

HOW I'm coping

Brendon Burchard <support@brendon.com>
Mar 29, 2020, 4:16 PM

My Daily Routine Now,
and How I Beat Stress Upstream

I hope this note finds you and your loved ones well. This is a long-form love letter and article for you today. I want you to know I'm here and working every day for you.

Please enjoy - it might just shift your focus in a positive direction right now.

I know it's been a big week in the news: more controversy, more infections, more death, more fear, more restrictions, a \$2 trillion stimulus package and a long list of questions and worries. People are stressed and scared.

But... unless our life is gone, then life does carry on.

It must, right?

Look, it's okay if you've taken a beat to process all this.

It's okay to find uncertainty scary.

It's ok to struggle to find your own way of coping, to be overwhelmed sometimes with all the changes, the cancels, the children, the chaos.

It's ok.

It's ok.

It's ok.

What if you simply allowed that, surrendered to that for a moment, accepted the feelings and noticed them without letting them own you?

What if you just allowed and observed the emotions move through and tried to simultaneously live in an energy of grace?

Someday, many people will discover that fear can pass through us and we can simultaneously witness it, open the gate to it and let it pass through, and, remarkably, be observant and even gentle the whole while.

There is a part of you that can rise above and witness your emotions.

You don't have to judge.

You can simply observe and realize the chaos and the emotions are not, in fact, you - just a reasonable passing stream of energy that is not as deep as you think, that you need not drown in.

You can be emotionally free when you can observe and allow and let things pass...

... and when you can, then you can make the decision to reconnect to your strength and your purpose and turn your gaze once more to love and to the future.

Too Much to Expect?

We're all defining what this crisis is going to make of us, and if we aren't defining it, then it will consume us at faster rates than the illness itself.

I just hope you've also kept a positive attitude and decided to at least try to move forward, even if in simple ways every day, to stick to good habits, to be kind to others, to serve as a role model to your family and community, to define this moment's meaning versus let it define you for years.

Is that too tall an order? Perhaps.

But if we stop striving to live a good life now, then what does that say about our real values?

If we pause our entire life and define this entire experience as negative, losing sight of what's positive, what's beautiful in this moment, what's blessed...

... then what does that feel like? What does that say of our appreciation of God's other gifts in this moment?

Many people are not sick, and yet they are also not choosing to live well. That's hard to watch for many of you, because I know you are leaders and you want people to do their best right now.

You want to see more compassion and courage and role modeling and kindness out there.

So be that.

Be the centered one amid the chaos -- even if you fail on the daily at least, months from now, you'll know you made the attempt.

What Life Looks Like For Me Right Now

I'm attempting to practice all these ideas for my own circle of influence.

Honestly, I've never worked harder, or been more focused on how to serve the world and my industry than right now.

And yet, still, I am in peace.

And yet still I practice my habits.

And yet still I allow myself grace and rest.

There is hard work and there is harmony.

In fact, there is very little good work when detached from harmony or flow. And if you think that's woo-woo, it's time for you to read the science of performance again, or to tap into the artist side of you who has been neglected.

I'm not claiming to be perfect, but I can share that my year's of personal development feel like they are paying off. How about you?

Crisis often reveals who we've been training to be, and what levels of self-awareness and personal power we've chosen, or not chosen, to develop in the past.

(That is **not** to say that "illness" is the same -- anyone and everyone can get sick. So don't think I'm saying otherwise. But not everyone chooses to engage crisis - the situation and energy surrounding a critical moment - with maturity or the full activation of their intention and abilities).

Personally, right now, I'm thankful I've spent years trying and failing and earning a bit more self-discipline, positivity, self-reliance, and connection every day. Because dang it's needed now.

Because that's what is showing up now.

In that way, life hasn't changed much even though there are, as always, new demands and headlines.

For me, that idea that life continuing on looks like this:

==> Yesterday was my mom's birthday, and that shot a bolt of joy through my life and world. I posted her story on my Instagram. Thanks to the tens of thousands of you who have met her at my events and been so kind.

==> I'm focused on serving the thousands of awesome people who've joined my free Wellness Masterclass or who've signed up for my \$1 marketing crash course. I created those entire offerings for you all, pausing our other plans, at the first sign of this pandemic.

==> I'm watching what my audience needs right now, checking in with friends and loved ones... paying attention to people's energy and response is fascinating.

==> I'm optimizing my own health. Many of you know that I had the flu this month, **not** coronavirus, and it was awful. And yet you can see I didn't stop serving even as I was sick. Yes, I was forced to do **less** but that just meant I did fewer things with even **more** focused execution.

==> I spent the last days prioritizing rest and health (which is not different than any other weekly reality for me), but also working on my new book, writing the forward to Wayne Dyer's next book

(an unbelievable honor I'll tell you about later this summer), building webpages, readying our teams and business for the month's ahead.

==> Today, I'm typing this email to you and then recording a new series on The Brendon Show podcast about HOW to deal with this crisis as it develops. Two new episodes per week coming your way, so please subscribe to The Brendon Show on iTunes/Apple, Google, Stitcher, or Spotify.

Mostly, for me, life carries on. And no matter the noise or threat or fears, I'm still that dorky happy kid from Montana who wakes up giddy to serve.

Circumstances might slow me down for a moment, causing me to recalibrate, but the forward momentum of service can never be halted.

People keep asking how I deal with all the stress.

So here is basically my entire routine, below.

My Entire Daily Rhythm - A Checklist

20 things I do to manage stress in life upstream so it doesn't suddenly crash on me. Nope, I don't always get it right. But hitting most of these every day keeps me a happy and high-performing dude.

1. Wake up, meditate for 5 minutes in bed, get up, drink 20 ounces of water, and then stretch or workout for 10-20 minutes.
2. Read for 20 minutes, almost always a personal development, spirituality, psychology, or philosophy book. Often interrupted by flirting with my wife.
3. Plan my day and set my mindset with the High Performance Planner. Yes, *especially* when I'm locked in my planner is a MUST. The morning prompts and evening journaling alone keeps me mentally clear, even if the day's agenda looks less scheduled than normal now. We're back in stock. Get yours here. Often interrupted by asking Denise what she's doing today.
4. Work my mission every day. For me, that's helping other's improve their lives and achieve their dreams faster. How does my career work? What do I actually do? Basically, I use the content creation and marketing strategies that you can find in my Thought Leader Roadmap, which I've made just \$1 for everyone right now.
5. I practice "block time, break time." Meaning, I work in blocks of 50 minutes, usually only one 1-2 projects. No interruptions, no checking inbox, voice mail, or social during that time - just doing work. Then every 50 minutes, I take a break, stand up from my desk (even if I was already standing), get water, stretch (doing a few vinyasa flows and calisthenics); then close my eyes and bounce in place while taking 10 deep breaths. That resets my physiology. Then write down the 3 things I must do in the next hour, and go at it!
6. Take 2 walks outside, every day, no matter what. No. Matter. What.

7. Meals? I have a shake with breakfast: Kale, avocado, chia seeds, blueberries, almond butter, coconut milk, 25g of plant-based protein. That's when I take my OPTIMIZED supplement for daily mental focus and energy. (I only take 2 capsules with my morning shake, then the other 2 capsules at lunch). Lunch is late for me, often 2-3pm, and it's usually just a plate of greens and protein (either eggs or Beyond Meat burger). Dinner is around 7 or 8, and is usually veggies and fish with some quinoa, squash or sweet potato... or whatever Denise wants! My cheat meals are Denise's healthy-ish pizza or a steak sandwich. I have wine maybe once per week with dinner.

8. I text 5 people a voice text every day, just to cheer them on and tell them I appreciate them.

9. I workout 5x per week, usually at the gym. 5-10 minutes cardio, then 2-5 minutes stretching, then 3 sets heavy lifting, each to failure, of 3 different complex moves. (Example: Squat thrusters, pushups, lunges, abs... 3 sets of those). If I don't work out hard, then it's just fast walk, bike or swim.

10. I meditate at least once per day, usually in the morning upon first waking. I practice the Release Meditation Technique. I also tend to meditate again at 4pm, which often turns into a 20-30 session (and sometimes nap).

11. I say NO to pretty much everything unless it directly aligns with my personal and professional goals for the next 12-24 months.

12. I keep a tight circle of friends, who I text almost everyday.

13. If Denise isn't around for lunch, I like to watch personal development courses or a TED talk when I eat. Or I just listen to a podcast. Or, if I'm needing inspiration, I watch those "best-of" episodes of America's Got Talent or American Idol on Youtube... don't judge me! I love when someone comes out and you don't expect anything and they're remarkable!

14. I wear noise canceling headphones, even when home alone. Half the time I listen to nothing. The other half I listen to cafe music or jazz. Just depends on my mood and need for focus. I'm not listening to anything right now as I'm typing this to you but I got my muffs on man.

15. I drastically limit my time consuming news or social media - just twice per day. I look once in the morning, AFTER I've read, worked out, filled out my planner, ate breakfast, then worked for THREE OR FOUR HOURS. Then I look at the news and social media, limited to just 15 minutes. Then, just before dinner, I look at news and social media one more time, again limited to 15 minutes.

16. I practice my famous "3-2-1 Sleep Routine." 3 hours before bed, I don't eat. 2 hours before bed, I don't work. 1 hour before bed, no screens at all (no phone, no Kindle, no TV - sometimes just a book, sometimes just a conversation with Denise or family, sometimes a quick stretch or stroll outside). We keep the bedroom completely dark and set at 68 degrees.

17. Every 90 days, Denise and I go away for 4-7 days together. Twice per year we take a longer vacation. This keeps us fresh.

18. I create 4 new pieces of content every day. Those quotes you've seen from me on Facebook (since 2007) and Instagram? Yep, I write 4 every day. This keeps me in a contemplative mode

about life. Makes me think. And inspire. It's creativity, scheduled every day baby. I also work on my marketing funnels, using all the strategies found, again, in my marketing crash course you can get for \$1 now.

19. I'm less stressed at work than many people because I only hire awesome people. If I have to worry about them, they don't last 90 days. Having a TEAM in place is everything. For a long time it was just me, then just one person in customer service. Then 2 then 10, all in customer service and events. Just 2 years ago or so, I hired some marketing help. But yes, this is still me, right here banging at these keys for you. I've written every dang email and book by myself because that's what I do! Need team? Best books I ever read on hiring/team were: Powerful by Patty McCord, Culture Code by Daniel Coyle, and Trillion Dollar Coach by Eric Schmidt.

20. I don't wait for joy to show up someday. I BRING THE JOY. I don't hate the problems of life. I HONOR THE STRUGGLE. I don't live each day with lack of awareness to the fact that, at the end of my life, I'll ask questions about my life to assess if I'm happy with how I lived my life. I discovered those questions for me are did I LIVE, did I LOVE, did I MATTER. So every day I begin with that intention, and every night I assess myself. LIVE. LOVE. MATTER. You can do a lot in a decade if you live intentionally and with real reverence for life.

Hope that gives you a jolt of goodness today.

Let's all keep a positive attitude and serve as role models during what will be a wild year.

Let's all keep moving forward, even if from home.

Let's all be thankful for all those on the front lines who are courageously dealing with this crisis and saving lives and keeping things moving.

Let's all be thankful there are newsletters and resources like this -- there **is** positivity in this world, there **are** people who care, there **will** be change and progress because that's the Way.

I'll be here for you the entire journey, just like I have been for 14 years every single day.

Talk soon. Sending love and good energy your way.

- Brendon

[Latest: Grab my marketing course for \\$1](#)

Hey - you're awesome. I love creating training for you. Hit reply if you need anything, we always have your back. Of course, you can unsubscribe, just please be careful, bc that means I can't deliver your emails anymore, even for things you asked/paid for, as all our services are tied to your email address. But you can reach me anytime at support@brendon.com or PO Box 5368 Portland, OR, 97228.