



Beyond Setting Goals: What's your Big Thing? | Jeff Patterson

[00:00:00] Guest Intro – Jeff Patterson

Darin: Hey, everybody welcome to the show, this is Darin Olien. This is the Darin Olien podcast. What's going on? How you doing? How you navigating life? what's happening? You are the infinite creator of your life. Watch your mind, watch where it goes. Make sure your attention is not stolen from other things, that's why you need intentions to help generate and create and build the roads of your now and future. Making sure that you are always at the helm of your life. My next guest, Jeff Patterson has got some of the greatest tools for you to understand and unpack and ultimately deliver you into and for yourself. He wrote this incredible book called "The Big Thing Effect. Jeff Patterson is a longtime friend of mine; I have known him for over 20 years. We took some psychology courses together. He branched off and became a ridiculous game changing coach for several incredible high powered people throughout the globe and prominent leadership coach. He has been in his own way, cultivating curating skills and tools and access points for you and his clients, of course, for you to transform your life forever. And it's really about unpacking the differences between intentions and goals. And there's nothing wrong with all that, you can get goals. You can have intentions, you can have all that stuff, but what we are really talking about today in this podcast with my great friend, Jeff, that is the big thing, your big thing. And there's ways that you can access your big thing and make clear what you are doing here. What fires you up? What wakes you up? What drives you forward? because listen, people, we need you. I need you. We need you. The world needs you to kick some ass and once you know your big thing, it's always been there. It's lurking, it's underneath some stuff, but we sometimes don't see it. And through this book, it starts off with a bang, pulled me right in. You will find out how to transform your life. So, kick back, relax and enjoy this great conversation with a dear friend of mine, the powerful, the potent, the clear Jeff Patterson

[00:02:57] Podcast Intro

Darin: You are listening to The Darin Olien Show. I am Darin, and it is my life's mission to find and share healthy and sustainable ways of living. In this podcast, I talk to inspiring people and professionals from around the world to uncover ways that we, as humans can improve our lifestyles, strengthen our mindsets and take better care of this beautiful planet we call home. If you are looking for motivation to take the next steps towards a happier, healthier life then you are in the right place. And I am stoked that you are here. So, let's do this. This is my show, The Darin Olien Show.

[00:03:41] Interview Commences

Darin: Coming on here. I was like, cool I get to have a conscious conversation with Jeff and share his message to the world. And then I was kind of laughing. It's always a conscious high level conversation with Jeff. It's just straight up and then just for everyone listening, I met you over 20 years ago already. We were studying psychology, spiritual psychology, all this stuff. You and I became fast friends, but let's step back because I just, I love to reminisce



a little bit about how we met and then what your arc was. You were acting and you were doing a bunch of stuff, but you really, we both were in this period of time where we were jumping into learning and really gave ourselves the opportunity to dive into ourselves more and more and more. So why don't you just talk on how you got to be literally one of the most successful badass? I don't even know how do you call it because it's like just this executive amplifier coach. So tell us about that part of the story, how you got here.

[00:04:55] Jeff's origin story

Jeff: Yeah, first of all, just such a joy and an honor to be here with you, Darin, like you said, we have known each other for a while. we have been fierce champions for each other, as individuals and for our passions in the world and the impact we want to make. And so I just love who you are, your authenticity. This is just like a special moment. So thank you for having me. Yeah, we met in about 1999 I think it was. And you and I, you know, we would do our wacky, what I called Fred Flinstone workouts in the Hollywood Hills, which were basically yanking rocks up the mountain and pushups and pullups, and we just hit it off because we shared a lot of common values and we really wanted to inspire and uplift people to live their best life, their super life. And we were both on a path to do it and we were always looking ways to help each other out. You were always the super food hunter, you know, that was kind of like the core in there that you loved. And I just saw that always and you had so many other ways that you impacted people. You continued to inspire me along the way. I started out as an actor in Hollywood and what drew me to that, first of all, was a couple great opportunities to host some kid shows for Nickelodeon live stage shows, get some shows for ESPN too in college. It thrust me in front of the camera and I wanted to use the camera to inspire people, to help them to do what they came into this life to do. And as long as I got acting work and opportunities to inspire people, I loved it. And eventually I discovered that I didn't have to be rich and famous to really help people. And it took me some bumps and bruises along the way to figure that out because I was stuck in Hollywood trying to get to the top of a mountain, I thought was necessary, but I had lost my passion. You know, acting really wasn't the passion, but it took me a lot of challenge to discover that the real passion for acting was being able to inspire people to do the thing they think is impossible; their big thing

Darin: I have seen a lot of other people say similar things. And it's usually from this perspective, either music or art or acting or something, why do I want to do this? I want to do it so that I can inspire people. And although that might be true, it's almost like a suspension of truth before you actually get to the things. So, it's like, you are actually not doing what you want to do in the moment because you have also put it out there. When I get there, then I will be that person. Fuck it is tricky to one pack where the ego or where the scarcity or fear maybe hiding in some of that stuff. So talk to me about that because I know your thrust and pull back in an excavation through some of that. So, then what was that like for you to realize that, oh, that's a middle man that I don't need to pursue who and what I am.

[00:08:17] How to make non-linear moves?

Jeff: You nailed it Darin, boy I wish I could cut out at least seven years in there where I felt like I was beating my head against a rock, trying to figure that out. But people like you and dear friends in my life and coaches that I have had helped me to cut out what you referred to as a middle man. I think part of that challenge is that, our minds are linear human egos. The



part of us that kind of has a self-identity, it's trying to figure out how to do what it wants to do and it thinks it knows the way. And in some cases, you know, a few steps, but I think you and I both know that there are nonlinear moves opportunities and inklings that you get of what is meant for you. And it takes courage to follow those that you and I have become friends. I think one of the reasons is because we have challenged each other to make those bold moves, to defy and go against popular opinion trends and even our own family's encouragement to stay true to that internal path that is being given to you. And I believe each one of us has that. And I think that is the push pull and that fight between our head and our heart. And it takes courage and it takes support to be able to go against some of that patterning.

Darin: I think this is one of the most important things for any human to understand what you said is really about those inklings. It's the voice within us. It's our power voice, it is beyond our ego, it is this primordial, soulful, the truth of who you are, but it's not making choices for you. You still get to be Jeff and I get to be Darin and we get to live this life here, but it's for us to navigate and understand and hopefully open up that aperture. And it's so easy to blow off that feather touch that hint that seven years was not easy for you. And that feather touch that was hinting at you in spite of Nebraska upbringing, in spite of what you are supposed to do, in spite of family, in spite of finances. Talk to me about that, man, because everybody can relate to all of this.

Jeff: Yeah, well, I would call what we are talking about here. That light whisper that lives in all of us, directing us in our unique, authentic path and the way we access it is through being still and our intuition. You could give it any name you want, but it takes stepping off the normal distractions that all of us face in our busy lives in this full world. And stepping back and really tuning into what you want, listening to what your desires are, even though you may be on a course. And that's what I find is really hard for a lot of people. And it was really hard for me, I was hustling to make ends meet. I was working as an actor, but as you can imagine, it took a lot of hustle, a lot of work. And also in some cases, a lot of side hustle to support it financially and to pursue the real purity of the art forms that I was passionate about. So that's what was so challenging for me because I was so caught up and now making a living and taking care of myself. In addition to following my creative pursuits, who has time to step back and go, what am I really doing this for? And what's it that I really want, but what I have learned and what I help a lot of people do through my coaching practice is I help people to slow down and ask that bigger question. To step off the hamster wheel of success and achievement, which is important. I am not denying that, but to really make sure that you are going true north with your soul, with your heart, with what you really want. And that doesn't mean that you leave your day job to go pursue it. You and I both know; I mean, we are 20 years in the making to get where we are in our successful lives now. And I would like to think we are just getting started, but it was not overnight. And I think it wasn't overnight because we had to take care of those other things. But you and I both, I know, and some of our friends, we stayed true to listening to that. Always making sure that we are listening to our true north, not just trying to make the bills or be famous or something like that. So slowing down is really important and it's the hardest thing to do when you have got a full and busy life like everyone does listening to this podcast. On one level, my coaching people to go big in their life has been there since I was a very little boy, you know, growing up with divorced parents, experiencing quite a bit of emotional turbulence heartache as a



kid, I think emotionally I was a seeker and I sought to know the deeper meaning of life, which had me ask questions.

Jeff: And I really loved people and very early on, I would always have this ability to listen to someone and almost hear and see what's blocking them. And what would like launch them in a meaningful way toward their most important goal. Ever since I can remember that gift has been with me. And so I always used it and I was always having conversations. I was on the phone a lot in high school and in college. And when I was in Hollywood, I had people calling me sometimes six hours a day I would be on the phone. They are just like, just keep talking to me because good things are happening. And so I refused to take money for it, but I was there all along. And then the popping, it kind of happened in a moment for many years, I would watch actors, Tom Cruise, Matthew McConaughey, I would see them act in a film and I would think to myself, oh man, I would love to be Matthew McConaughey in that role, I would love to play that role. And then when I was really, you know, in the prime of schooling and starting to coach people, because people were saying, what is it going to take? What can I pay you to talk to me on a regular basis? I started having clients, that was about 1999. And then I had this experience. I was actually seeing a coach at the time, a dear friend of mine. And she said, remember that old movie Contact with Matthew McConaughey and Jody Foster. You should see that again. So I saw it and I watched that movie. And that night, I like at the end of the film, I broke down in tears. And I realized that for those of you that might recall it's a 1997 movie, it's an old classic. At least. It is to me, Matthew McConaughey plays Joss Palmer, this author kind of a coach figure.

Jeff: Now he would be seen as a thought leader and he was inspiring people. I think he was being interviewed on Larry King why in the movie. Anyway, at the end of the film, I had this epiphany for the first time I realized I didn't want to be Matthew McConaughey the actor in this moment, I wanted to be Joss Palmer the character he played and it just, it hit me. It all came together and I realized that I was pursuing something that wasn't giving me passion, which was fame and success. And even acting as an art form, wasn't fulfilling me anymore. But I still knew I wanted to touch a lot of people in a genuine, in a meaningful way that was aligned with my gifts. And so that next morning I got up and I made an absolute decision that I was going to pivot and going to shift. And that's when things started falling into place. And again, it wasn't overnight, it took me a long time for that to become a full-time proposition financially. But it took that commitment to really turn it around.

Darin: Yeah, I just want to say people, you have got to check out this book, if there's any part of you that want to read a good book. And then if you want to get access to find more of who you are, then this is the book to go to. So the book's called "Big Thing Effect, The Big Thing Effect". So Jeff, in your words, what's the big thing?

[00:16:28] So what's the "big thing"?

Jeff: Well, the big thing, as I point out in the book, is the most important goal in your life at this time. And the big thing effect is the powerful unlocking and unleashing that happens when you say yes to him. So for you, when you said yes to that big thing, it changed you, it didn't happen overnight. You didn't know how it was going to happen. You bumped into some dead ends along the way, but you stayed true and said yes and it led you and it changed you. It brought you to relationships. It brought you to places. It's kind of like, I grew up on a farm in Nebraska. It's like, when you lasso a stallion and you hold on, it is going to pull you.



It's going to take you and your big thing can take you in a way that no therapist, no idea, no philosophy can because it's authentically already in you.

Darin: I think that's so utterly true and again, this is the part of the reign or the challenge of being human is we want to go. Yeah, but I don't know how it's going to look. I don't know how I would do that and all of these things. And then it just keeps going and going and going and going. And that's where it's almost like if you say yes to it, even if it's just listen, listen for me, I was saying, saying yes to what I felt. It was almost as if I was saying yes to the highest self, the godliest part, the most natural part of myself that I was saying yes to for the first time in my life consciously. And I had no idea and yet I had a knowing an infinite, knowing that I knew what I was going to do. And yet I had no idea what I was going to do.

Jeff: Yeah, I like the way you said in there, that is so powerful. I want to back up for a second because you said before you took that run, you know, you put your foot down and you said, I want to know in no uncertain terms, my big thing, show me the bigger picture you asked for it, you declared it. There was no part of you that was second guessing. You made a clear declaration and I have a hundred stories like that from mine and other people's lives where people made a powerful declaration or asked that question with that level of certainty and clarity and they got it. I made a very similar request of life. Just like you did before that run literally the day before I saw the match, McConaughey replay of Contact; that's the power. So for anyone listening, if you are not certain of what your big thing is, or even if you know what it is, make a clear request, show me what it is in no uncertain terms in ways that I know so that I can pursue it and then be willing to back it up. That is a very powerful and real thing.

Darin: Yeah. So let's unpack that a little bit. Again, you go through this so brilliantly in the book and gets one of the most important things that we can do in our lives because it's really no more excuses, no more outside. Even though we all will get outside support, that's what life is. we are infinitely connected. we are not doing anything by ourselves because people are saying, yeah, I have got goals. I have got all that stuff, but let's sophisticated ourselves around the big thing versus a few goals and stuff.

[00:19:57] 7 Signs it's the big thing and not just a goal

Jeff: you are bringing up a number of really good points from Deltel signs of a big thing. As I like to say in the book, I remind people that your big thing is more than just role. It is a mountaintop, daring you to touch it. And it's authentically big to you. Not big by someone else's standards, it's big and scary to you. And there are seven telltale signs that I have tracked and found that every big thing has; number one, it's deeply want it, heart and soul want it, which is a vulnerable thing. Because if we want something, we fear that what might happen if we can't have it or we don't get it. So deeply heart and soul want it that's number one. Number two, is it scares you? It scares you for a number of reasons. Number one, it's outside your comfort zone. Number two, you haven't done it before. If you have done it before, it's not a big thing. Your big thing is, is bigger than anything you have done like this in this manner. So number two, it will scare you it will square it and it's not scaring all of you. It's scaring your ego. It's scaring, who you thought you were, which is a limitation for most of us. Anyway, if we are an infinite being, which you and I believe we are no identity, even a good self-identity is limited by comparison. So number two, it scares you. Number three, it will or may seem impossible, that could be the timing is impossible, or I can't do it today, but maybe tomorrow, some aspect of it may seem impossible. Number four, the how may temporarily



elude you most people's egos clinged, a certainty and safety and wants to know how do we get there? How am I going to do it? They don't let themselves clarify what they want because they haven't figured out how, but you can't reach something you haven't clarify. So the what, knowing what the big thing is specifically why it's important, those clarity pieces are more important than how right now. And that is the number one hang up people have as entrepreneurs, especially in business, but any endeavor is they get hung up on the, how they can't figure it out. And they are like, you know what? When I am clear on the, how, then I'll do it, which is never going to happen. So that's number four. Number five is you can't do it alone. If you can do what you are wanting to do on your own without help, it's not a big thing. Now it may be wonderful and you may need to do it. And I would encourage you to, but a big thing is unique.

Jeff: It's special because it's going to unlock you in a way that nothing else can. And part of that reason is because a big thing is so big you can't do it on your own. Then moving on to number six is doing your big thing requires that you transform as a human being. You can't get there by being who you are being today. Some people think, oh, well, that's horrible. Are you saying that I am inadequate? That I am not enough as I am? No, actually I am saying the opposite. I am saying you are infinite, but today you are pretending not to be. Most of my coaching is about subtracting these psychological habits and limiters and limitation we put on ourselves. We don't need to learn new tactic. We don't need to add more to us. We need to take some stuff off to let our true power that we have been avoiding shine. And this your big thing is automatically built to transform you. In fact, I think on one level, that's why the soul latches onto a big thing, because it knows that we will have to bring forward more of our strength of our creativity, our joy, our brilliance, our authenticity in order to realize it. And that is one of the most powerful reasons to do it is because it will transform you in the most wonderful way. Finally, number seven, a big thing is not just about you. It's bigger than you. In fact that it will serve others. If your big thing only impacts you and it's just about you, again, may be a wonderful thing, doesn't mean you shouldn't do it, but it's not a big thing. A big thing serves others in some way, it's beyond you. So those are the seven and those are the things it must hit each. And every one of those to be a big thing, if it doesn't check the box on all seven of those, it's a goal, not a big thing.

Darin: And it's not to say that these goals run parallel to it. you are like, Hey, you have a goal of losing weight. You have all those and they are fine. And in fact, some of them will support the big thing.

Jeff: A hundred percent.

Darin: Get you hydrated, get sleep, lose some weight, work out all of that stuff. We just have more energy and life force to kick ass on your big day like of course it's all integrated. So, I just want to say like, it's closer to us than far away, this big thing who we are, and that's really where you are so good at finding things and go, eh, are you sure? So what do you think people can do right now, even in this moment, even in listening to this, to get a glimpse, get a feeling towards that big thing, aside from reading the book and really diving in. But how do you think is a great tool to just start to cultivate this space a bit again,

[00:25:03] How do you recognize your big thing?



Jeff: Really good question. I have a couple different answers, one fresh in the moment. That is not what I probably would've said coming into this interview, but right here in the moment. But I think joy you recognize is a quality of the soul that I believe we all possess and in abundance and we don't need anything in order to feel it. And one access point that points you in the direction or will help you be open to what you really love and are interested in is to engage and cultivate the quality of joy from what's you. Do things that make you joyful, make decisions that are aligned with joy, and regardless of your circumstances have fun, enjoy your life. I think that is probably one of the most powerful things somebody could do regardless of where you are at in relationship to your big thing, clueless, have a hunch or you know exactly what it is. Either way that particular we will call it an exercise is truly powerful. A lot of people push back with me in this conversation around big thing. If we don't know each other, they are like, you know, but I have got mouths to feed, I have got big responsibilities. I don't have time to sit and talk about some big airy-fairy dream. What's my ultimate big thing. Well, in my opinion, I think what is keeping most people from being on fire truly inspired is not having their big thing clear. And I can tell you many stories of someone coming to me with a big time, usually a big corporate problem, or somebody who is already extremely successful best in the world at what they do. And they are trying to pivot and channel that excellence into the pivot and they are struggling. One of the biggest ways, really one of the fastest ways I coach people is to get them on point with their big thing that requires a little more time, but in the end, ultimately, it's faster and it puts people in touch with their power, not somebody else's power or it's not externally based.

Jeff: So, taking the time and exploring the question, what is the most important role in my life at this time that I really want to do? And it's not just about what I want to do, it's who I want to be. The qualities I want to experience, it's important that we ask that question and pursue it. That's what got me off the treadmill of Hollywood. I actually stopped and asked a bigger question. What's the bigger thing I really want to do? If I didn't ask that question, who knows where I would be? I don't think I would be here without asking that question. And I really on some level want to go back to that younger me back then. I wish I could have given it to him seven years earlier because it wasn't wasted, made some great learnings and it's ultimately added to where I am. And I really understand the struggles of what it really means to perform at an elite level when you are really facing adversity. But this is really, this is a performance hack when people say, well, how do you really tweak performance? You want this straight, honest answer, this is it.

[00:28:03] Bite toothpaste ad

Darin: I am constantly on the lookout for clean products to use, but also of sustainable and clean packaging when it comes to the bathroom. Bite Toothpaste has all of this sorted out, which is why I love them. Most commercial toothpaste is packed with parch chemicals and we are putting it in our mouth. And when you consider doing that twice a day on average, the consumer swallows about one block every week. Not to mention, they are being absorbed in your mouth as well. But of course, there are safer solutions, I use Bite Toothpaste bits, which are a sustainable and completely clean alternative to toothpaste. Just pop them in your mouth, chew down on them with some water, and it creates a foam. And they use refillable glass jars - so, it eliminates that whole regular toothpaste tube, that's just plastic and ends up



in the landfill. So, I love when you can integrate all of this into one thing. Bite is on a mission to replace the contents in your bathroom cabinet with safe and practical personal care items. And they are dedicated to packaging and shipping their products in a sustainable way. Many of their products, like the toothpaste bits and their deodorant, come in refillable containers. That's so cool. Finding companies that are committed to reducing this plastic waste gives me so much hope for the future, which is why I am so excited to share this with you. So, to try Bite Toothpaste products today, you can get 20% off your first order by going to trybite.com/DARIN20 or using the code DARIN20 at the checkout to claim this great deal. That's [T-R-Y-B I-T-E.com/DARIN20](https://T-R-Y-B-I-T-E.com/DARIN20).

[00:30:21] Interview Continued

Darin: So, what was your main reason of kind of writing the book and then how do you think people could best use it? Because it's really, you are steering people back. This is a whole aketo exercise that you have. I think in terms of like you are steering people back to the harmony, the access point of themselves, you have always done that for me. Now you are doing it within this broader scope. You are doing it with your clients. I know gotten to know some of your clients who are just extraordinary people and are tapped in to their hearts and passion and moving mountains, like doing a book's hard, like writing a book is hard. What was your main focus of wanting to do it?

[00:31:06] Jeff's inspiration for writing his book

Jeff: Well, the impetus and desire of writing the book is the same impetus that led me to Hollywood and ultimately led me to leave Hollywood to pursue inspiring and uplifting people. It's been my dream since I was a small boy to encourage people and to help them to both clarify the most important thing that they want to do at this time and then to do it. There's a framework in this book that will show you how to clarify. And most importantly, truly what it takes to realize your big thing. And there are some unique tools in there that I use and have used for more than 20 years of my clients, world champion athletes, Hollywood celebrities, some of them became successful because of our coaching. So, I get the calls when everything is on the line and they need to perform, or they need to go to a new level. And this book is really well doesn't matter how successful you have been. You may already currently be the very best in the world, but the principles in this book could take even someone like that to a new level. And it's what I have been using for a long time. It's what I even did before I was quote and quote, a coach, which is why people were always kind of drawn to me. I have always been on fire because I have been chasing a big thing for most of my life. And it always drew people to me and people said, how are you so impenetrable? How are you so unflappable? You get so much rejection as an actor. Well, I never faced rejection; rejection is an idea in the mind and nobody could ever do anything to me only I could do that. So, I want to give that to people.

Jeff: I grew up as a kid who wanted to control his surroundings and try to help the adults in his world, reach their dreams. And that never really goes well, you know what I mean? It's like, we are not meant to control other people around us, but it really lit a fire under me to try to help people. And so, because of that, it led me on a path and that's where it led me to this book, my dream for this book because that it would inspire many, many people to clarify their big thing. If that's all someone got from the book is yes, I am going to clarify my big thing. I am committed to clarifying. I'll just tell you this. If you clarify your big thing, you will already



change your life. I'll give you a hundred stories of just clarifying your big thing, how it will change it. And if you commit to it and you are open to how and you follow the principles in this book, it'll catapult you genuinely.

Darin: I have no doubt because you have been committed to this thing and I am not surprised. And at the same time, the way you articulate it in this book, it illuminates something. I know for me, it goes on mostly internal, these kind of questions or feelings or guidance's or intuitions or goal posts or whatever it's mostly an internal thing. I have always been self-reflective, but this book, which is why I just started smiling from ear to ear when I started reading it. Do you want to talk a little bit about the first part of the climbing the mountain? Do you want to say a little bit about that? Because I had no idea the level of intensity you went through when you were climbing that mountain. Do you want to talk a little bit about that?

Jeff: Absolutely. Well, a few years ago I committed to climbing one of the seven summits Mount Conga in Southern Argentina and it's 23,000 feet high. It's the highest mountain in the world outside of Asia. And I had no climbing experience at the time and to me it represented a big thing, something that always wanted to do something. I didn't think I was ready to do, scared the crap out of me. Plus, I was definitely afraid of heights at the time. So anyway, trained for a year and we went down to climb this mountain and the book opens up on summit day. Now we spent 15 days on the side of this huge peak trying to get to the summit safely and back down as a team, there were seven of us plus three guides and the book opens up on summit day. The last day, the last final push to the summit, our team dwindled from seven down to five and on summit day, as I am inching across, something happens, a man falls off in front of me. We kind of see what happened to me on summit day, after all the ordeals I would gone through with the training and the second guessing and the questioning and this book really follows my Chronicles of training for, and then attempting to summit this mountain and how that changed me. And I follow the principles, the seven keys to doing your big thing through that story.

Darin: So beautiful because anyone I think doing anything in life you can relate to, especially how you articulated it. It's like a microcosm of the macrocosm that goes on all the time with watching our mind, seeing our mind, our limits popping up and what are we going to do? And how are we going to respond? I am telling you, man, I felt like I was there with you like that was unbelievable. And I think such a beautiful part of a book like this, using that as the muse to tell this, because we all, even though not climbing the mountain, we all can relate with what's going on inside. And then being able to share that through your 20 plus years of working with people and successful people and then success on top of success, we have got success so twisted in the world. So how do you define success? Because you are looking at all of that differently and again, creating the right fuel behind what people really, really want.

[00:36:55] So, how do you define success?

Jeff: That is a brilliant question. I think ultimately each of us must answer that question for ourself and then live into it. And the degree to which we live into our own authentic version of



success will be the degree to which we are fulfilled, satisfied, happy. However, there are things that I have learned just because of my career and my own unique path. The times when I have been the most fulfilled, the most satisfied have had nothing or little to do with money. I can think back to moments in my life where I had money, where I didn't have money and I was on fire. The reason that I was on fire, the reason I felt so fulfilled is I was pursuing and living into and growing to be able to realize at that time my big thing. So, it's one of the biggest factors for me personally, when I look back through history, what had me be the most fulfilled, the most satisfied feeling, the most successful. It was the degree to which I was engaged in my big thing. It wasn't necessarily being on the top. It was the pursuit and the personal growth and the connection, just like our friendship and the satisfaction. And that's really what I am trying to give people as a not an alternative, but a deeper perspective of true and lasting, authentic success. Success, where you are on fire and fulfilled where you love what you are feeling and you are contributing. And my experience is when people are doing that money is taken care of and I don't just mean theoretically. I mean, legitimately, they are prospering financially. That's been the case for me and so many of the people that I have coached that agreed to which they were fully embodied in their big thing, their money, a lot of people think, oh, well, when I have money someday, then I can pursue my big thing. That was a trap I fell into; it's why I thought I had to wait to become rich and famous before I could actually be a coach. And I was most fulfilled and satisfied by being that person, coaching, uplifting, working with people and companies. And by doing that money became a nonissue. So, to me, I encouraged people to not make lifestyle, the most important thing and not even make money the most important thing. Make who you are being and really doing your big thing or what's most important in your life, make that a priority. And the others will be completely different because of it. It is a total multiplier and that is the 'big thing effect'.

Darin: Dude, that's it so much because it is the multiplier that is so non-linear and pleomorphic. When you step into that place where you become that magnet, and if you are not connected to your real big thing, then you are not being honest with yourself. And if you go through the list that you just mentioned on the big thing, if it doesn't have those qualities, then you don't create much of a receptacle for the right people or the right kind of funding or the right kind of thing, because it has all these other weird aspects to, it's not as clean. And so that, that's the other thing like again, if you are an entrepreneur person busting there, go through Jeff's book and cultivate your true north because you will become a magnet and get out of, and like you said before, let go of some limiting beliefs so that things can come to you more easily. And then at least you have more passion and energy to give over towards these things. You know, Jeff, you, and I know like then I think that's what this book is. It is the saying yes to yourself, saying yes to something and then letting it, and then watch as this thing starts to have a snowball effect. How many years you have been doing it for yourself and all these high-powered people and also not high-powered people, your nature of how hundreds and hundreds of people, just because that's the spirit of who you are and how great is it when the light bulb goes off.

Jeff: It's incredible and when you do it, as much as I have done it, you see how it's done in every instance. And granted part of what's fun, working with individuals is intuitively I pick up certain things that will help somebody that's just unique to them. And on the road to your big



thing, I talk about the book, how you shift your way of being to match your big thing. And that is something most people don't understand in the world of performance in the world of business is you can systematically shift the qualities that you embody your focus and your inner psychology swiftly. That includes mindset, but it's bigger than just that. And this book lays that out so that you can, today, you can flip a switch in terms of who you are being. So, you don't have to wait to get there in order to be the person you want to be. This book shows you how to be, who you need to be to realize it and by it lets you flip that switch today, which doesn't have you trying to get there. It has you fully inhabiting this moment. You have more fun and it's a total fuel and multiplier to get there.

Darin: The funny thing is I realized in the, even the cultivation of that, like superfood hunting and health, wasn't even my big thing. Like it was a big subset of, and that's where super life came, because that the epiphany of like, oh, I just want people to live a super life. It's like, okay, well I found these amazing foods and ways to be and all of this stuff, well you got to do all that. And it's funny now, cause now I am doing fatal conveniences and it's like, hey, we are getting the kicked out of us. So, we got to know how you are getting fucked up here, it's all the same like it's all just like live your super life. Principal's the book, here's fatal convenience stay away from this and now we are going to talk about, and then really now it's the evolution of sovereignty, water, power, food shelter, internal power, like all of that. Even if you could say it in your wordology, big thing, like we have to free ourselves and live in the best possible way. And everything's inverted like I am staring at this shit on a daily basis just going, oh my God, like on the one hand we are trying to kill ourselves, it's fucking crazy.

Jeff: And that's why I am so passionate about the message of "The Big Thing Effect" is because I believe that every one of us has a part to play. And there are people who are busy and distracted who deep down want to fix the water problem that want to fix climate change, that want to do this, that want to create clean politics and you know, those people don't do it. So that's why this is so urgent for me because I feel like that's how I can contribute to doing that. And what's so cool when you were talking about your big thing, you know, superfood hunter, knowing your history as a young boy, what you faced with your health and all the stuff that you went through and how that led you to the grapefruit diet, you know, that you mentioned in your book. I love that story just like had me see you in Minnesota in a whole new light, because I didn't know all of that before I had read that some of those details, but it's like make sense that superfood, that was your first big thing. That was the thing, the north star. And then when your kind of like realize that you realize that there was something bigger using that as an avenue and then you shifted to that big thing, you know, and that's really kind of what we are talking about. And that's the power of a big thing is one big thing leads to the next or the bigger thing inside of that like it did for me, but we got to get on the one that's here now. Right. And clarifying and committing to that will reveal the next one. And if we all do that in this life, then I believe we all come together to be pieces of that puzzle to make it work. And I think we are all meant to be here and to do that.

Darin: Yeah, and I think you are absolutely right because if you get in touch with that as a human who is connected, always connected and without separation, we will, by our true instincts and care and love when we are connected to our big thing, we will naturally take care of the environment, take care of our neighbor, take care of our family, love each other,



not kill each other, like do the right thing. And I think you are absolutely right, I am glad we hit that point because that's another angle of super life, I want people. So, you are not dragging around the fucking body. Just take care of yourself so that you can like have the energy and the insight to fucking live your life. And now with this, it's a whole other level of getting in touch, man, because how much energy is not being utilized when you are not in touch with your true self too.

Jeff: Most people aren't motivated to get healthy and make the difficult or the uncomfortable choices toward health, unless they are playing for something bigger. I talk about it in the book, you know, about hosting that show in that stage or went to universal studios and wanted to be host that show on that stage. And for the rest of my life as a kid, I was, if I worked out or was training, I was training to become that and it added fuel. It was like, that was my ticket out the farm, so to speak. And I think the same is true for people today. We need to be reminded of what we are really playing for. We are not just here to get by and suck up oxygen and leave a good corpse and hopefully have enough in your 401k to make it to the end. We are here to do something meaningful that, that only we can. And we can't do that if we are not taking care of our bodies, what you mentioned in super life is just necessary so that we can actually do our big thing. And I feel like part of what is missing for many people's motivation, they are not motivated to lose weight because they don't realize they are actually up to a bigger game. There's a big thing in them trying to get out if they will listen and clarify it it's like that changed the game for you. When you were a super food hunter, you were going to be on television, you were going to help people elevate and create a super life that up leveled your vision for yourself, which added motivation to the day-to-day training and the cold punches and all the many things that you have done and will do to. So, I think that's the thing that is also missing today.

Jeff: We are in doing goals, but we are not on fire like you. And a lot of people who are not a lot of people, actually, I don't think there are a lot of people that are really running around with their hair on fire, with fulfillment, excitement, and inspiration. And that is not meant for just amazing people like you it's meant for all of us in our own unique way. I mean, not all of us are extroverts, but I think each of us can really ignite that fire by clarifying your big thing. And that's another reason why I, I just think it's so urgent right now in our evolution is humanity.

Darin: Amen. If there was a mic, we would drop it, but that's it. I am just so excited for people to get this book. I am going to blast this book everywhere because I think it has a blueprint of things that I resonate with so much and the things that I have gone through and it just goes to show like to have a brotherhood like you Jeff. And after all these years, you lose touch with people because they are on a different, and that's no fault of anyone's else. Life creates different things, but there's always been this through line with you. You have always had the truth the north and you have always been committed. And I just also want to just publicly say thank you for all of the guidance and the insight and the holding me true to who I am and listen, everyone, this guy is the type of person that he just has a feeling and he calls me and he drops this wisdom bombs and it's like, perfect. And he is like, how the fuck did he know that? and cultivate friendships like that too. And then cultivate a way and a path to your big



thing, because I think that's the medicine we need in this world. And I just, I just want to thank you for being here today and being my friend and being an advocate of truth for the world.

Jeff: That just touched my heart. I am tearing up as you can see. And I just appreciate you because you are so many of those things to me and your authenticity and your purity, your willingness to stay true to your big thing, which is bigger than just a TV show. And it's even bigger than podcasts and the avenues through which you want to help change the world. You have been pure to that big thing since day one. And you have known, you have wanted to do certain things like have TV shows and all those things, and you got clear on it. Well, the vision is clear, the resources are clear, you got clear, but it took some time and you had to get out of the way. You had to say yes, which is what we are talking about. Say yes to your big thing, clarify it and say yes, and it will start to lead you in a way that you couldn't lead yourself and you epitomize that. If anybody wants to know, if somebody to watch as an authentic journey person toward that, they look to you and you have continued to inspire me. I appreciate your friendship and encouragement and your truth bombs right back at me.

Darin: Jeff, I am so proud of you. I am so stoked. And I can't wait for people to be exposed to who they are, what they are and understanding their big thing, man.

Jeff: Thanks, Big D appreciate it. So much fun as always. And look forward to the next one.

[00:50:23] Podcast Outro

Darin: Thanks for tuning in to this episode of the Darin Olien Show. I hope you took something valuable away from this conversation that will help improve your life in some way. If you would like to learn more about my incredible guest, you can find all of their information in the show notes on my website. If you enjoyed this episode or even you didn't like it, please rate this podcast, the team and I value your feedback so we can continue to give you the most value possible. We want you to get the most out of every podcast. So please rate, subscribe, share - anything you feel called to do. I truly appreciate it and I love and value your support. So, thank you and I will meet you in the next episode.