



**THE 10
COMMANDMENTS**
— OF —
Crushing It!

By
Aubrey Marcus





10. Thou Shalt Not waste thy commute

If time be of all things the most precious, wasting time must be the greatest prodigality.

- Benjamin Franklin

Your commute does not need to be the most dreaded and frustrating part of your day. On the contrary, it can contain some of the most enjoyable and productive minutes of your morning and your evening. But only if you stop looking at your commute as an obligation--and see it instead as an opportunity.

THE PRESCRIPTION

Dead, wasted time is hereby banished from your commute. Instead, those minutes you spend in the car or on public transportation, will become precious time for education and inspiration. You'll be working on yourself as you work your way through city streets on the way to work. Every minute to and from the office will be used to level up your character—even if that's just time spent getting dressed and walking down the hall because you work from home. Your trip home from work will be equally productive. No second can be wasted. Life is too precious!

Here are some strategies to turn your commute from dead time to alive time:

1.) Listen to a podcast. Podcasts have some of the brightest minds offering inspiring and entertaining conversations right at your fingertips. Whether it is learning about history, science, entrepreneurship, health, spirituality, or just having a laugh, podcasts are the commuter's number 1 power move. If you haven't checked out the Aubrey Marcus Podcast or The Onnit Podcast, give it a listen!

2.) Listen to an audiobook. Audible is an incredible service that offers up books with an app that's as easy to use. It works like a podcast. The average audiobook is around 10 hours; the average person can finish it in 2 weeks of commuting. Can you imagine what finishing 25 books a year could do for your life? One of the great things about Audible is the clipping feature, which allows you to record and share the previous 30 seconds of anything you are listening to.

3.) Learn a language. This is a little bit harder to do if you are driving, but if your commute is on a train or plane, then Rosetta Stone is available to teach you some brand new mouth sounds you can use to communicate with whole nations of people.

4.) Practice breathing. Conscious breathing, or pranayama, has been shown to do everything from lower blood pressure to alter your brain wave patterns. Focus on breathing deeply into your stomach, and feel your mind and worries start to clear. Make time to sit quietly at different points in your day and take six deep breaths.

9. Thou Shalt Not waste thy commute

Smiling is strength. It signals that you're in control of the situation. Imagine this: you see someone surrounded by a hundred poisonous snakes. Normally, you'd be terrified for that person. But how would you feel if you suddenly saw him or her flash a big smile?

Once you see the smile, you know that everything is under control. Either the snakes aren't that deadly or this person is so experienced in handling them there is nothing to worry about. In any kind of endeavor where the stakes are high, you're going to see snakes—snakes of fear, snakes of doubt, and snakes of looming pain of all sorts. When you smile, you assert that there's nothing to worry about.

This is why a smile is stronger than a lion's roar. A lion will roar to quell a potential threat. But to smile is to say that there is no threat. It demonstrates your supreme superiority over the situation.

Not into snakes and lions? Then think about Michael Jordan on the court. It's hard to imagine that icon without seeing the smirk on his face that was one of his trademarks. The court was his domain—his playground. When he was out there, he let you know he was king. Not by roaring with threats or braggadocio, but by smiling with confidence. And why shouldn't a champion smile? He or she sees every contest as a chance to demonstrate the skills and talents that person has been honing for a lifetime. Competition is supposed to be fun!

If you follow MMA, you know that Conor McGregor always enters the cage with a crazy, wide-eyed, Clockwork Orange type of smile. When TJ Dillashaw was toppling Renan Barao, he had a smirk on his face. But when Dillashaw was losing his belt to Dominick Cruz, that smirk was missing.

While it may seem that a smile is the byproduct of confidence, it's often just the opposite. Smiling first helps program your mind to see challenges as opportunities.

8. Thou Shalt Use belief as a weapon

There is perhaps no one in sports who has used belief to such devastating effect as UFC two-division champion Conor McGregor. He's so sure of his abilities that he can actually shape the destiny of his fights according to them, no matter how improbable his predictions may seem. His accuracy in calling both the round and the method of victory have even earned him the nickname "Mystic Mac."

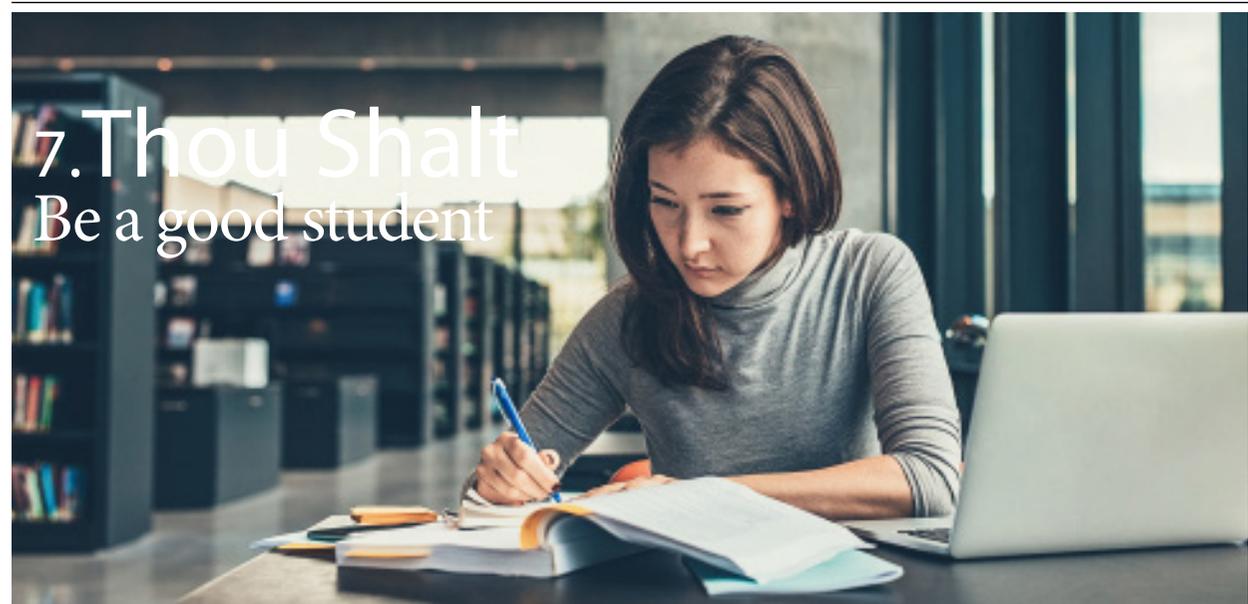
McGregor was never more impressive than when he fought Chad Mendes. Mendes took him down repeatedly and held him on his back. He landed elbow after elbow to McGregor's head, splitting him open like a melon. But there was Mac, talking the whole time, never thinking for one millisecond that he could lose. When a scramble took both fighters back to their feet, the talking continued.

Just when the second-round knockout McGregor predicted seemed out of reach, he landed the left hand that rocked the world, winning the UFC featherweight title.

To be a champion, you have to not only believe that you will be but also that you deserve to be. But you can't fake belief. You have to earn it with hard work. Once you've done all the grunt work you need to put in to achieve your goal, then it's on the mind to see that it's possible.

There isn't a single ingredient that makes a champion rise above the rest. Many attributes, combined with the single-minded focus of bettering the self, is the key to achieving total human optimization.

Whatever your endeavor, remember three things and you'll be well on your way to becoming a champion yourself. You deserve it, you have earned it, and it is going to be yours.



There is a famous clip showing the greatest UFC welterweight champion of all time, Georges St. Pierre, in the gym with commentator Joe Rogan. In the video, Joe is showing Georges his turning side kick. The champion is watching closely, enraptured. He wants to learn the technique inside and out.

Despite being one of the greatest fighters in the world, GSP is humbly and gratefully learning from a man he only knows as a commentator—someone who watches him fight. This is the sign of a champion.

As Rogan’s followers know, the former Fear Factor host is an ex-fighter himself and has one of the best turning side kicks in the world, so the champ was smart to pay attention and add another weapon to his arsenal. But the humility it took to stand there and listen when he easily could have put on his own fighting tutorial speaks to GSP’s greatness as an athlete and character as a human being.

When Onnit’s founder and CEO Aubrey Marcus met Stanley Cup champion Jonathan Toews and Super Bowl winner AJ Hawk, he noticed the same qualities in them. Both men were incredibly eager to learn. Whatever Marcus wanted to talk about, they were happy to listen.

He was never an athlete of their caliber, but they respected what Onnit had done for other athletes, so they were open to hearing Marcus’ performance and training tips. Toews and Hawk understand that, to be a master, you have to be a good student first.

Everyone has something to teach you if you are willing to listen. All around you, every single day, lessons fall on deaf ears. The more you listen, the quicker you see through everyone else’s eyes, and the more knowledge you will gain.

The more knowledge you have, the better a champion you will be.



There are a lot of reasons why Chicago Blackhawks' defenceman Duncan Keith is a legend. In fact, his accolades sound like a Christmas song: Three Stanley Cups, Two Norris Trophies, and a Conn Smythe Trophy (in a pear tree). But those aren't the numbers that make him immortal to his many fans. The numbers that do are seven and seven.

In the 2010 playoffs against the San Jose Sharks, Keith took a puck to the mouth and lost seven teeth. Seven minutes later he was back out on the ice to take his shift. After the Blackhawks won the game, clinching the series, reporters asked him about the incident.

He famously replied through his bloody and broken face, "It's just missing teeth. It's a long way from the heart."

That is the first guy you want on your team and the last guy you want to play against. But Keith isn't the only champion with true grit. Selfless determination is a characteristic found in every great champion.

In her title fight for the Invicta Atomweight Championship, Michelle Waterson proved to have the same kind of tenacity. Her opponent had her pinned down to the canvas. Unable to protect her face, Waterson ate shots from the full mount position—the absolute worst place to be in a fight.

All she had to do was stop moving and the referee would have saved her from the onslaught. With each blow, the face that gave her the nickname "The Karate Hottie" became more swollen and distorted. But she didn't quit.

Things went from bad to worse when Waterson gave up her arm, which her opponent bent backward like a longbow. Sinews stretched to the point of snapping, but she still refused to tap. Waterson wiggled to loosen the hold just enough until the bell rang. She went back to her corner, took a few deep breaths, and a new round started.

Waterson wasted no time locking in an armbar of her own. When asked how she made it through the proverbial jaws of death, she replied, "Fear does not crown champions."

Life will test you. It will test your courage, your resolve, your will, and your strength. It will hit you where it hurts most. To be a champion, you have to be tough. And it starts with the little things. Push yourself to sit in the sauna a little longer. Take a cold shower. Do an extra round of Tabatas.. You never know when you will need to draw on your toughness, so train it as often as you can.

5.Thou Shalt Be relentless

Wakesurfing champion Ashley Kidd will practice the same trick over and over until she perfects it. There is no other option.

Not only is her perfectionism hard on Kidd, it means that she's not shy about making the boat driver do endless circles to pick her back up out of the water. This process can go on for hours at a time.

Kidd doesn't get frustrated because she sees the repetition as simply the buy-in for her to be the best in the world. When others get exasperated, or feel pressured to be considerate to the driver at their own expense, Kidd is completely relentless.

This same sentiment was echoed by radio talk show host Jason Ellis, himself a former champion skateboarder, when describing the process of attempting one of his most legendary stunts, in which he transferred mid-air from a skateboard to the back of a motorcycle.

The ramp he used for the trick launched him 60 feet into the air going roughly 40 miles per hour. If anything went wrong, Ellis would crash into the motorcycle on landing.

For the first half dozen jumps, he wasn't comfortable getting on the bike, and so he bailed, slamming into the far side ramp just short of where the motorcycle was parked. Every time he tried it, it got worse, and the list of injuries kept growing: a broken rib, a concussion, a busted ankle.

But he kept getting back on that skateboard until he finally landed the trick.

Then he went to the hospital.

It doesn't matter what you are trying to be successful at. If you aren't relentless about putting in the work you need to be great, you don't stand a chance. For the writer, that means sitting down and writing, rewriting, asking for feedback, rewriting again, and so on and so forth until he or she has a finely-tuned message that the audience can connect with.

For the entrepreneur, it is going over the business plan, understanding the risks, and studying the market until you are the unequivocal expert in your niche. Whatever the cost, champions are relentless.

4. Thou Shalt Get some sleep (and Nap!)

As stated above, toughness and unending hard work are a prerequisite for success. But so is the ability to unwind at the end of a day.

We are sleeping less than we ever have, and more of us are reporting sleep issues than ever. It is an epidemic. According to the [National Sleep Foundation](#), over 60% of people in the US report sleep difficulties. Quality sleep helps combat obesity, improves the immune system, is vital for optimal mental function, and improves all markers of physical performance. But instead of recognizing its importance, too many of us get taken in by the mantra "I'll sleep when I'm dead." That's become the ethos of hard chargers who want to get ahead. Unfortunately for them, you can't outsmart sleep, and if you believe you'll sleep when you are dead, then Death is going to put on roller skates and hustle your way.

On the other side of the coin, we've all heard that we need to get seven to eight hours of uninterrupted sleep every night. Well, fuck that. Way too much pressure. Sleep should be relaxing and stressing about sleep puts pressure and unrealistic expectation on us. [Research](#) from the University of California San Diego indicates that seven to eight hours a night isn't always necessary for a lot of people anyways. Napping or sleeping multiple times a day, known as polyphasic sleep, is much more common, and far more effective than you might think. In a 2008 [British experiment](#), in which they compared a nap, a cup of coffee, and more nighttime sleep to see what would happen to people's afternoon energy levels and concentration, the nap won big time.

Your goal should not be to count how many hours you get in a night, but rather how many cycles you get in a week. A sleep cycle is an approximately 90-minute period where the brain goes through different phases of activity that help heal and restore the mind and body. Your goal should be to get 30–35 sleep cycles a week. This is a strategy used by some of Great Britain's top athletes and performers, including the legendary football club, Manchester United. A nap—even a 30-minute one—counts as a sleep cycle, according to sleep expert Nick Littlehale. If a nap can help you bend your day to your will like Beckham bends a ball, what are you waiting for?



3. Thou Shalt Set your objective before bed

I teach a course called [Go For Your Win](#), in which students learn goal-setting strategies and lifestyle changes for success. The very first chapter in the course's text is about mission. Without helping people find their mission, the rest of the information is useless. Your mission is the overarching objective of your life. It is the "why" in the question of existence. Your mission is your guidestar. Without it, you will not be able to chart a course.

While the meaning of life might be complicated, your objective in life should not be complicated. Ask yourself, “What are you, in this lifetime, on this planet, in this body, here to do?” What does your highest self want more than anything else?

When you really drill down to it, your ultimate mission will almost certainly involve service to others. If it’s just for you alone, where’s the motivation to go the extra mile? We fatigue much quicker when our focus is on the self alone.

Once you have your mission, start the habit of writing it down at the end of the day before you go to bed. Follow that with three other objectives you have for the next day. These can be minor tasks. For example, one objective could be “finish errands for party,” implying a stop for liquor, cups, food, a pinata, whatever. All that still counts as one objective.

BioTrust CEO Josh Bezoni abides by the law of three. He only allows himself to focus on three things at the same time, and this applies from the micro level to the macro level.



No matter what we are doing or where we are, our phones are close at hand. Most of us check them [50- 75 times](#) per day. There have even been terms coined like “low battery anxiety,” and “nomophobia” (no mobile phone phobia). Comedian Joe Rogan describes our obsession with phones as “the spell of the glass,” likening them to an enchanted object. But if you look at it from a scientific perspective, the phones are simply Pez dispensers of our favorite and most addictive self-made drugs. Dopamine, or the “reward chemical,” is released not only when we receive communication from a friend or social validation, but also from the act of self-disclosure. [A recent study](#) showed that talking about yourself or posting about yourself on social media releases dopamine powerful enough to override financial incentivization. That’s right; we’d rather update our Facebook status than get paid!

As for cortisol, the stress hormone, for those of us in a high stress work environment, there's a strong correlation between checking your email and having a stressful event occur. So even if there isn't a stressful email waiting, the act of checking email can increase stress. And if there is a stressful email in your inbox, then by spiking your cortisol and other stress hormones, you are going to have a difficult time unwinding after you read it.

But let's be realistic. Asking you to give up your phone is crazy. Asking too much is akin to asking nothing at all. So go for it. Revel in the spell of the glass. Soak in that last hit of dopamine as you refresh your Facebook feed or post your last Insta story. Drink up the last drip of cortisol as you check your email... because you are now about to unplug.

When you're done reading this article, turn your phone on airplane mode, DND, or simply shut it off. This is important, and if you can't do it, you may have a problem. [A recent study](#) showed a correlation between self-described addictive phone and internet use and anxiety and depression scores. Just think how exciting it will be to check in with all your social friends and work puzzles in the morning—after you've gotten some rest.



1. Thou Shalt Fuel your brain

There are two great ways to fuel your brain. Optimized Caffeine and Nootropics. Optimized Caffeine is a caffeine source plus healthy fats, and Nootropics are nutrients that enhance mental function. Neurotransmitters drive a lot of brain function, and nutrient science can now deliver targeted nutrients directly impacting brain acuity and function.

It is a marvelous time to be alive, where no corner of the globe, no exotic plant is out of reach.

The Origins of Optimized Caffeine

Tibet is cold. The conditions are harsh. The work is long. The people need fuel throughout the day. So what did they do? They put Yak Butter in their tea! This combination of good fat plus caffeine worked perfectly. I call it optimized caffeine. It was the proliferation of this concept that spawned the butter coffee craze. While the world was busy putting skim milk in their coffee, nutrition expert Robb Wolf went the other direction. He started recommending butter and MCT. And not only does the science show that he on to something, now it has grown into an industry of it's own.

The key components are caffeine source + good fat. You can mix and match. And if you want to kick it up a notch, you blend in some superfoods, and you have the perfect mid morning or midafternoon snack.



Why Adding Fat to Your Caffeine is a Good Thing

It's not a new concept. We used to put cream in our coffee and tea. Then it became half and half. Then it became skim milk and a bunch of sugar, or worse two pumps of hazelnut - artificially flavored high fructose corn syrup. Unfortunately, this progression which we thought was doing our body a favor was actually doing the opposite. Substituting an important macronutrient in the fat-rich cream, for a harmful anti-nutrient combo of lactose and sugar. By now you should be fairly convinced that adding the right kind of saturated fat to your diet is beneficial, and that sugar is the devil. But why fat with caffeine? Fat is one of the slowest foods to digest in the human system. When you mix caffeine with fat, the body can only effectively metabolize the caffeine as fast as it can metabolize fat. To break down fats the stomach has to wait for a secretion of bile from the gallbladder. There is a natural rate limiting factor on this mechanism of action, which forces a slower drip of caffeine into the system.

MCT OIL

MCT oil stands for medium-chain triglycerides, a form of saturated fatty acid. They are found naturally in coconut, butter, full-fat yogurt, whole milk, and palm oil. Coconut oil is the highest natural source of MCT, with roughly 62-65% of the fatty acids from MCT¹⁶.

Ideally, you want to source MCT oil purely from coconut. Palm oil, the leading constituent in most MCT oils, is typically harvested from native palm forests, contributing to the destruction of some of the last remaining habitats for orangutans. These fats serve multiple health benefits, such as improved cognitive function¹⁷, weight management¹⁸, and up to 5% more energy¹⁹ for you to own the day. 5% may not seem like much, but when you understand that the tipping point between doing something and not doing something might only be a little bit of energy, this 5% could be the difference between stagnation and positive momentum. [TRY MCT OIL HERE.](#)



Nootropics

Nootropics can be loosely defined as any supplement, food or drug that improves some aspect of mental performance. Every single human being can benefit from an improvement in mental performance, which is one of the reasons why this category is so hot. It doesn't matter if you want help multitasking, writing, studying, performing, or simply recalling those names, places, and movies that come up in conversation, having our hard drive at it's capacity is a huge benefit. There are many ways you can go about creating a nootropic. Many consider caffeine to be the world's favorite nootropic. As mentioned above, caffeine does indeed elevate a few key neurotransmitters, including dopamine and serotonin, but the primary mechanism of action is adrenal. In this way, caffeine is in the stimulant class of nootropics.

The most popular pharmaceutical nootropic, Adderall is also in the stimulant class, being one single molecule different than the street drug methamphetamine. Tobacco is another interesting nootropic, and while considered a stimulant, the active ingredient (nicotine) activates a different pathway to greater alertness. Supplementing with nootropics is also a popular option today. [Alpha BRAIN](#) may help you remember names and places, focus on complex tasks, and improve your mental speed in response to stimuli. Whether it is a work project, a social gathering, or an athletic performance, taking Alpha BRAIN is like another gear for your brain.† [TRY ALPHA BRAIN HERE.](#)



For more from Aubrey Marcus, check out his upcoming book [Own The Day, Own Your Life](#) from Harper Wave.

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