

# THE ONE MINUTE COACH

365 thought-provoking insights to start your day

JAEMIN FRAZER

THE ONE MINUTE COACH

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National Library of Australia Cataloguing-in-Publication entry:

Frazer, Jaemin, author.

*One Minute Coach*

ISBN: 978-0-6488942-4-7 (hardcover)

Self Help

Mind Body

# Foreword

## by Katherine Frazer

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I might sound biased, but this book is a favourite of mine. Jaemin had reached approximately 250 One Minute Coach radio segments when I said this would make a great book. It wasn't until someone else suggested it again twelve months later that Jaemin got on board with the idea (this has happened a number of times during the course of our marriage!) There's five years of Jaemin's blood, sweat and tears in here. And if only I had a dollar for every time he told me how hard it was to write a complete idea for one minute of airtime. Finally, he set about writing enough segments to have a thought for each day of the year.

For those of you that are new to the personal development space, and with the stigma of people not really understanding what life coaching is (lots of people in our hometown have no idea what he actually does) this book is a great introduction to improving the quality of your life.

You'll also be introduced to all the 'self-help' greats — Anthony Robbins, Tim Ferris, Stephen Covey, Seth Godin and Jordan Peterson — just to name a few; all the best they have to offer, as well as Jaemin's insights to live a full life unhindered by fear, doubt and limiting beliefs.

For someone who has been exposed to the personal development space like myself (it's a bit hard not to be when you're married to a life coach) I have found this book a wonderful reminder of lessons already learnt but can be applied to new situations and challenges. I have read this book many times already during the editing process over the last twelve months and, surprisingly, keep getting blown

away at how a one-minute thought can be so relevant to a current situation, or a conversation I had just the other day.

The personal development journey is not one that will ever be fully completed in a lifetime. There is no end and once you've conquered one challenge a new one will arise. No challenges in your world right now? Then how are you planning for your future, growing your business, loving your spouse and kids, being grateful and living your best life?

This book is a game changer. Start your day with a thought-provoking insight. Ponder it for the rest of the day. Take 10 minutes to ask yourself some questions — how does this apply to my life right now? Journal your responses. Too much? Let it adorn your coffee table with its pretty cover. Gift it to your friends and family. It won't disappoint. (I already said I was biased!)

“This is, by far, the hardest thing I have ever done.

To write a complete, clear, intelligent idea,  
that doesn’t contradict or repeat another,  
written in half a page, recorded in one minute  
and does not just ‘add to the noise.’”

— Jaemin Frazer



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# 1

## The Illusion of No Choice

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As a life coach, one of the most common challenges I see people bring to the table is a sense of hopelessness.

For some people, nothing is working and they feel completely hopeless. Or sometimes it's just one thing in their life that feels hopeless. Perhaps their business is going great, but they have no idea how to talk to their 14-year-old son. Or maybe their finances are great, yet their health problems are causing a lot of suffering.

Hope is linked to choice. The root of hopelessness is feeling that you have no choice. If you have five options and four fail, there is still hope. But if all five don't work out, hope evaporates.

One of the most amazing things to discover is that this feeling of having no choice is simply an illusion. The illusion of no choice. In fact, we each have 100% choice over the things that really matter in life and are therefore exactly where we have chosen to be. Sure, we might not choose what happens to us, but we always get to choose our response. The moment we embrace choice, hope returns.

## 2

# Let Go of Blame and Excuse

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The two things that amaze me most in life are firstly, how extraordinarily powerful we are as human beings, and secondly, how much power most people give away to live as disempowered victims.

We are each capable of so much, yet many people live as though they are incapable and broken, waiting for someone or something to turn their life around for them. I'm amazed at people's capacity to just get by and survive. All the while complaining about their lot in life but never doing anything to change it.

The issue, as Spiderman says, is that with great power comes great responsibility<sup>1</sup>. The reason power is given away so frequently is because people opt for the safe approach.

If you give away your power when things go bad, it's not your responsibility and therefore, never your fault. While that may protect you from failure, unfortunately all that leaves you with is blame and excuse.

Success in any area starts when we realise that our results are exactly that — our results. We get the chance to improve our results only by letting go of blame and excuse and taking 100% responsibility.

# 3

## How is that Working for You?

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So often, the stuff happening in people's lives isn't what they'd like it to be. Yet, the reality is every negative thing in our lives that we complain about, or even tolerate, must be giving us some kind of payoff or reward.

It was Dr Phil<sup>2</sup> who first popularised this basic aspect of human behavioural science.

When someone comes on his show complaining about how bad their life is, his classic response is to ask, 'So how is that working for you?'

'It's not,' they say. 'Weren't you listening? Let me tell you again how unfair and horrible it is.'

'Well, clearly it's working, otherwise you wouldn't still be doing it.'

In truth, we are actually not silly enough to continue with behaviour if it's not giving us anything in return. We may do something once for no reward, but not twice, and definitely not for weeks, months or years.

The payoff for tolerating negative stuff is always along the lines of self-protection, comfort, comparison and pity. It all feeds into our ego and meets our core needs. One of the most important aspect of lasting change, therefore, is to be willing to let go of the payoff for staying the same.

# 4

## Train Others How to Treat You

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I often hear people complain about how badly others treat them.

One of my very first coaching clients told me she'd only been happy for the first six weeks of her 30-year marriage. She complained her husband was 'large and in charge' and controlled everything about their relationship. On top of all of this, he didn't even know she was unhappy. She suffered in silence, desperate to know when he would change and love her like she deserved.

But why in the world would he change? He had zero motivation to do anything different simply because he already had everything working in his favour. I'm not justifying his behaviour, but if she wanted him to change, she'd need to stop blaming him and start taking responsibility for training him to treat her like that for 30 years.

See — we are each 100% responsible for training others how to treat us by what we allow and what we deny. My client had taught her husband he could have his cake AND eat it, and he obliged.

Blame is natural, but it gives all your power away to the other person so you have no ability to change anything. Taking 100% responsibility, on the other hand, means you have the power to bring about change.

# 5

## The Meaning We Place on Our Experiences

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I work with a lot of people who have suffered abuse of some kind in their past. It is common for these people to feel their life is messed up because of what has happened to them. Without diminishing the horrible nature of abuse, the reality is that it was not the abuse that ruined their life, but instead the meaning they gave to the event and the story they told themselves about why they were abused.

The quality of our life is not shaped by the things that happen to us, but entirely by the meaning we place on these things. We are sense-making creatures and as such, have to give meaning to every event, conversation and experience throughout our entire life. Two people can go through exactly the same experience and come out the other side with two totally different meanings.

Typically, when bad things happen to us, however, we seem to choose a negative meaning, pointing the blame at ourselves. If you want to flourish in life, it is crucial to keep picking meanings that serve you. The great news is, that even when you've chosen a meaning in the past that has diminished you, it's always possible to go back, decide you were wrong and choose a better meaning.