walked in the room. I mean, his presence could be felt. And so I talked to him about breathing, and he practiced breathing. He used it to focus. He used it to center. And so I started realizing, wow, I mean, I wonder if this is true of anybody who's ever made it to the 1% finance, music, engineering, science. I don't care if you're the best bank robber in the world, right? I mean, do you breathe better than the average person? Are you more conscious of your breathing than the average person? Do you turn to your breathing when it wouldn't occur to other people? And I've never found any exceptions, and I've met lots of people up there at the top of their game, and I found one guy one time, his big hedge fund manager in Palm Beach.

I was invited to one of his house buyers when my book was launched. Actually, my publicist knew him, and she was also the manager of a big popular band, gypsy Kings. And so they arranged for a private party at this guy's house, and I was there. And so I can't help but talk about breathing. I cornered him and I gave him a copy of my book and he goes, yeah, I never think about breathing. I go, I don't know. Is that never, you never trained you? No, I don't think of it. I said, wow, you'd be the first person I ever met who at your level? He goes, oh, wait a minute. He says, no, no, no. If I'm having trouble sleeping at night and all the shit from the day is going around in my head, I take these long slow breaths. I go, aha, okay.

I thought. So. He goes, oh, wait, wait. There's another thing. He says, we noticed my wife and I when she yawns, I yawn and vice versa. So we actually started playing this yawning game with each other. Aha. I knew it. I knew there were no exceptions. So that means something because what works in the battlefield works in the boardroom, it works in the classroom, it works in the bedroom, and everybody has their high stakes events and activities. And so to be able to manage your emotional energy, manage your mindset, manage your arousal, to be able to generate an energy that people can feel when they walk in the room, man, if you want to be successful, you need to do a few breathing hacks to put, like I work with top tennis players and Olympic athletes. When I was traveling through the Soviet Union years ago, Russia, the judo team, the triathlon team, I coached Sasha Klan, the Greco Roman wrestler. And so I don't know if anybody has any doubt that breath work can help them no matter what they're doing. They just haven't looked into it. And all they need to do is play a little bit and they'll notice a difference. They'll feel a difference, and they'll want to see what else they can do and how far they can go with it.

At some point, there's no getting around. There's like an edge. So working with these top, say Olympic athletes or pool players, I was in the pool world for a long time now. There's so many great pool players, but 40, 50 years ago, you could count how many top elite pool players they were. And they're all so close that on any given day, anybody who has an even slight edge, they're going to carry the day because their skill levels are so close, tennis, golf, whatever it is. And so that breathing could give you that one little edge. That's all you need to take the day because you increase your interoception, you're able to manage internal energy, you're more aware of your environment, your intuition is better. You can tune into people's unconscious thoughts. Oh man, I don't know of any one thing that you can practice that has benefits on all those levels. So if you have any doubters out there, they just need to play a little bit and the doubt will be removed. So that's my job. I try to seduce or cajole or slap or shake people into breathing because once they do it, there's no going back. And they sense the power and the potential, and they're looking for what the limits are. And I haven't found any so far in 50 years. I don't know where the limits lie. We keep moving the bar further and further.

Doberman Dan:

That's exciting for me to hear because I still consider myself a complete rookie at this. And I would like to address, I got a question for you, but I would like to address the doubters also, because one thing, again, I've seen so much self-sabotaging behavior in the entrepreneurial marketing community over the past 30 years. I've discovered that the most profound truths are also the most simple, but the ego who

is not your friend, the ego is trying to kill you, literally loves to complicate everything. So even when a profound, simple truth is encountered, the ego wants to think, Nope, too good to be true. Let's complicate this. So I want everybody to keep that in mind as we're talking about this, but would you please just for clarification, explain what breath work is and why somebody should be practicing it as far as what benefits they're going to get?

Dan Brule:

Yeah. Well, I mean, starting from what I think is the most superficial level or basic level chemistry, respiratory chemistry, here's a cool factoid. 60% of ambulance calls in the major cities of the US are related to dysfunctional breathing,

Doberman Dan:

And it's

Dan Brule:

Being misdiagnosed. They're looking for in other places for the causes, but it ends up being some dysfunctional breathing pattern. Carbon dioxide is a volatile acid. So if you have a tendency to over breathe or if you have a tendency to hold your breath, you are fucking up your pH. And that leads to all kinds of cognitive deficits, physiological issues, it exacerbates or even causes a lot of states, disease and illness states anxiety, stress are linked to unconscious breathing patterns. They're either causing anxiety, like rushing the inhale or aborting the exhale, cutting the exhale, short tensing up muscles when you breathe. I work with Tony Robbins. So on our first call, first of all, the guy called me out of the blue. I mean, the hell's that about, I mean, I thought somebody was fucking with me. Is this Dan Belay? Yeah, this is Tony Robbins. Get the fuck out of here. Josh. Is this Paul? Come on. Who is it? No, he says, this is Tony. I said, well, wow, God, thank you.

He said, I heard you've been studying breathwork for like 40 years at the time, and I just want to pick your brain. I said, well, you can pick my nose. You can pick whatever you want, man. I'm all in. This is the kind of guy I like to serve, because he's incapable of learning something that helps him without immediately needing to share it with somebody. I mean, he, he's just so a hundred percent present. And so I thought, well, for the first call I said, let's set up a zoom call. I can at the time. And so I thought maybe I'll just, I'll watch a few things on YouTube. I'd never really listened to him. I did his original unlimited power thing and original stuff, but just to check his breathing. So I found a couple of 30 minute clips of him, and I was just studying his breathing while he was talking.

So I got a few ideas. One of them is he never took a breath through his nose. And even me, when we're speaking a lot, you don't realize that DJs, radio voice people, they tend to become mouth breathers because, so just this one little thing to stop now and then take a breath through your nose and then get back in the game. So that was something, and I can share this because he's also shared it public. When we first met, I said, what are you working on? He said, high blood pressure. That was an issue connected to that pituitary tumor that he had. That's why he's so big discovered it when he was a teenager. And that comes with very predictable issues later in life. And he was starting to face them, but he's Tony fucking Robbins. There's no way he's not going to create whatever he wants. He's not going to let himself be subject to any whatever. So we started with the blood pressure and he lowered his blood pressure on the first session by 15 points, never went back up. And all it was is I noticed he had this thing. A lot of people have it where they're biting down with their jaw and you can see their temples kind of moving. And I said, well, show me. He says, I practice.

Of course. I mean, what else would Tony Robbins practice except some wild, energetic breathing, right? Balty, breath of fire, traditional yoga. So I said, well, show me what you're practicing. And I noticed that every time he took a breath, I mean, he's got so much fucking passion, and that every time he took a breath, I saw him tense his jaw. I said, Jesus, every time you breathe, you're tensing your jaw. That's going to raise blood pressure, constant muscular tension. That's work for the body. So next, when you breathe in, deliberately relax your jaw. And his blood pressure went down 15 points never went up again. So he became a fan, a real missionary for me. He is brought me a lot of people. He is helped me. He wrote the forward to my book. He even did the audio recording of it for my book.

And I've been to his house a few times. I've worked with his wife, I've worked with some of his people. He's extremely generous. But what I love most about him is this inability he has to not share something that helps people. And the first time I met, we went to, he keeps a place at the Four Seasons in New York. And as usual, our appointment was three o'clock. By the time I got there, it was seven 30. And his assistant kept coming out going, oh, it's going to be another half hour. It's like, okay, okay. I got nothing better. And then finally she came out, okay, he's got some time, but he is only got 20 minutes. I said, ah, no, no, no, we need an hour. We need an hour. Let's just set another time. So she went back and came me like, okay, he canceled his doctor appointment.

Good, good. I think I got something better than the doctor for you. And when we sat, the first time I met him, I took with me some CO2 monitoring equipment. I just wanted to check that he didn't have any obvious physiological stuff related to the CO2, which the acid-based balance. I just wanted to rule that out. And he was right in the zone perfect. But when we sat across from each other, he literally spread his legs. He opened up his arms, and I felt this palpable fucking energetic opening. And it was like, okay, download it. He was just so, I felt energetically just how this guy comes totally present, totally open, and he just devours stuff. I almost felt sucked in by that energetic ability he had. And we had a beautiful session, and it finished just as his wife, just as Sage. Bonnie Pearl was coming back from shopping, and I kind of whispered. I said, go lay on the bed with him. This was perfect. And I disappeared out the room. He was like, he had a very happy ending to his

Doberman Dan:

Session. So

Dan Brule:

The whole thing worked out better than we could have imagined. But he's a good, if you only got, I'm lucky to get 20 minutes with him at a time every month or two just to keep him going. But people like that know how to parlay a little, just parlay a little tweak into a huge advantage. He's done so much work on himself. And so he, it's like he's only got a little time. So I've gotten really good at zeroing in on, okay, what can we really focus on? What can we practice here? We're going to get the most bang out of our buck till the next time we see each other. And so he's helped me to really hone that in. I can watch somebody breathe for a few minutes, give him a couple of tests, and I'll give him something to practice to make a huge freaking difference.

Doberman Dan:

Cool.

Dan Brule:

And if he does it, then anybody else, I mean, what, he's got 50 something companies that he owns and he's managed. He wouldn't be practicing this stuff if it wasn't helping. If it didn't work

Doberman Dan:

And the Navy Seals the special operation guys, they wouldn't be wasting their time on something that doesn't work and is of extreme value.

Dan Brule:

They got no patience for woo woo theory. Concepts get you nowhere. Training gets you everywhere. And if you're not doing breathing training, then you're at a disadvantage to people who are, even if you're equal on all of the levels,

Doberman Dan:

And you've made the point earlier, that I think demonstrates that perfectly. If we're talking elite level stuff, the guy who's got that much of an advantage is the one who takes home the trophy.

Dan Brule:

That's it. That's how it works. And Orrin kcl, he's another, I love this guy. I dunno if you've ever heard of Orrin kcl. His book is Pitch Mastery, pitch Anything. He's a great follower. He is a great devotee of mine. I mean, I love the guy. He's brilliant. You got 20 minutes in a room and you got to walk out with a check for five or 20 or 50 million bucks. This is the guy to do it. And actually Tony hired him. I introduced him. Tony hired him, and he went and came and spoke at one of Tony's sting, and he called me for backstage. He goes, damn, my voice went up to octaves. I feel like my nuts are up in my throat somewhere. And he's good in the room with the analysts and the CEO and all those people. But put him in front of 2000 people.

Suddenly he was dealing with stuff in, and nothing he was doing was working. Damn, I tried your five seconds. In five seconds. I tried to get box me said, eh, nothing's working. It's making it worse. So right there behind the state all, well, let's do a different approach. And I had him hyperventilate, ramp up his energy to meet his anxiety and then slow his breathing down. Oh man, he got right in the zone. He went out there and killed it. And then this was a little side thing. Later on, a couple of months later, I said, Hey, by the way, how much did Tony pay you to do that talk? He said, 43. I said, 43. What? He said, thousand, just get the fuck out of

Doberman Dan:

Here.

Dan Brule:

43 grand to talk for an hour. I didn't need to raise my prices.

Doberman Dan:

That's a damn good hour's work there.

Dan Brule:

I'll say,

Doberman Dan:

Yeah, I'd like to. There's something we got to cover. We talked about this before we were recording this, something we got to cover, or all the marketing people will have a cow. I want to talk about that. But then after that, can we get into actual, can I throw out some actual circumstances with you that most, well, devil, I mean most people deal with period, but it seems like entrepreneurs deal with it. And then maybe you could give us some tips for that. But the first thing we got to talk about, or I'll have a mass revolt, is I said in my email to promote this call. Yeah, that's right. This guy makes a darn good living teaching people how to breathe, which sounds kind of funny at first, but I know you transitioned into it from a full-time gig and that you were doing on the side, and you even said yourself.

You just figured, well, I'm going to keep a regular job to pay the bills. I'm going to do my passion. But then all of a sudden it transformed into a full-time thing. So how did you make that happen? Did it just come together organically or was there a point where you made the decision, I need to promote this, I need to advertise this, I need to get in front of people. How in the world did you make that happen? That you can make a really good living teaching people how to breathe and doing something you're passionate about?

Dan Brule:

Yeah, maybe just damn stubbornness. I just refused to do anything else. I tried doing other stuff and I just couldn't. So it sort of snuck up on me and maybe in spite of me, because I never really looked at breathing as a business until the last few years really, when it was a missionary work, really. So it kind of snuck up on me just through damn persistence and stubbornness and refusing to do anything else. But I had a really cool event in the early nineties in Moscow. At the time, I was charging 5,000 bucks for a week of training, and I'm thinking in dollars, and they were thinking in Euros. And after I got through with that, it was a place called the Open Center in Moscow. They paid me 7,500 bucks because the Euro and the dollar \$7,500 was 5,000 euros. And I went, Hey, that's pretty cool.

I think when I go back, I'm going to charge 7,500 and tell them upfront. And then I had a really cool program in Lithuania. I mean, I didn't know how much I was going to make. And I tell people, well, let's just see what happens. This is my work. And at the time, early nineties, I got 15 K for a week of training. That was the most I had ever gotten in a week. I mean, I paid my own airfare and I paid to go and teach for free. And so this was a huge breakthrough. And I had an entrepreneur coach at the time, Phil Lau. He had a book called Money Is My Friend and Wealth Without a Job. And he coached me just before I made that trip. And when I came back, I said, man, Phil, you're not going to believe this.

I can just look at the biggest payment ever for one week of training. I charged 5,000, I made 15 grand. He goes, okay, this is what you got to work on. You're a psyche. You're unconscious is going to think this is just a fluke. You got to start. This is the new normal program that into your brain because this is the new normal. Otherwise your history, your pattern is just going to, this is a blip on the screen and you're going to default back to what you're kind of unconsciously comfortable with. And so my parents were factory workers and minimum wage, practically factory workers. So nobody in my family came from any business background or any level of wealth above lower middle class. So I had a lot of unconscious crap to clear through just deserving. And like Dan Kennedy says, just quote your price with a straight face.

That's the only thing you need to learn how to do. And so that's hard for me to do because, so working through all this unconscious shit, I think is the major thing that's responsible for my say personal path towards success. And the breath is this link between the conscious mind and the subconscious mind, right? It's the link between the mind and the body. And a lot of, we're driven 95% by unconscious thoughts and feelings and beliefs and emotions. And breathwork gives us a handle on that stuff so that we can moments of choice, become moments of power. You're not running on your unconscious, whatever. And so breath is a very powerful tool for clearing out of our unconscious early programming,



limited thoughts, negative beliefs, all that crap that we don't, it's unconscious. If it was conscious, we'd do something about it, but by definition, it's subconscious is unconscious.

We're not aware of it, but yet it's driving us. So one major thing about breathwork is you hack into that level and you make changes, which creates new habits, new patterns, things that were a struggle suddenly are easy. You show up in the right place at the right time, sort of coincidentally because you're being guided by a higher level of unconscious motivation or programming. And I think I look at my own life, that was the biggest hurdle I had to overcome was early life programming beliefs and limiting thoughts about, I even feel guilty. I still feel guilty when I charge a lot because the best things I've been given, I've been literally giving. And it's hard for me to charge other people when someone gave it to me. So I had to work with my own programming, conditioning, unconscious stuff. And I think that's what's holding most people back by far. That's where the real serious shit is. It's buried in our unconscious and breath work brings it up to the surface where you can either double down on it and stuff it back down, or you can release it and cleanse it and reprogram. So that's my favorite work is that kind of work of clearing up early programming, early traumas that caused us to assume certain postures and think in certain ways if we don't clear that shit out of our system, it's just going to, it's like an anchor. It keeps us bogged down.

Doberman Dan:

Well said. I have to say that's probably the best description of that I've ever heard. A few years ago, a really successful entrepreneur named Lee Miller. She's a Dan Kennedy. Do you know Lee? Yep, I do. She's a Dan Kennedy lifer, as am I, as he calls us his subscribers who've been with him forever. She actually tried to explain that to me, but I wasn't at a point where I was able to understand it at the time. So it went in one ear and out the other. I'm like, now that's not the answer. The answer I was looking for is like, what ads do you specifically run to get clients? There's got to be a trick on Facebook ads, right? Or there's got to be. And she gave the same answer you did, and I was not at the point of being able to understand that back then.

Dan Brule:

Hey, for the first few years of our life, we're basically in a hypnotic trance. Everything is downloaded directly into our subconscious, into our unconscious. And by the time the cognitive center comes online, three years old or four years old, you're already thinking with shit that swallowed. And I was featured in a movie called What If It's a movie on human potential? And Joel dispenser and Bernie Siegel and a bunch of other luminaries at the time. It's 10, 15 years old already that movie. But basic, this idea of this movie was what if for the first few years of your life you were given programs that limit who you are and what would be possible for you if you could change those programs? That was the basic theme of the movie. And it was a documentary, interviewed a bunch of people, and I was one of them.

And so I think most people know this and most people have heard it, and they even maybe can intellectually understand it, but not enough to turn it into doing something about it that really works. And for most people, if it doesn't work fast, they're going to move on to something else. And when I spent time in China, which really helped me to slow down my qung master who Ben, who I studied with, I was there living in Beijing with him, worked with him every day. He got that because at one point he told me a story about how when he first started studying Qung, his master came down from the Luan providence or wherever it was, and gave him something to practice, and he practiced it for 10 years and didn't get any benefits. I had to stop Lee Bauchy my interpreter. I said, whoa, whoa, whoa, whoa.

Wait, what did he just say? He practiced for 10 years and didn't get any results. I said, I come from America. People try something for five minutes. If it doesn't work, they're going to try something else. I

can imagine myself, and I can't imagine teaching somebody say, okay, practice this, and if nothing happens for 10 years, keep practicing. I couldn't convince myself of that. And so I asked him, I said, please ask him why did he proud? What made him keep? And his answer was, he didn't understand the question, which really pissed me off. I said, Lee, my interpreter. I says, this is an important question. Do you understand the question? He says, yeah, I do. I said, well, make him understand it. This is important. And no matter what, he just didn't understand the question. And finally, after I was about to leave, and I had several interpreters, I had a Korean doctor who could read Chinese.

I had this African kid who spoke five dialects of Chinese. I had Lee Bauchi, the editor of Sports Magazine. I said, okay, among the three of you, this question has been bothering me. I'm about to go home and I'm going to be practicing some stuff. Please give me an answer. And so finally he said, well, maybe I was a slow student and a slow learner, or I was doing something wrong. Well, okay, sure, at least I had an answer. But that kind of mentality is foreign to us Westerners. And I think he gave me a really good answer. He went and introduced me to this artist who had an elephant tusk inside this big glass bottle, and he was carving it with these long, tiny tubes of magnifying glasses on his eyes. He'd been working on this damn piece of art for 20 years, one piece of art, 20 years, and he said it was going to take 'em another 20 years to finish. I never met anybody like that in the United States. I could conceive of somebody devoting their entire life to one piece of art. So I left China with a different way of seeing life, approaching life and integrating that into what we're really good at, the Western laser-like focus and mind, and to integrate some of that ancient Eastern stuff into our Western mind. I think that combination is what is better than either, right?

Doberman Dan:

Yeah. That is a good quality we do have in the West, and I'm glad you've addressed that and addressed the downsides of it, but also used it to our advantage. Can we get into some ideas and tips? Like I was talking about earlier, it's extremely frustrating to me either somebody who comes to me because they want to start their dream business. They were like me, they had a job, they despised and they want to get out of it. And so they have this idea of a dream business. They're going to enjoy doing what they do. It's going to free 'em from the job, yet they can never make any significant forward progress, constantly hamstrung by fear.

Dan Brule:

So

Doberman Dan:

In a situation like that, or even any situation when I was a cop, that there's, I mean, there's a damn good reason for being afraid. How do you address that? What do you tell the Navy seals when they're feeling those feelings and it's preventing them from doing what they want to do and what they need to do?

Dan Brule:

Yeah. Well, first of all, it's training because when you don't have time to think, your training kicks in. And so whatever you've been training for, when you don't have time to think, when you can't, so training is a key. So breathwork training, I have what I call a formula for transformation. The first ingredient is awareness. We need to become more mindful. We need to become more like Zen-like in being in present moment. We need more situational awareness that keeps you safe, that the lizard brain is much happier when it's aware or you're taking in information. That lizard brain can relax the amygdala. You can hack into the amygdala's in the direct line from the lizard brain, but you can take the long route

through the cognitive center and communicate with the amygdala. And you do that with breathing, and you do that with deliberate relaxation.

And you do that with self-talk or focus or meaning that you create. You're framing things and all that helps calm this amygdala. So the first is there's no way around it. Meditation. I mean, when I first tried to introduce him, meditation, military, I'm meditation, meditation, woo woo stuff, mark Dev Divine, my Navy seal friend, when he introduced meditation into the seal training, he didn't call it meditation. He called it concentration training. Oh, our guys need concentration training. If he would've called it meditation, they would've laughed him out of the room too. So just phrasing things helps get around some people's mind. And yoga, yoga sga. So what did he call it? He called it somatic movement. Wow. That even sounds medical. So sometimes to get around objections, we just need to package it in the right words, right? But there's no way around it. I call it what it is.

It's meditation. You need a daily practice of meditation and to kill two birds with one stone, you make breathing your meditation. You can meditate on a candle, a mantra. There's lots of ways and forms of meditation. Why not kill two birds with one stone? You practice breath work, why you make it a meditation? So just gathering up our energy, gathering up our consciousness and focusing it on one place gives us this tremendous ability to focus our attention, focus our energy, and not get thrown off course and not get scattered, and not be responding to miscellaneous crises, random impulses, but be guided by a chosen principle, right? So developing a mindfulness practice, a meditation practice, I don't think there's any way around it. A daily meditation and meditate on your breath. So I hate to talk about breathing too long without practicing it. So the idea is you don't have to breathe in any special way.

You just assume this posture of a witness and you begin observing your breath and notice the sensations coming in and the sensations going out and look for details. So develop meditative awareness. And so because the more aware I become of my breath, the more aware I become of everything, the more I can glean little details in my breathing, I start to glean little details in other areas and other interactions and other events. You developing more awareness, more consciousness, and that helps no matter what else you're doing. So that's the first and major element of practice. And you don't have to breathe any special way. In fact, better not to better to just develop this capacity to be a witness. If you can witness your breathing, you can witness your thoughts, you can witness your emotions, you can witness the effect that the words are having on other people.

You can witness your reactions and your emotions, and that's so powerful to remain functional and perform, to manage all that crap. First you have to be aware of heads and just the awareness is enough to somehow cut through it. The second is we need to learn how to let go. Let go of negative thoughts, old beliefs, old versions of ourselves, physical tension, resentment, you name it, anger, you got to learn to let go because all that crap. There's a great quote from Jonathan Livingston, Seago. Jonathan discovered that boredom and fear and anger were the reasons that Gold's life was so short. And with these gone from his mind, he lived a long fine life indeed. And so boredom and fear and anger, they're right in there. That sucks energy. It narrows focus. It just interrupts and interferes with the flow of our creativity. So learning to let go is vital and learning to let go of your breath.

If you can't let go of your exhale, don't be surprised if you can't let go of pain, if you can't let go of your exhale. Don't be surprised if you can't let go of fear or anxiety. If you can't let go of your breath, don't be surprised if you can't let go of thoughts going around your head, keeping you awake at night. You haven't learned how to let go. And so I train people to get really good at letting go of their exhale, and then if they're good at that, they can release. They include releasing tension from the muscle. So if I relax a muscle while I'm exhaling, the tension stored in that muscle is going to flow out and crap is trapped in my nervous system. If I can learn to relax, I can let go and I can release that stuff.

So that's the second part. You got to learn how to let go physically let go of physical tension, let go of emotional grudges and resentment and all that other crap that just mucks everything up. And it's a very practical training and using the breath to let go and relax and release, and everything gets reduced to energy. So if you get really good, that's the third element is learning how to breathe energy and not just air. So the third ingredient, my formula is literally learning how to breathe energy. You could call it prana chi, key spirit, life force, call it whatever the hell you want. But there's an energy in the breath. There's a breath within the breath. And ah, all the ancient religions have a word, the same word for breath and air, for spirit and life. And that's not a coincidence. So when you can learn to hack into your breath, and not just breathe air, but to start to breathe energy, now you develop some skills and abilities that go beyond normal fitness training and performance and endurance and strength and speed.

Because in the jungle still and in ancient times, who was the fastest, who was the strongest, that's who survived. And then along came smart. And then it didn't really matter how fast or strong you were, if you were smart enough, you could overcome fast strong people. But if you look at the school in our training these days, that's what kids are being trained for. Be fast, strong, and smart. But that's not, some of the worst things in the world are being perpetrated by very smart people and very strong and very fast people. So that ain't enough going forward. Consciousness, who is the most conscious person? That's who's going to survive. And consciousness trumps speed and strength and smart. So breathwork trains us, helps us to develop ourselves on the level of consciousness. It helps us to raise our consciousness, expand our consciousness, refine our consciousness, all of the work of the Buddha and all the spiritual teachers.

It's inner work and it's the work on the level of consciousness. And so for me, that's the juiciest stuff because the most conscious people I've ever met have been the most spiritual people I've ever met. The most spiritual people I've ever met have been the most conscious and the most creative people I've ever met have been the most spiritual and the most conscious. So for me, creativity, spirituality, consciousness, it's all one thing. And they all meet in the breath. So that's why I'm a missionary for the breath. We kill all those damn birds with one stone,

Doberman Dan:

With one stone. And I love when I'm able to do that. I'm glad you shared that, especially that number two point. You're just confirming that I'm reading right now, Dr. David Hawkins, the letting go part you talked about. Yeah. How about, I mean, that's life changing stuff, what you just shared, that is the solution for whatever's hamstringing you, whatever fears holding you back. What about, I'm such a selfish guy, I ask questions that I have, but luckily my selfishness often benefits others. They have the same questions. What about, so I'll use my situation. I'm almost finished with my second CD of original music, and it's only taken working on it since 2017. So when I need my biggest challenge with that, the writing and the music wasn't the biggest challenge. The performing of the guitar parts wasn't much of a challenge. When I had the solo, all kinds of weird head shit came up, and that's why it was delayed so long. So when I want to be at peak performance and I just want peak creativity, peak performance about to perform something, and this will probably apply to somebody who's a speaker in front of big crowds. Do you have any tips for getting in the ideal state for doing those things? I think there's, well, not probably. There's definitely a mixture of fear going on, but also I want to access to all the brain power and creativity I can possibly access.

Dan Brule:

Yeah, so the first thing I mentioned about chemistry that I would find out, what do you do when you're under stress? Do you tend to hold your breath or do you tend to hyperventilate? When I was in the

military and I was going off on, I get a start, I was a special person, medical deep sea diver and special operations. I had demolition training and I sold people up, a weird combination of skills. And so when I got assigned to a team, I was always looking for who am I going to have to watch out for when the shit hits the fan? I realized that there were two general responses. One is that freeze response, like a trainer's coming, a trainer, and you watch the whole thing happen and you go, shit, the guy just had to move six inches. He would've been fine. What the hell causing?

And then there was the other kind where they've run around a chicken with their head cut off yelling and doing a whole lot of stupid shit that isn't helping anybody. And I figured that people are going to go off in one of those directions, maybe not to those extremes, but those sort of exemplify the extremes of the two, and I realized that it was displayed in their breathing. So knowing that, okay, do you tend to hold your breath or do you tend to hyperventilate when you are really squeezed or pressed knowing that you know which way to train and what to begin to watch out for and guard against and be proactive about. So that's important information and people need to find that for their own. In my seminars, that's one of the tests we do so that people, okay, I fall on this side, I fall on that side.

Now I know going forward, if I enter a stressful situation, I'm either going to slow my breath down or I'm going to remember to take some breaths just to keep me in that flow state. The second, of course, is always his mindset and what are you telling yourself? How are you framing things? And is this really the life and death situation that your lizard brain is making it out to be? So this ability to have a voice to counter that toxic anxiety producing voice is really, really important. And then breath control is self-control. And so you find a way to prime yourself so you really feel like you can show up. And that's also what, and everybody's a little different. We each got our own way. So we have some general rules, general principles that we follow, but almost everybody needs to tweak them according to their own personal history and tendencies and psychology and emotions and stuff.

So building a repertoire, getting comfortable with breathing high in your chest, low in your belly, breathing fast, breathing slow, breathing through the nose, breathing through the mouth, just you practice a range so that you're comfortable with the broad range because then when you're pressed and under stress and your breathing unconsciously goes in a certain direction, you've already experienced it and played with it, and it doesn't have the power to throw you off. So self-knowledge and personal introspection in a work related to your particular breathing habits. What do you default to when you're under stress? Know that ahead of time, what kind of breathing patterns increase anxiety for you and which kind of temper it?

And there are just some general principles that you could catch 80% of the people in the general principal area, but I've always been one of those exceptions. And it seems like a lot of people I work with, they're not in that 80% percentile. They're more in the 20%, 15% top 1% kind of thing. So that means really tweaking. And so I have a series of breathing tests just to see where's the weakest link? What's going to snap when you're under stress? And let's make sure that we got that nailed down and taken care of. So it's not going to get in your way when you're performing. And sometimes that requires some CO2 monitoring because you can't argue with chemistry. It's a real thing. Sometimes maybe using, monitoring these wearable technologies and just play with your breathing and see what it does to your blood pressure.

See what it does to blood flow to your brain. And because what works for one person may not work for somebody else. So as it turns out, breath work gets to be quite an individual kind of training, even though there are these general principles. So general principles, get comfortable with hyperventilation, get comfortable with breath holding. I think that's why Wim Hof is so popular because that's exactly what he does. Hyperventilate breath holding hyperventilation, breath holding. And when you hyperventilate, you produce a whole package of internal feelings and sensations and emotions. And if

you can get comfortable in the presence of those, you're going to heal something. You're going to grow. When you hold your breath, you produce a completely different package of feelings and sensations and emotions and reactions. And if you can get comfortable with those, you heal and you grow. And I think that's one of the reasons that, and it's not a new technique.

Women isn't teaching anything that isn't ancient. It's an ancient Dao is practice hyperventilate, hold your breath, hyperventilate all your breath, and you get comfortable with all the biological, physiological, chemical, chaos that's produced. And so it's like producing stress on purpose to practice being cool and calm and clear and centered. And then when life gives you stress, fuck, you've already played with it. You've already worked through it. It's no big deal. So I guess in a nutshell, that's how I kind of orchestrate my training with people. But it's all in my books. It's in my online courses, most of it. So, but there's no way around practicing. And I'm trying to clone myself and thanks to books and technology and online stuff, and I never thought I'd be doing online breath training. I need to get my hands on people. I need to sniff 'em. I need to touch 'em and feel 'em to really feel like I can. But it works quite well. So it seems that virtual training is good in many cases as live training. So yeah.

Doberman Dan:

I'm glad you brought that up because unfortunately we got to wrap this up and I feel like we're just getting started. Would you consider coming back another time, please?

Dan Brule:

No, I love you. I got no off button, so gosh, anytime, brother. I love what you're doing. Really. We didn't get a chance to talk about it. I wanted to hear a little bit more because you've gone woo woo a bit. I think in some people's minds, I hear you talking about love, and I hear talking about spirituality, and that's where my heart's at, man. And I think that's the ultimate solution to everything, is connect to our spirit. And the breath is like a thread. You follow it, it takes you to its source, which is our source, and you start to embody these spiritual principles. Oh, we're all connected. We're all one. Yeah, that's a beautiful spiritual idea, but do you really fucking get it? And are you living from that principle or is it just a pretty intellectual thought?

I can't tell you how many people I've helped that they found God in the breath, literally. And it's no coincidence, respiration inspiration, expiration that root spirit, there it is. Right under our nose. And so I love That's where, and you are following a similar path. I've met a lot of people who are extremely successful. They've accomplished all their dreams. And guess what? They start getting interested, the spiritual stuff and the human connection and how do I serve at a higher level? And those are the people that I'm all in for, man. So you're in that ilk.

Doberman Dan:

Oh, well, thank you. So how does somebody get into your world if they want to look into this more? You have your book Just Breathe, it's available on Amazon, probably all platforms, but how else can they get into your world?

Dan Brule:

Breath mastery.com is my main website, and on there you'll find my newsletter. I've written an article, a report about breathing every month since June of 1976. I haven't missed a month. So my archives on Breath Mastery literally go back and I just launched a really cool new course called Mastering the Breath, and it is connected to what I call my legacy collection. It's like the best thing I've ever done.

Thank God for this young kid. Anastasia doesn't like me calling my kid, but he's like 23, 24 years old. I'm 73. He's a kid.

Doberman Dan:

He's a kid. Yeah. Brilliant.

Dan Brule:

Brilliant freaking kid. And so he's been working with me for the last year. He's edited and taken, I do a week, a weekly live coaching call with all of the people who are serious about breathing. And we recorded all those. He clipped them, he cut 'em. He created courses like what a brilliant freaking guy. And so I'm very psyched about that. My newest course called Mastering the Breath. I would point people to that because it is so comprehensive and it whittles down like 50 years of study and practice into \$97 course.

Doberman Dan:

That's excellent. And that's available also@breathmastery.com,

Dan Brule:

A link to it. Is there? Yes. Yeah, you have to scroll down and see a link to the new Mastering Your Breath course. Yeah.

Doberman Dan:

And the book is entitled, just Breathe. It's available on Amazon. Other platforms I imagine too.

Dan Brule:

Yeah. Simon and Schuster, they're everywhere. Yep.

Doberman Dan:

Cool.

Dan Brule:

And Office at breath or dan@breathmastery.com. Anybody has a specific question or they can't find something? dan@breathmastery.com Will do. I'm on Instagram at Dan Brule official. It's hard to avoid me if you Google breathwork. It's hard. It's hard not to. Well,

Doberman Dan:

Yeah. I mean, you're one of the grandfathers of this work, a founding father. So yeah,

Dan Brule:

Even people have been doing it 20 years. They're like newbies to me. So

Doberman Dan:

Yeah, breathwork, all roads, just like marketing stuff, direct marketing, all roads lead to Dan Kennedy, breathwork, all loads, all roads lead to Dan Brule.

Dan Brule:

Yeah, I'm infamous. I'll tell you, I've created and destroyed a lot of communities along my way, and I learn everything the hard way. But at least if you learn something the hard way, man, you got it.

Doberman Dan:

That's a lesson you never forget.

Dan Brule:

Never.

Doberman Dan:

Well, Dan, I really, really appreciate it. I'm so grateful you did this. Thank you so much. I wish we didn't have to end, but we do. So I have it on record and it's recorded that you did say you come back. So I'm going to Oh yeah,

Dan Brule:

Send it in, man. I'll be at your beck and call. I'll be your beck call boy if you want.

Doberman Dan:

Thank you, Dan. I appreciate it. Okay, well that concludes our April webinar. Thank you, Dan. Thank you everybody for attending, and we'll see you all next month. Bye again. Thank you, Dan. Yeah.