



Optimize Now!

3 ACTIONS TO TAKE RIGHT NOW TO
HAVE MORE ENERGY EVERY DAY

www.potentializer-academy.com



BE ENERGIZED | BE BALANCED | BE WHOLE

Imagine, just for a moment, that you are dialed in and feel full of energy all the time. Imagine that you get more done and are happier. Imagine a life with no cravings and no brain fog. What if you could access your full potential all the time to face whatever life throws at you. You can feel the motivation. You can reach your goals—and still have the energy to play with your kids at night.

It is possible.

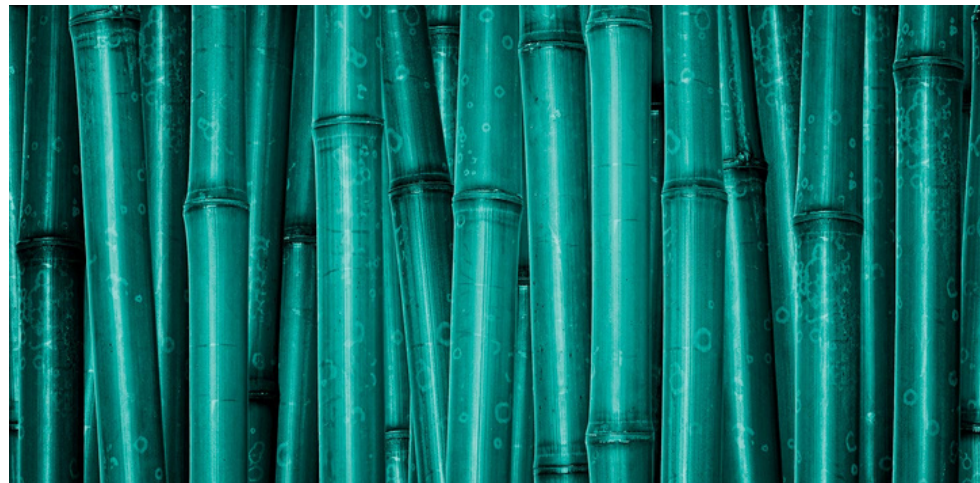
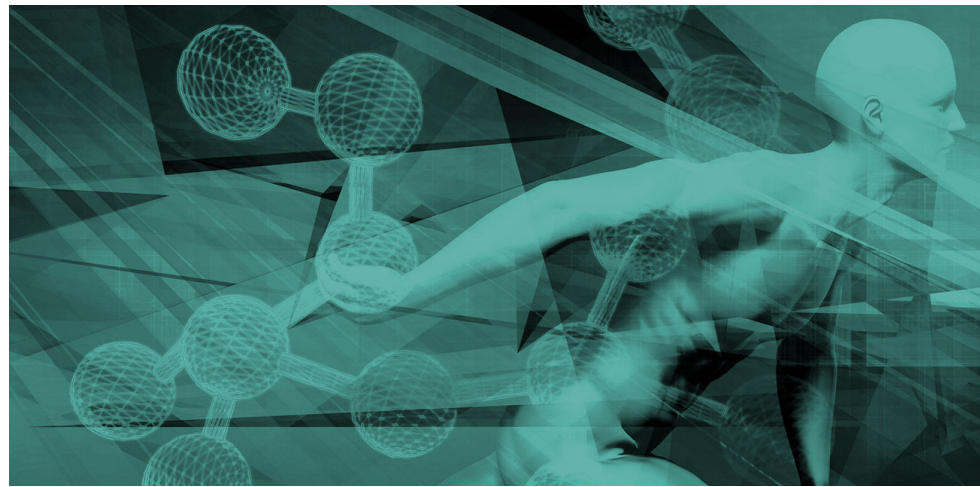
How do you quit your default mode in order to access your full potential on demand?

Start with these three hacks. It's my way of helping you zero in on what works, based on more than 25 years seeking to understand human performance day in and day out through both science and traditional practices.

What is biohacking?

Our brain has two key objectives: ensuring our survival and expending the least amount of energy possible. By understanding how the body works, you can use this to your advantage and find hacks that provide maximum impact with minimum effort, or what I call MIME. It's like the Pareto Principle, which states that around 80% of effects come from 20% of causes—biohacking will focus on the 20% that have the greatest impact. **It's the art and science of optimizing your entire ecosystem (body, mind, and environment) to reach a state of peak performance.**

Why? Because I know you want to live life full throttle in this crazy, ever-more-interesting world. I know that you want the energy and the drive to kick ass at work and show up for your loved ones. I also know that often it doesn't take much, maybe just one hack—the right one for you—to get back on track. I know that when we feel that drive and energy, we feel better and we create a more positive and optimistic future.



Choice

We tend to accept our lot, whatever it is. That's part of how we stay happy: the brain adjusts its definition of happy. By doing so, little by little, we find it normal to be tired all the time, as if decline were inevitable. The brain goes even further and convinces us that it's better that way.

The truth is, we have a choice. My goal is to sift through the research and practices to guide you to better understand how we function so you can get back in control and find those choices that work for you. It's up to you. I challenge you to find the time, commit, and transform theory into practice.

The basics

It's simple. The idea is to examine your ecosystem—body, mind, and environment. You are looking for your kryptonite—whatever saps your energy like kryptonite drained Superman's power. You also want to identify what gives you energy, your sun. Reduce the former. Increase the latter. The same principle goes for everyone, while the art of applying it to your life is all yours.

Experimenting

Biohacking is about self-experimentation, which little by little allows you to optimize your body, mind, and environment so they serve you best. It's like a game. In this document, you'll find 3 experiments. These hacks could clear the brain fog and boost your energy. That is enough to give you an advantage over your colleagues.

Hack no. 1



STAY AWAY FROM FOOD KRYPTONITE

You are unique and have a singular ecosystem that is centered on your body. To work well, the body needs food that is well balanced, varied, seasonal, eaten with pleasure, and appreciated in the company of people you love. That said, there are foods that drain your energy and others that give you energy. How can you know which are which?

For two full weeks (and up to one month), remove foods that are known to cause inflammation and others that could potentially cause other reactions (see the list below). During this period, pay close attention to what you feel after you eat. What foods make you feel really good, and which ones don't do anything special for you. After this period of time, reintroduce whatever foods you want, one by one, paying attention to how it affects you.

Listen to your body after every meal, and then two or three hours later. Note the impacts the food is having on your digestion, your energy, and your mood. Write it down. You'll find the foods that give you energy and those that cause you to fall asleep in the middle of that important meeting. Then choose what you want to eat fully aware of what it does to you.

DON'T EAT THESE

- All refined sugar*
- Grains (wheat, corn, etc.) in any form**
- Dairy products***
- Vegetable oils, with the exception of extra-virgin cold pressed olive oil and avocado oil
- Processed foods

WHAT TO EAT

Eat more fat, a reasonable quantity of protein, and all the green vegetables you want. You'll be reducing your carbohydrate intake, including fruit (think of fruit as sugar and stick to 1 or 2 portions a day max, choosing fruit with little fructose like blueberries). Eat carbs and fruit at the end of the day. And beware: don't eat just any fat! Enjoy avocados, olive oil, almonds, coconut oil, organic, grass-fed butter and meat, wild salmon, sardines. Avoid processed and heated oils. Increase fat intake little by little, paying attention to how you feel.

* Stop eating sugar altogether. It's inflammatory. It's addictive. It has no positive long-term effects, being responsible for metabolic imbalances that cause diabetes, obesity, and even Alzheimer's. If you really want to eliminate it, you'll need to read labels really well—every single label. You can replace it with something like Xylitol (a sugar alcohol made from birch that doesn't spike your insulin) or stevia.

**You will necessarily eat fewer carbs. Choose ones that contain fewer toxins, such as organic sweet potatoes and white rice, and eat them in the evening to help your body reset leptin and to help keep your digestive system healthy.

*** Except butter. If you absolutely need your dairy, replace cow milk with sheep or goat milk. You can also use coconut milk or almond milk, but watch for added sugar. Avoid soy milk.



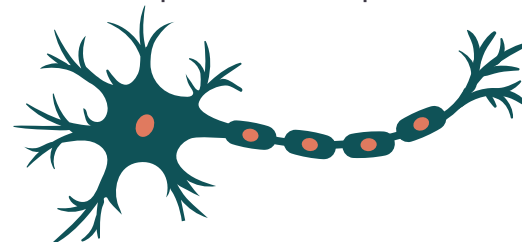
Hack no. 2



PAMPER YOUR VAGUS NERVE

The mind and body are intertwined, and the vagus nerve plays a huge role in this intermingling. Not only is it the longest nerve in the body and influences every single organ, it also allows you to switch from a state of stress to a state of rest and relaxation. It deserves some special attention.

- **Breathe.** The vagus nerve modulates the link between your breathing and your heart rate. Deep breathing increases vagal nerve tonus. When you are in danger or stressed, you naturally take quick breaths through your mouth. Train yourself to breathe slowly, deeply (expanding the belly), and through your nose.
- **Sing, hum or gargle.** These action with keep your vagus nerve in good shape.
- **Take a cold shower.** I'm not kidding. Insist on the face and the chest (or behind your neck), where you have more cold receptors. Do this at least three days in a row. You'll hate me at first, but then you'll notice a real feeling of well-being. Cold reduces inflammation, tones up the vagal nerve, and improves sleep. It's worth it.



Hack no. 3



BUILD AN ENVIRONMENT CONDUCTIVE TO MEETING YOUR GOALS

Look around you—all around, from the people you hang around with to the activities you're committed to, the things you have at home and in your office, the routines you have in place. This environment has an enormous impact on your energy and, as a result, on your drive and motivation. Your willpower depends on your energy, and you can help it along by getting rid of distractions.

What is the best way to build an environment that serves your goals? Give yourself permission to stop doing things that exhaust you and to do more of what pumps you up. It sounds obvious, and yet we all have a tendency to pile on the obligations. Be honest with yourself.



ENVIRONMENT

WHERE TO START?

- **Clean the kitchen.** Keeping kryptonite in your home makes hack no. 1 nearly impossible to accomplish. Open all the cupboards and throw out processed food, sweets, chips, candy, soda, and anything with gluten, grains, and vegetable oils.
- **Remove all alerts from your devices,** which is by far the simplest and most effective hack to almost instantaneously reduce your stress levels and boost your concentration.
- **Schedule time outside, in the sun** (even if it's cloudy)—10 to 15 minutes every morning will reset your circadian clock, which will be helpful for everything. To take it one step further, make it a point to get outside to watch the sunset too.
- **Reduce decision fatigue.** Every time you make a decision during the day, you use up a little bit more energy, which cuts into your supply of willpower and adds to your overall stress. Simplify your life. Plan. And delegate to have fewer choices to make.



It's up to you now...

Try these hacks for at least two weeks to see if you feel a difference. If you want to go further, continue for at least 21 days, which is the average time it takes to establish the foundations of a habit. Habits are hacks. Once the habit is created, the brain doesn't have to think about it and expends less energy—which is exactly what the brain likes to do.

I challenge you to find the time to try these, commit to them, and transform theory into practice. That's how you'll stand out from the crowd. And you won't regret it.

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Why hire a coach?

Today, we all have access to a whole world of information and all the hacks anyone could want, but how do you sift through it to find what works for you? Where do you start? How do you keep yourself motivated? Who do you hash your plan out with? High performers and leaders need to have someone they can "not know" with, a non-judgmental ally they can really talk to.

A coach will challenge you to reach a higher level of awareness and performance so you can get the most out of every day.

Discover our individual and group coaching programs.

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Step by Step

I simplify the complex and hone in on the latest strategies and tools, and together we figure out how to optimize your life one step at a time. I'll talk straight to you and help you get out of your own way. I'll support you, encourage you, and give you new tools.

Discover

Click below to schedule a free discovery session with your coach, Anne Trager.

DISCOVERY SESSION