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00:35

Did you say your name was James? James back I'm doing a path forward social experiment to I'm going to offer two states this year serving one family in every state. And instead of asking something for my time I just asked for people to pay forward. Although



00:59

I've done everything from teach high school economics to rewrite graduate study professors courses to babysit.



01:10

As long as it's legal, I'll do it, you work harder than I have



01:27

to give these people three days of service and you ask them to do what in return lesson to actually pay forward.



01:37

So whenever you get done with one journey, just come back here because you'll always have a home.



01:42

Welcome home.



01:48

Your goal is working in the medical field in Los Angeles, and it just wasn't fulfilling. I wasn't happy. We're gonna give away everything tonight. The only things that I kept were things necessary for survival. Anyone wants to keep a marriage so few sets of clothes for summer and winter.



02:04

Want to snowboard you love it? Computer, car, car insurance cell phone. That's it couldn't give myself a way back. I couldn't get myself anything to return to.



02:20

First had this idea on December 1 2010. I just got in the shower and was standing from the bathroom mirror. naked, dripping wet. I looked myself in the eye balled up my fist point on my face and said, you may fool everyone else. But you don't fool me. Your life looks great on the outside. But you don't fool me. You know that moment when you realize you made a big mistake in life. I committed to a path and reached the peak of my decisions only to look around and realize I was alone and standing on the wrong mountain. Back then I was a managing partner of a post surgical Recovery Facility. I worked with all the top plastic orthopedic and bariatric surgeons in Beverly Hills. The number two no doctors were my clients. And it was my job to make sure my nurses follow their protocol. I drove a luxury company car and went to swanky Hollywood parties and had a nice place by the beach that was filled with nice stuff. On the weekends, I was exclusive massage therapist for NBC is the biggest loser. Instead, I'd studied massage all over the world, many celebrities and professional athletes as my private clients. Tissue optimization was my specialty and business was booming. I had more money and respect and I've ever had in my entire life. But it was empty. I was on call 24 hours a day. Relationships fell apart from neglect. Me I was around a lot of people. But I was lonely. The only part of my life that inspired me was on the weekends when I would go and help out the biggest loser contestants and they would talk about how they were going to use pay it forward in their community to make an impact in their world. I thought, you know, could I use pay it forward to make an impact and in my world? The answer was yes, I just had to figure out how that was the moment I decided to create the greatest payetteforward social experiment I could think

of. And afterwards, that mountain was worth climbing because as I looked around, I was surrounded by amazing relationships with great people and was the happiest person I've ever known. During my time with you today, we're gonna explore the best lesson that that epic adventure has to offer. This information will equip you with the number one skill that you need to grow a cooperative community wherever you end up settling down. As you transition out of having classmates and professors into having co workers and bosses every thing is going to be new life is going to be due. This is going to be a lot of stress, a lot of frustration, a lot of unknowns. And so if you want some help in transforming that stress into something helpful, then let's go through the journey. December 1, as I showered, I realized that I had always had one fear based emotion that it limited my entire life, anxiety, waking up with a feeling of someone sitting on my chest, or needing to perform breathing exercises and mental gymnastics to calm my mind and face the day. That was my baseline. As I got out of the shower, I thought, do I really know how to rewire the mind. Because if I do, then I can use service to remove my anxiety and record it and then



05:53

show other people how to do it too.



05:56

Since 1998, I've studied how to rewire the mind The goal was to remove the PTSD from childhood experiences. I wanted to rewire that and, and connect with a life that it seemed like so many other people lived. Not that moment, I caught my reflection. I was disgusted. Because up until that point, all of my experiments and rewiring my mind and neuroplasticity had been all about me. My mom was a head charge nurse for neurology clinic. So we talked about all the different things that you can do to to rework your mind. And other people I knew had the same feelings of worthlessness that I used to have. But I thought, you know what, for one year, I can make people feel priceless. Up until now, looking at my life as like, you know, my life might not be worth very much. I mean, my mom likes me, but I mean, your mom likes everyone's mom pretty much like so. Hopefully. But I'm right now I'm like, you know, I'm gonna find the greatest way that I can serve people across America. So that when I look back on this one year, I will know how my life was good. I'm gonna take one year to learn how to be a good man.



07:16

I had to, because no one really taught me. So it was up to me, just like it may be up to you.



07:25

As a young boy, I pledge of allegiance to the flag of the United States of America. Countless men and women have sacrificed their lives for this country and given so much. And as a man, I had done nothing. But that was about to change. Alexis de Tocqueville said, America is great, because America is good. And if America ever ceases to be good, and America will cease to be great. So I decided it was worth my life and my time to go around the country, encouraging people to be good rewiring minds along the way. I would give myself one year to travel across America touching all 50 states to show them how the premise was simple. I would serve an individual or family in each state for three days, I would never ask a dime for my time, just so they pay it forward. Now, in order to explore this new way, existing I couldn't trust my mind because my brain was stuck in thinking in dysfunctional patterns. Each decision had to be inspired by someone other than myself. So I would then follow every scrap of wisdom I could get my hands on once I've made this realization. So religious commands and cultural traditions transition from personal obligation into professional ability. I wonder how long should I stay with each family? And a quote from Benjamin Franklin came to mind visitors like fish go bad after three days? Okay, so all serve a family in each state for three days. Yoda said, Do or do not. There is no try. So I had to cross the Rubicon. I had to burn the boats behind me. But how? The answer came from a friend after I asked, What should I do with all my stuff? She said, you should give it away. Her statement reminded me of a Native American tradition in the Pacific Northwest where I grew up. When a tribal member wanted to become an elder, they would invite their tribe together and perform what's called a Potlatch ceremony, where they would give all their possessions to their tribe. So I thought, well, our modern day tribe is my friend. So I gathered everyone together, and did just that, because that seemed like the most. The ancient option seemed like the most logical path to take. Because it was the only way a person can remove ulterior motives and empower themselves to take their place as a trustworthy leader.



10:01

I thought you know, if life



10:02

without anxiety is possible, if I could finally experience the happiness that it seemed like so many other people enjoyed, then it was worth everything in my life to achieve it. And I wasn't gonna leave anything to chance, I would put all of my beliefs on the chopping block, and every one of my possessions put it all out there. For one year, I would push

myself as, as hard as humanly possible. I would test love, I would test my beliefs of humanity, but most importantly, test myself. On February 18 2011, I invited all my friends together, and I had them walk through my home and make a list of whatever they wanted. And then six weeks later on my 36th birthday, gave it all the way. Now we recorded my actions on a GoPro Otherwise, this concept is difficult to believe and impossible to prove. You see, I believe that people can thrive in modern society by living in constant state of giving. I decided to call my journey surf bliss, because being a surf as he RF is how people survive for centuries, by giving more than they took. I wanted to explore rewiring my own mind as I explored this process. And the goal was to attain bliss. So surf bliss. On April Fool's Day, 2,011/36 birthday, I threw a party. And instead of receiving gifts, I gave away everything I owned. And if you didn't show up, then you missed out on imported art from the Far East, Ethan Allen furniture, flat screen TV, Playstation three, and much more. Many of my friends scrambled for loot, while others held the moment sacred. I was just keeping things necessary for my survival. So the quicker they took things, the better for me. The only things I kept were my car, bag of clothes, toolbox, camera, and computer. Everything else was up for grabs. I watched as the life I created in Los Angeles, stripped away, and then I left. In the beginning, I had so much anxiety that I chewed up the insides of my cheeks and dropped down to 155 pounds. So I tried to have fun with it. instead of facing the United States as an entire country, it became a game board. And then to find one player and every state. I figured out that if I approached my life like a child, the challenges shifted from anxiety, to enjoyment. So after I left, left Los Angeles, I drove up the coast. And I stopped by my uncle's house to share what I was doing. And he said, that is the stupidest idea I've ever heard. A lot of my friends told me I was crazy. It was the loneliest drive I've ever taken. And it made me doubt if humanity was good. I was headed north. I didn't know where I was going, who I was going to serve, only that their zip code had to be in Oregon. As I cross the state line, a friend of mine from college connected me with her brother in Bend, Oregon. I typically didn't know where it was going until a day or two before I arrived because I wanted to keep the process organic and fluid. And I learned that the best way to find people to serve is provided by the six degrees of separation. So in Tennessee, I helped a college friend stay in his deck and helped him write a speech. He set me up with his friend in Wisconsin. And there, I helped him planet anniversary 20th anniversary of his dad's heart transplant. He set me up with a business associate in Maine. And she had me give help different charities out in the community and had me help her friend painter mobile home. She had me help her friend in New Hampshire. Ed, whose lifelong friend died when I walked in the door, and I helped him grieve. Ed set me up with his cousin in Wilmington, Vermont, to help give flood relief to the local community after that, that flash flood came through and destroyed the infrastructure of their town. Most of the people that I served were complete strangers. I helped out Democrats, Republicans, independents, and people that don't believe in voting. I help serve Christians and atheists, Catholics and pagans, different races,

ethnicities, young, middle aged, old, married, single divorce, gay, straight and undecided. I wanted surprise to be so broad, that labels just didn't apply. And the project became human



15:00

People would often ask, how do you afford this? And I would tell them I do donation based massage. They wondered if I was any good. I let them know that I was a massage therapist for nbc's The Biggest Loser season seven through 11, and American gladiators when it came back on TV. I did the work and people donated whatever they wanted. One girl gave me enchiladas. Another girl gave me a pair of earrings. I eat the enchiladas, gave away the earrings and use whatever donations to pay for my gas, cell phone bill and car insurance. On state for I only had 120 bucks left to my name. I believe that by accomplishing this trip over 20,000 miles to go with no sponsors savings or financial safety net, it will prove that any person with a skill, a babysitter, a handyman, an accountant, they could do this to every state began the same exact way. I'd asked the same question. How can I help you? I'd stay with the families eat with them and fulfill the request to the best of my ability. As long as I can show it to my mom on YouTube. My whole plan consisted of finding the coolest, most unique different opportunities to serve in the next state. And the lessons just poured in. State one taught me about sustainable agriculture. State two taught me the redemptive power friendship. State three taught me how the brain works. And the list goes on. I serve them gave more than I took learned how to be a better man. And the end I'd ask how did they do? The concept was difficult to explain in the beginning. But friends vouch for me videos gave me traction. And after the safe 15 people trusted me. at the halfway point in my journey, say 25 a 12 year old girl asked me Hey, mister, what's going to happen if you don't make it to all 50 states? I looked down curious thinking I'm actually further into my journey than out now.



17:14

The only way is if I'm not alive, and I said well, I guess then I'd be dead.



17:21

At that moment, I no longer had anxiety, the PTSD evaporated, because I knew I'd figured out how to live by giving. Now since there was no longer a question for my survival, the need for that fight or flight for that constant loop of anxiety. It was broken, it was gone. Most of the time I just did household work and odd jobs. But I got to witness how the simple act of kindness and service encourages others to make a difference in an impact in

their world. I learned that people do want to be good and want to encourage human kindness. Now complete transparency. There were times when I was frustrated. And I was wondering what is the point? Like when I was in Indiana, and I was asked to pick up dog poop. I remember looking up to the heavens calling out saying how picking up dog poop changed anything in the world. And a poem my mom taught me as a kid ringing in my ears. There's is not to reason why there's is but to do and die. So I picked up the poop. Let time give me the answers. The crazy thing about Payette forward is you'll never know which act of kindness will add to another act of kindness resulting in a ripple effect of exponential good. The most meaningful example of this comes from shadyside, Ohio. Most of our koski asked me to take her boys fishing because her husband promised them a fishing trip and committed suicide before he followed through with his word. He was a soldier coming back from Afghanistan and wrongfully believed that their world would be better off without him. fulfilling that promise is one of the greatest honors of my life. I got to stand in the place of a husband and a father. I got to tell boys that you're worthy, you're you're valuable. They got to feel like they were priceless. If they weren't forgotten about they weren't just disregarded. Melissa calls me multiple times every year over the past decade, and tells me how much has transformed her life and her world. She chose to pay it forward by creating a 5k the support soldier suffering from PTSD. It's called miles from Mike and over the past several years 1000s of soldiers from all over the United States And even all over the world have come and run in her race to honor their friends. She's also raised 1000s of dollars for multiple charities and not asking anything in return. When Melissa told me of her dream of being on one of those weight loss shows, I call it my friend in Indiana that was on the biggest loser, Marcy Crozier Laster Hey, do you think you could share Melissa story with any casting directors? See if there's interest? She said, Sure. Back. Three years later, Melissa was on ABCs extreme weight loss, national TV. Now, why did Marcy help? Well, first of all, because she's cool. She's my friend. Secondly, because two weeks prior, I went to her house and I asked her, Hey, how can I help you? She said, I need you to help my friend. That friend asked me to pick up dog poop, because it hurt her back too much to bend over. I wondered how picking up dog poop would change anything in the world. And it gave Melissa the rare opportunity of training with the best of the best on that TV show, which transformed her life. Each service opportunity offered five to 50 additional service opportunities that I could have never found on my own. The people I served paid it forward to so many people. And those people pay it forward to even more people who have taken me decades to have that level of impact on my own. I didn't do anything amazing. For these people. These people already had amazing wrapped up inside of them. And that's how Pay It Forward works. They just needed a little human connection. You just you can't force it or control it. You have to serve others, do your best and just let it go. In time, you will see the impossible happen. Each moment has the power to greatly alter our future if we choose to take it if we choose to serve. In the end, the surplus journey rewired my mind. It showed me how the smallest act of human kindness

can alter the course of our collective destiny to a more positive end. It revealed the greatness that is locked inside of everyone. And that serving others is the key to unlocking that greatness. And now



22:24

it's your turn. Because you know how it works. As you get ready to for your first break and your new career. And everything is a blank slate fresh and new. As you fulfill your job description, look for one person every week that you can give a little time to and serve. Have it be a new person, mix it around, view it as an IPO and investment people opportunity. The best time to invest in people is always either at the beginning or when they're at a low point when they need something when they're going through a tough time. Because you have this fresh start blank canvas, anything can happen. There are limitless possibilities with your life. Now this energizes some and terrifies others. But with this simple strategy, a new hire, anyone can go into work and transform their environment, their work environment or their their personal environment into a cooperative community by just using service. The greatest service opportunities I've ever found, are disguised as boring tasks and everyday crap that people just get tired of dealing with. However, helping people with the mundane aspects of their life is the key to unlocking their heart and unlocking our own purpose in life, which is making the world a better place, making others a better place, pouring into our workplace pouring into our personal life. And that's how we grow community, relationships and happiness. If you're look for opportunities to bring someone a meal, or block off time to serve a co worker brighten a stranger's day with an act of service. Each of those experiences will stack on each other, both collectively in your mind, it will change the way you interact with your world. It will plant the seeds of friendship that will grow fruit for the rest of your life. And it will create a cooperative community like you've never experienced before. the truthfulness of our experiences are transferred in our mirroring neurons. Now like I said before, functional neurology is a hobby of mine. My mom worked at a neurology clinic kind of grew up with it just had a I couldn't get away from it and I love the fact that that was true.



24:56

But all of our sensory input in our body, it goes into To our parietal lobe, our subconscious, the back part of our brain, the only way to bring it something from our, our subconscious to our conscious brain, our executive function, and integrate it into our entire being, is to use our motor skills. So that means we have to use our hands and feet, we actually, we have to do the doing. That's the reason why every religion doesn't matter if it's Christianity, Catholicism, Judaism, Hinduism, is always the talks about service, the power

of service, it's the highest Yogi's, it's because it's how we're wired. It's how we think it's how we all connect, you will find that as you pour into other people's lives, without an agenda or ulterior motive, humanity will be compelled to pour in your life in the same fashion. This is how we connect in our wired services, the underpinning of every organization, company, institution on the planet, doesn't matter. Police officers protect and serve. If you go into the service, it's going into the military. However, if you go to accompany your obligation, your your commitment is to serve the mission of that company. So make sure when you go in, it's not just getting a job, but you want to dial into that mission and get excited about that mission. serving others enhances consciousness and accelerates performance by sharpening our minds and allowing us to make better value based decisions seeing further into the future, and a wider array of possibilities. Because as we serve, and we don't want money for it, we're not limited by the transactional aspect of humanity, we can have an interactive aspect that connects with our right brain, our limbic brain, and it connects with the heart of people versus our left brain hierarchal judgment, thought to where it's about a transaction, as soon as it's done, it gets cut off. So when you go into planting these, these seeds and yielding fruit, year after year growing more and more, this is our right brain, this is what everyone has access to. And the way that we access it is with service. Intentionally spending time with another person bonds not not only to that individual, but also to all the connecting relationships within that



27:27

group. Because people talk whether we like it or not, they're gonna talk, why don't give them some good to talk about.



27:34

As we brighten someone else's day. We neurologically brighten our own in the moment by experiencing the moment but we also brighten our life for years to come by every time we interact with that person that we have served. Or just think about the service experience. With service you can grow community, gain your footing and with humanity wherever you decide to land, and live with meaning and purpose. I would love to learn what you choose to do on your pay it forward adventures. Let me know how it makes you feel. tag me at give back. Also, if you love to serve other people, well, I look for cool, interesting service projects that I can join in and help. So sign up at my website. And maybe if we're lucky one day, we'll serve together. In the meantime, one way I can help you is if you're interested, I have the top 10 lessons that America taught me as I traveled around the country. If you're interested in those then go to give back calm and sign up for my newsletter. And until next time, be good out there. We're gonna have a good time.



29:03

There is a tide in the ocean. The moon the sun no it was it rushes with rabid devotion. commanding change with each swear. We can just see it on the show. watches that drift away. Move with the full service. I don't know to the way that we played we can bridge the gap Tell me what will be world hunger and pleased to discover me that I am the children instead of it being betrayed. We can bridge the gap from here Tell me what will be comes together all together



33:32

be your message to the world.