

Speaker 1 ([00:00:12](#)):

You are listening to the Journey on podcast with Warwick Schiller. Warwick is a horseman trainer, international clinician and author who helps empower horse people from all over the world with the skills, knowledge, and mindsets needed to create trusting partnerships with their horses. Warwick offers a free seven day trial to his comprehensive online video library that includes hundreds of full length training videos and several home study courses@videos.warwickschiller.com.

Warwick Schiller ([00:00:45](#)):

Good day everyone. Welcome back to The Journey on podcast. I'm your host, Warwick Schiller, and my guest this week on the podcast is a gentleman from Australia named Jamon Fraser Jam's, the founder of the Insecurity Project, and he specializes in helping entrepreneurs, leaders and business owners eradicate insecurity so they can show up to life unhindered by doubt, fear, and self-limiting beliefs. He's widely recognized as one of Australia's best life coaches and a leading voice globally. On the subject of personal insecurity, Jamon was recently voted the best personal development coach in Eastern Australia. And for you listeners at home, one of the reasons I wanted to have Jamon on here, not only in the subject that he talks about, but if you listen to what he specializes in, he specializes in helping entrepreneurs, leaders and business owners eradicate insecurity so they could show up to life unhindered by doubt, fear, and self-limiting beliefs.

([00:01:44](#)):

And we all seem to have this idea that the entrepreneurs and the leaders and the people who are really rocking it in the world have got it going on. And I just hope some of what people get out of this podcast with Jamon is that everybody has it. And so don't feel alone if you do, but Jam's work is his life's work is represented in his groundbreaking, modeled around the process for eradicating insecurity from your life. His conviction's not that only is insecurity a solvable problem, it's our most important adult work to free ourselves from the limiting beliefs of our childhood. So yeah, I can really resonate with that and I'm pretty sure you guys will too. And I hope you guys enjoy this conversation with Jamon as much as I did. So here is Jamon Fraser. Jamon Fraser, welcome to the Journey on podcast.

Jaemin Frazer ([00:02:43](#)):

It's so good to be here. Thanks for having me.

Warwick Schiller ([00:02:46](#)):

Hey, no worries at all. You can thank your daughter. I guess your daughter is the horse girl who she emailed me. She must listen to the podcast and she emailed me a while ago and she said my dad would be a good guest on the podcast and I get a lot of those emails. My best friend would be a really good, oh my so-and-so, and I rarely ever get people on the podcast from a recommendation like that, but I looked you up. I'm like, wow, you got the fascinating stuff going on. Thanks for joining us.

Jaemin Frazer ([00:03:18](#)):

Well look, thanks for going down that rabbit hole. That's amazing that you followed the link and here we are.

Warwick Schiller ([00:03:25](#)):

Oh, don't worry about me, I'm down rabbit holes. In the last four podcasts, let's say in the last three podcasts, I've had a world champion rodeo cowboy. I've had a mystic poet who downloads from the

wherever, mystic poetry, and I've had a lady from Sweden who is an animal communicator that actually taps into the consciousness of animals. She's not an animal communicator to where she gets pictures from them or voices or whatever. She actually becomes them. She experiences the reality that they're in. So yeah, I'm down some rabbit holes, so you'll be fine. You're in good hands. So tell me, you are a personal development coach. Do you have a specialty you like in the C-suite or what sort of people do you usually help?

Jaemin Frazer ([00:04:19](#)):

Yeah, so I get invited into the C-Suite all the time, but they're not my people. My people are entrepreneurs, they're small business owners. They're people trying to bring something out of their own essence to the world. They're trying to solve a unique problem. So they've started a business because they think they can do something better than they've seen someone else do. They see a solution, and so they're bringing themselves to the game. They're people though that while they've developed some business ideas and learn about money and the structure of running a business, they've not often done much personal development work or they may have done it a long time ago and now it's the thing in the way. So I specialize in helping those kind of people remove insecurity from their life. My business is called the Insecurity Project. I'm convinced it's a solvable problem and probably the most important problem for ambitious adults to solve. So yeah, midlife is ambitious to do good work in the world hindered by hidden or unresolved insecurity. They're my people. That's my sweet spot.

Warwick Schiller ([00:05:30](#)):

Wow, that is the sweet spot. It's funny, I'm currently listening to an audio book called Healing the Shame that Binds You And yeah, it's a lot about what you're talking about there. And it's interesting, we had a little chat before you came on before we started recording the podcast and I said that you're probably not a horse guy, and you said, no, I'm not. And I said, well, it doesn't matter because usually on the podcast we talk about lots of personal development stuff that say in the horse world, we encounter a problem with horses or usually for a long time we don't encounter problems. You can get a certain way, you can get a certain distance, you can achieve a certain amount, and then you can't achieve anymore. And it becomes not a horse problem. It becomes all the stuff inside us. And it's interesting that you have hit on insecurity as the big thing. I really want to get into that, but I want to back up a bit and figure out how did you get to be doing this? Once I get you talking about the security thing, I'm going to ask you a million questions and we'll be here forever. So let's back up. How do you don't go to school and say, put your hand up and say, excuse me, teacher, I want to be a personal development coach specializing in insecurity with middle-aged entrepreneurs. How does one end up with your job title?

Jaemin Frazer ([00:07:00](#)):

Okay, so I suppose the first key piece of the puzzle was that I was a church pastor. I got given the leadership of the church that I grew up in when I was 23. And prior to that I was the youth pastor church.

Warwick Schiller ([00:07:14](#)):

What church is that?

Jaemin Frazer ([00:07:15](#)):

So it was called Liberty Christian Fellowship, so a Pentecostal independent country church, the church of about a hundred, 120 people, the church that I'd grown up in, church that my parents belonged to. And

so when I finished school, I dreamed of joining the army. I was going to do mechanical or civil engineering in afa. That was my career choice and I was confident that that was the right decision. And then through a series of unfortunate events, I got done for drugs on my final entrance exam, which I was straighty 180, had never touched any substance. And just at a mate's 18th birthday party the week before my final test, I arrived there late, mate, I'm starving. What have you got for me? Oh, Fraser got just a thing and got handed to plate of hash cookies. And so I was hoeing into these delicious treats, unaware of the unintended implications and there, so yeah, it showed up in my right in my blood. Hey,

Warwick Schiller ([00:08:19](#)):

Let's not skip over that because if you've never ingested any substances at all and then you don't have a bite of a cookie, you shout down into 'em. What happened then?

Jaemin Frazer ([00:08:35](#)):

Well, look, I was high on life. It was an incredible time. It was such a great vibe that night. So I didn't really notice, to be honest, really. Maybe I didn't have, yeah, really. I didn't go, oh my goodness, I'm stoned. I really didn't notice what had happened. So I don't really understand how that, but yeah, at the time I was unaware that I was eating hash cookies. It just showed up in my blood.

Warwick Schiller ([00:09:04](#)):

I want to stay here because this is interesting. There's a certain state that the T H C and those things puts you in, which I think you can get there yourself. Without that, I think you might be the first person I've ever talked to who was already high, as high as you can get, and you couldn't get any higher, so it didn't affect you.

Jaemin Frazer ([00:09:38](#)):

That's a good explanation. I think that may have been what happened.

Warwick Schiller ([00:09:42](#)):

Really. That's a great story. I'm glad you didn't skip over that bit. So you were going to join the army and it was your final entrance exam. So why the engineering thing? Did your mind always work that way?

Jaemin Frazer ([00:10:01](#)):

Yeah, and I think it does. It took me a while when that path closed and I was devastated by that and my life took a very different path. It took me maybe 15 years to rethink the engineering. Why engineering? What was it about that? And now I think, yeah, of course I am so pragmatic. I love structure when it comes to insecurity. I'm all about the structure of the thing. How does this work? What are the smallest moving parts? How do we pull it apart and examine it and optimize? So everything in my brain, especially when it comes to personal development, is so oriented around engineering. So yeah, it was just intuitively, that was how I saw the world. I loved how things worked, and so was led towards engineering, loved physics and science at school, loved maths. Yeah, but I missed that for 15 years. I couldn't join the dots until I realized how much structure there was to the work that I do now and realized it's the same. Yeah, this is why I loved engineering back then. I still love it.

Warwick Schiller ([00:11:04](#)):

It's funny, I've just written a book, I've just published my first book and it's called the Principles of Training, and it's about on the back of the book, there's a quote from a early 20th century efficiency expert named Harrington Emerson. It says as to methods, there may be a million or more, but principles of few demeanor grass principles can successfully select his own methods. The man tries methods, ignoring principles is sure to have trouble. And the opening of the book, the introduction of the book starts out, and I think the first sentence says, I've always been in my head and I've always been thinking about things and quantifying things and whatever, and I talk about how it didn't really help me in certain parts of life, but then when I got to come to America and was training horses and whatever, I could see patterns in different techniques. Have someone show you a technique and someone show you a different technique for something totally different, but I could kind of join the dots and go, hang on, really underneath, when you strip 'em down to their underwear, they're the same thing. And it's just that my mind sort of recognized patterns like that. And it sounds like, I dunno if your mind works similar to mine as in always being in your head, but it looks like you recognizing those patterns might have been a strong suit of yours.

Jaemin Frazer ([00:12:30](#)):

It does. I'm on the lookout for patterns and process and principles. Absolutely. And I think I'm a frameworks kind of guy. I think you can't think a new thought about a subject until you've got a new framework to hang that new thought on. So, so much about how I think about my own growth and helping others is to understand the logic and the structure, the process, the principle, the framework, and from there you can develop a whole line of thinking that unlocks a new way of getting results. So yeah, very similar by the sound of things.

Warwick Schiller ([00:13:06](#)):

So let's not get too far into your current line of work. So we didn't go in the army, we went to the party. We had the things that were supposed to change us, and it didn't change us because already high on life. What happened then? Where'd you go from there?

Jaemin Frazer ([00:13:22](#)):

Well, I came home with my towel between my legs and thought, oh, that was a real pain. But then I'd grown up in the church. It was meaningful to me, but I never considered that it was that meaningful until after school. I went to a youth camp and felt like to the best of my way of explaining it, that I had an experience with God that felt like a destiny or a calling or a sense of enlightenment around. This feels like my path. I feel like what I'm supposed to do with my life is help people in their spiritual journey. And so it was very meaningful and one of the most real experiences of my life. And when I had it, then processing it, now I think about it slightly differently. But nevertheless, I embarked on some study. I went and signed up to Bible college that I've got to go learn how to be a pastor or a minister. I needed to do a degree in theology. And so that was the next two or three years of my life before being given the leadership role of the youth group that I'd had in church. And then eventually when I'd finished my degree taking over the church itself.

Warwick Schiller ([00:14:41](#)):

Can you explain what that, let's call it a spiritual awakening, whatever you want to call it. What was that experience like for you? I've had something like that. I know lots of people have had things like that, and I think they're all a bit different, but how did it occur to you?

Jaemin Frazer ([00:15:06](#)):

Just that nothing else made sense, nothing else. I just remember feeling like this is all that I want. This is the most real thing, the most important thing. And everything else faded away was to go, okay, I see who I am, I see what I'm supposed to do. I see what is real, and now I know myself and I know my path. So a very important experience in the context of my life, and it just gave me such a high level of certainty and wholeheartedness from that point to go, okay, well, I'm not guessing or hoping or trying. This is me. This is where I fit. This is what I'm supposed to do. So all in, that's another thing about how I work. I kind of only work when I could be wholehearted. If I can't be wholehearted about something, I just am not in the moment. Something doesn't make sense to me and I can't see it working. I'm out straight away. I change very quickly. So that experience gave me an access of wholeheartedness that meant great, everything. I've got single focus. This is my life. This is what I'm going to go do.

Warwick Schiller ([00:16:20](#)):

It sounds to me when you have this experience and when we have these experiences, at least for me, I know a lot of people talk about too, the veil is lifted and you see things differently. But it sounds like for me especially, it was I saw myself different. I wasn't who I thought I was, but it sounds like it just confirmed that you already knew who you were. It wasn't like you're like, oh my goodness, that's different. It sounds like to me it was like a big old yes, that's who you are. It doesn't sound like you were surprised at all.

Jaemin Frazer ([00:16:59](#)):

No, I think you're right. I think that's a really accurate way of understanding it. It was like, yeah, okay, this is who I am. And it wasn't a massive change. It wasn't a complete alteration of how I already saw myself. So yeah, a deep confirmation that yes, this was real and to be trusted and I could be wholehearted.

Warwick Schiller ([00:17:21](#)):

Well, and so you're obviously, I don't know if you're the pastor of a church now, but your business is not being the pastor of a church. So did you go from, what was the next step that led you to personal development coach specializing in insecurity?

Jaemin Frazer ([00:17:38](#)):

So that was 10 years that I was the pastor, and I'm pragmatic, I'm curious. And so I asked lots of questions and organized religions aren't set up for lots of questions. They're not designed for curious people. So I suppose I was always on a trajectory out of that world. I couldn't see it at the time and didn't ever imagine it would happen the way that it did. And so I suppose the real challenge that I found was as a pastor, I was constantly invited into people's world to have conversations about change. And I was always surprised at how infrequently change ever happened. I'd be having the same conversations with the same people about the same things year in, year out. And I was so confused by that because everything I had believed about the faith and trusting God and praying was that we were supposed to change.

([00:18:33](#)):

And yet I watched people be very childlike in their approach to change. I e, I'm not supposed to do anything. I'm supposed to have childlike faith, supposed to just believe, just trust. And God will somehow magically, mysteriously take care of all the mess. I don't have to do anything other than

believe. And I found that really difficult and problematic. And so I was really trying to find the answer to that question. When I encountered some coaching frameworks from a mentor of mine, he ran a retreat for our church community, and I asked him to bring some personal development content as well, knowing he had some coaching frameworks. And I was blown away. I thought, this is a missing technology. Where has this stuff been my whole life? Self-awareness, responsibility, understanding, choice, knowing human behavioral science. That has to be a central part of being a mature adult, and it must fit with an authentic spirituality as well. So that was another awakening moment where I'm like, wow, I feel so aligned to this way of thinking. I've got to go study again. And so instantly, just like I did with Bible college, the first training organization I found that'll do, you're going to teach me how to do this. Great. That'll do. And so I signed up for a diploma in life coaching that very weekend and dived into understanding more about human behavioral science and coaching frameworks to solve the problem around how do we actually change.

Warwick Schiller ([00:20:07](#)):

So you're just a diver, right? Iner

Jaemin Frazer ([00:20:10](#)):

A diver, right? Iner, yeah, that's me to a T all in.

Warwick Schiller ([00:20:16](#)):

And so it's a life coaching diploma. Is that credited at a uni university in Australia?

Jaemin Frazer ([00:20:24](#)):

Well, it's not a regulated industry. So all the training organizations have some coach training accreditation, but it doesn't mean anything really, because I was that confident that I could use this stuff in the real world that on day two of my first three day coach training intensive, I called my wife and said, look, I reckon I'm going to start a coaching business. At the time, I was also working as a school chaplain at the local high school. It was the first time when John Howard made chaplaincy funding available, and I got the job, which I loved, but I told her, I'm not going to be a chaplain anymore. I'm going to be a coach, and this is going to be so cool and I'm going to make a million dollars and change the world and it's going to be really easy. And so there was no barrier to entry is what I'm saying. I'd only just started my training, but I was confident that, again, it wasn't a massive shift in my orientation in the world. I'd already been involved in change, just not very effectively. Now, I had some better tools, some frameworks, and I was wholehearted and applying into my own life already. So that gave me the confidence to go, I reckon I could be a coach. I reckon I can add this to what I do and be useful to a wider audience than just my local community, local church community.

Warwick Schiller ([00:21:47](#)):

What would you say when you first started learning about that sort of thing, what would you say is the one thing that hit you between the eyes that was like, oh, that's something I didn't understand before or that's the missing piece. Was there one of those type things like, oh, yes, that makes a lot of sense.

Jaemin Frazer ([00:22:09](#)):

Yeah, there is, and I can feel it in my body. Now. As you asked me that question, I was absolutely gob smacked by the idea that people work perfectly. So the Christian philosophy I'd grown up with is that no,

people are broken. That's the problem. People are inherently bad, they're sinful. There's some real problems. And so the hope is to trust in a savior who will forgive your sins and then cover your brokenness and you'll find healing there. But you are inherently broken as a human being. And there are many people outside of a Christian or even a faith context who would assume that the human condition is that we are broken. We're humans. We suffer because we human. But the thing that just changed my life when I dived into the coaching world was that was not true, at least as I understood it, that people work perfectly, which was back to systems thinking, back to engineering to go, no, no, have a look at the patterns.

(00:23:15):

The results people are getting are in fact the exact results they've designed their systems to produce. They're working perfectly for how they were intended. Every behavior is an attempt to meet needs and protect fears. We're running strategies to bring peace and comfort to ourselves. There's so much design work in the life of a human. It might not be perfect to what they want. It might not be in line with their current goals, values, vision, but it is exactly perfect for how they designed it, and it's humming as a brilliant machine. So if you can understand that, then you can deconstruct it and optimize it. So that is the piece that revolutionized my life, and it certainly is the backbone of all the coaching work I do in the world.

Warwick Schiller (00:24:01):

It's funny you said a line in there that I use training horses all the time, which I actually got from reading child psychology books, but it's every behavior is a need being met or a need not being met. And that's why the behavior is there. It's not, the behavior is not the problem there. There's a need that's not being met.

Jaemin Frazer (00:24:24):

Well, that's it. People are very quick to assume they are their behavior. I think it's assumed it's the most accurate indicator of character. If someone steals, they are a thief. If they lie, they are a liar. So to be able to separate behavior from intention and understand what we're trying to achieve, not to justify the behavior, but to seek to understand it. If you can see why you do something, then you give yourself the ability to alter that and improve the strategy to still make the intention in a more positive and beautiful way.

Warwick Schiller (00:24:56):

So you've gone to this certification thing, you've called your wife, you're like, I want to be a coach. What happened there? What turns did your wife make after that?

Jaemin Frazer (00:25:07):

Well, she cried. She said, you're crazy. And I'm like, I've got this. And I was all jacked up on Mountain Dew and the coach training environments so full of fluff and everyone's going to make a million dollars and everyone's going to change the world, and everyone's signing up to the next upgrade, and it's a very squeaky clean sales marketing machine. But anyway, I came back and I'm like, all right, this is going to be easy and found. In fact, it was the opposite of easy. It was incredibly hard. And what I did not anticipate was that I uncovered a mountain of insecurity by stepping out of the safe, known, comfortable world that I was good at as church pastor. I was loved, I was respected. I was good at my role. I knew where I fit. I developed a skillset, a bunch of people who were my people.

[\(00:26:02\)](#):

And then I stepped outside of that. And now I'm an unknown one. No one knows who I am. I have no respect. I've got no track record. And so that was a massive surprise to me that all of a sudden this insecurity, it paralyzed me and threatened to stop me in my tracks. And so that was a crucial moment in my life too, because I realized that I either have to solve this insecurity problem or I've got to go back to the safe, comfortable world that I grew up in, and it didn't seem like an option to go back. So that became the quest that ultimately has become my work now, what to do with insecurity? How does this thing work? Is it a solvable problem or not?

Warwick Schiller [\(00:26:51\)](#):

It's interesting. I was pretty sure that was going to be the cause of your focus and insecurity. I've had quite a few therapists on the podcast who the reason they got into therapy is because they actually had some problems, had some therapy, had the experience with that therapy and how well it worked, and then they wanted to help others with that. And so the guy that's heading up the insecurity project was insecure. And I think things like that are what, it's not that you need street cred for people to believe you, but you are actually talking about a lived experience. You're not talking about something you read in a book somewhere. Does that make sense?

Jaemin Frazer [\(00:27:43\)](#):

Well, it does, and it's all I've got really, as a life coach in an unregulated industry, no one really caresses how I know what I know. They just want to know that I know it. That's all that matters. And they know that. I know it. When they look into my eyes and they hear my voice and they realize I'm not full of shit, that I'm smoking what I'm selling, that I am the embodiment of a message and I'm speaking out of the overflow of what I've discovered has worked. So that's the only bit of value I've got in the world. And I actually like that it is that way because I've got friends that studied psychology or counseling, and I'm not sure that is demanded of them. I'm not sure they have to embody anything to be a successful psychologist. I think their qualifications endorse them to do what they do. They can hide behind a desk and solve other people's problems without ever having to have examined those same things in their own life. You can't get away with that as a life coach.

Warwick Schiller [\(00:28:45\)](#):

Yeah, there's something that, I don't know if you're a fan of Brene Brown at all. I'm a big Brene Brown fan who Brene Brown is

Jaemin Frazer [\(00:28:52\)](#):

Of course. Yeah, absolutely.

Warwick Schiller [\(00:28:57\)](#):

That whole vulnerability thing, that thing she talks about where when you become vulnerable, you think that people are going to laugh at you or think you're stupid or whatever. But what you really get back is Yeah, me too. That you get that shared experience and there's, I think there's something about that that you can't replace with something else. I mean, does that make sense? You can tell when someone's been there and

Jaemin Frazer [\(00:29:27\)](#):

Yeah, it does. The challenge I have with that piece is I think sometimes Brene's made it difficult for people by celebrating vulnerability because now 30 years ago, it was not okay to talk about your stuff. Not at all. Now you're celebrated for talking about your stuff and therefore rewarded for dysfunction. So if you've got a thing that's wrong with you and you come into the world and say, this is me and I'm different from you, and this is my challenge of being me, then it's like, oh wow, you're so brave and so vulnerable. And so now you've got a thing that makes you special. So if you actually go the next step and get healed from that thing, now you've got nothing to hang your hat on. And so think the culture of vulnerability now rewards dysfunction, and therefore people tie their hat to it or tie themselves to that thing more than they have done ever before, so therefore become more dysfunctional and dysfunctional longer.

[\(00:30:25\)](#):

So when it comes to insecurity, I say to people, I am not insecure. I'm not an insecure person helping other people not become insecure. I have solved this problem in my life. So I'm saying this is solvable. So the confidence you've got in me is that I'm not insecure. Now, I used to be, but I'm not. Whereas I've got a friend who's an anxiety coach and she's constantly putting content together around how anxiety is still such a massive issue for her. And so that's why she can relate to other people because she still suffers with chronic anxiety. So she can be empathetic with others who suffer with chronic anxiety. I'm not sure that's very helpful at all.

Warwick Schiller [\(00:31:10\)](#):

But with you, I talking about the lived experience, like I've been from insecure to, I've solved that insecurity, and that's what I was talking about with some of the guests I've had who've been like trauma therapists, they've had these problems, they've worked through the problems, and so they've come at the other side of the problems and now they want help others do similar things. Something I wanted to ask you, you were talking about how you went to this certification thing and everybody's all excited and everybody's going to make a million bucks and everybody's going to solve the problems of the world or whatever. And looking on your website here, Australian Enterprise Awards 2023, winner of the most empowering personal development coach in Eastern Australia. How many of those other guys that were, or maybe ladies too, but how many of those other people that were at that thing have a Australian Enterprise Awards most empowering personal development coach in Eastern Australia? They don't give everybody an award. You said it was kind of salesy and all that sort of thing. You can go there, but I think unless you've got that something that obviously you have going there, you're just going to come home with a lot of information that you really can't help people with.

Jaemin Frazer [\(00:32:34\)](#):

Yeah. Well, to answer your question, I dunno of anyone out of the 30 people in that who is still coaching, some moved into then sales coaching, and I think the industry lends itself to the pyramid schemes where if you can't make it as a coach, well, you can develop a business coaching business to help life coaches make more money, even though you never actually coached anyone in the real world. Your success is telling people how to make money and you're making money because they want to make money. And so I've watched a number of people go down that path,

Warwick Schiller [\(00:33:09\)](#):

Like a Ong scheme. Well,

Jaemin Frazer [\(00:33:10\)](#):

It is in some way and it works, sure. But I think there's something that lacks authenticity about it in terms of genuine life coaches. I don't know anyone from that class who's still doing it. And I dunno, many people who are just life coaches in the world in a way that they've made it work. And I think the reason that is, is because you can't hide. There is nowhere to hide. Your only chance of succeeding is to embody your message, which means you've got to smoke what you're selling, which is that's all in, that's everything you've got. It's all on the table. You're going to have to work through your stuff completely before you can be useful.

Warwick Schiller ([00:33:54](#)):

But you've been a life coach for a long time before you had the certification, even as a youth pastor from all the way back there. I mean, you've been helping people talk about their issues and look at them and understand them for quite a long time. So it's not just a piece of paper you've got hanging on your wall that allows you to be, let me look at it again. What is it most empowering personal development coach? Decent Australia.

Jaemin Frazer ([00:34:23](#)):

Yeah, yeah. No, you're right. It was a straight line. It didn't feel like I was a car salesman, then became a life coach. It felt like, yeah, this is what I've been doing my whole life, actually, it all belongs now I'm just getting better skills and I'm able to do this with a wider audience and I'm upskilling who I am and refining my value add to the world.

Warwick Schiller ([00:34:45](#)):

Yeah, it's interesting. You'd mentioned a couple of times, yeah, I'm going to make a million dollars and help all these people and stuff. And there was probably a number of people at that life coaching certification who were there for the money, look at the money first and then, oh, this is how I'm going to do it. Whereas you'd been doing that thing forever. I read a book years ago, it's a very obscure book. I found it in a little bookstore in Hawaii. It was called Backbone, and it was a men's self-help book sort of a thing. And in this book he said, most men spend all their life trying to find four things at the same time. And if I can get these four things at the same time, I will be happy, vocational success, material, wealth, health and love. And if I can have all of those, that's when I'll be happy.

([00:35:38](#)):

And most people, most men never get to have all four of those at the same time. Vocational success, I'm in the C-suite material wealth, I got all the toys I want, I'm happy, I'm in love and I'm healthy. And he said that the very unfortunate few get all four of those and then they go, shit, I mean, this is it. I thought if I had all this, I'd be happy. And then he says, there's three things you've got to have to be a complete human being. Number one, you have to know your purpose. What is your purpose in life? Number two is you have to have a deep and authentic spiritual belief. Doesn't necessarily have to be a religion or anything, but deep and authentic spiritual belief. And number three is you got to get rid of your bullshit. Wow.

Jaemin Frazer ([00:36:26](#)):

What a summary.

Warwick Schiller ([00:36:28](#)):

Yeah, it's a really cool book. I've never seen it anywhere else. I've never heard anybody talk about it. And it was one of those, it was things we drove past this little, like a little strip mall kind of half in the jungle in Hawaii. And I said to my wife, let's pull in there. We pulled in and we walked into this little shop and it sold little Buddha incense burners and stuff like that, one of those kind of little stores. And way over in the corner was this tall, narrow bookcase that was kind of side onto it. So you couldn't even see the books in it over in the corner. And for some reason, I was drawn to walk across there and peer into this bookcase. And the first book I looked at was this book said backbone. I pulled it out. I'm like, Hmm, that'll be interesting. But I go to lots of bookstores and I read a lot. Never seen it anywhere else. So it was obviously one of those things that I was meant to read that book.

Jaemin Frazer ([00:37:21](#)):

I love the Rumi quote, what you seek is seeking you. I love thinking about experiences like that. Just go, yeah, what a setup was. Of course, you found that book that was the right book for you, and it was looking for you just as like you were looking for it. And yeah, that's a beautiful experience to have happen.

Warwick Schiller ([00:37:41](#)):

You would've had quite a few of those coincidences in your life, wouldn't you?

Jaemin Frazer ([00:37:49](#)):

Yeah, absolutely. In fact, I've only got two tattoos, and the tattoos I have are kind of referencing that. I'm a big Tony Robbins fan, and I dunno if you've seen his, I'm not your guru show on

Warwick Schiller ([00:38:03](#)):

Netflix.

Jaemin Frazer ([00:38:04](#)):

I've watched that so many times. And it just, what a force of nature that guy is. And he comes out in stage, beats his chest, see this guy, I built this motherfucker. Wow. They're just this power, this extraordinary power. And so I've got the word power tattooed on my left leg, on my left shin. I'm right side dominant. And so it's on my left leg because I still have the tendency to pretend I'm not powerful to sit and wait for somebody else to operate with blame and excuse to somehow play the victim card to compare myself to others. And that's a reminder to go jamon. Don't ever imagine. You are not a force of nature as well that you could do anything that you desire to be wholehearted. So what do you want and what are you going to do about it? But on my other leg is the word grace, because I love the story at the end of that show where he tells about his high school teacher who pulled him out of class one day and says, Anthony, I see you and I've enrolled you for this speaking competition, and I think you're going to be great.

([00:39:07](#)):

He's like, what do you mean that's not me? He said, no, I see you. I see what happens when you open your mouth. I know who you are. And he started him on this path that ultimately was a destiny play for him and changed his life. And as Anthony tells that story, he's like, I didn't do that. I didn't choose that. That was grace that was given to me as a gift. And I think that to me is when I reflect back on life, just the experiences of provision that the universe has set up with provision and the things that have happened that have changed my life, not because of how powerful I am, but because I've been open

and ready and have received gifts. And I think that to me is the paradox for how I orient myself in the world, power and grace. But yeah, all kinds of amazing coincidences.

Warwick Schiller ([00:40:01](#)):

Yeah, I did a whole episode of the podcast about all the amazing things like that that happened to me. You said something about that tattoo, he was talking about power and that sort of thing. I dunno if you realize this, but if you ever look at an outline of the human body and they map the least painful to most painful areas to tattoo that the shin is the red area.

Jaemin Frazer ([00:40:29](#)):

Yes, I have seen that. Yeah,

Warwick Schiller ([00:40:30](#)):

Definitely. You have seen that because I've got a number of tattoos, but I've got one that goes around my whole calf, and I think it might've been the last one that I got, but I've got one on the inside of my upper arm up near your armpit, and that's a pretty tender place. And I've got a half sleeve and it goes up around the back of my shoulder there that there's places when they're doing that, it feels like someone's stabbing you on the back of the neck. And the one on my calf, I'm like, calf, big, fatty, meaty piece of flesh. This will be easy. And that shin bone, oh my goodness. I think it was the most painful tattoo I've had, and I've had a few painful ones, but yeah, I think I was sweating quite a bit when they did the shins.

Jaemin Frazer ([00:41:19](#)):

Yeah, I certainly was sweating a lot when my shins were done. They're only small, thankfully.

Warwick Schiller ([00:41:27](#)):

This one's quite big. Is grace on your shin as well?

Jaemin Frazer ([00:41:30](#)):

Yeah, it is. It's in my right shin.

Warwick Schiller ([00:41:32](#)):

Yep, right. There you go. I love the choice of, okay, I'm right side dominance. I'm going to put that power on the left side to, you know what I mean? That's pretty cool. Okay, let's get back to your journey. When you first started with the personal development coaching, how was getting into that and getting started there? How did that feel?

Jaemin Frazer ([00:42:02](#)):

Yeah. Well, I gave myself a month. I had a month of money from the school to survive on before I could get some uptake and some coaching clients. And I thought, yeah, it'd be easy. It was hard. Didn't sign up a single client that month. No one was interested. And then in another act of grace, a coincidence, the school principal, when I told him I was leaving and not being a chaplain anymore, he said, you're an idiot. Jamon. This is working so well. You're so good at this. Whatcha you going to do? Be a life coach in Goulburn? That's the most ridiculous thing I've ever heard.

Warwick Schiller ([00:42:30](#)):

Can to interrupt you for a second? Sure. Gold for you guys. People around the world. Listen to this podcast. Goldman is a small country town in Australia. It's about two hours from where I grew up, so it's very kind of similar country. It's probably about two hours from Sydney, is it?

Jaemin Frazer ([00:42:47](#)):

Yeah, that's right. Yep.

Warwick Schiller ([00:42:48](#)):

Between Sydney and Camber. How many people in Goulburn?

Jaemin Frazer ([00:42:51](#)):

Oh, look, 22, 20 3000.

Warwick Schiller ([00:42:53](#)):

Yeah. So not that big a place. And so yes, he's like, you're going to be a life coaching Goldman. Yeah. Good luck with that. Sorry, I just wanted to interrupt and set the scene for what Goulburn actually

Jaemin Frazer ([00:43:03](#)):

Was. Good point.

Warwick Schiller ([00:43:04](#)):

If anybody's ever going through Goulburn, they have the world's largest concrete Marino sheep there. It's a big statue

Jaemin Frazer ([00:43:12](#)):

Claim to fame. Yeah, the claim of fame, absolutely. You can climb up inside it and look at its eyes. So he said, you're an idiot a number of times. And then he said, look, Campbell page, they're good organization that do good work, maybe you could help them out. And it was kind of a backhanded response. They were an employment agency at the time. So anyway, driving around town, my money's run out. It's the end of four weeks and I see this Campbell page sign and his words are ringing in my mind, man. It just feels like I'm supposed to go in there. And so I walk in and a school friend I hadn't seen in almost 20 years was the manager of that employment agency. She,

Warwick Schiller ([00:43:48](#)):

Of course he was.

Jaemin Frazer ([00:43:49](#)):

I said, oh, yeah. And she says, what are you doing now, Jamon? I said, I'm a life coach. She said, no way. We were just talking about the fact that we need a life coach in this place more than anything. And she said, you know, what could you do for us? I said, well, I'll tell you what I can do. I've got this six week program that I could work with your most long-term unemployed clients and deal with their non-vocational barriers to work. Of course, I didn't have a six week program. I just kind of made that up on the spot. Oh, that sounds amazing. What kind of things would you cover? Oh, I'd cover these kinds of things. Oh, okay. And could you also start in Bowral and Yass as well? This is exactly what we need. I'm

like, oh, check my calendar. It turns out, yeah, I could also start in barrel and Yas and I went from zero to having 18 clients a week, all stream for unemployed.

[\(00:44:38\)](#):

So the most long-term unemployed clients on their books, severe challenges, some of them had never worked. Some of them, some of their parents had never worked. And I'm going, I can help these people. And so it was in the deep end from the start, but an absolute incredible experience. I can still vividly remember the second client I ever had in that, just looking into his eyes and being someone different. I realized early on that I had to find leverage with these clients. They've been through every program. Everyone wants 'em to do something they don't want to do. And so I'm like, I'm not going to be the guy who wants you to do something you don't want to do. That's not going to be me. I'm going to position myself dispassionately. I'm going to position myself outside of your life. You are the hero. I'm just the guide.

[\(00:45:30\)](#):

I will not rescue you. I'll not take responsibility for you. I'll serve you. And so I watched what happened when I positioned myself like that and what that opened up. And the more I've understood about it now it's become a central part of my coaching model in how to overcome insecurity. Practice five is get help from someone who doesn't care about you. So just that dispassionate, embodied wisdom character is a central part of change. So I kind of learned that by default, by working with people who'd had every single person fighting them to do something they didn't want to do. And it was breathtaking. What unlocked for these people conversations they'd never had with another human being. And I watched people make change. I watched people find choice and awareness and responsibility and not only find work, but find themselves. And so it was brilliant, and I realized, my goodness, if I can be useful to the most stuck human beings I can find, well, okay, it's only up from here. I bet I could be useful to everybody.

Warwick Schiller [\(00:46:37\)](#):

I just clicked back to your website here while you were talking. There you are working with unemployed people who, like you said, possibly never had a job and sometimes their parents have never had a job. And this on your website says James's, the founder of the Insecurity Project, specialized in helping entrepreneurs, leaders and business owners eradicate insecurities so they can show up to life ununited by doubt, fear, and self-limiting beliefs. You started out in the trenches, didn't you? Because there is a reason someone is unemployed for a long time, and I imagine self-limiting beliefs is a huge part of it.

Jaemin Frazer [\(00:47:18\)](#):

It's everything. It's the whole thing. They've shut down because they're telling people they're happy, but they're not happy. They just think, well, I can't get found out here. I'm not good enough. I don't fit in. I'm not smart enough. I'm not clever enough, I'm not whatever enough. And so if I put myself out there, it's going to go bad. It has every other time, which is going to further confirm the great inadequacy with me as a human being. So I'm going to pretend I'm happy being unemployed and make the system work for me. So I didn't buy into that story for a moment.

[\(00:47:55\)](#):

It went straight in the deep end. There was one client I can remember, I'd run this theory that if I can be dispassionate and not be the person who wanted something from them, I could get leverage. And I thought, I'm going to see how far I can push this. And there was one client that got given to me from an employment agency, and they said, this guy was the hardest person we've ever had. He's been through

every program. He's a deadbeat. He sits in a dark room playing PlayStation all day. He dad bank rolls him. So he has zero pain, zero motivation to get any work. We dunno what to do. Here you go, you've got this guy. So I walked into the room, he was sitting down and I said, oh, good day, mate. Are you a piece of shit? Said what? I said, are you a piece of shit?

(00:48:44):

And he stood up and walked over and come up my face. What did you say to you? I said, are you a piece of shit? And he said, don't you. I'm like, well, these guys out here said you're a dead shit and there's nothing going on in your life. And I didn't think it was true. I just had to come and find out for sure. And he was like, don't you ever say that to me ever again. No, I'm not a dead shit. No, I'm not a piece of shit. I'm like, oh, fantastic. Great. But then I had him, I'm like, okay, so if you're not a piece of shit, then you are not happy. You are not fulfilled. I do not care what you say from him. I just found you out. So now I've got you tell me what you really want. Tell me what's going on. And so it was a risky strategy, but it worked. And I'm like, I'm onto something here. If I can not be the person who needs something from them, we can have any conversation in the world in the moment. We can have any conversation in the world. We'll have the right conversations and changes now on the table again.

Warwick Schiller (00:49:44):

So say this gentleman, for instance, why was he going through all these institutions? It's not like he's in jail. He's sitting at home playing PlayStation and his father's bank role in him. So he's not on the doll. Why has he had so much help? Who's organizing all that stuff for someone like him?

Jaemin Frazer (00:50:07):

Well, because, yeah, I dunno, because he wants the doll as well. So his dad's kind of bankrolling and trying to,

Warwick Schiller (00:50:17):

Okay, this is part of the

Jaemin Frazer (00:50:18):

Unemployment benefits. Exactly. Gotcha. Yes. That's the reason why he's doing these programs. You right. So his dad kind of wants to get him off the money and get him into work. And so he is pushing him to do that. And he's like, ah, well, I'm doing all the things and dad's actually not going to kick me out here. Dad's going to keep bankrolling me. So there is no motivation. I can fail at all these things and still have the comfort of my own home and money. I'll be fine.

Warwick Schiller (00:50:47):

And how did he end up

Jaemin Frazer (00:50:52):

When we finished the process, he had

Warwick Schiller (00:50:55):

Your six week process.

Jaemin Frazer ([00:50:57](#)):

The six week process. So not a long time, but he'd understood for the first time what was actually going on for him. That the daddy issues the challenge of growing up with a very successful dad and always being in his shadow and just never measuring up, never feeling like anything he did was of any success, always having his flaws pointed out. And so just being so bruised by that and assuming that the reason he's had these experiences at home was because of a deep flaw in his character and makeup. And so realizing his part in that narrative, realizing that, sure, his dad's doing his thing, but his dad actually didn't have the ability to curse him, made meaning he's been the one who's formed these assumptions. He's formed these opinions making sense of his experience growing up in his home. And so for the first time he saw he had a play, he had room to move, he had eyes on the narrative he developed for his life, and the moment he could see that it was a story that he developed, then he understood that he could change this narrative. So the thing that was a big deal for him was that he moved out of home. He didn't get work in that six weeks, but he got out of home and created a bunch of other problems for him. But it was the beginning of him going, hang on a minute, this story, I'm not the actor in this story. I'm the storyteller and I don't like this story I found myself in and it's the one I've written, so I'm going to make some changes here.

Warwick Schiller ([00:52:32](#)):

Yeah, sounds like a success. Yeah. I went to, a few years ago, I went to a thing in southern California called a Men's Emotional Resilience Retreat. There was, I think eight of us there ranging everywhere from one guy was a former hostage negotiator to on the other end of the scale, was this very sensitive guy who was a filmmaker and everybody in between, including me and the guy that ran the whole thing, Joshua Wener, I actually had him as a podcast guest. He was so good at getting in there and getting stuff out. But when it came down to it, every single one of us had the opinion that we are not enough.

([00:53:29](#)):

And like I said, it didn't matter which end of the scale you were on, and everybody that went there can afford to go there. So it's not cheap. So it's not like anybody is sitting in their room playing PlayStation. But yeah, when it got down, when it got down to it, every single one of us had that opinion. And before we went there, probably none of us actually knew it. It was really interesting. It was really, really powerful. And not just powerful to find out for yourself, but to be in a room with a bunch of other men who are from one end of the scale of the other. So there's no one just like you. There's one guy more end of this, end of the scale than you and one guy on the other end of the scale from you. But that was the common denominator with all this. It was pretty fascinating to be a part of.

Jaemin Frazer ([00:54:25](#)):

Well, it really is a universal issue. I think no one escapes their childhood without developing limiting beliefs about themselves. Even perfect parents do not prevent their children, assuming there's some experiences that implicate them and mean there's a problem. And so it's a universal, every single adult human being comes into adulthood with self-limiting beliefs around their value and worth. And most people will never address it. They'll just manage that and mask it or medicate it. And it's a slow to send into madness if you don't root that out and examine it, but most people won't. So it's a big issue that causes a lot of suffering in the world.

Warwick Schiller ([00:55:08](#)):

Yes. Obviously you're really into it. You've written a book about it. It says here on your website, Jam's an author of *Unhindered*, the *Seven Essential Practices for Overcoming Inly, sorry, insecurity elegantly Simple Solutions to Complex People Problems*. When did you write that book,

Jaemin Frazer ([00:55:28](#)):

Unhindered or Elegantly? Simple.

Warwick Schiller ([00:55:30](#)):

Oh, I thought that was one big long.

Jaemin Frazer ([00:55:35](#)):

They're both long titles, but

Warwick Schiller ([00:55:37](#)):

There's a common there, but I thought it was a common in the title. Okay. *Unhindered seven Essential Practices for Overcoming Insecurity and Elegantly Simple Solutions to Complex People problems*. And the *One Minute Coach*, 365 thought provoking insights to start your day based on the popular *One Minute Coach* radio segment heard by over 750,000 listeners daily. Tell me about the *One Minute Coach* radio segment. Where do you have that?

Jaemin Frazer ([00:56:05](#)):

So that predominantly plays on Christian community stations around the country. The opportunity to connect with the Christian sector off the back of my pastoring work, but it's not a Christian segment. There are a bunch of stations that produce content that's empowering and positive. That's their way of contributing to their community for a wider audience. So how that started when I was the chaplain at the high school, I had an idea one day that I might do something on assembly each week. And so they called me Chapo. And so I thought I'd do Chapo's thought of the week, and the principal agreed to give me a two minute slot on the assembly. He said, but Jamon, you've got to understand if this is not funny, memorable, meaningful, engaging, empowering, you're to get mauled, these kids are going to destroy, you're sure you the audience

Warwick Schiller ([00:56:58](#)):

To start with.

Jaemin Frazer ([00:57:01](#)):

So it was the most difficult speaking engagement and the most difficult writing engagement of my entire life. To date, still the amount of pressure I would sweat bricks Thursday morning had come around. I'm like, what am I going to say? And so I'd craft this thing, I'd refine it or rehearse it and get up there and deliver this two minute thing. And turned out the audience liked it. In fact, it became a bit of a thing where students would just come to assembly for Chapos thought of the week, and then I'd get to publish it in the newsletter and a bit of a cult following. So I kind of proved the concept that I could do this. And when I left the school, I thought, I wonder where I could take this thing. I wonder where else I could deliver this. And had an opportunity to speak to someone in radio locally, Goulburn.

([00:57:44](#)):

And the producer said, ah, I suppose you could do it. But he made me pay for the privilege of having that spot, even though I wasn't advertising anything. So it cost me a fortune for one month to do this two minute snippet. But that opened the door to then go to the next radio station and say, I'm doing this thing in Goldman. It's well liked. Could this be valuable to your station? And so I leveraged that and all of a sudden I'm on five stations and I've got 30 segments that I've prerecorded, and they like it. And then the message is, okay, quick, where's the next 30? Like, oh my goodness, this is hard. This is so hard because I'm non-negotiable about the quality of these things. I'm not just adding to the noise. If I don't have anything to say, I'm not just going to make something up anyway.

[\(00:58:31\)](#):

So the one Minute Coach book is five years worth of one minute segments. In the end, I was only allowed one minute, 60 seconds. So it had to be a complete idea, an idea that didn't contradict with any others, an idea that didn't add to the noise, an idea that I still believe in. So every word mattered. So it took me five years to create 365 segments, and they still play around the country, even though the last one I recorded was a few years ago, and then I thought, well, I've got all the content there, so I as well put that into a book so that people can access that in one spot. So long answer to the question, but yeah, that's the one minute coach.

Warwick Schiller [\(00:59:12\)](#):

There was a lot to that. So you guys at home listening? I was following along, but there was one thing you said right at the start of that some people may have missed that I thought was so important. And this is about, I'm talking about being successful at something or whatever is you paid for the privilege to start with.

[\(00:59:39\)](#):

Okay, you paid for the privilege to start with, this wasn't given to you. You paid for that to start with, and then it went from there. And then it's almost like working with those school kids with that assembly every week that's working in the trenches because that, that's a tough audience right there. And then having to write these things for the number of times that you did. I mean, you've spent some time in the trenches on this stuff. That's pretty cool stuff. But yeah. Yeah. I love the bit where you started that you had to pay for it. I think that's an important part of that story.

Jaemin Frazer [\(01:00:23\)](#):

Well, thank you for noticing that. It was an important part. Initially I went, oh man, I think this is good stuff. Why doesn't anyone else see that this is good stuff? They don't see it. Okay. Well, it was an opportunity to back myself to go, I think this is good stuff and I think it's important that I get in this door. So if I have to pay for that, that's what I'll do. So that was an investment in myself, I suppose. An investment in believing in my ability to contribute and to build my craft. So when I look back over my life, I've been coaching for 13 years or so now, and over 15,000 coaching hours and five books, and there's a bunch of success that's happening now, but I think, how do I get here? And I always think about it as a series of doors to walk through. You've got to walk through doors and you never really know what's on the other side. And some doors are pretty expensive to walk through and high stakes, but if you're not willing to walk through some doors and find out, then you'll never know what's possible. So I'm grateful for the doors that I walk through early on and the willingness to even pay for those doors.

Warwick Schiller [\(01:01:35\)](#):

Yeah, those doors are pretty important. You can't stand there and look at 'em and think you're going to get a glimpse inside there. You've just got to open it, walk in there and works for it. It either works, it doesn't.

Speaker 1 ([01:01:48](#)):

Warwick is happy to announce his first book, the Principles of Training, understanding the Relationship between you and Your Horse, and Why Effective Training Works is now available after a lifetime of working with horses. Warwick has categorized every horse training method into 12 foundational principles. Understanding the intricacies of these principles will allow you to make the most educated horse training decisions on your horsemanship journey and is a must read for any horse owner. Get your copy today on Amazon or get a personalized copy signed by Warwick on his website, warwick schiller.com.

Warwick Schiller ([01:02:25](#)):

Regular podcast listeners would know that I send my guests 20 questions they get to choose from, and normally I kind of wait till the end. But the first one that you chose, I thought I'd bring up now because it's related to what you're talking about because you're talking about putting out a whole lot of different messages all the time. But this question is, if you could spread a message to the world, one that people would listen to, what would it be? Or your favorite quote or both, whichever you one do.

Jaemin Frazer ([01:02:58](#)):

Well, I used to say I was on a mission to eradicate insecurity from the world, and that was my one thing, that was my purpose. And then I realized how that sounded. And if you tell someone you're on a mission to do something like, oh, here we go, this guy's about to preach and force something down my throat and it's repelling. So I'm not on a mission to eradicate insecurity. What I feel like my work is is to help end unnecessary suffering. So there's plenty of life is suffering. So the aim is you get to choose between meaningful suffering and unnecessary suffering. So the one thing I would say is that insecurity is unnecessary suffering. Everyone's going to be insecure. You don't get to avoid this. It's going to serve you for a purpose. Absolutely. Being insecure in your twenties, it's probably going to be helpful. It's going to push you to do all kinds of interesting things to prove and defend yourself. But there's going to come a time where it'll be the number one inhibitor. It's going to ruin you. It's going to eat you alive, and it will cause more suffering than anything else. And it is solvable. It is not something you can manage or that you can only manage. It is a solvable problem, in fact, the most important adult problem to solve. And it's the cause of all unnecessary suffering. So long answer to the question, but insecurity solvable.

Warwick Schiller ([01:04:23](#)):

I love your long answers and I loved your reframe at the start of that. I'm on a mission to eradicate insecurity. Hang on. No, I want to help people eliminate unnecessary suffering. And I love the fact that you said unnecessary suffering. And then you said life is suffering. If you think life's not going to be suffering, it's going to suck. My wife and I, I've talked about this quite a bit, I don't want to talk too much about here, but my wife and I have been doing ice baths for quite a while. We're into the ice baths. And the ice baths are really cool, literally and figuratively. But they're really cool because they are suffering. But if you reject the cold, if you get in there and you're like, Ooh, it's cold, it's bloody cold. But if you can accept the cold and not fight against it, it's a completely different experience.

([01:05:19](#)):

And it is suffering, but it's suffering that you choose and it's suffering. That's actually helpful. And there's so many benefits to it, but yeah, but it's suffering that you choose. And I had one of my guests, I think she's actually from Australia, who is some sort of a kind of life coach, but she does a lot of equine assisted therapy, but she does this thing called rewilding and she's trying to help people rewild get in touch with who we're supposed to be. And for me, those ice baths is one of those. Have you ever done the ice baths?

Jaemin Frazer ([01:06:00](#)):

Yeah, I have. Yeah. And I'm a big fan of Wim Hof, so I have a cold shower every day and I enjoy it. And I think when you expect things to be hard and find the meaning in those things and lean into that suffering, you find all kinds of great growth and progress that comes as a result of that. So yeah, I love it.

Warwick Schiller ([01:06:25](#)):

And Goldman is a cold place, so I bet your cold showers are starting to get a bit colder now. It's getting towards winter.

Jaemin Frazer ([01:06:34](#)):

Yeah. I've got friends who do cold showers and the Gold Coast or towns are like, oh, good on you. Cold showers. Yeah, come to Goldman for a cold shower. You're right, the water's coming out and it's minus eight frost outside, and that's water coming through your pipe. It'll take your breath away.

Warwick Schiller ([01:06:51](#)):

Yeah, it's good for you though. I don't do the ice baths every day, but every time I have a shower, I have a two minute cold shower at the end of it. It's good stuff. I may as well continue on with your questions here, because otherwise you'll, you'll probably answer 'em in your conversation anyway. And you may have already answered this one is what was the most worthwhile thing you've put your time into something that's changed the course of your life?

Jaemin Frazer ([01:07:18](#)):

Yeah. Well, this a case. I used to think I'm on a mission to eradicate insecurity. Then when I thought about purpose more clearly, I thought, I think so often people's purpose seems to be about them. I got to do a TED Talk for a conference that was about purpose. And the way that I approached it was in order to solve the purpose problem, you've got to solve the insecurity problem first, because what looks like purpose, look at what I'm doing in the world. So purposeful is actually an attempt to validate your existence. Look at what a good person I am because of the work that I'm doing in the world. So I think real purpose is not even about you. It's bigger than you. So I think your work is to know who you are and understand your value and worth separate from what you do.

([01:08:05](#)):

And then you can come into the world with nothing to prove and defend, and then you can connect with a purpose that's bigger than you and not even about you. So I think I get bored talking about insecurity. I talk about it all day, every day I write about it. I dream about it every night without fail. I've had some kind of coaching conversation. Sometimes I watch myself do a realtime 90 minute seminar about a topic I've explained a thousand times in my sleep, and it's all consuming. But the way that I think about it is it would be incredibly unkind to not keep continued talking about insecurity. People are suffering. They don't know that this is solvable for whatever reason, this is the area of work that has found me and I

have found it and devoted myself to it, and it makes so much sense. It is such a predictable problem in my head. And so yeah, that's the thing I've devoted myself to. I'm not sure there's anyone else in the world who's devoted themselves to thinking about insecurity the way that I have, and I'll continue to do it for the rest of my life, I'm sure. So I think it is useful, and I think there are plenty of people that have benefited from the fact that I have gone so wholeheartedly about this. One thing. Another long answer to your question,

Warwick Schiller ([01:09:20](#)):

I love your long answers. Something you said in there reminded me of, I talked about that men's emotional resilience retreat I went to, but the basis of a lot of the stuff we did, there was a book that's called King Warrior Lover Magician. I'm not sure if you've ever heard of that book.

Jaemin Frazer ([01:09:35](#)):

Yeah, it's on my shelf here somewhere.

Warwick Schiller ([01:09:37](#)):

Oh, it is on your shelf. Yeah. It's a good book. Yeah, the king. The king is the do of deeds for the good of everybody. But the shadow side of that, the prince who does it for external validation, and when I went to that thing down there, I think I've just passed about 26 million views on my YouTube channel. But I had about, I dunno, 22, something like that at the time. I put a lot of content out there and I'm thinking I'm doing these good deeds, and then I go there to that thing and they're talking about how the shadow side, the dark side of the king energy is doing things for external validation. I almost started having this existential crisis. Why am I doing this? Because you get a lot of positive feedback from it, no doubt. And I really had to stop and think, why do I do this stuff?

([01:10:32](#)):

But then I realized the validation came later. I was doing it because I wanted to help people with stuff. And then the more you do it, the more validation you get. But the reason I got into it was not because of the validation. I didn't even realize it was coming sort of thing, but it did make me pause for a bit. And there's childhood stuff, and yeah, for me, I imagine this is what you're talking about with insecurity, but being concerned about what other people think about you, it's a struggle for me, and I think it's a struggle for a lot of people, but I struggle with it.

Jaemin Frazer ([01:11:19](#)):

It is a struggle for so many people. And the way that I frame it as in the judgment free space, rather than saying it's good or bad, right or wrong, I just flag it as a safety issue. I say, okay, so you're a good person trying to do good things in the world. If you have the need to be liked and approved and accepted by other people, then you're very precariously placed. That leaves you vulnerable because if you're really going to follow your heart, that's a journey away from what other people are doing. And so you are less likely to get approval and acceptance and applause from others. You're going to do what others are zapping. And so that's going to be catastrophic to your state. If you rely on that fuel source, your path is putting you in danger of running dry. So therefore you'll be sabotaged internally.

([01:12:03](#)):

Your unconscious will say, no, it will block you. You will stay here because it is not safe to venture forward into your dreams while ever you are relying on an external fuel source. So let's not say it's right or wrong, good or bad, let's just say it's dangerous just to say it's a safety issue. It's being flagged. So if

these goals are important to you, then to address that safety concern and find an internal source of that fuel means that you can venture on and your success will now be safe. And that seems to be a way to dial down some of the angst around dealing with this stuff I find for people.

Warwick Schiller ([01:12:38](#)):

Next question is, what is the worst advice given in your profession? And you've got to quantify your profession. You are pretty easy. Some of the podcast guests do a lot of weird and wonderful stuff, and it's like, which one of these things you do is your profession? But let's say you are a personal development coach. So in that sphere, what's the worst advice given, would you say?

Jaemin Frazer ([01:13:07](#)):

I would say that the change takes a long time. I'd say that's the worst advice.

Warwick Schiller ([01:13:14](#)):

Would you say that's common?

Jaemin Frazer ([01:13:17](#)):

Very common. And underpinning that is just the idea that woundedness and hurt and insecurity, it's a forever issue. The best you can do is kind of manage that. And so change takes a long time because change comes as you manage. You get better at coping with the pain and wounds of your past and dealing with your brokenness and finding coping strategies to manage in the world. That to me is such a misunderstanding and a tragedy, I think. Yeah, change may take a long time coming, but it always happens in a moment. Change is an instant thing every single time. When change is real, it happens in an absolute instant and it's very binary. And that speaks to the nature of what caused the problem in the first place. So as a rabbit hole, I could go down, I'm mindful is just a short question, but that advice is very destructive, I would say.

Warwick Schiller ([01:14:19](#)):

Well, we've only got a couple of questions left and plenty of time, so if you want to go down a rabbit hole rabbit away.

Jaemin Frazer ([01:14:26](#)):

Well, let me see if I could do it as simply as possible. I interviewed a psychologist on my podcast recently, and I asked the question, is insecurity a solvable problem and can our wounds be healed? And he was like, no. I mean, the best we can hope for is that the wounds become scars and they close over so that they're not open gaping wounds and we can manage ourselves. But no, you can't ever fully, they'll always be a part of us. So I'm an engineer at heart, and so I love to deconstruct the logic of what he's saying. And when I think about insecurity as a problem, my number one job for people is to define the problem precisely because people are stuck in levels of abstraction around insecurity that is not helpful. So people imagine insecurity is the fear of failure or the fear of rejection, or they feel like they, they are not valuable because of the things that were said to them or done to them or not said to them or not done to them.

([01:15:23](#)):

However, insecurity at its core is actually a problem within our own opinions of ourselves. We are not afraid of failing. We're afraid of the implications of failing. If I fail, what does that say about me? It says

that I am a failure. We're not actually afraid of being rejected. We're afraid of the implications of being rejected. If I was to be rejected by you, what does that reveal about me? That I'm not worthy of love. So now I've found out, now the worst thing I think about me is exposed to the world and confirmed. So when it comes to insecurity, we're not afraid of what's out there. We're afraid of what's in here, our own worst opinions about ourselves. And when you understand how those opinions were created in the first place, we're sense making creatures. We go into the world, we have experiences, but we have to decide what those experiences mean. So I love the four agreements. Don Mcg, Miguel Ruiz says, it's not the word spoken to us that change our lives, just the ones we agree with. So we're implicit in our own demise.

[\(01:16:28\)](#):

No one has the power to bless us or curse us without our permission. And so when you see that, you realize that, oh my goodness, my fear about being loved or accepted or that I'm not enough is because at some point I decided that there is a problem with me. I did that. No one else had the power to do that. I had an experience. I assessed it. I personalized it. I gathered some data as a child, I went Ahuh. The reason my parents got divorced was because of me. I was implicit in that I got between them. So I'm a dangerous person. There's a problem with me. And then let's seal that up. Let's live as though that's true and never review that for the rest of life. So the wound about the divorce that you're going to manage for the rest of your life, it's not actually about divorce, it's about the meaning you place on that divorce and the personalization around why that happened and what it meant about you.

[\(01:17:20\)](#):

So the logic here says, okay, if you have the courage and kindness to go and review that assumption, one of two things is going to happen and only one of two things, you're either going to be right about that or assumption or you're going to be wrong. It can't be both. You made this assumption when you were four and off the back of that assumption, you have been wounded ever since. But if you go back and open that file and realize you were too quick to assess it, that and your childish awareness, you were too quick to assume that you were implicit in that. And in fact, it had nothing to do with you. You were an innocent bystander. Your parents had problems before you arrived. You were gifted into a family that didn't know what to do with you. It had nothing to do with you, and so you were wrong.

[\(01:18:04\)](#):

So therefore, all these things you think are wrong with you are a mistake. Now, if you can see it like that, then the wound doesn't just get into a scar, it dissolves. It disappears. There is no substance to it, there is no structure to it. It's a giant misunderstanding. You got it wrong and you realize that you're in fact inherently valuable, wonderful, worthwhile. That's always been true. You've just been living with the assumption that none of that is correct. So if you can have that courage, and it is very much the hero's journey to go back into that pain and really review the data thoroughly and face the thing you are most terrified about yourself, but just like the hero, there's only two things that happen in a hero's journey. The hero gets to a point where his only two options are now I either die or I come out the other side reborn.

[\(01:18:54\)](#):

That's the only two things that can happen. I'm in too deep, so either this monster is going to eat me alive or I'll come out the other side victorious. So when you consider insecurity like that, it's a very binary problem. You either right about the worst things you've assumed were true about you when you're a kid or you are wrong. And if you are right, you die. That's it. There is a big problem with you and it's just being confirmed. But if you are wrong, well, you get to go free, completely free. That word is no longer there. I go with that summary, that land

Warwick Schiller ([01:19:29](#)):

I love your long, short answers. I was thinking you look like on Instagram or whatever, and it'll have someone talking and it has the words showing up on the screen as they're talking, and it's 45 seconds long and it's impactful. It just hits you in the gut sort of thing. The start of that, I was just picturing that like, oh, we could take this footage of you talking and put that on. This is the shit. This stuff's cool. I love that. Yeah, that was awesome. So how many people have you come across who were right

Jaemin Frazer ([01:20:07](#)):

About their childish assumptions?

Warwick Schiller ([01:20:09](#)):

Yes.

Jaemin Frazer ([01:20:10](#)):

None of them. Not a single one. Yes,

Warwick Schiller ([01:20:13](#)):

Exactly. Because

Jaemin Frazer ([01:20:14](#)):

It's impossible what child is right about anything. It is not possible for a child to have enough objectivity, enough emotional intelligence, enough awareness of the world to know who they are and their context. That is absolutely impossible, which is the irony and the great fun in examining insecurity. People are so terrorized by these unresolved angst from their childhood, and they do not want to go back everyday. I'd have someone say, Jamon, you're a life coach. You're forward focus. You're about goals. We don't have to go back into the past, do we? And I always say, oh, look, I never take people back into the past. I mean, except where it's necessary and it's always bloody necessary. So yeah, buckle up. We're going back. Of course we're going back. What do you think this is? Yeah, the kid's always wrong. The kid's always wrong. Unbelievable.

Warwick Schiller ([01:21:07](#)):

I had to ask that question because at the end of that, you gave us an ultimatum. You said, Hey, there's only two things that can happen. You're either right and you die. Yeah. Or you're wrong and you reborn and off you go. The hero's journey. Yep.

Jaemin Frazer ([01:21:21](#)):

Yep. Only two things. So much angst, and it has to be angst, right? Because it is the hero's journey. So it's got to feel impossible. If it was a given, if it was easy, there'd be no value in it. So

Warwick Schiller ([01:21:34](#)):

You wouldn't be

Jaemin Frazer ([01:21:34](#)):

Reborn high stakes. You wouldn't be reborn, not at all.

Warwick Schiller ([01:21:40](#)):

Is your TED talk on YouTube or something or other?

Jaemin Frazer ([01:21:47](#)):

Yeah, it is. Yep.

Warwick Schiller ([01:21:49](#)):

Oh, good. I'll have to look it up. Because when you spat that whole soliloquy out there and you were passionate about it, and it's just coming out of him like, oh, I'd love to see this guy on stage. That'd be cool. Last year in San Antonio, we had our first podcast summit. So we had 22 of the guests from the first year of the podcast present over three days, and they did things like Ted Talks, but Ted is trademarks that we couldn't call 'em Ted Talks. We called them tick talks, deep inspire, connect, and everybody rocked it. They were all amazing. But while you were talking there, I'm thinking, oh, I bet this guy could rock it on stage. That'd be yours.

Jaemin Frazer ([01:22:35](#)):

Nothing like it when you got a room.

Warwick Schiller ([01:22:39](#)):

Yeah. Well, tell us about Ted Talk when you do a TED talk, who's in the room?

Jaemin Frazer ([01:22:48](#)):

Yeah. So I don't think the Ted Talk has been my favorite speaking experience. Not at all. Just because it's so curated, so they're so sure on you got to get this right. So every word is rehearsed and you've done it a million times and so great. So you deliver exactly the things you're going to say. But I've, my best talks have been when I get to play, when I get to dance, when you've got people in your hand and you get to take 'em on a journey and you've got a longer time. I only had 13 minutes with a TED Talk and it was delivered to Scotch College in Adelaide, so it was their senior group. So their whole quest for young people finding purpose, that was the theme of their conference.

Warwick Schiller ([01:23:29](#)):

Yeah, I imagine you would lose some of the vitality, some of that energy, some of that passion with something that you are saying word for word, because when you were talking there a mind ago, it was just coming out of you. It wasn't like it was curated to where I am giving a response to the question. You didn't even know what your next word's going to be. It's just flowing out of you, and that's when the good shit happens. I think

Jaemin Frazer ([01:23:58](#)):

I agree, although that particular soliloquy, I reckon I could do that again almost exactly the same way. If I had to do that again off the cuff the next a hundred times in a row, just because that idea has been so refined so many times. So road tested that, and when I'm awake and when I'm asleep, I still hear myself run through that same explanation because people are suffering unnecessarily. People don't know this stuff. They're like, no, no, it's a thing and I can't go back. And I'm terrorized by it and I'm not good enough. And I've got all this evidence that it's true, but there's still so much passion and energy around it just because it's what I was born to do and the implications for what happens when a person is healed.

I think that's how the world gets healed when one person has the courage and kindness to go back and review the worst assumptions they've made about themselves as a kid and see that they're not true and come out the other side reborn. So the world needs secure human beings, secure leaders, secure business owners more than ever.

Warwick Schiller ([01:25:10](#)):

Yeah. I mean, Gary, you were just saying that a lot of people are scared to go back, scared to go back and work through that stuff. But I do think, and this is coming from personal experience, I spent probably 50 years of my life not even knowing the opinions I had of myself, not being conscious of them. So you are talking about people who are at least conscious of that because a pretty unconscious sort of a thing that lurks below that surface that I imagine influences our interactions with everybody. Everything we do, everything we say, and I think it's tough when people aren't even aware of it. I had a lady at a clinic years ago in Ohio who'd written, she was a professor of psychology, but she'd written a book about eating disorders, but the book was not about eating disorders. The book was four people who live with people who have eating disorders, and now to live with someone who has eating disorder.

[\(01:26:29\)](#):

And she was talking about, I think she said there was five steps. The person doesn't even know they have an eating disorder. That's step five, step or step. That's step one. Then step two is, I think I might have a problem and it works all the way up to step five, which is I have a problem and I'm willing to work on it. And she said, the trouble most people have when they live with someone who has an eating disorder and imagine it would be the same for any disorder, but this was eating disorders, is they speak to them like they're at step five when they're only at step one, and it just alienates them because you're talking to 'em about something they don't even know is there. And I dunno how many, I think my midlife crisis came way after midlife that I think for a long time people go through life without knowing. Being aware of that voice in your head that tells you you suck and tells you all those opinions you have of yourself, not even, I don't think some people are fully aware of what's been your experience.

Jaemin Frazer ([01:27:41](#)):

My business coach flagged this when I launched the Insecurity Project as my brand. He said, oh, that's not going to work. People are insecure about being insecure. So it's a hidden problem. People don't have awareness, and if they do have awareness, they don't want to have awareness. So no one's walking around going, oh, Jamon, I'm insecure. Can you come help me? So he was saying that it's no way that name's the right name and you can't approach it so directly. But I obviously did not take his advice and thought I'd much prefer to put a flag in the ground and just go, okay, yeah, you're not going to be ready for a long time. Maybe never, but I'm just going to speak plainly about this as a problem and bring awareness around it so you can watch me and people do. People watch me for years before they lean in.

[\(01:28:31\)](#):

They just go, what's this stuff about insecurity? Surely I'm not insecure. And they just watch and listen and see what happens. And so I think it's not until some kind of crisis, no one calls me. Everything's awesome. People call me in pain, people call me. And then when you're in pain, you're ready to be wrong about some stuff. You're ready to be open. It's the gift of pain. Another reason why midlife is such a great time to have these conversations because there's a bunch of things that start breaking down when you get older that aren't a problem when you're young. So yeah, I think you're right. Most people don't have the awareness that this is the issue or don't want to have the awareness that this is

an issue because it's such a painful and existential problem. Nevertheless, it's the problem I've been born to devote my life to solving. So I keep finding ways of having the conversation around this in a way that dials down the angst and helps people see it as a predictable problem and a very solvable one.

Warwick Schiller ([01:29:27](#)):

Yeah, you are the guy that said, I wouldn't call it that because people are afraid of insecurity, but what he wasn't banking on is the, I dunno if it's a roomy quote, but when the student is ready, the teacher will appear, the teacher's being there, and then when they're ready, they'll go, yeah, like you said, people will hear you talk about it for years, and then at some point in time, the pain is bad enough to where they look inside and they kind of go, yeah, that's the problem, and I want to work on it.

Jaemin Frazer ([01:29:59](#)):

That's exactly how I thought about it. And so I thought, I want to be visible when they're ready. So that's what I'll do. I'll play the long game and I'll keep speaking plainly about this problem when people are listening or not. That's okay. That's my job to settle down, not worry about how this is working, just do my work. Have you read a short History of nearly Everything by Bill Bryson?

Warwick Schiller ([01:30:20](#)):

Yes.

Jaemin Frazer ([01:30:22](#)):

What an extraordinary book. And the thing that blew my mind, I just remember shaking my head, listening to that book almost every time. I was blown away by some extraordinary thing. But the thing that impacted me most about that was men and women who'd devoted their life to solving a problem that today we get to benefit from. So thinking about the circumference of the earth or the distance the moon is, or things that we are like, how does that impact us? Well, it impacts everything about our modern world, and people devoted their life, and some of them got to the end of their life and still hadn't solved the problem, had done all this work, and it had come to N, and yet they'd thought it meaningful enough to devote their life to doing it. And so I just took so much heart from that just to go, Hey, jama, just do your work. Just do your work. Don't worry about how this looks or how people are responding. Just do you know it's your work. It's your work. So shut up about how it's working. Shut up about money in the bank or clients or what events you're speaking at. Want to just do your work. And that has brought great solace and there's been a lot of meaningful suffering that obviously, but it is very meaningful suffering and helps me just stay in my lane and do the thing I was born to do.

Warwick Schiller ([01:31:35](#)):

Yeah, it's interesting when you say just do the work, just do the work. Is it the work or is it the purpose? Because I think you're like me, is I could not imagine getting up and going to work every day to something that you are not passionate about just to pay the bills.

Jaemin Frazer ([01:31:57](#)):

No, I a hundred percent agree. However, sometimes it's hard to be passionate about a thing that is difficult or if it's passion, that is everything. Then when the results aren't coming in or business is hard, you're like, this sucks. This is hard. This is not a passion project. This is a very difficult endeavor, and it'll be far easier to go do something more enjoyable. So I've kind of felt willing to disconnect passion from

this to go, it doesn't really matter how passionate I am about this experience. I know without a shadow of a doubt, this is what I was designed to do and it is very meaningful. And so I'm just going to do that. And whether I'm loving the experience of it or not, that doesn't determine how wholehearted I'll be about it. And that's been useful for me in good seasons and bad seasons over the years.

Warwick Schiller ([01:32:51](#)):

But you do love it

Jaemin Frazer ([01:32:51](#)):

Anyway. Well, of course I love it because it's so meaningful, but it's still very hard, very, very hard to choose a path and this specific subject, it is not a palatable subject. So for instance, the majority of my friends in Golburn do not talk to me about this subject. I'm intimidating. I'm the guy who's talking about the thing no one wants to talk about. And I'll devoted my whole life to that. So that's a problem socially, that creates a bunch of awkwardness. It's a problem in terms of business thing because I'm taking people on a hero's journey. That's the deepest existential angst. So it'd be far easier to sell lightweight solutions and sugar pills or silver bullets that solve an immediate pain problem. But I'm like, I can't do that. I'm going to solve the hardest problem you've got, and that's going to be difficult, and lots of people aren't up for that. So all that to say, just come to terms with the fact I've chosen a difficult road and that's okay. That's still meaningful, and I wouldn't have it any other way, and I don't need to always enjoy it to still find meaning in it.

Warwick Schiller ([01:34:01](#)):

There is a term, I think it's a Japanese term, and it's like starts with an I, and it's got about six or seven letters in Kenji or something like that, but it's like a Venn diagram. Thank you very much.

Jaemin Frazer ([01:34:15](#)):

Yep. I was just

Warwick Schiller ([01:34:16](#)):

Trying to research, and I think it's like a Venn diagram with three circles. I think one's your passion, one's your purpose, and one's something that pays the bills. And if you can get them all to cross, which you were doing, if you can get 'em all to cross, that's whatever that thing is. Yeah,

Jaemin Frazer ([01:34:35](#)):

Absolutely. I think there are actually four circles.

Warwick Schiller ([01:34:38](#)):

What'd you say it's called? Yeah,

Jaemin Frazer ([01:34:40](#)):

Ikigai, I K A, G I.

Warwick Schiller ([01:34:46](#)):

Okay. Oh, here we go. Yes, there's four circles. Because the thing that I looked up was something in Hindu that I think I was in Kenji or something. There was something in Hindu that it had something to do with your purpose. So I was pretty close, but okay, so there is what you love, what you're good at, what you can be paid for, and what the world needs. And there you go. If you get what you love and what you're good at, that's passion. If you get what you love and what the world needs, that's your mission. If you get what the world needs and what you be paid for, that's your vocation. You can get what you're good at and what you get paid for, that's your profession. But if you can get 'em all cross in the middle, there's that thing. Yeah, I think you're doing that, what the world needs, what you can get paid for, what you're good at and what you love.

Jaemin Frazer ([01:35:32](#)):

Think you're right.

Warwick Schiller ([01:35:34](#)):

And I'm lucky enough to be doing that too. So yeah, it's a blessing. I've got some more questions here for you. What quality do you admire most in a person?

Jaemin Frazer ([01:35:47](#)):

I did a blog around the five qualities of genuinely good human beings. So I think it would have to be on that list of the five. And to me, the thing I admire most would be objectivity. I dunno if anyone would've answered that question like that before, but let me explain.

Warwick Schiller ([01:36:15](#)):

Objectivity never.

Jaemin Frazer ([01:36:18](#)):

I think it's the hardest of the human qualities, but the most beautiful because we are subjective creatures, and so we're so inclined to see the world, see our map of the world and assume it's the whole picture to see, to assume that we've understood it and we're right and therefore did not empathize with someone else's position or see what else is out there. So creates a very small map of the world. So I think Dr. Robert Keegan, who was the chair of human behavior at Harvard, he said the subject object switch is the thing that accelerates human growth more than any other thing in the whole world. So basically it's just every moment spent practicing objectivity through mindfulness, through self-awareness, through coaching, through reflection, to get outside the zoom out from your experience of being you is an experience that will change you and it will change you for the better. It will make you a better human being. So I think objective humans are my favorite, that the ability to get outside of themselves and have a look around to not take themselves so seriously, to see things in a broader perspective, to understand how others are coming at life. And I feel like I'm becoming more of an objective human being, and that's softening me and deepening me. So yeah, that's my answer. Objective people.

Warwick Schiller ([01:37:48](#)):

That's a good one. I've not had that before. I love the way you put that too. Next question, and this is, I don't think anybody has failed to choose this question. What is your relationship like with fear?

Jaemin Frazer ([01:38:06](#)):

So I say that I'm not insecure, and the distinction I make around insecurity is a solvable problem is that the aim of the game is to completely eradicate security at your current level of growth, nothing to be here present and unguarded, unhindered to be at your best where it matters most. However, when anyone does that, then inevitably you venture forward into the world, you step into new uncertainty, you expand your experience and try things you've never been able to try before. And so invariably bang your head on the next level of fear and insecurity because you go, well, I realized that I was good enough for that and I was capable of doing this, but that I could work with this person, but could I work with that person? I could earn this amount of money, but can I earn that amount of money? I could play in this space?

([01:38:51](#)):

But what about that space? And so my relationship with fear is I love it when an insecurity shows up for me because it's evidence of growth, it means I'm taking new territory, I'm exploring bigger horizons, I'm being enlarged as a human being, and I love it because I know how to resolve it. I go, huh, it's a principle. I understand the principles of eradicating fear as an insecurity. So the same seven practices that got me free at the last level of growth will get me free at this next level as well, and on and on. So I not experience fear in any way that is debilitating, and for that, I'm grateful.

Warwick Schiller ([01:39:31](#)):

I'm glad you put that on the end of it. When you said, I do not experience fear in any way. I was thinking, holy shit, that's a big statement. And then you said, that is debilitating. And I was like, yes. That's the difference right there. I do not experience. That's the thing right there, isn't it? You don't let it be debilitating. Yeah, that's very cool

Jaemin Frazer ([01:39:57](#)):

Because it's a conversation. I love self-doubt, distinguishing self-doubt from peer. I think self-doubts a beautiful indicator of just the boundaries of your skillset. So if I didn't feel self-doubt at certain times, then I'd be delusional. Self-doubt says, yeah, Jamie, you've never done this before, so are you sure you've thought this through? And it's a conversation. It's an invitation to go, okay, yeah, actually I haven't thought this through. I'd need to learn this, this and this. I better build these skill sets, these muscles before attempting this in a way that's safe. Thank you for flagging the limit, the edge of my experience to date. It doesn't say I'm a bad person, doesn't say I shouldn't do it, it's just a conversation to be had. So I love that. Fear to me is more likely to be irrational and built on some assumption that I've formed at a much younger time that's then worth examining and deconstructing. It's very unlikely to be true because the kid's never write. So self-doubts useful fear very rarely if ever has any substance to it.

Warwick Schiller ([01:41:01](#)):

I love the minute ago you said something about, I think you said, I forget if you told me it's fear of self-doubt, but you said you've got to have some, and I was going to say, yeah, if you didn't have that, you'd be a sociopath or something.

Jaemin Frazer ([01:41:15](#)):

Yeah, you'd be delusional if you didn't have some delusion.

Warwick Schiller ([01:41:17](#)):

That's the word you said. Yes.

Jaemin Frazer ([01:41:20](#)):

Yeah,

Warwick Schiller ([01:41:21](#)):

You'd be delusional. Now, one of the questions you didn't ask, but the thought has come up during a conversation here is one of the questions is what do you do to recharge your batteries? You'd mentioned mindfulness a minute ago, and one of the questions is, what do you do to recharge your batteries or find motivation? And I'd be interested to know that from you.

Jaemin Frazer ([01:41:44](#)):

So I read Tim Ferriss's book, the Four Hour Work Week, probably 10 years ago, and it changed my life time, money, mobility being the three luxuries, and I thought, I'm going to go for time first because that seems to be the hardest one. If I go for money first and under the thought that when I have enough money, then I'll be able to have enough time to do the things that I want to do. I'm not sure it'll ever work like that. So I took a 12 month sabbatical and then reorganized my life based on how I'd like to live, even though I didn't have a business plan for how I was going to finance it. And so discovered that my ideal work week is 24 hours spread across seven days. So mind you, that's 24 hours high intensity. And you could probably pitch to say that most people in nine to five jobs are only experiencing 24 hours of intensity across their whole week as well.

([01:42:34](#)):

But the point is, I have a beautiful lifestyle where I spread out my work across the week. So every day I've got periods of high energy and low energy periods of rest and fun and periods of work and passion and leaning in. So I have a great setup. I have a really beautiful dolled in experience of state management and energy and the things that I do to recharge. I love sport. I just cannot get enough sports. Sport energizes me. I love playing it. I love watching it, I love thinking about it, love reading it. So n b a, cricket, football, lawn bowls, you name it, I'm across it. So sport's a big part of how I put energy back in. I've been a runner my whole life. I love distance running and I find it so therapeutic and meditative and it's always an energy back in kind of experience for me to get outside pound the pavement. I live in the country, so it's always fresh air and country roads. The roads always open so I can always head out and enjoy running. Yeah, enjoy reading, enjoy watching movies, enjoy eating crinkle, cut chips and drinking beer.

([01:43:55](#)):

Yeah, I think they're probably most of the things that I do to energize and be in a great state.

Warwick Schiller ([01:44:03](#)):

That covers the whole thing, doesn't it? So anything else you need to tell us about your amazing life? How old's your daughter that suggested you come on the podcast?

Jaemin Frazer ([01:44:22](#)):

She's 18 as far as I can tell.

Warwick Schiller ([01:44:26](#)):

As far as you go,

Jaemin Frazer ([01:44:27](#)):

She's my firstborn. Well, they keep getting older kids and every time I think I've got their age dialed in, I go to tell someone they're 18, and then I realize, oh, hang on a minute. No, I'm pretty sure they just had a birthday. They're older than that. So yeah, I think she's still 18. Yeah, let's lock in a 18.

Warwick Schiller ([01:44:43](#)):

Is that your final answer?

Jaemin Frazer ([01:44:45](#)):

That's my final answer.

Warwick Schiller ([01:44:47](#)):

You don't want to phone a friend or anything?

Jaemin Frazer ([01:44:49](#)):

I don't. No, no, I've got it. I'm coming.

Warwick Schiller ([01:44:51](#)):

Okay. She's 18. She must be, I imagine she's a pretty amazing kid, haven't you? For a dad?

Jaemin Frazer ([01:44:58](#)):

Oh, well, that's kind. She is a lot like me, and she's a lot stronger than I was at that age, that's for sure. She's a fire brand and we go head to head on a lot of subjects. She's often given me some Ted talk about the male patriarchy or toxic masculinity and policing me to make sure I'm woke enough and these kind of things, but I won't be positioned as her enemy, and so I don't accept her critique often. And we have some very serious conversations, but she also feels like she's a fully qualified life coach because her room borders my office, and so she's always hearing me coach. I'm often coaching in the car, and she feels like she understands all my life's work by how the proximity she's had to me over the years. So she hands out all the advice. But no, she's a beautiful girl.

([01:45:53](#)):

She's very passionate about her life and the work that she's doing. She loves her horses and loves a holistic approach. That's why she's such a fan of you and your work. It just is such a deep part of how she sees herself and animals so very proud of her, and what a great joy and privilege to be a parent and to get to be involved in a young person's life as you shelter them and nurture them and train them and then have them go their own way and they're their own person, do their own thing.

Warwick Schiller ([01:46:26](#)):

Yeah, it's pretty cool. We've only got one son and he's amazing, but I've got to watch some kids grow up who parents have followed what I did with the horses, and there's a lot of the things you've talked about today, some of those things, you learn them from horses to get along with horses. Well, you have to learn to look at things a certain way. And it's been really interesting to see kids that when you first saw 'em, they were eight and now they're 18 or whatever, who look at life kind of holistically. You know how

you said you could have been selling the sugar pill or whatever, but you want to get to the root of the problem. And yeah, it's been kind of fun seeing kids grow up, at least from the horse perspective and having a totally different outlook on life than maybe their friends of the same age who have a horse or a lot of times it even goes over to other areas of life.

[\(01:47:39\)](#):

I had a guy email me a couple, it's a few years ago now, and he works for a company called Ingersoll Rand. I think they make elevators and forklifts. They're somewhere here in America, and he's one of five worldwide managers. And one of the things they get rated on is their employee satisfaction, and he'd always been number four the whole time. He's been one of these five worldwide managers. He's only ever been number four. He's never been number five, but he's never even been number three. And his wife has a horse. And then he kind of go into the horses and started watching my videos and whatever and whatever it was that I was talking about with the horses and the way you go about things and look at things. He started going, well, I can implement that at work. Anyway, when he emailed me, he said, I'm now number two, and the changes that I have made at work were all from watching your horse training videos.

[\(01:48:37\)](#):

And so it's interesting how it's still relationships. You're dealing with another sentient being with the horses. It's one that can't speak. But yeah, it's really interesting. And I had an email from you were a sports guy from a former N H L hockey player. He played in the N H L for 14 years or something or other. I watched some YouTube videos of this guy, so he was one of the enforcers. So he is big scary dude, but he now coaches kids and has been for some reason he must have a horse or something. He's been watching the videos and he was saying that he said he's a better hockey coach and a father and a husband from watching these horse trainer videos. There's a lot of life lessons in it, but what I'm getting at here is it's been fun watching kids grow up learning those life lessons from horses and see how they turn out as young adults. And I imagine your daughter getting all the life lessons from having her bedroom next door to your coaching sessions, as has probably turned into a pretty amazing human being. Well, I

Jaemin Frazer [\(01:49:46\)](#):

Think definitely rubbed off on her, and she's so curious and seeing her apply it to her own life has been really beautiful. But I think the horses too, when my wife and I got married, we've been married 24 years, we both grew up on land and we moved to the bustling metropolis of sunny Gobin and we got married. And when we envisaged our future, we said one day we'll have 20 acres, five minutes from town. That is our dream. And a big part of that dream was the lifestyle to raise a family with land and the ability to have animals. And so that was an impossible dream for young people with no money. And everyone wants 20 acres, five minutes from town. So it's not like that's an obscure dream or I'm the only person who wants it, but here we are on that block of land and with the opportunity to have kids grow up with horses and motorbikes and dogs and cows and the ability to be connected to the land. And that's such a beautiful thing to watch what happens when kids get that experience. So yeah, I'm sure you get to see that all the time with the work that you do. And I wholeheartedly agree on the importance of it.

Warwick Schiller [\(01:51:02\)](#):

Yeah, it's pretty cool stuff. Okay, so let's get down to the specifics here. How do people find out more about you?

Jaemin Frazer ([01:51:12](#)):

Well, so if you can work it out to spell my name, you'll either find me or a Korean K-pop star. So if you look up Jam's and you find one that doesn't look around, then you're likely to have found me Fra Jamon Fraser. You'll find me. There's only one Jamon Fraser. If you look up Overcoming Insecurity, if you look up the Insecurity project, you'll find my podcast, you'll find my website hang out on Instagram a bit. My podcast is called Unhindered, which is the name of my main book, unhindered The Seven Essential Practices for Overcoming Insecurity. So yeah, I think I'm fairly easy to find.

Warwick Schiller ([01:51:54](#)):

Okay. Where did they get the book?

Jaemin Frazer ([01:51:58](#)):

Well, it is available on Amazon. It's on Audible. If you're in the US then it might be easier to get it off Amazon, but we ship internationally if you get it off my website to I manage distribution for that book in Australia, and we ship all around the world. Well, yeah,

Warwick Schiller ([01:52:14](#)):

We found with my book that if they want to buy it in the US, it's better to get it from us. But if they want to get it overseas, it's better to get it off Amazon. Otherwise the shipping costs be the postage is horrendous.

Jaemin Frazer ([01:52:28](#)):

Sometimes they're more than the book itself.

Warwick Schiller ([01:52:30](#)):

Yeah, definitely. We've found that. Okay, so jam and fraser.com, the podcast, how many episodes you've done?

Jaemin Frazer ([01:52:42](#)):

I think it's 275.

Warwick Schiller ([01:52:44](#)):

Oh, wow. Okay.

Jaemin Frazer ([01:52:48](#)):

And I think it's taken me a while to find my voice and to find the theme, but I love that podcast and that community. I've introduced music background to my podcast and it kind of fits into the more spiritual teacher kind of role. And so it started out as 10 minute episodes, 10 minute Tuesday, which was what I did for years. I liked the idea of saying it as simply as possible and as short as possible rather than adding to the noise. But over the years, they've lengthened as I've found my flow and style. Sometimes I have guests, not very often. Sometimes I have coaching demonstrations, not very often, but mainly it's me just spitting out some content that I've thought is interesting and sharing my journey.

Warwick Schiller ([01:53:32](#)):

Okay. I've just got on your website here, and I'm looking at the podcast page. One of these podcasts is, one of the episodes is called Tyler Durden and the Queen. So Tyler Durden was the character that Brad Pitt played in Fight Club, Tyler Durden and The Queen. What else have we got here? We've got Doing The Impossible with a picture of a flying pig. We have Matthew Perry and the subject object switch. That would be good. Oh, Jordan Peterson and the three levels of Awareness. So a few years ago, my son and I went to Mongolia in the dead of winter and rode camels 300 kilometers across the Gobi Desert, staying with the nomads in their Gs at nighttime. And there was a group of us, there was maybe 16 of us or something. And so you're riding along beside people on camels all day long and chatting away.

(01:54:21):

And about the second day, I think this lady who lives in America, but she's Canadian, she rode up beside me and she said she'd heard some of the conversations I was having and she said, you ever heard of Jordan Peterson? And I said, you know what? I've heard of him, but I've never read any of his stuff or watched any of his stuff, but his name has popped up a few times, and now here I'm in the middle of Mongolia and his name pops up, so I better check him out. She goes, okay. Anyway, a couple of nights later, her and her friend were in the tent at nighttime, and I heard him chatting about Jordan, first name basis type Jordan, Jordan this, Jordan that. So I said to her, are you talking about Jordan Peterson? She said, yeah. I said, do you know? And she goes, yeah, he's my brother. I'm like, oh, okay. Yeah. The strange places you run into people.

Jaemin Frazer (01:55:14):

I dunno if you listed his interview on Joe Rogan six weeks ago or so, but just such an extraordinary conversation and he is a target on his back. He kind of says some provocative things and he goes hard at some sacred subjects, but I think he's one of the smartest men in the world and just such an important voice.

Warwick Schiller (01:55:37):

I'll have to have a listen to that one. My wife listens to Joe Rogan all the time, and I listen to when I've got time like that, I'll usually listen to audio books. I've got a whole list of them. Got all these books I've got to listen to. And yeah, I probably should have a listen to a few of Joe's. Okay, so jamon fraser.com, all the stuff is on there. The books, you can get them also on Amazon and the podcast, you can get on Spotify, Google Podcasts, and Apple Podcasts. Have we covered all the bases?

Jaemin Frazer (01:56:11):

I'm sure we have.

Warwick Schiller (01:56:12):

Sure. Well, it's been an absolute pleasure chatting with you. I can't believe someone of your talent and passion and what you're doing lives in a small country town of Goulburn. Wow.

Jaemin Frazer (01:56:26):

You've got to live somewhere. Right. But I was just in the States two weeks ago with my son, got a couple of speaking events, and then we're in Guatemala where my brother and his family are there running an orphanage, but I flying over the US I know I'm a global citizen in that, but you've got to live somewhere and Goldman is a beautiful place to live and I like it. So it used to be that I thought I would

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live and die in Goldman and I am a Goldman I, and I tied my identity being here and that was certainly an agreement that I had to update as I've advanced in the work that I'm doing.

Warwick Schiller ([01:57:02](#)):

So now you choose to be there. You don't have to be there.

Jaemin Frazer ([01:57:05](#)):

Of course. Absolutely.

Warwick Schiller ([01:57:07](#)):

Yeah. Well, I think you're doing wonderful things in the world and I'm so glad your daughter suggested that I have you on the podcast. I learned a lot and I was fascinating chatting with you.

Jaemin Frazer ([01:57:18](#)):

You asked some great questions. That was a beautiful conversation. So yeah, thank you so much. It's been a real treat.

Warwick Schiller ([01:57:24](#)):

Yeah, I'm sure one of these days we'll have to catch up when I'm back in young visiting the oldies old. I've got to drive through Golden to get home from the airport, so I might have to catch up one day.

Jaemin Frazer ([01:57:33](#)):

I asked to do when the Golden Bulldogs play, the Young Cherry Pickers, the Workers Arena or in Young,

Warwick Schiller ([01:57:41](#)):

Are they in the same group now?

Jaemin Frazer ([01:57:43](#)):

They are in the same group, yep.

Warwick Schiller ([01:57:45](#)):

Really? They never used to be. Yep. Young Women's Group nine. And what was Goldman used to be?

Jaemin Frazer ([01:57:52](#)):

I'm not sure. But there's been a few players that have gone from Goldman to play in young and now they're back in the same group.

Warwick Schiller ([01:58:01](#)):

Awesome stuff. Righto. Well, thanks again. This was wonderful chatting with you and a few guys at home. Thanks for joining us and we'll catch you on the next episode of The Journey on podcast.

Speaker 1 ([01:58:11](#)):

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Thanks for being a part of the Journey on podcast with Warwick Schiller. Warwick has over 850 full length training videos on his online video library@videos.warwickschiller.com. Be sure to follow Warwick on YouTube, Facebook, and Instagram to see his latest training advice and insights.