



Modern media floods our minds with images of who we're supposed to be, forcing many of us into the trap of When-Then Thinking. On this episode of The Couch Trip, hosts Billy Courtright and Eddie Reece examine how consumer marketing dictates the fantasies we adopt as our identity. If you're constantly chasing a future goal, you're likely ignoring who you are right now. This endless striving for external approval leaves high-performing professionals feeling exhausted and emotionally drained. By slowing down and rejecting manufactured ideals, you'll find the space to build a secure, authentic self.

Watch the episode here

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How When-Then Thinking Limits Your True Identity

The Roots Of Social Influence

Here we go, Eddie. Ladies and gentlemen, welcome back to this week's episode of the show. That is Eddie Reece. My name is Billy Courtright, and we are about to talk to you for the next 45 to 60 minutes about a quite compelling and interesting topic. One that Eddie and I have been thinking about for about a week now. When we sat down to record last week, it was prompted by a segment, 60 or 90-second segment from Mad Men. It was what I call an IRQ, an issue-raising question, where Eddie and I sat down and just talked about what this perspective meant.

It was essentially Draper's view of his level of influence over the mindsets and thus behavior of individuals, regardless of how arrogant or entitled he was portraying his opinion. There was so much to talk about and so much to think about because, if you know anything about Mad Men, that was the time when corporations and media companies were believing that they had a powerful influence to wield, and they began to do so. Eddie found it to be, "This would be something cool to talk about, and I was fascinated."

That is what we are going to talk about, and it may tentacle out and branch into some rabbit holes or interesting conversations. We hope it's interesting. I will just ask you, Eddie, how is it that we went through all of time one way and then, with the communication age and the ability to advertise or influence or set a standard or ideal, how has that just changed the game, and when did it start, and when will it end?

Nuclear annihilation or the sun eats us, how it will land one or the other. The things that all this brought up for me were looking at how people formed their identity, which I am defining as who they think they are, who they are trying to be, who they hope to be. Thinking back to probably before the printing press, maybe. Each group of people, whether they live in a rural area or in a town, was pretty isolated back before trains.

In that environment, I think the way that people's identity formed was through the traditions of the group of people that were around them, the culture of those folks, and probably the religious beliefs. The way that they behaved, the way that they thought they should behave or the way they should be, the way they wanted to be came from those three sources more than anything.

Tweet: If you are stuck in when-then thinking, you aren't living in the present. You are chasing a fantasy that always shifts the finish line.

Taking that and comparing it to today, where we have countless ways of hearing about, seeing, learning, and being brainwashed by a zillion different inputs now, our identities from an emotional, psychological point of view could get pretty confusing. Most of us have this sense of who I am supposed to be. That generally is in conflict with who you really are. Back to a different time that I was talking about, and that was still probably there, but I would think it would be a lot less because it did not have too many other options. You have got all these different options and different ideas and different pressures. I do not think we had.

That is certainly true, but I think one of the driving factors might be a through line, and that would be that we talk about who I am supposed to be. Whether it's the 1800s, 1900s, or 2000s. Within our community, we were certainly looking for some recognition or some attention for who we were in reality. That may have driven, in our own minds, "If I act a certain way, if I do this, if I am

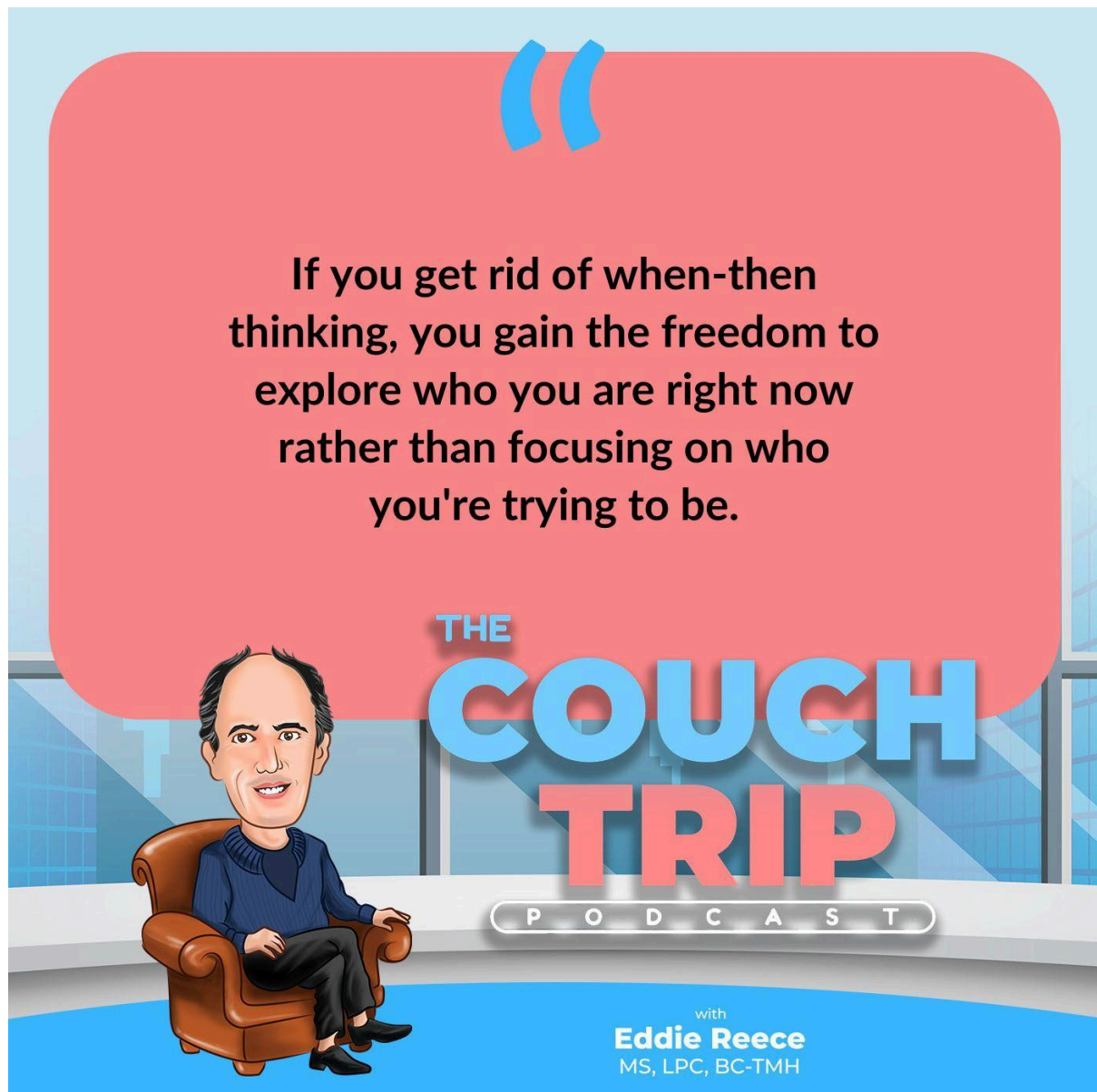
the best farmer, or if I am the best hunter, or if I am the best salesperson or marketer or therapist, depending on the age and era, somehow, some way, someone will notice it and make me feel good about myself."

I do not know if that's true, but I do think in my own mind, when you said that, I am like, well, who do I think I am supposed to be? I am not really sure who I am supposed to be, but I would really like it if my wife thought I was pretty cool. I would really like it if my kids looked up to me or if my dad said I am proud.

The Trap Of When-Then Thinking

What I hear is half of this conflict I am talking about between the outside forces, be this, and then the inside forces of I really want to be this, or I really want to do that. What you're speaking to is an inner idea that if I am that, which is in my mind out there, if I am these things that I have been told to be, then I will be. I have folks who listen to the show and have heard me talk about when-then thinking. If you are when-then thinking, when I do these things, when I accomplish these things, then my wife will think I am really cool. You are always going to fail. It is never enough. There will never be enough. We're always changing the goal of those things. That goes back to our fantasy episode.

When-then thinking is a fantasy. The different approach is instead of I will take these things in and become that, and then this will happen. If you get rid of when-then thinking, then you have the ability to explore who you are in the moment. This is who I am rather than focusing on who I want to be. You're doing things that we all hear from pop psychology that we should be doing, which is being present. If you are when-then, you are not present. You are future-focused. If you go and forget about who I want to be or who I am trying to be, who am I, because you cannot get somewhere if you do not know where you are.



Not only that, but I'm reminded of what I have heard described as horizon-focused, which is this idea that I can somehow get to that horizon line, yet we never do. No matter how quickly or how we move forward, it's always out of our reach. From our perspective, we feel like it's a distance to travel. If you're always focused on the horizon, you'll never reach it. There's a lot of symmetry there, in my opinion, to this ideal that we fixate on, which is that we're never going to reach the ideal. If we make progress, we might get better.

You may actually reach your ideal if your ideal is, I am going to make a million dollars. You make a million dollars, but the problem is you were living a fantasy, and you get your million dollars, and you're still not what you hoped you would be, or you do not feel or believe what you thought you would feel or believe. It's usually some version of "I will be happy, then I will be satisfied, then I can live the life I want to live. I can do whatever I want to do." That again is that when-then thinking, and that's why you're always going to fall short. I was thinking of your idea of trying to reach the horizon. You could reach the horizon if the Earth is flat. Maybe that's why flat earthers maybe they're happier. They can get to the edge. I do not know.

In hearing what you were saying, I was reminded of something, and it was the Jim Carrey quote from a few years back where he was sober as a judge. He just said, "I wish everybody could experience a day or an hour or ten minutes of having everything you ever thought you wanted or being famous and realizing it is not the answer." It is a profound statement. Of course, for all of us commoners, we think, I would like to try it on.

It's like I do not believe winning the lottery would change me. I wish somebody would let me win the lottery so I could prove that. What we're really talking about is this idea that we're going to get somewhere, we're going to become something, and then our life will be everything we want, and then we will live happily ever after.

Commercialized Fantasies And False Identities

It's because of that concept that brings our topic into focus, which is how it's hard enough for us to chase our own mind-born striving and ideals, but then we're flooded with the fantasy of what Procter & Gamble or General Motors or BMW or Clinique or Versace thinks we should be.

Anything you see on TV, read in a book, see on social media, all these different things are vying for your attention, telling you that this is the path for your fantasy to come true. Of course, they do not say it's a fantasy.

They are defining it.

This is what the idea from Mad Men is. We, the marketing community, are dictating what you're going to use as your fantasy. When I buy this car, use this toothpaste, drink this beer, then. It is all about when-then. That's your identity. Correct. When-then is my identity. Who are you? I'm this striving and going back to our episode, I'm this striving person. It reminds me of somebody at a Buddhist retreat with Thich Nhat Hanh, and they see Thay walking with a group, and they go over and ask him, "What are you doing?" He says, "I am walking." In the present moment.

There's an old comedian joke of, "What are you up to, one comedian asking another, "This week I'm doing late night. I'm starting a tour here." What am I doing? The joke was one comedian walks in on another, and he's with the first comedian's wife, "What are you doing?" Next week, I'm on late night. I am out there. This is who I am. This is my identity. We can tie this to where you were going to tie this idea of when-then thinking of becoming something, achieving something that becomes our identity rather than who am I right now?

Tweet: We buy products hoping to complete our identity, but we are just adopting a corporate fantasy designed to keep us striving.

What I found most fascinating about the Mad Men piece, which we'll link to guys, you'll be able to check it out, was the realization that there was a specific time in history where a group of folks literally wielded this power and realized, "We have the opportunity with the attention, the captive attention of such a massive number of people." Think of folks with a television set in the 1950s or 60s. Mind you, there are three channels, maybe five. I do not know. The same people, everybody's watching the same programs.

Same thing at the same time.

The ability to portray their vision of the ideal and how it would drive advertising revenue, which is how they supported themselves. Now you talk about product placement and influencer marketing today. It is nostalgic. It is issue-raising. In my opinion, it is a very curious conversation. It is fascinating to me. I'm easily impressed, but think about it. There were just a few people who stumbled upon this reality, and they were still able to do it in some cases.

The Fragmentation Of Modern Authority

My thought is that that was true throughout the ages up until now. The church wielded all the power. The Catholic Church in the day of the Medicis, the Catholic Church owned everything. They had armies. They controlled money. During the time of the Romans, the rulers of Rome ran the world. If you owned a printing press, you dictated what would be printed, what would not. If you were the town crier, we went from this influence that we're talking about coming from very few or single sources.

TV, as you were mentioning, it was three networks. One of those three networks and all three networks ran the same ads. That's why the marketing people had so much influence. Now it's just, again, countless influences. There are single individuals that no one has ever heard of who become influencers now. All of this makes forming our identity really tricky because we're being pulled in a lot of different directions.

It's tricky if we think I have got to be a particular way to be accepted, to be cared for, to be loved, to be liked, rather than to discover who I am and make choices about who I am. Even that's tricky if you're doing that because it's hard to know how brainwashed you've been by these influences. There is, I think, a lot to really think about, talk about, explore there. You want to learn to separate how much of it. Do I believe it came from out there, or how much of it came from here?

That's where I think you have some unique perspective. This is where I want to take this now. We talked about the history of it all and how we as human beings are able to be influenced by modern media. Obviously, the Mad Men example is the 50s. We talk about three networks and the advent of television and advertising and that sort of thing. There is an underlying to that, there has to be some psychological, there's a reason why we're easily influenced.

Yes, obviously the impression is there, we can identify that, but if we weren't wired a certain way, going back to sitting around the campfire or my dad's a farmer, my grandpa's a farmer, I'm going to be a farmer, or my grandpa's a Christian, my father's a Christian, I'm a Christian, whatever the case might be, wherever they're growing up in the world, there has to be, and my question to you directly is, what is it about the way we're wired that we seek this validation, we seek this acceptance? I'm guessing that it's universally applicable across all generations and all millennia that human beings are insecure on some level.

I would not call it insecure. The answer to your question starts with survival. I have a better chance of getting food if I go along with dad and grandpa than I do on my own. In order to get along with them and be part of that tribe, I need to say the same thing, so they say and believe the same things they believe. It does not matter to me as long as I get food. That's the beginning of it.

Tweet: You cannot build a stable identity around what's in front of you. True self-discovery requires looking inward instead of outward.

Talking about preteens.

You become a teenager and screw these people. These people now dictate, so your friends dress like that. They're going to give me food. You figure that out. They're going to give me food no matter what I do. I am good there. My friends do this, say this, think this, so I'm going to do that. Again, it's survival. It's how do I stay connected enough to a food source, really, if you think about it in its most basic terms. We go out and get a job so that we can eat. It's survival. How do we eat?

That's a big part of it. Why do I want to be loved and accepted, so I can eat, so that I'm safer, so that I can have more people around me if there's a threat? If the lions show up, I want to be in as big a herd as possible. They cannot eat all of us, so we have got a better chance of surviving. That's part of

it. Of course, you have the folks who are not so gregarious and somewhat loners. They have got an entirely different way of looking at it. They do not want to be part of the crowd. How do you survive that way?

Defining Daily Manipulation

We've talked about this before. For those who have heard us for a period of time, when Eddie and I got together and started talking about this show, Eddie is a psychotherapist, and my career has been marketing communications. It's interesting. I'm fascinated by psychotherapy. I'm fascinated by psychology, but my career, my profession, my ability to achieve or do good work has always been related to my understanding of behavioral science because marketing and communication influence sales. I'm in advertising. I'm not trying to manipulate anybody.

Yes, you are. You are absolutely trying to manipulate people. Sales doing therapy is nothing but manipulation.

I prefer the word influence.

No. If I meet with a client, what am I trying to do? I'm trying to help them achieve what they want to do, which is to be different. In order to get them to be different, I have got to have something that I can sell them. I have got to sell them on an idea. I have got to sell them on the idea that you need to stop drinking. I have got to sell them on the idea that you need to be nicer to your partner. I have got to sell them on the idea that you're going to have to have a different relationship with your children if you want to get along with them. I'm very much manipulating. You cannot manipulate in this world.

That's why you and I get along.

Go ahead and own that. There's nothing wrong with that. Where we go wrong with manipulation is if you're trying to manipulate somebody who does not want to be manipulated.

I hate the word manipulate.

Everybody does because they believe the definition is the kind of manipulation that is against someone's will.

That's how I define it.

That's not the definition. Manipulation is I just want this to change. "I'm going to wash the dishes. I'm going to manipulate the soap and water and dishes." I'm manipulating it. I tend to think a lot of times that life is about 90% just moving crap from one place to the other. That's what we're doing. We are manipulating all the time.

Tweet: We want to wash our brains of all negative emotions, but a full human life requires accepting both joy and disappointment.

You are right. From a scientific truth or definition, truthful definition of the term, you are absolutely right. It is a non-emotional term. It does not have a negative or positive connotation at all. That said, I think most people hear that word and they think, and it's funny because you say sell, like, "I have to sell you." In the greater population, at least in the United States, no one wants to be sold anything.

That's what they think. We all want to be sold things that we want.

We want to be motivated.

We want to be sold because we want something. If we want something, we need to possess it. If we need to possess it, we need to buy it, whether that's monetarily or changing a belief system. Clients come in here wanting to be sold on the idea that they can achieve the life that they want to achieve. What I generally have to sell them on is that they need to stop trying to achieve that life. That is a when-then life.

Sell them on the idea that you can achieve this kind of life, which is a life of self-discovery, a life of learning to be kind to yourself and other people. You can achieve that life, and that life will actually give you greater satisfaction than if you got the life you want to have. That is a huge sell, which is why most people do not even come to therapy in the first place.

They want their life, and then the people who do come to therapy, a big part of the struggle early in the beginning of therapy and for sometimes a long time is the struggle between them demanding that their fantasy come true and me helping them get that fantasy to come true and me going, "Not happening."

This is not going to happen. Here is this other thing. I do not want that. That is all I have got to offer really. That is why a lot of people do not stay with therapy. They are going to go out. It is not uncommon for clients to stop coming and then come back. Sometimes years later, I think the record is that I had somebody contact me ten years. No, I just had a client who came back 20 years ago, and she left therapy.

Did she walk in and say, "Is this coupon still good?"

Yes. I come in, come back to see you. That happens. Again, the battle I am talking about is a battle for identity. What identity am I going to go for? Can you hear the phone ringing?

I heard a buzz that reminded me of a phone vibrating, but it could be anything.

My phone started ringing, and I am like, "Why is it connected to anything?" Modern technology. Somebody is trying to sell me something to manipulate me.

To sell is to convince. To serve is to provide. You are a service professional, Eddie.

I am a service provider. That is exactly what I am. In order to provide this service, I have got to sell you on giving me the money in order for me to provide it to you.

I agree with that. I believe you're happier when you're your head and heart, when you're motivating people to make decisions that are in their best interest. You feel good. Probably better than if you were to manipulate someone to make a decision of yours. Perhaps. You're a service professional. I think you're well within your integrity as a psychotherapist. I do not know many psychotherapists, but if I met one who was not as within their integrity as you are, I am sure they are out there.

I do all that by manipulating people.

Maybe you do.

I do. This is such a fun point for me. You cannot manipulate.

I agree.

You cannot. You close your eyes. You manipulate your eyelids. I do my best not to attempt to manipulate anybody against their will.

Out of their best interest.

No. Even if I think it's in their best interest to do something, I am not going to try to convince them of that. If they do not want to be, there is an old joke of how many therapists does it take to change a light bulb? One, if a light bulb wants to be changed.

Navigating The Spectrum Of Emotions

That's good. I am going to say something I think you agree with, but I could be wrong. I have believed in it. I cannot remember where I learned it or how I came to the belief, but I am sure it goes back to college and psychology. The idea that we as human beings can only make decisions in really one of two ways. We're either going towards pleasure or comfort or away from pain or discomfort. We look for all kinds of logical reasons to support that. You say that's not true?

In a sense, yes.

I am like, do not know. He might just be like, there is that.

Tweet: If you want to understand who you really are, you have to slow down. You notice the truth of your habits when you stop rushing.

You're really describing basic instinctual things that you do not even think about. If you tie it back to, "I want a particular identity, I'm going to when-then think I want and I think this identity is the identity for me, so I'm going to strive for that." What are you moving toward? You're moving towards something that does not exist. Why are you moving towards something that does not exist, where you're trying to avoid the pain of non-existence of no identity or loss of being, all alone in the world and dying under a bridge? That is what you're moving towards something that you think will bring you pleasure, satisfaction, living happily ever after, but you're really not. You're moving away from something.

It could be a fear basis.

That's what I mean by "Who am I?" I want to explore who I am. If you are driven by when-then, you do not know that. You're going to have to learn that, which means you have got to learn that my identity is really that I strive toward a fantasy. That's who I am. That's not going to work. Have I got to change?

Don't you think far more people are just sitting there with no real identity at all, and therefore they're easily influenced or manipulated by the content that they're consuming?

Which is their identity. They're chameleons.

They're easily influenced. They're easily manipulated.

There's a lot of research on it. I got introduced to it looking at the idea of hypnosis. People who can be hypnotized or people who are easily influenced, like you're talking about. You've had a lot of criminals that wind up in jail, especially our folks like that, so they're hanging out with their friends and all, "Let's go steal a car." Their identity is based on what's in front of them and what's going to give them some satisfaction in the moment.

They're not looking long term. People like that, but that's still your identity. You do not have an identity. What I think is important is to explore your identity, what you really hold inside of you as an identity. You may project an identity of confident and capable, but inside you think you're a worthless piece of crap. What's your identity? Both of those, really? Neither of them is true.

Agreed. This is fascinating. We started this conversation as a result of the Draper clip that we've included in the show notes. It's provocative. I recommend that you spend 2 or 3 minutes watching

it. It's not funny. It is like it's not. I do not think it If you understand the character, he's not. He thinks he's brilliant, right? He believes what he's saying. When you think of the contextual time for which it was recorded, in the show, which is the 50s or 60s, and how much influence they actually had at that time, that complex that he had was real. It is thought-provoking, it is provocative, and it speaks so much to, I'm not trying to reserve all judgment, but just basically the situation we find ourselves in today.

Time is a million.

That's exactly right. It was at that point, you might have consumed an hour or maybe two of TV a day. Radio is probably still a big influencer or provider of information, the water cooler, how you socialize as men or women. If you think about it today, it's like, you could be literally staring, scrolling all day long, and you're just inundated with this fantasy or this ideal.

You want to scare yourself. Get on your phone, even more than your computer, but your phone and your computer together, and look at your screen time, and then break the breakdown of what you were doing in those hours. I have had clients do that if I can get them to do it in the session, because I have got some idea that they're spending too much time staring at a screen. They generally lose the blood in their face when they see the numbers.

We're having a slightly equally scary and alarming and startling.

You're spending way too much time on the screen, so turn this show off now.

What I was about to say is, yeah, I recognize that's a of time I'm staring at a screen, but we're now realizing just how much time our kids are spending. It is a real concern. It is a real concern.

So was TV, I suppose, and so was the radio, and so was the printing press.

They weren't designed with behavioral addictive algorithms.

Sure, they were designed to manipulate and to get your eyeballs. Absolutely designed to do that. Radio wasn't designed to get your eyeballs.

They weren't slot machines.

They're set up that way.

Kids' apps today are engineered by the same psychological principles that keep grandmas staring at a slot machine.

Absolutely.

Trigger response reward.

Again, even so, if you can turn your focus toward who I am rather than who I want to be, then it does not matter what people are doing.

That's how we're going to wrap this episode in the next 10 or 12 minutes. Now let's all of this to set up the exposition and understand that yes, we're easily influenced. Yes, we're easily manipulated. Yes, we have an identity crisis. Yes, the media and advertisers are taking advantage of it in ways that we've already described. For those folks tuning in to this thing, "I want to know who I am. I want to be where my feet are. I want to live in the present moment. I want less anxiety, stress, and pressure. I want to strive less. I want to be happier." For those folks that are having that conversation with themselves while driving or on the treadmill, what say you?

Why True Growth Demands Slowing Down

I do not know of any other good way to do it other than with therapy because I think it takes a trained set of eyes to listen to what you think you're doing and help you see what you're really doing. It's like learning anything else. You need a professional to help you learn how. I think I'm playing this piece on the piano this way, but they can hear this, and I cannot hear that. I did not know that that existed, or I was so in love with what I was hearing, I did not hear this other part. It takes someone else to say, "It looks to me like this is what you're really doing." You're really chasing after a when-then, and then help them see that, because I think brainwashed is not too strong a word to believe in the fantasy from the get-go.

I would like to have my brain washed of negativity and thinking I'm not good enough.

No, you do not. You want to dive into that pool, see? When you go, "I do not want any negativity," then you want a fantasy. You want all good and no bad. That's a fantasy.

I did not say that.

Yes, you did. You do not know that you said that. I want to wash my brain of negativity. You did not say, "I want to wash away 30% of the negativity," which means you want it all gone, which is a fantasy.

You are making an excellent case for psychotherapy. I want to let you make that case because you stumbled upon something whether you knew you were going there or not that's very important, which is that when we talk about if you want to strive less, if you want to be less influenced, if you want to be less manipulated, the important thing is to understand that, yes, you have a desire to be where your feet are. You have a desire for some intrinsic happiness, satisfaction, significance, peace. If you've been looking for that outside of you, that's a losing battle that a therapist can help you understand and perhaps navigate through. Is that not what I heard?

Yes. You turned it around to, "I do not want any negativity in my brain." Just trying to communicate to the audience. You're not going to get that. Therapy really isn't about having a life of happiness and peace and joy. It's not about that either. It's about learning that life is full of every possible scenario and every possible human emotion and to learn to accept and navigate all of those when they come. To live as fully as possible, which means to be devastated and to be overjoyed and then everything in between, because that's what life delivers us.

As a pretty old person, it seems to me that there are a lot more challenges, difficult things, and painful things because every day I get another day closer to death. There's another loss that I've given a choice I would not lose. I would live forever and stay healthy and all those things if I had a choice, but I do not. I'm continuing to learn every day to navigate those losses. The people in my life who die, the people in my life who get sick, the illnesses I have, the steps that I lose. Also, to really do a deep dive into those things and into the things in my life that go well and to the things that are in the middle, a full experience.

When somebody asks me how I played after a round of golf, I'll say, like, every other round of golf, I hit some great shots, I hit some crappy shots, and I hit a whole lot of shots in between, which is the way life is. How did your life go? There was some awesome stuff. There was some crap, and then there was a whole lot of stuff in between. There was a lot of laundry and dusting and folding, and moving from that. There was a whole lot of that. Eating, going to the bathroom, taking a bath.

There was a whole lot of that, too. That's life. I know I'm preaching now, but back to our subject here. If you're shooting for only the good, you're going to have more bad in your life. That's just how it works because you're doing the when-then thinking, you're doing a fantasy, and you're going to be

heartbroken every single time you realize that was a waste. That's what I want to help people avoid. I want them to be driven from in here and the discovery of here and exploring what's here rather than I am going to demand this happen in order to be satisfied. It's not going to work.

I guess what I heard you say is like the most happiness and joy that we can expect or appreciate is the happiness and joy that is the result of a well-balanced, full human experience. To have that happiness and that joy is going to come along beside or after or right before some pain, anguish, heartache.



Your joy will come about because you did a deep dive into the despair. That's not always going to get there. There's no darkness without light. There are no stars without the blackness. You experience joy because you can experience heartache, and you experience heartache well because you can experience joy. People want to pick and choose the emotions that they experience in their life. That is just going to cause misery. You can pick and choose them.

That's important. The juxtaposition of joy against a season of difficulty is more joyful. The sorrow, I would imagine, of a very joyful relationship is going to be much greater too. They're certainly tethered together. That's really good. This has been, like I said, we talked about having this talk for a little over a week now, and we finally put it on record, and we'll link to the Draper piece. Jon Hamm as Don Draper, it's good. There's some commentary that's spoken over it, which is pretty thought-provoking.

I thought a couple of times, I'm sorry, I cannot remember the guy's last name, Jason's first name. All of this came out of one of his clips. Thanks, Jason, for that.

Definitely credit where credit is due. I'll look to Eddie in a minute for final words. Ladies and gentlemen, this has been another stimulating episode of the show. As you know, one of our stated missions is that you stumbled upon something within this episode that motivated you to perhaps seek counsel or look to align yourself with a good therapist nearby. If so, that would just make Eddie and me super, super happy.

Eddie touched on quite a few points and made the case in a very compelling way. I wasn't expecting it when I asked about the folks that are really looking to be where their feet are and not be so easily manipulated and moved with the, with the wind, so to say, of the advertisers. What does that level of mental health consist of? How do we get that? He had some really good advice about a therapist. I'll let you, Eddie, wrap up this episode with some final words of wisdom, and we'll see our friends next week.

I feel all wisdomed down. What comes to mind is that it would take a lot of explaining, but slow down. Just slow down. Do what you're doing slower and pay attention. That's a big part of learning who you really are, where you really are. You notice things when you're going slower. If you're driving 100 miles an hour, you do not notice the things on the side of the road as well as if you're walking. To be present, you're going to have to slow down. That is all that popped into my head.

It's brilliant. Everything is likely easier said than done. There's a lot of wisdom there. We'll likely branch off of this conversation into some similar, equally compelling, but slightly different conversation next week. That's typically how Eddie and I go through this stream of consciousness that is the couch trip. Again, hopefully there were some valuable nuggets in there. We look forward to seeing you all soon.

See you later. Bye-bye.

Bye.

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