

[Transcript] The Diary Of A CEO with Steven Bartlett / The No.1 Celebrity Therapist: The WEIRD Trick To Get Your Sex Life Back, Fix Erections & Increase Fertility!: Marisa Peer

I taught 16,000 therapists.

There's only three things wrong with every person that turns up at your door.

First of all...

Marisa here.

The worldwide renowned therapist.

From royalty international superstars, CEOs and Olympic athletes,

this woman definitely knows a thing or 2,000

about how we take control of our thoughts.

80% of your success is down to your beliefs.

But also damage is so many people because if you're thinking,

I'm not good enough, smart enough, attractive enough,

your mind's job is to make your thoughts real,

even if it's not true.

A classic example of sex.

So many of my clients couldn't conceive

because their husbands didn't have enough sperm.

But when men have sex with a stranger,

they triple their sperm count

and porn really damages so many people

because it's an impossible expectation to live up to.

So many people have affairs,

not because they don't love their partner,

but because they're missing out,

but it's all about what you have chosen to believe.

So you've got to reverse that language.

The other thing that people do a lot,

it really messes up your sex life

to call your partner mommy or daddy because...

Marisa, how do I avoid sugar?

It seems to grab me.

Food has memories, not the chocolate.

It's the feeling you felt when you couldn't have it.

And you can give yourself the feeling without the thing anyway.

It's really easy, too.

How?

Should I hypnotize you so we can change it?

Let's do it now.

Okay, close your eyes.

And here's the magic sentence.

It changes your life.

I got hypnotized.

In this episode, Marisa hypnotizes me

to completely end my sugar cravings,

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and you're going to see it happen
and you're going to find out if it works.
So stick around.
Marisa, I've been trying to figure something out.
I've been trying to figure out if we get to choose our beliefs.
Mm-hmm.
And I actually wrote about this in my book recently,
and I feel like you're the person to ask this question,
because I know that our lives are governed by these beliefs
that we have about the world, ourselves, and everything in between.
But can we choose them?
I think so.
You know, when I was here last time, you asked me about my childhood,
which I don't talk about a lot.
It wasn't awful, but it also wasn't amazing.
But the beliefs I had then are so totally different
from the beliefs I have now,
because I chose to give myself better beliefs,
because, you know, you make your beliefs,
and then your beliefs turn right around and make you,
and then confirmation bias means you look for proof
of what you have chosen to believe, and you'll find it.
So if you say, oh, I hate cats,
they're vicious things that scratch you,
they're really aloof, or I don't like dogs,
they're barksy, yappy, horrible things,
then if you believe that about a dog,
and you meet a dog, you'll feel so anxious
that that will become true.
You'll say, oh, I love dogs.
They're the most loyal, gorgeous, loving things.
Then you'll have a different energy around them.
So you should choose your beliefs.
You should constantly upgrade, update, question your belief.
Where did I get that from?
Is that true? Who told me that belief?
And even if it's true for them, does it have to be true for me?
You know, I see a lot of women who say things like,
well, you know, if you're really famous and rich,
you'll never find a guy, because 100 years ago,
that was probably true.
Men didn't go for rich, successful women,
because they wanted them at home.

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But it's not true now.
So your grandmother's belief is not your belief.
I love my daughter's generation
who don't do body shaming or fat shaming
and have a whole different language,
but I think it's so refreshing.
So you can always choose your beliefs,
and you really should constantly check
why do I even believe that?
Is it even true?
Because so often it's not true at all.
It's just something you've been taught,
or you've just gone along with it anyway.
I like cats then.
You know, I like all animals,
but cats, I do think the way you described them,
they're a little bit scratchy,
sometimes a little bit annoying,
not as loving as dogs,
maybe I'm going to annoy a lot of cat people here.
If that is my belief,
if I say to myself, okay,
cats are wonderful, they're lovely,
they're fantastic, they don't scratch, et cetera,
I feel like I'm just lying to myself.
This is the case with self-belief as well.
I could say that I'm amazing
but in my subconscious mind,
after getting, I don't know, bullied at seven years old
by a kid that called me fat and whatever else,
am I just not lying to myself?
Well, I think you should lie to yourself.
I think you should lie to yourself.
I think you should lie, cheat and steal every day of your life.
Lie to your mind,
cheat fear,
and steal back the confidence you were born with.
So let's imagine you're going for an exam,
I'm going to fail it, I'm going to mess it up,
I've got a terrible memory,
I'm going to read that paper,
my mind's going to go blank and I'm going to blow it.
So that's the belief but you could also say,

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I've got a great memory,
everything I studied for this exam is in my head,
when I read the paper,
the questions are going to come up
and I'm going to remember the answers
and I'm super chilled at exams,
I'm cool, calm, collected,
I'm going to ace this exam.
So if you repeat that over and over again,
you see the subconscious doesn't think it just feels.
And if you say I'm nervous,
and the subconscious feels that,
then when you're nervous, the mind shuts down,
all the blood rushes to your heart
and your mind empties.
It's like, if you're crossing a road in a car,
I don't think, should I go left, right, forwards, backwards?
You just move because in fear,
you don't think you move.
So when you're scared, your mind empties.
I remember years ago,
I was coming home and this guy was following me,
and I knew he was following me and I knew I had minutes
to get in my door and I couldn't get the key
and I couldn't remember which way to go.
All the times to forget how this key works,
I lived it for five years,
but I was so scared,
I couldn't remember how to open my door at all
because when you're scared, your brain empties.
And so if you go into an exam going,
I'm scared, I'm nervous,
you won't do well, but if you say,
I got a great memory,
I love exams, I'm excited about this exam,
I'm so excited, I'm going to be assessed,
I'm going to do really well,
or I'm going to do this assessment, I'm going to ace it.
This person's going to love me
that I'm so smart and
my answers will show them that I know
what I'm talking about, the mind doesn't go,
oh come on, that's silly, the mind goes,

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okay, whatever you say,
you make it real.
Your mind's job is to make your thoughts real.
The subconscious doesn't think
it only feels,
and if your mind's job is to make your thoughts real,
in your job, you just think better thoughts
all the time.
So imagine you're going to have a needle stuck in your arm,
you go, oh that's going to hurt
and that's going to be so painful,
I always read my phone and if you cough
just as the needle goes in,
it confuses your mind and you don't feel it.
Is that lying?
Or is it just taking your mind somewhere else?
Because I think if I can choose
my beliefs then I can un-choose beliefs,
but I couldn't think of a single belief
I have now that I could genuinely
un-choose, I can say it,
but I think I'd still believe it.
The thing with the mind is
there's a couple of rules of the mind, one is
let me give you a couple that will help you.
Every thought you think
is a blueprint that your mind
and body work to make real.
Every thought you think has a physical reaction
and indeed an emotional response.
And here's another one
the mind learns by repetition.
So when you think a thought a lot
over and over again,
it becomes real even if it's not real.
So if you think a thought,
my neighbor's driving me crazy,
it's so noisy I can never sleep,
I can hear their television,
they're getting on my nerves,
it'll become your reality.
If you say, it's a little bit irritating,
but I can put my headphones on,

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I can tune out,
then you'll have a different reaction
to the same event.
We don't have to change events,
we have to change how we think about the events.
It's like saying, oh this commute
to work is killing me.
Being on this freeway
is crazy.
But someone else will go, wow,
I'd love to be on. You've got a car
and you're going to a job and you're getting paid.
That's my fantasy dream
come true.
You don't have to change a thing,
you have to change how you think about the thing.
So that is changing your beliefs.
And a belief is really just the thought you think a lot.
So you're born as a blank slate.
Where did you get those thoughts from?
Who gave them to you?
So the beliefs you think you can't change,
where do the beliefs you think you can't change
come from?
So I think one of the recurring beliefs
I've had about myself,
which I think goes back as long as
I can remember to be honest,
is that I am fundamentally unorganised.
Unorganised, okay.
And I think people will be surprised to hear that because
I'm very, I'd say productive.
My output is high.
But the organisation of my stuff,
even if you looked in my bag,
it would be like a jumble sale.
If I didn't have a cleaning, I think it would be,
you know, it would be like a bomb had gone off in there.
I heard you saying actually on a podcast
that when your hotel room is very messy
and it upsets you,
but not enough to make you change it.
You've been listening.

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No, you're right.

I think there's a habit or something that I've built into myself
where I think I've told myself
it's faster to be messy.

Yes.

But then the dissonance or the
issue that I take with it is that's not who I want to be.
I want to be a messy person.

I want to be someone who comes into their hotel room,
goes into their suitcase and hangs everything up
so that tomorrow is easier.

What happens is I dive into the suitcase,
pull my gym equipment out and run to the gym
and it's something I want to change
because it's almost like this concession
in my life where I've gone, well, that's just who I am.

I'm just a messy person

and I think we'll label ourselves.

And of course, when you do that, now you're making it really
say, you know, I can't spell but my dad couldn't spell
and now it's genetic.

Every time you say I'm just a messy person,
the strongest force in you
and everyone in the world is you must act in a way
that utterly matches up with how you
have chosen to define you.

So if you start by changing that
and saying, I love being organized,
it gives me such joy to be on.

I love putting something, you say it, say it, say it,
it will start to change.

So for the last three weeks I've been staying
in a place with an amazing gym
and I started to love working out
with really, really heavy weights
because now I've got run over
and I started to get muscle wastage in my leg.

I was going, I love heavy, heavy weights.

I love it. And I was really a Pilates
yoga person but for the last three weeks I get up
and I'm in the gym at half seven going, well, I love
heavy weights. And I didn't like it
before but I decided

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to say it over and over again
because when you say, state
and affirm something,
your mind must make it real.
So all you have to do really is to start saying a lot.
I love being organized.
It gives me immense joy to put stuff
where I love it when everything's in its place
and I'm in a hotel.
And when I come back I put my gym
in a particular place
and I love that feeling of being super organized
and very quickly
it will start to change because you're thinking
a thought that your mind has no choice
but to make real.
So interesting.
But it's also true.
You think a thought
and your mind can't help it.
We did that thing with a lemon didn't we
where you think you're eating a lemon.
Have we ever done that?
Put your hand in front of your mouth.
Imagine you're holding
half of a great big fat juicy
lemon. Close your eyes
and just put that lemon right up
to your nose
and breathe in that amazing lemon smell
because nothing really smells quite like a lemon.
Now squeeze that
lemon so hard so that lemon drops
pucker onto the surface.
Stick out your tongue
lick off the lemon
open your mouth really wide
and shove that entire lemon into your mouth
and I want you to start sucking
and biting and chewing all the flesh
literally
bite into that lemon until
the lemon drops burst onto your tongue

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and your taste buds
pucker and swell as you start
to chew that lemon, suck that lemon
swirl that lemon
all around your mouth, keep eating the lemon
suck it, chew it, swirl it around
and then open your eyes
did you start pumping out saliva?
Yes I did.
And so here's a question, was there a lemon?
No, there was no lemon.
That's true, there was no lemon
but you could also say yes which is also true
they're both true, no there wasn't
but yes there actually was, where was it?
Where was the lemon that was making you make saliva?
In my head.
In your head, yeah it wasn't anywhere else
it was in your head, just do another one
right arm out, towards me
and just swing your arm behind you
as far as it will go
and have a look at where it's gone, just look behind you
to notice where it is, bring it back
I think you went up to like the third book
on that bookshelf, I want you to imagine
close your eyes
and tell your mind my arm's going to go a third further
I'm now like a bendy
Barbie and Ken doll
my arm is so flexible
it's going further, I want you to imagine
all the muscles in your right arm
becoming super flexible like cookpasta
open your eyes
put your arm out
and say to your arm, you're going a third further now
you're like a pretzel
you're super flexible
go a third further
swing your arm back and just watch as it goes
a third further, now look at how far it's gone
you're only up to the third book before

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so what happened then?
I just
just believed my arm was going to go further
and it did
and for men, I get men who say
I can't please my wife
I can't get an erection, I can't keep it going
and she's going to leave me
and if I tell them other things
you're a great lover, you can maintain an erection
for 20 minutes or 10 minutes
or the average is about four and a half minutes
that starts to happen
they don't do anything else, they listen to a recording
that says you have longer erections
you can have a great sex life
you can wait until your partner orgasms
and it all becomes true because every time they say
but I can't do it
it's all over in a minute
I can't please her or him
they actually make that real
but when you just change a thought
you know there's a song
called Love Changes Everything by Climby Fisher
but actually
thoughts change everything
when you think a thought it's such a game changer
erections
it's so interesting
because in my friendship group
with my male friends
we've spoken about sex life
libido
erections
we've all struggled in different ways
at different times
and it's one of the areas in life
where it's so clear to me
that thoughts
are the
problem and the solution
because again if a man thinks about sex

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if a picture looks at a movie
and gets aroused
you get a very physical reaction straight away
even if there's no one in the room with you
so that's a classic example of thinking a thought
about being aroused
turned on
feeling sexually attracted and your body makes it
really even if there's no one there and it can be
at a wedding can be an event
it can be highly embarrassing for a guy to get an erection
in the wrong place but if you think a thought
I'm turned on here the body makes it
it does it for women too but it's not so obvious for us
to kind of hide it
but yes it's a thought
I can't do it I can
I'm going to fail I'm going to succeed
do you work with people
often that have sexual dysfunction
all the time
is it becoming more popular or more prevalent
in your view
I think people are more able to talk about it
a lot of women come and say I can't orgasm
I can't orgasm at all
I don't know what to do
all my friends are having massive orgasms
it's no harder it is
I don't think that's true
apparently our grandmothers had more sex than us
but I think now we have all this pressure
we watch porn
we watch other people talking about their amazing sex
we think oh I'm not like that
but it's very easy to make your body super
orgasmic
but I think before we didn't talk about that
my grandmother would have never talked about
orgasms or having a design of a vagina
or a Brazilian didn't even know what that was
so we're in a different generation now
every year

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there's another way to hate your body
even your genitals have got to be perfect now
and I think it's so much pressure
for people I've got to look like a porn star
have sex like a porn star
and porn really
damages so many people
because it's such an impossible expectation
to live up to
seems that pressure as it relates to sex
is like the antithesis
it's the enemy of
I can only speak from a guy's perspective
but if there's ever pressure
in the bedroom
there is zero chance I'm getting an erection
of course, because comparison
is a thief of joy
and we're so busy comparing ourselves to porn
stars and someone who looks like the Kardashians
who has a perfect body
and everything's perfect
it's not really like that
have you ever worked with men that have sexual dysfunction issues?
yeah, a lot of them with premature ejaculation
erectile dysfunction
all of it
and I would say if it was me
because I feel like
everyone's got a friend
sounds like I'm talking about myself
but there's a couple of things I'll talk about from my own perspective
in the sexual department
but my friend was in a relationship
he was in the relationship for a couple of years
and then halfway through the relationship
he could no longer
keep an erection and he was talking to me a lot about it
and then
he ended up ending the relationship
because he had convinced himself it was
impossible to change that
and in fact I know a lot of guys that struggle with this

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and there was a point where I was one of them
where I just seemed to get this thought in my head
about sex
and I struggled to
to keep an erection
but also just to keep myself
to want sex
there's going to be people listening to this right now
that are in that situation
where something has just changed
every time they go to bed it's just this high pressure situation
they can't get an erection
therefore they're avoidant of having sex
what do you say to those people?
you know it's really interesting
because we want intimacy
we think I want to fall in love with someone
that finishes my sentences
that knows when I'm hungry
that knows I'm having a bad day
that just knows me inside out and loves my very soul
which is wonderful
but what great sex requires is mystery
what eroticism requires is not intimacy at all
so in the beginning
even for the first it's all new
what they're going to do, how they're going to do it
it's all very exciting, it's all new
and so for men especially
you know it's great maybe for the first two years
and then it's like
oh like one of my clients said
every time my husband comes to bed with just his pyjama top on
and they want sex
but it's so unromantic
I mean he just doesn't bother to put the pyjama bottoms on
it's like oh god is that his idea
of foreplay I mean
and like I say you know it's always every Saturday morning
before we go and do the food shop
and it's so predictable
many people have affairs not because they don't love their partner
but because they're missing out

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so you have intimacy
which is like the love
being in love and knowing each other
and loving each other
and you know not caring if your wife's got her period
or your husband's got a bit of bad breath
or they're tired or they've got a cold
you just love them anyway but then you have
eroticism which is amazing
great sex and eroticism
likes mystery
suspense, a bit of edginess, a bit of naughtiness
a bit of the unknown
and they don't go together
they really don't go together at all
but there is one thing that makes them go to
and that's called fantasy
there's a bridge that links eroticism
to intimacy and eroticism
and it's called fantasy
well isn't that being unfaithful to my partner
I'm sure I shouldn't fantasize
but actually 50 Shades of Grey
which was not a great book at all
I can fantasize
I can read this book
and I can pretend I'm Anastasia with Mr Grey
and that book
did so well because it allowed people to
fantasize
and so if you have a relationship of 30 years
I mean I'm great friends with
John and Missy Butte to be married for 35 years
they're a couple that
created a life book
they live in Hawaii but they talk a lot about how
they have a very erotic sex life
after 35 years
it's like red-hot
but they understand it's all about
a bit of mystery, a bit of drama, a bit of suspense
I'm very lucky that my husband and I travel all over the world
so we never have all Saturday night

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Saturday mornings of sex
and go to Sainsbury's that's just not in our agenda
so we always have a bit of newness going on
but for men
even if you love your partner so much
when it becomes predictable
it's like
the thrill goes
you know that song but where's the thrill gone
the thrill isn't there
so you have to put a bit of work back into making your
sex life thrilling and moving it away
and so it's hard when
you love someone but you know
everything about them and they about you
and it's like well there's no newness here
I go on holiday we have great sex
why is that? well
you don't think about the laundry
or anything else you can just really let go
and you're in a different place and you can be someone else
you often hear about people
going on holiday like girls to a beater
going wild and they would never be like that at home
because it gives you a chance
to be someone else
so sometimes
in your sex life
you have to take that chance
and use drama, mystery, suspense, edginess
just like I was telling
one of my clients I went home and said to my husband
dominate me so what shall I do
she went well dominate me
she said yeah but what she said well that's the point
don't ask me how can you dominate me
if I have to tell you what to do
I want to feel overpowered
by your maleness
when you say well what shall I do
you're more like a girl than a boy
I don't like that because of course opposites attract
especially in sex

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even if we're same sex relationships
opposites attract
and that's very exciting when people are together
a long time they try to make their partner
like them and they forget
that opposites attract
so if you keep trying to make your partner
like you and they can try
to make you like them
then you haven't got the opposites attracting anymore
and then it kind of disappears
and the other thing that people do a lot
my grandma used to call her husband dad
or daddy
and that was a bit weird but that was maybe her
it wasn't a sexual thing she said
come on dad get out of the way and what do you want
for tea dad and they had no sex at all
she thought it was the most disgusting thing in the world
but the minute your partner becomes
mommy or daddy
and many women and the best of attention
say things like have you taken your vitamins today
you know wear a coat it's going to get cold
did you pay the bill I knew you wouldn't do that
you're becoming
the critical mommy or loving mommy
and then we have the opposites some men
who are very controlling so you can't have that
you're not going to have that
they become controlling daddy and the minute your partner
is in any way mommy or daddy
you can't have sex with them because
who wants to have sex with their parents that's really weird
and many people don't realize
how as they say in a long relationship
they take on the role of critical parent
blaming parent judging parent
and then
you have no desire left
so you've got to be very careful not to let that
happen and especially when you have
children and then you say mommy

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can you get Andy
a tissue daddy
can you get Susie her gym bag
and even though you don't mean it you're now saying
mommy daddy people do that with their pets
even daddy
take Toby for a walk
or mommy
it really messes up your sex life
to call your partner mommy
or daddy
so interesting
even when you were saying then
about the lady that came home and said to her partner
dominate me and he went how
what shall I do
it's the antithesis of domination
but it kind of speaks to
10 years of him
just trying to please her
but also that it's bad community
said hey you know what you do
you do the sandwich you go hey you know
we've been together for seven or eight years
and we're great but you know I've got this thing
I would love you to dominate me like this
I'd love you to pretend to be the postman
or the gardener or I'd love you to pretend
to be someone who would really excite me
if you could do that
because then it would just be exciting and then they go
oh okay I get it I've got to pretend to be the
postman or the gardener or
you know there's a lot of women who couldn't
conceive and this is where I learnt this
from so many of my clients couldn't conceive
because their husbands didn't have enough sperm
but when men have sex with a stranger
they triple their sperm
out taking when women have sex with a stranger
their cervix tilts to suck up the sperm
so when I realised it's a great
book called sperm wars it tells you

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okay so I wrote it like I said okay this is what
you've got to do you've got to go home
and pretend you're I don't know
when asked you would ask and your husband
but you mustn't speak because that's going to ruin it
and then have sex
have some kind of fact go to a hotel
of course the men love it I don't want to talk
no talking just act out this
fantasy because he will triple his sperm
out take your cervix will tilt
and it's like it's like IUI
it's like you have more sperm
and so many of my clients said why I got pregnant
you know I've tried all this time but going up the road to the
Holiday Inn pretending he was like the plumber
or anything at all
and that worked we got pregnant
like that because he made so much more
sperm and so
isn't that interesting
that wasn't about fantasy it was about
how can you get more sperm
how can you become more fertile what can you do
and these were just silly little things
that help men and women who
were trying really hard to have a low
sperm count get pregnant
why does that happen
why does the sperm count triple in the cervix tilt
well let's imagine
you know that we're in a tribe
and there's some people there
and nature the human
species must go on so
for men when they impregnate the same
person over and over again they've made her pregnant
many times but a new person
if you can get a new person pregnant straight
away that's how the human race
continues you know one
of my friends was telling me this story about
in New Zealand with the rams and he said

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you know you would buy the male rams and you
drive them to the field and they could smell the females
they started ramming the door that's why they called rams
and when you finally get there you open the gate
and they charge out they have sex with
every female and when they come back
they've lost half their body weight
in a really bad way but they have to have
sex with every single female
every you
so it's just
an evolutionary of making sure
the species goes on
so what does that say about monogamy
but this is not, nature doesn't care
but nature cares about the species continuing
nature doesn't care about monogamy
its role is to make sure we continue
but yes of course we want to be monogamous
so what do you do
we use that very thing if
being with someone new excites me
and gets me going
why can't I pretend my partner is someone
new and of course you can
you can do all kinds of great things
you can introduce newness don't always have sex
in the same place at the same time
it's a little tiny bit of effort
but do something to make it new and exciting
so you would recommend spending
time apart as well
yes I mean I've been with my husband
for 15 years
we've only spent 11 days
apart and we work together
so you know that thing about living over the shop
so we work together
we're together all the time
but we have a great sex life because
we both understand what makes it tick
which isn't necessarily being apart
but yeah being apart is great too because

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you can't wait to come back to that person
a lot of people will listen to all of this
and think God I'd love to do that
I want him to turn me into a maid
turn me up and surprise me or whatever
but if I even mention
this to him he would look at me like
I've got you know a tail
look at me like I was weird
well part of having a great relationship
is doing for the other so if I said
to my husband I'm not hungry
so we're not eating I'm not tired
so we're not going to bed I'm not cold
so the heating's not coming on he'd look at me like
I was mad because part of that is
I'm not really hungry but you want to go out for dinner
we'll go and it really want to go
to this event I don't know what
go to a football match but it's
important to you so I will go because
in a relationship you do for each other
if your partner says I would love
you to put a little maid's outfit and run around
with the dust it would be so amazing
I don't want to do that isn't it
Draugr do you think well maybe I could just try it
once if I don't like it and never have to do it
again maybe it would be red
hot it's not about being objectified
so if you
love someone and
assuming their fantasy isn't dangerous or painful
or super weird
why not just see if you can do it
and then you can say hey if I do
that you can do this because it's trading
all the time and there's nothing
wrong with that that's the same thing
my husband if I'm tired my husband will say
I'm going to make you something to eat or I'm going to
drive you I'm going to do that for you because he loves
me and I'm the same with him

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but people think oh I shouldn't why should I have sex
I'm tired why should I do that and
the worst thing is that I don't want sex
anymore so you can never have sex again
either which is very weird
because why would you condemn your partner
to no sex ever just
because you don't want to have sex and imagine
it was the other way around because isn't a
relationship doing for each other even if
it's not really your thing
I find it incredibly fascinating
that when we look at the back end of
Spotify and Apple and our audio channels
the majority of people that watch this
podcast haven't yet hit the follow button
or the subscribe button wherever you're
listening to this I would like to make a deal with you
if you could do me a huge favour and hit that
subscribe button I will work tirelessly
from now until forever to make the show
better and better and better and better
I can't tell you how much it helps when you hit
that subscribe button the show gets bigger which means
we can expand the production bring in all the
guests you want to see and continue to do
in this thing we love if you could do me that small favour
and hit the follow button wherever you're listening
to this that would mean the world to me that is the
only favour I will ever ask you
thank you so much for your time back to this episode
so many questions to ask on this because I'm just
thinking about all the conversations I've had with my
friends recently about sex and their relationships
and I've got another friend who is
in a relationship it's
become a sexless relationship he's
staying with her I think in part
because she's really
nice but why has it become sexless
um
that's a good question that I wouldn't know
without asking him but I'll tell

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what he's told me he's
told me how much he wants to have sex with other people
mm-hmm and
he actually described it as like
a temptation that he just
he is like as if he's possessed
mm-hmm he says every five minutes someone
will walk past nothing about having sex with him like he's absolutely
obsessed with it but not with her
not with her
she wants to settle down
mm-hmm because she's at an age
and phase of life where she feels that
she kind of needs to hurry up
mm-hmm these are just words that I'm repeating that
he's told me and so he feels
a bit stuck where he's got this partner
who wants to settle down he
clearly doesn't want to settle down and he's
thinking about having sex with everyone else
and he's not having sex with her and that's
how he's escaping he probably
doesn't want to settle down and have children
but feels he should sounds like he wants to
become a success and now he's thinking about
having sex that's his way out
you know oh he can't say to her look
you know I love you but I'm not ready for that
that five years down the line
for me so his mind is doing it
he thinks he wants to have sex with everyone but her
he feels pressurized because of his time thing
because his mind is saying you're not ready
you're not ready you know often we
have dreams that say I'm not ready
or wow I thought I wanted to do this
but my dream said oh no you don't want to do that
at all but the desire
he's in other people is his body saying
you are not ready to be with her you'll be
with anyone else but her and you should really
just tell her the truth and say look
I'm not at that stage you're at

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I'm just not ready for that
yet because you see
when you can't open your mouth and say
I'm not ready or I'm not
comfortable or not happy the body goes I'll do it
I'll do it for you and I see
that with all my clients not just sexually
when you can't say
one of my clients told me years ago
that he got fired from his job
and he couldn't tell his wife so every day
picked up his briefcase and went and sat in the park
and then he got really
sick and then she said you're so sick
you can't go you'll have to resign he went okay
and he never had to tell her
that he'd lost his job because the body made
him so ill that he would have lost his job anyway
so you know I love
this expression the feeling that
cannot find his expression in tears will make
other organs weep
and so he's got a feeling that he can't
express and when you can't open
your mouth and go
I don't want to do that
the body said I'll do it for you
and it finds really peculiar
obscure often really
helpful ways of doing it for us
how does he know though that
it's a case of him not being
ready or
even in my case when I was 24-25 years old
I'd just self-sabotage any
sign of commitment
let's talk about that so let's go back to your
24 years old oh for my entire
I mean it starts at 14
we're not being committed at 14
we start fencing people 24
and you fancy people and you're a very good looking
guy and you've obviously had some relationships

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tell me about the self-sabotage
it started with Jasmine
Jasmine was with
a guy called
I probably shouldn't name him but I'll call him John
Jasmine and John
they were in a relationship I really fancy Jasmine
she's gonna hear this but she knows already
fancied her for about three years
pursued her doggedly from like 14
till 17 really 18
and there was a day
where like Jasmine gave me
a chance finally she was in a relationship
with this guy called John
and on that day
I got terrified
and I
kind of remember persuading her out of it
even though I'd pursued her for years
and then as I looked through my early sort of
20s the same sort of recurring behavior
pattern showed up where I would
at any sign of commitment I would
come up with a reason why I couldn't commit
I'm busy I need to become a millionaire
this will get in the way of my work
da da da da da
this is the oldest trick in the book
you pursued Jasmine she wasn't available
she was with someone else
when she became available you thought oh no
because now she could reject you
now she could say when she was with someone else
it was a dream I'd love to get that go
when you had the chance it's like oh
she could find out I'm not worthy
she could find I'm not good enough
I can give you context as to how it felt
the idea of commitment felt like prison
of course yeah you've said that before
and so of course if your end goal
commitment is prison

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being stuck with one person is prison
your mind says I've got to get you out of this
so it's all fine to
have flings but the minute commitment comes up
you back out because
that's going to jail you don't want to do that
so that's really normal
when you say things like oh I'm going to be
tied down
I'm nailed down oh
that's it now no more fun
and people say things like you two are one now
and may all your problems
be fatal ones and
sometimes we don't like that
it's like oh I don't like that idea
and all the vows about to love, honor
and obey to forsake all others
we think do I really want that
but you were adamant that you didn't
want that that a relationship was
prison so when you tell your mind I don't
want it
the mind must get you out of it if you say
oh god I've got to give that speech I don't want to do it
I want to do it I want to do it
don't be surprised on the day of the speech
there's a terrible cold and migraine
and your mind goes you said you didn't want to go
and I'm so cool I got you out of it
because the mind listens
every thought you think it listens to
it's like a genie your wish
is it's come on to your wishes I don't want to
be in prison of commitment
I'm happy to date but when it gets a little bit
serious the mind goes let me get
you out of this
and we don't do it in logical ways
you know self-sabotage, procrastination
and nothing more
than the fear of either not being enough
or not wanting to go where you think you're going

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you know there are people who apply for a job
get it and they never turn up on the first day
or think god I work for that and I don't want it
I thought I wanted this I don't want it
I thought I wanted that person
I actually don't want them
and so for you
the thought that a relationship is prison
is so powerful
that it would make every relationship unravel
including Jasmine
so now let's go back to your friend
yeah so how does he know
that
it's not just some like I don't know
unresolved traumatic
issue that's stopping him being avoidant of
committing to that individual
or if that individual's not right
and I think it's the case with like jobs
and relationships and everything in our life
how do we know that it's not just some trauma
response that we're having
or if the thing we're avoiding or
rejecting is actually
not right for us
you know when you think okay
my life without this person
would it be better or worse
if I have an argument with my husband
we don't argue a lot but I always imagine
my life without him and it's so much worse
than my life with him
occasionally annoys me
he's got some he can put a tea bag
and have it every so often as a kitchen
in like three minutes flat
I was like wow how do you do that
I just don't understand how you can do that
but you have to pick your battles
and when he really annoys me
I just think okay imagine if he wasn't here
and I thought oh no

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I wouldn't like that maybe not here for a couple of hours
but forever so you know
because of how you feel but you see
you know we're all taught this you know
you found your other half but you're not a half
you're a whole you can't find another half
to complete you because you're not half a person
but a lot of us are taught
you know you're gonna find the handsome prince
is it gonna live happily ever after
well that isn't true
there's never one person ever that could
complete you or me to all your needs
and so you have to be a realistic
in a relationship you have to put your needs
into three parts okay I've got a need
my husband must always tell me where he is
he must call me he must tell me when he's
it's two in the morning where he is
I don't like that he must be honest
honesty is a non-negotiable need for me
so that's a need that has to be met
need for tidiness
is that really important
I can do it myself
you know by the time I have an argument with him
about the tea bag I've already put it in the bin
and put a bit of bleach on the kitchen counter
and it's all done so the second lot
of needs you might have to meet those needs
the need to have a tidy kitchen
the need to have I don't know
organic groceries delivered maybe you
can do it sometimes you've got to pick your battles
and the third set of needs you just got to give
those up some needs are just not
important enough to fight about you know
my daughter is an artist
and artists are very messy and if you go
you have to go what mess I can't even see it
so with my daughter the need to
have a tidy bedroom I learnt to
shut the door don't even go in

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if I go in they go well she's happy
do I need to have a happy
daughter or a tidy daughter's bedroom
a happy daughter is actually more important
so some needs you must have your
partner meet some you've got to meet
and some just give them away it's really
not worth arguing about
you reminded me when you talked there about
thinking about meeting Prince Charming
and perfection I went into a bookshop the other
day as I sometimes do
just for inspiration you know and I bumped
into a lady who recognised me
I actually took a photo of her because
the conversation really stayed with me it's not
often that I take a photo with someone else I say
please can I have a photo with you just so I remember this conversation
and what she said to me in that conversation was
reminiscent of many other
conversations I've had she was
a woman she's just over the age of 30
I think she was 32 31
and she was actually in that bookshop
looking for a book that would
help her solve her romantic and relationship
issues she said to me which is a message
I've heard before from close friends mine I'm over
30 now I'm looking for a guy
I've never been in a relationship
I've been working very very very hard
she says she's excelling in her career people
have told me that I just need to go to the gym and work out
and I've tried that
and I still can't find this person
and the other sentence
I remember she said I don't want to settle
and I've got people close to me in my life many people
that have are in almost identical situations
so much so that I sent
that photo with her to those people
and said I've just met you in a bookshop
and it helped me to actually understand

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them better because to know that there's many many people that are in that situation then they've got this kind of societal clock ticking that's saying you better do it quickly what would you have said to her to help her so I said first of all what are you doing people say to me I'm looking for love okay that's great where are you looking well I go to yoga any men there not really she said I've tried dating apps people tell me to meet people in public but how do you do that so people tell me they're looking for love all the time I'm looking for love where are you looking describe your weekend I went to yoga any men in the yoga class not really and then I went to my friend's house and then I went to a book reading for any men there not really and then I went out with all my girlfriends we all looked the same we all went to the same bar competition so actually you're not looking for love at all because you're going to places where men aren't and then men say I'm looking for love where are you going I mean the way there are many women there they're all in the yoga class so if you really want to find love you've got to be proactive first of all sit down and think what kind of person do you want I mean what qualities do they have what are you looking for you know normally I'm looking to buy a house but I never go to the state agent and look at the brochures I just think the house will turn up I'm looking for a job but I'm actually going to yoga I'm going to I'm not going for any interviews we say well you're not really looking for a job are you when I look for a house I've got brochures coming in I'm going to look at I'm going to look at houses till I find the right one

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so if you want love
sit down and think about what you want
make a list don't be too into
six pack and gorgeous or
ten think of the qualities
what is this person like and then
decide what is that
person looking for you might have to up your game
a bit and then think about where is
this person they're not in yoga
but they're somewhere
and once you've decided
that you're worth love that's the
most important bit and you can put
yourself around people you'll find love
easily but we're so busy
trying to
change ourselves so you
have to take some time because the only
thing you need to do to find love is first
of all every day so I'm worthy
of love I am worthy of being
loved I deserve to be deeply loved and
I'm worth it and if you think
when I say that I feel really stupid
then say it more until you don't feel
stupid until you think no actually it's
sinking in now so putting lotion
on my skin it is going in it is having
an impact so say it state
affirm it a lot I deserve
love I'm worthy of love I'm who couldn't
love me I'm deserving of love and then
when you've got that part
right and you know that
you don't think I hope when I go
on a date I'm good enough for them well
what about thinking are they good enough for you
so you got to reframe
that don't keep saying I got to
make myself I've got to chase love
pursue love get in shape
to find love be perfect to find

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love you got to find love
just by being you so
work on knowing you're worth it
that's an 80% of your success
will come down to having and I'm worth it
mindset think of the person
think of where they are and then get out
of the yoga and go to the wait room if
you're a girl if you're a guy get out of the
wait room go to the yoga put yourself
around the people you want to be with
and you'll end up with them she did say
a line to me which I just remembered which is
I've started to think that there's something wrong with me
and it's there is a clear pattern
in the people here in that situation that I know
that have started to engage
in vocal negative self
and self disparagement and apps
of course there's so much like going to a Chinese
restaurant with a menu that's 20% I don't
know what to have now there's so much variety
I've now got to page 20 I've forgotten
what was on page one if you go to
a restaurant with a little men you think okay I'm going to have that
so apps with
masses of variety lots of people
I mean they show you a good thing how many people are
looking for love just like you so you're
not weird or a freak
apps are good to show you wow all these people
good looking people are looking for love
but maybe come away
from the apps and start to talk
to people you know talk to people
I was just thinking if you're talking about dating apps
I've never been a prolific dating
app person because I've been busy but also
I'd never had success on them
until people knew I was
sort of in a public capacity and then you can't
I can't use them anyway but going back 10 years
I do remember using dating apps swiping

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through and you'd see
like really beautiful people and go oh I want that one
you'd swipe right on them and then
the ones that would swipe left and you
would you know they were just not the ones you were
looking for and because you understand
the value of anything by the context in which you see it
by seeing
50 beautiful people
but then getting the ones that are less than
even if there was less than people
it's not a nice way to describe them
the ones you didn't desire
are perfectly okay
because you've seen them in a context where you've seen
supermodels you're never going to
value them and also
you know I was thinking about
the people that are going on those dates that are
searching for Mr. Right
or Mrs. Right
are we less valuable when we're in search
of something? Yeah definitely
that's the problem right?
Well it's one thing is to say hey you know
I've got a great life
and I've decided I'm ready to be with someone
amazing I want to share my life with someone
who wants to share that but I'm quite I'm okay
if I don't find them
I've got a great life but I'm kind of
open to finding the right person now
it's rather different to
needy I need someone to complete
me I don't want to be on my own I hate being
alone I need to find my mate
my partner so
you almost need to be at a level where you're happy
and you've got a great life but you want
to share it rather than
I'm incomplete without that person there's
something wrong with me
people used to say to me why are you not married I said

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I don't know just lucky I guess
because I hated the option of what's wrong with this
I always had that pattern I don't know I guess I'm just very
lucky. From the age of 20 to 25
Yes
the one I pursued romantically once I'd
even got past the commitment issues
didn't want me
and I always reflect on it and go
when I really wanted someone
there must have been something I was doing
yeah they knew that you were dumped
then they knew that you had a commitment fear
that sort of probably came out of your
poor so of course they dumped you
before you dumped them because
your behaviour and some of the things you did or said
or even didn't would have let them know that
you had a
commitment fear and so they just got out
before you did
they weren't even I got rejected a lot
in that phase from like 20 to 25
and I reflect on it and go how come those five
girls that I pursued that I really
wanted that like you know I'd start listening to
Adele and think of them like you know went into
the frenzy all of them
rejected me
but if they all did it
it wasn't it was all of them they all picked up
something from you because if it was one you go
oh well it was them
people say I've had five wives of all disappointment
have they had five husbands no
well then it was you I was talking to a client
they said I've had five wives they all disappointed me
I said well you were the disappointment
because they couldn't all
disappoint you you must have wanted
perfection which you did
and you can only ask for perfection if
you're offering perfection which none of us can offer

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Mike my conclusion from that chapter in my life was there must be like a thousand micro expressions that these people are picking up on communicating that I'm low value yeah and I you know I couldn't fake it I read all the books about you know I read this book in this matchmaking book in this book called the game the mystery method I watched all the documentaries and the only reason it changed in my life was when my actual opinion of myself changed because you didn't value yourself and you know if you have this belief I'm not good enough and you fake it people pick it up they know instinctively they can't help it because it's at a level beyond communication where you have a low sense of worth people pick it up and when you have a high sense they pick it up too but when you fake it it you're still faking it so that's why you've got to get to that level of hey I'm so great when I was in I was in Zimbabwe just before I met John and I was they put me in a honeymoon suite and it was an amazing place they kept saying oh he's just so sad you haven't got a husband they don't understand that why haven't you got a husband this is not normal and I thought you know I'm so happy and I thought as a second time in a month I was also teaching in Coventry but in a honeymoon suite again that read me to the best room in the house and it was a big honeymoon suite I thought well you know what I love being in here I didn't think oh this is so sad and so the second time I was in a honeymoon suite I was thinking you know what if this is as good as it ever gets I'm on my own in this amazing place in Zimbabwe in this amazing

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with two baths outside
and two showers and two
of everything I'm okay
I'm really happy and I was married
ten months ago I didn't even know John well I knew
him but we weren't dating
because you have to get to that level of thinking
and ten months later you were married
yeah I came home I knew
John our kids went to the same school
I came home from Africa and September
met him in October we were married the following
August but I got to that level
where I was so happy being
just being by myself
that I didn't chase
him or think oh my god I need this
just like oh here you are
and I already know you and you're a great guy
and it all worked out perfectly
but you have to get away from the neediness
or I'm running away from it
avoiding it or desperately
looking for in your case looking for
thinking it's a prison you have to be
at the level of I'm ready
but I'm happy anyway
and then from 25 to 30
the next five years the thing
that changed in my life was I became
what other people would call
successful
business success now it's funny
because someone will look at that and go
okay well for the next five years from 25 to 30
you had money so it attracted people
whatever right yeah but I know
that that's not the full story
I know that I think the success
changed my beliefs
about myself of course it did
I just think I stood differently and I
of course you did you had a sense

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of self it's not that I'm rich
but it's like I've created this
I'm worth something your sense of
self elevated because of what you've
done and achieved and you grew up a
bit too and so your sense
of self went up and people
like people with a strong sense of themselves
it's very attractive it's actually very
sexy confidence is really sexy
a sense of who you are
is very sexy for men and women
so without knowing it that's what you got
and from 25 to 30
in that period I no longer had
that issue I felt that I could
attract someone that I wanted
if I pursued someone I thought I went
into it thinking you know the choice is
going to be mine and say that in a
least humble way I possibly can and I fell
in love with someone and I've been with them
ever since I was actually working with someone
who won the lottery and he said you know
what happens when I won the lottery
women became more orgasmic I said you know
that happens all over the world when men
win the lottery their girlfriends become
more orgasmic he went yeah I don't understand
it was a bit of a joke that of course they became
more orgasmic because he became
so attractive to them because
he'd won the lottery so that was
very funny makes so much sense so
people are going to hear that and go so you can't fake
that's what I came to learn from that 10 years
in my life I say it's all my friends now
I give them I give them
I give them this or everything I know
about some of the books I read about how to be high value
and then I tell them the story that between
20 and 25 I read all these books and I still
couldn't do anything about it so reading the books

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is not enough because you can't fake it
and I say to some of my best friends and
one of my close girlfriends I said
it's almost like there's a thousand
little micro expressions of low value
that we give off in language is just
it's a new form of communication versus
the like thousand tiny things
we don't know we do
which tell the person that
we don't value ourself we have no
self-esteem and we're not confident. If you're looking
for self-esteem anywhere outside of yourself
you're not going to find it if you're looking
for self-esteem out there with the jazz
men's of the world or someone
unless you're looking for it in here
you're never going to find it so
stop looking out there
self-esteem is not out there it's
in here and just
spend some time saying hey
I can elevate my sense of self-worth
self-value
self-image you see self-esteem means
if I say Stephen Holder in the
highest of esteem is what I think of you
but self-esteem is what I think
of me and what happens
we start to poke holes in our
self-esteem by saying I'm not good enough
I'm not rich enough smart enough attractive
enough qualified enough
and you got to go back and go no
I can raise myself
see my matter just the way I am
I matter I'm enough
I'm lovable and you know
my dad always said the job of any
school is to raise the kids
self-esteem that's more important than learning
Latin or sport and
all schools their job is

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to raise kids and parenting
too your job as a parent
is to raise your kids self-esteem
but nobody teaches us that we think oh no
it's organic broccoli and making
you safe and making you learn
Mandarin sending you to a good school
no your job is to raise
kids with good self-esteem
and then they'll have
relations with who've got good self-esteem
if you only will work on self-esteem
the world would be so much better
how would you have
what would you have done with 20 year old Steve if he had come to you and said
listen Marissa I've
pursued all these women they all seem to
not value me
yeah well I would have gone right back to look at
what was happening when you were growing up
what was going on with your mum and dad
where did you get these beliefs from
what happened to you
you know it's not what's wrong with you
it's what happened to you should never say what's wrong
with you what happened to you
in your formative years what did you see
growing up with your mum and dad
what did you see
so if we look at you know Paul McCartney
who loved Linda
and all his children have got very secure
Relate Stellar's got four children
amazing parent Mary
he's got three children
but they're very happy they've stayed with us
because they learnt what they live
you learn what you live
what did you learn
what did you live that you learned
which was that marriage is a horrible place
to escape from it's punishing
it's not a place of sanctuary

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or love or support
something completely different
I also think I just learnt
that I was at a very young age
that
I think maybe that I learnt that I was
unlovable at some level because I think
think about being a black kid
in an all white area where your house is like
dilapidated I think that's the right word
never brought anyone home
never brought a girl home in the 16 odd years
never brought anyone home
no one knew where I lived I had this like
constant shame
and I showed up as if I was a confident kid
it was an act
and you went home feeling as sent
you see
I taught 16,000 therapists
all over the world and I teach them
there's only three things wrong with every person
that turns up at your door
only three things and one of them is
I'm different so I can't connect
the next one is I want something
it's not available to me and the third one is
I'm not enough
there's a lot of versions I'm not smart enough
good enough but when you told me that little boy
who is a black kid in a white world
living in a shambolic house
never bringing people home
straight away you're saying I was different
and if I'm different
I can't connect because we connect by being the same
because I like Postman Pat so do I
I like Pastor so do I
I like Barbie so do I oh you're my friend
but when you're different
you can't connect so you
first had that first thing I'm different so I can't connect
what I want

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being the same as all the other kids
is not available to me
and if you think you're unlovable then you have
to think you're not enough but of course
that's what you felt the truth is
you're deeply lovable just the way you are
but it's very hard
when you don't feel it so when you
you know your feelings the most real thing
you have and we're always trying to use logic
but logic doesn't work
and a battle between emotion and logic
emotion wins every single
time so the emotion
of being this kid who felt different
not enough not the same
you can't logic that better
yes you can achieve a lot
and work hard and be a millionaire
you remember John Lennon said the thing you can't hide
is when you're crippled inside
and so you're trying to fake it
till you make it but then you just end up feeling
like a big fake you have to
go back and look at okay
I felt different but here's an interesting
thing if our greatest fears
to feel different it must be none the same as everyone
because that's our greatest fear to be
different we used to be cast out for
being different banished for being different
but actually if you fear being different
I really that means you're the same as
everyone because you got the same fears
and what wasn't
available now you've made it available many
years ago and you're deeply
lovable and more than enough so you have to kind
of go back and look at that old
scene to go but that's not me anymore
of course it's not me
so just stating why it isn't you
is actually one of the most transformational

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things you can ever do
as we're so busy looking for how it is us
you know here's a rule of the mind whatever you look for
you will find whatever you
focus on you get more of so when you look at
how it's still you or
still there or still bothering you
then
you'll find it and interesting I think
when you look at the mess in your room you remember
the shambolic house and that's why
it bothers you not because it's messy because
you were brought up in a shambolic house
now you come out and think oh look at this room
I've recreated the same
instead of saying actually
I'm in a five-star hotel there's a maid
next door it's a little bit messy
it's not shambolic but you see what your
brain is looking for is what's the same
and it will always find it
but if you look for what's different
you'll find that too
so when you have a brilliant brain which we all have
and you definitely have said it you've got to
talk yourself out of it not into it you're talking
yourself into how the messy
room is the same as a messy home and it bothers
you greatly because it feels
out of your control which it was when you were
a kid living in that house
don't talk yourself and talk yourself out of it
oh yeah I have created a mess
but hey I'm a super successful guy I'm
busy someone's going to come in and clean
all of this up and it's not
the same it's vastly
different but our mind is always
looking for what's the same because it loves
what is familiar after all
you know if you were to your
kid living in the prairie and you wanted out on the
prairie you'd only eat the berries you already knew

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you wouldn't eat anything unfamiliar
because it would have killed you so
our primitive brain wants to go
back to what is familiar back to
what is known back to what is comfortable
let's talk about the sugar
because I've heard you say a lot
I saw this I saw this I saw on
your web one of the things I saw was the
dietless life
life coaching and the dietless life website
I was on there just before I actually came in the door earlier
and it said that
the dietless life resolves
the underlying cause of overeating
I
let me confess
I am someone that works out pretty much every
day I'll work out today
although I'm going to that Fred again concert so that might be difficult
that's a workout I work out pretty much every
day of the week
the thing that's holding me back is
once in a while I'll get into a little bit of like
a sugar spiral
what I mean by that is I'll eat some sugar
and then the next day I'll eat some more sugar and then the next day I might have some more sugar
because it's very addictive
I've actually given up alcohol I've not told anybody that
but I've given up alcohol completely
but this sugar thing seems to be something that I'm like
I'm like battling with
it will happen you know once a month
and then it could last for like a couple of weeks where I just start
eating things that I'm like why am I eating that
and then I'll get control again of the ship
how do I
avoid sugar
I don't like it I don't want it
I actually when someone hands me something
the first thing I check is the sugar contents
don't want it in my life anymore I've made that decision
like alcohol goodbye

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but it seems to grab me
so your mind always goes back to what something means
so let's talk about little Steve
and what did sugar and all the sugar retreats
mean to you when you were a kid
what did they mean
well in our house we weren't allowed them
we're probably the only family again because of money issues
we didn't have any nice things in the fridge
so I would go to the corner shop after school
and I would steal as much of the sweets as I possibly could
and then how did you feel
so let's close your eyes a minute
just remember be that little boy
you've just stolen them you've just got them
it's okay that you took them most kids do that
what do you feel like when you've suddenly got them
in your pockets or you're eating them what's the feeling
I feel in control
I feel like my friends
I guess
so keep your eyes closed and imagine
now you're grown up Steve
and then suddenly it's one evening
and you want this sugary stuff
and you want it the next day and the next day
I want you to say this
when I can't have sugar
when I don't have sugar say it
when I don't have sugar
I feel like that little kid who was deprived of sugar
I feel like that little kid that was deprived of sugar
and that makes me feel out of control
because
just add the word because it makes you feel out of control
because
because I lived in a house where
I didn't have the ability to get the things
I wanted
so you can open your eyes now so the adult
you see it's not the chocolate
it's the feeling you felt when you couldn't
have it so when people go on a diet

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this is what happens I can't have any of that stuff
I can only have lettuce
they have this traffic
like red everything's banned
amber, ok and green
is like lettuce, salad, carrots
grilled fish
I want all the red stuff
the mind says if I can't have it
I want it, I want it so much
so again you've got to talk
I can have chocolate
every day for the rest of my life
it's always I can have it and I can have it in abundance
I can have a breakfast lunch and dinner
and here's the magic
sentence that changes your life
I'm choosing to say no and I'm choosing to love it
I mean my parents are a bit like that
no sugar, sorry
sentence again
I'm choosing to say no to chocolate
and I'm choosing to love it
I'm choosing to say no to kids treats
and I'm choosing to love it
I was going with one of my clients who's a billionaire
who goes on his boat on his yacht
and takes all these things like refreshers
and sherbet stuff
because he wasn't allowed them as a child
and even though he's got his own chef
that makes him happy
because it's something that was forbidden
and so when he gets it he thinks
he's so thrilled
because it did that when you look at it
it made you happy so you're looking for the feeling
not the thing
and you can give yourself the feeling without the thing anyway
so as you can remember
I feel the same when I want it
and I feel the same when I get it
but could I get the feeling without having it

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of course you could
it's really easy too
should I hypnotize you back to that little boy
that wanted the sugar so badly
so we can change it
should we do it now
being hypnotized is really easy
I'll show you what you do
it's about the eyes
so if you look at me you're going to look up like that
breathe in
breathe out
take another deep breath
keeping your eyeballs up
every time you blink deep powerful hypnosis
is coming upon you breathe out
and just one more time keep your eyeballs up
and this time
the more you blink the deeper you're going to hypnosis
so keep your eyeballs up
close your eyelids down
and I'm going to tell you Stephen
that your eyelids
are locked shut
glued shut sealed together
your eyelids are glued tight
try to open your eyes
find their locked shut
go deeper
try to open your eyes
find their glued tight
go deeper
and one more time try to open your eyes
go deeper deeper deeper
your mind Stephen
knows exactly what
chocolate and children's
sweets represent to you
I'm going to count back
5 to 1 your brilliant mind is going to take you right back
easily, powerfully to a scene
that is all to do with why as an adult
you keep going back

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to sugar the minute you get that information
it's going to be such a game changer
and of course
you can't relive anything
it's not possible, you can only review
you can't relive being that little boy
but you can review it
and any scene you go back to
even if it's sad
you're going to look at it with fascination
with insight, with innate understanding
of how those scenes then shaped you today
so let's go
so you're about 7 describe what's happening in this scene
I'm sat on a grass hill
I have these
these
boring
sandwiches
in my lunchbox
I want you to
it's very important to feel the feeling
you're doing fantastic, I want you to say I'm looking at my lunchbox
I'm 7 years old and I feel so disappointed
I'm looking at my lunchbox
I'm 7 years old and I feel so disappointed
is there anything you can do to change the lunchbox
no
I could steal some money from somewhere
to buy the things I want
or I could swap or steal some other food
or something
how else is that little kid feeling
buying
sugar or getting it
makes me feel
makes me feel
powerful
there's always been that underlying thing
because I could never have it
as an adult it's an expression
of my new autonomy
yeah

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I can have whatever I want
so now I want you to go back
to the little kid sitting on the grassy bank
with a disappointing lunchbox
I want you to say to me
that's not me anymore
because you need to tell me exactly why
just define tell me why that's not you
so repeat after me
that little kid on the grassy bank
with a disappointing lunchbox
that little kid on the grassy bank
with a disappointing lunchbox
and will never be me ever again
and will never be me ever again
because
I can have whatever I want now
you're not 7
your mother doesn't provide your lunch every day does she
if she didn't you hated it
couldn't you go out and get whatever you want
that's not me
I'll never be 7
ever again
I'll never be 7 having less than other people
ever again
that can't be me
I can have whatever I want now
I can have whatever I want now
and what I really want
is to be indifferent to sugar
is to be indifferent to sugar
and I want you to think
of the words that little kid needed to hear
you know better than me
that when you were 7, 8, 9, 10
what you most needed to hear
what you most needed to feel that you were the same
that you were equal
that you had everything others had
and I want you
to repeat some of those words
you can do it in your head or out loud

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what are the missing words you've never heard
and always wanted to hear
one of them was
you have the same
resources
and money and value as all of your friends
so say that little kid
you have the same money
the same resources
the same resources
the same stuff everyone else has
the same stuff that everyone else has
you're smart
and as you grow up
you create everything for yourself
you see chocolate doesn't free you from feeling
that you can't have it
it actually reminds you
far from solving your issues
it reminds you of that kid
it pulls you right back
it doesn't set you free it pulls you back
to that memory of that kid
you could never have it
I don't need to remember that anymore
because that isn't me
and that will never be me
I can eat sugar every day
for the rest of my long gorgeous life
I can eat sugar every day
for the rest of my long gorgeous life
what I really require
is an utter indifference
playing this recording
so my voice goes with you
stays with you until soon
don't even need this recording
it's wired and fired and coded into you
it's who you are
not what you do
and it makes you feel amazing
so knowing it, feeling it, believing it
being it, becoming it

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just slowly, calmly, easily
just open your eyes
and come back into the room
how do you feel?
I forgot where I was
at least I thought I was somewhere else
that's a great thing about hypnosis
you forget where you are
the critical factor shuts down
some things only happen in hypnosis
the critical factor shuts down
it accepts things it can't accept consciously
what is going on there?
well your conscious might
is completely shut down
the subconscious that knows it
is always switched on
is always on record and it remembers everything
and your subconscious is accessing memories
but you're really getting the feeling
because the thing is it
therapy doesn't get the feeling
it says we did this
you want to feel the feeling
oh I see, I'm trying to get the feeling
but I don't even need that feeling
I can be free now
also time, I looked at the time
and so much time has passed
but it didn't feel like it
feels like it was just a few minutes
that's how you know hypnosis is so powerful
because you lose all track of time
time stops but the subconscious mind
which is running the show
really takes over
do you know what I'll do in this episode
this episode will take a couple of weeks to come out
so I'll do an insert about how I got on with
my relationship with sugars
okay guys this is
two weeks after I recorded with Marissa
and I want to tell you the results

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I've not touched sugar
more importantly, not had any sugar cravings
whatsoever
and when I say sugar, I don't mean
natural sugar that occurs in natural foods
I mean the really sugary foods
that are processed that I didn't want to eat
I've had no cravings whatsoever
for sugar and I've been around chocolate
and Percy pigs in a lot and we're two weeks on
from the conversation with Marissa
I've lost weight, my sleep
has therefore improved because I'm not eating sugar
and I'm not getting these peaks and crashes
that I used to get
so I can confirm that Marissa's hypnosis worked
and if you want to watch the whole hypnosis session
which is just over 25 minutes long
the whole thing
I've linked it below on our clips channel
so you can watch the whole thing
it's a little bit long and it might be boring for some of you
but for those of you that want to see
the full 25 plus minutes
it's down below in the description
on our clips channel on YouTube
back to the episode
you must have so many case studies in your life
of how hypnosis is just
so many people who did dietless life have said
you know I don't eat sugar
someone said you know I can't even have a cappuccino
with a chocolate
oh no sorry you've got to take that off
because I'm simply so indifferent to sugar
and then you start to taste how fake
it is, how horrible it is
because your body actually, your body never says
hey knock me out with sugar
the body hates the mind
just like the mind might go for alcohol
or drugs until you can get into the mind
and say you know

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you need to make a better choice because you've chosen it
one of my, maybe one of my
my best friends in the world
I have like six best friends
one of my best friends in the world
can't eat basically anything
he's in his mid-birth, he's now
and for whatever reason
some psychological reason he just can't
when we get a restaurant he can't order anything
he never has, known him for 10 years
he basically only eats like a couple of things
and there's something going on where he thinks
like I don't know the texture of other things
but basically it's like crackers, crisps, biscuits
I was in Dubai in February
with a girl called Sarah who could only eat meat
couldn't eat anything else but meat
and I said I can fix that in an hour
and I did, we went back to why
and now she eats everything, cake, pasta
because boy she was in so much pain
and she did it, she straight away
in one session it was a game
change, I had many kids who said I can only
eat cheese and white bread
but given my number
I can change that in an hour
we've tried so many things over the years
you need to try the thing that works
proper hypnosis, it works
all the time because
that magic only happens when you get into
that network of intelligence
and understand what's going on
when you can send different messages to the
feeling mind because
it's no good doing it logically, it's like saying
to an alcoholic, now come on
have a lovely cup of tea, you don't need that alcohol
look at you like you're mad because
logic can't defeat emotion
but I can only eat crackers, it's so powerful

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but you can find a better emotion
where does that come from, what was going on
like the emotion of that little Steve
and saying when I have the chocolate
I feel better, I feel more powerful
I feel the same as other people
and that was the driver
now you can say well I don't need to do that
I'm already powerful and amazing
and equal to all my friends
It took me to a place that I've not been before
I actually remembered things that I hadn't ever
remembered
the lunchbox thing, I'd never really
remembered my lunchbox shame
that's a new thing which I'd uncovered from being sat on that hill
during summer and just opening the lunchbox
it's just this horrible sandwich
and the powerlessness, it's called learned helplessness
and learned hopelessness, I can't accept this
but I can't change it, I don't know
there's nothing I can do about it
because you know you don't want, it's not the scene
it's the feeling within the scene
that's what you did so beautifully, that kid
who felt powerless, frustrated
disappointed but could do nothing
I could steal
of course, but that's okay
all kids do that, but that wasn't really
the thing that gave, you could do it
but that wasn't really your choice, you wanted to have
the money that Ashley had to go into
the shop, you wanted to have the parents to say
here's the money, go and buy yourself something lovely
but you didn't have that
but when you stole the stuff, you got the same
feeling but it was never
really the same because you had the
shame and the guilt
and the blame attachment, now you can let all of that
go
so interesting, I've never actually felt like that

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before, I've never, I remembered so many things
and time just seemed to stand
still and I realise
things about my relationship with food that have been
maybe locked up
in the back room somewhere that I didn't realise
so thank you for that, really really powerful
it's my first time ever doing anything with hypnosis
but also the shame about the messy room
where that comes from too
the same feeling that you couldn't fix it
when of course you can, you can say I love
putting stuff away, it feels amazing
I wasn't sure whether I'm messy because
it reminds me of home
so a messy room makes me feel more comfortable
or if it's the opposite like
you know, I've never
been sure which one it is
well it's just, I think because you lived in a messy
home, it was familiar, it was easy, no one said
tidy up, put that away, so if you were
in the army for instance, you say oh no I make
my bed and because you learnt a certain way
but you learnt the opposite
just everything's in a mess
so the two things that you learnt
is familiar but also it's deeply
disappointing because it makes you feel
oh god there's a mess again and I can't fix it
when the truth is, you can
you've always got a choice
the worst thing is I can't change it and I can't
accept it, I can't change it, I can't
accept it, I can't change a mess, I can't
okay, I can accept it, I can say hey I'm messy
and I love it, like an artist
or you can say I can change it
but it's like I can't change it and I
can't accept it, accept it
my daughter loves living in a mess because she's an artist
she doesn't even see it or you can
say I can change it

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by changing how I think, just say I love
putting stuff away, it makes me feel powerful
and if you say it enough it will become
real because your words create
your reality
and if you don't like your reality, you don't have to change your reality
you have to change the way you're speaking
which immediately changes your
reality which is completely shaped by your words
quick one, I discovered a product which has changed
my life called 8 Sleep
and I'm so proud to say today that I had a chat with the founder
of the brand and they are now a podcast sponsor
and one of the things I've come to learn on this podcast
from speaking with sleep experts like Matthew Walker
is how important temperature
is when it comes to sleep
the temperature of your room, the temperature
of your bed and also one of the big
insights I had from speaking to some experts
was that the temperature
of the room should fluctuate
throughout the night as you move
through different stages of sleep
so when you first get into bed, it should be quite cool
in bed, it should then get
a little bit cooler and then the
temperature should increase near the end
and that is a reflection of what would have happened
in nature once upon a time
you've probably come to learn that I have
sponsors on this podcast that I use
and products that I love, my sponsors
should be a reflection of the conversations
I'm having but also a reflection
of what I'm using in my life
so to celebrate them being a new podcast sponsor
I always want to get a discount for you guys
if you've got one, go to
8sleep.com
which is E-I-G-H-T
sleep.com
and if you do that

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you'll save \$150
on the pod cover that I have on my bed
the one I'm talking about
grab your pod cover, send me a DM
and let me know how you get on
Marisa thank you
you're so welcome
we have a closing tradition where the last guest leaves a question for the next guest
the question a few is very good one in fact
if there was one sentence
that everyone should believe
about themselves
that would have the most
positive impact on their life
what sentence
is that?
I'm enough, all my bracelets say it
I live it, I have
I created the I'm enough movement which I'm so proud of
it would be I am enough
I have so many schools having kids say that
this has changed bullying in the school
it's changed the way kids perform
it's changed the way they behave emotionally
they all have a little placard and they have to say it
state it affirm it
I am enough
that's my favourite statement
because it's the truth about everyone but we just don't know it
we often think well I'm not enough
and if I'm not enough I need more
more chocolate, more followers
more drinks, more shopping
I'm enough
it's a statement that can change your whole life
if you state it affirm it
and it will sink in
Marissa thank you
everyone that's listening to this now should definitely head over to your website
because there's so much there
whether they want to be trained by you
or whether they want to come to one of your events
I was in there rummaging around and actually ran out of time

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because there was so much, so many resources
and that's how I found the dieting stuff
and the coaching stuff and events
and a lot of free stuff too, we give away so much free stuff
and your YouTube channel is another example
of where you're just giving away hundreds of videos
for free
so thank you for the work you do
for me, that's why I wanted to have you back on
but also it's my girlfriend who's actually upstairs
and talks about you all the time
she's training
and doing several courses
I believe she's done some of yours as well
but you are a force for good in the world
it's so wonderful to hear that your work is now moving into schools
and the curriculum
it's so exciting
incredible, just incredible
thank you for being who you are
I really appreciate it
as you guys may know
as someone that is on the go
pretty much 90% of the time
I always prioritize getting my work out in
and for me it's non-negotiable
working out, staying healthy and trying to optimize my body
so I can achieve the results that I want
but a new addition to my lifestyle
which compliments my busy work schedule
and my tough workout schedule
is my prioritization of my rest and my recovery
I never quite knew how important it was
until I started my Weep journey
to understand exactly what's going on in my body
and how to look after my body
and well-being coach that provides you
with the feedback and actionable insights you need
on your sleep, your recovery, your training, your stress
and your overall health
and seeing this data that Weep provides
has made it 10 times easier to understand
what my body needs for it to reach its optimal state

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helping me to conquer those long days
and tough workouts without breaking down
see for yourself by searching
join.weep.com
slash ceo
to get a free month's free Weep membership on me
and I have a suspicion you'll stick with it
so don't stick with much as it relates to wearable tech
enjoy it and let me know how you get on
as you may know this podcast is sponsored by
Huell if you're living under a rock you might have missed that
and Huell has such a wide range of products now
but there is a great way
to try all of them
this is the Huell Best Cellar Bundle
perfectly curated
so that you can try all of the favourite products
and decide which ones are your favourites
the Best Cellar Bundle has a range of meals
and bars including the iconic
Huell Shaker, the Pot
and a free t-shirt
which if you've got the free Huell t-shirt you'll understand
how well that t-shirt fits
I'm not just saying that it really really is phenomenal
if you've heard me talking about Huell
but haven't tried it for some reason
then this is a great option for you to get to know the range
and find the product that works best for you
I've tried every single Huell product
in the boardroom, in the development laboratories
and in my home
and there's a couple of products which have just
revolutionised my life because they meet the requirements
that I'm looking for
so I'm going to try Huell for the first time
and to get into it and to join the Huligan family
I'd highly recommend you try this out