



JAMES **SCHRAMKO**

## **Embracing Worth: The Journey from Insecurity to Self- Assurance with Jaemin Frazer**

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We are all somehow insecure. James and guest Jaemin Frazer from The Insecurity Project explore overcoming insecurity and embracing your worth.



**Jaemin Frazer**

**James:** James Schramko here. Welcome back to my podcast. This is episode 1042. Today, we're going to address this idea that insecurity is a solvable problem. For that, I've brought along Jaemin Frazer, welcome.

**Jaemin:** James, thanks for having me.

### **A book worth checking out**

**James:** So I heard about your book through a friend of mine called [Dan Dobos](#). And he's my trusted resource guide. When he sends me a link to something or says, You should check this out, I always do, because he's one of those esteemed referrers, who everything he sends is really high quality. And I try and be that for him, too. In fact, I try to be that for everyone who listens to my podcast, I want to be a trusted source of good intel.

And he said, You should check out this book, Elegantly Simple Solutions to Complex People Problems. And I don't want to put my hand over your author name there, Jaemin Frazer, and he said, This is a really good book. So I got the book, read the book, and I really liked the book. It was actually quite some time ago. It's not a brand-new book either, I think your book's a similar age to my book.

And this is the book that I have purchased the most copies of, over the last year or so, where I see someone who needs this book, and I just get them the book, or I tell people. And where it comes up a lot is when someone says, Can you talk to me more about mindset? Or, you know, how do I deal with this situation?

And then, of course, being in the industry that we're in where we're helping people pretty closely, it's pretty obvious when someone isn't quite getting the results they want, or they have something that they feel or perceive as to be a huge issue, but we know it's solvable, and you've developed a framework to help people solve that.

So I'm really excited to talk about this, just because I want to make this a good share. I want to make this resource known to my audience, because I actually know some people in my audience. When I've looked at our socials, I've seen there's some connections there. And some of them have been working with you getting great results as well in this area. So welcome to the show. And thanks for doing such a great book.

**Jaemin:** Look, thanks for having me. And it's always a joy to get to talk to people about places they're stuck in and places they're suffering in, because if you can think clearly and bring a map of uncharted territory, it's extraordinary what becomes possible.

## **A specialty in insecurity**

**James:** So I think we sort of got connected, again, by one of my clients who I'd recommended the book, tagged you on social media.

**Jaemin:** That's right, yeah.

**James:** You know, I said, Well, you should come and talk about this. I'd love it if we can first address, what is the field that you would say you specialize in, so that we can identify this episode's interesting for us?

**Jaemin:** Well, I've branded myself as The Insecurity Project. So I've gone solely into talking about personal insecurity as a solvable problem, in spite of the best advice from my business coach saying, Never do that. That's the wrong name. Insecurity is a vulnerable subject. People are insecure about being insecure, that won't work. You can't do that. It goes against business rule. You've got to pitch the prize, not the problem. But nevertheless, that's what I decided to do. And that's what I've stuck to. So, insecurity.

**James:** Well, that's interesting, you know, as a business coach, I guess, because that's the first thing that comes to mind when you say insecurity, it's like you're definitely talking to the people who are problem-aware. And almost certainly, they're not aware of how to solve it, because they wouldn't be stuck there in the first place.

## **Lessons on judgment**

But I wanted to tell you from the work that I do, your book was really helpful to me. I would say anyone who coaches or looks after other people, a parent, or someone in a relationship, would also get real value from the tools in there. There's some very interesting distinctions about how to deal with people in regard to judgment. Can we talk about that for just a moment? Because that's something I think you would say is quite different about the way you've approached it to what a lot of other people do when they're coaching.

**Jaemin:** Yeah, well, let me tell you the story that started me thinking this way. My dad, the sheep farmer from Collector, regional New South Wales, a town of 150 people, took me into the shearing shed when I was 10 or 12, and asked me if I thought wool burned. And I thought it did. I thought, Yeah, I'm pretty sure. Sorry, no. Sorry about that. I'm sure it didn't, because I'd seen an ad on TV, about wearing pajamas made of wool, that that was safe, so that no, it doesn't burn.

He says, Well, watch this. And he got a match, a fresh handful of wool just shorn, lit a match underneath it, and it caught on fire straightaway. Then as soon as he took the match away, the fire went out. And he said, Look, the lanolin in wool is flammable, but only when exposed to an external flame. And he said something that I've never forgotten. And that is the answer to the question around judgment.

He says, That's what it's like working with people a lot of the time, it looks like they're burning, but it's actually all you. And when you stop doing what you're doing, the fire goes out. And so I think, the most subtle, but probably the worst form of judgment is wanting, when you want something from someone, but something for someone.

So you think your best chance of being useful is, I want you to be happy, I want you to be successful. In that moment, you're positioning yourself as the expert in their life. And therefore, you are superior. You are judging them, their results, and speaking down to them. And while it might feel nice to have someone wanting for you, it's never useful. And there is a resentment internally, because they're positioning themselves as your superior. And whatever results are gained are only ever short-term.

So the language I've developed since writing that book, in one of my more recent books, is get help from someone who does not care about you. So my first job when I get the privilege of coaching is to convince a person, I don't give a sh\*t about them. That although I look like a person who cares, I won't lose any sleep over them, I'll forget about them, I'm not the one with the problem. So this ability to serve wholeheartedly, sure, I care, like I'm a nice person, but I would never dare bring that caring into the conversation.

My job is to create a safe space, a clean space for them to tell the truth. And if there's any judgment, they can't afford to tell the truth in case what they reveal is wrong implicates them. So yeah, this judgment-free space is clean conversation. I think it's coaching at its best. I think it's the most empowering conversation you can have. And it's extraordinary what you can see when there is no judgment, it becomes safe to see anything.

**James:** Yeah, I think that's very profound. Gosh, it reminds me of when I used to sell Mercedes-Benz, and I'd have a customer there with a motoring problem. Otherwise, they wouldn't have visited the showroom. And they'd be trying to convince me that I need to do this particular deal or whatever, that wasn't going to work for the dealership.

And I think I instinctively knew this same philosophy, because I would say, Look, the decision's all yours. But in about 20 minutes from now, I'm going to get in my Mercedes-Benz and drive home. You get to choose what you're driving home in today and tomorrow, like that's up to you. So it was kind of saying, Well, basically, my problem is not your problem. I'm sorted. I'm all good. It's up to you to make your own choice. If you make this deal too hard, you're telling me that you don't want to buy, and that's fine. Go home and drive your shi\*box home, and stay in it for all I care.

So I guess it's an interesting perspective. And you probably won't hear that from a lot of coaches. A lot of coaches are going to say, I want this for you. I care about you so much. I love you. And I want this for you because I feel like you'd be living less of a life. And in fact, a lot of the Instafluencers are espousing this sort of stuff. It seems quite toxic, actually.

**Jaemin:** Well, I think the most cliched lightweight versions of it, you go into someone's house or an Airbnb, we were just staying out in Budapest, you walk in, there's a big poster on the wall. Never forget, you are awesome, you are beautiful, you are strong. So like, how do you know? Like, what is that? Like, how is that ever useful to any single person? Who decided that that was a good idea? It's ridiculous.

No one's coming to save you. You've got to work this stuff out for yourself. I like the example you used around the Mercedes because you said, Look, I'm getting home in my Mercedes, I know what it's like. Your problem's not my problem, but I know what it's like. So if you'd like to solve that problem, sure, I can help, but, your choice.

So this idea of embodied wisdom, so I'm non-negotiable about smoking what I'm selling. Yeah, I have solved this problem for myself, and I live out of the fruit of that. So yeah, I can be helpful, easy, really easily, but you've got to want it, because me wanting it for you, that's horrible, that's really unfair. And you wouldn't want me to do that.

## On addressing depression...

**James:** There was something also profound for me. And this helped me in a relationship that I've been challenged with, with someone who sort of is a little bit closed down, a little bit, I guess you'd say down or whatever. Modern terms might say depressed or whatever. But I heard someone define [depressed is when you just don't know what you want](#). That was, I think, in Nonviolent Communication.

But you had this really profound awareness that when people are hanging on to a behavior that doesn't serve them well, they're getting a payoff for that. They're getting a benefit for that behavior. And that was like, Oh, you're right. If they're not going to do something, then someone will just come and do it for them and enable them. So it actually is in their interest to keep that down behavior, because everyone's just going to do everything for them. And now it all makes sense.

**Jaemin:** Well, it's true. I had a client with depression, had depression for 30 years. And his brother made him come see me, he finally agreed. And my very first question to him was, Okay, so how is this depression not a problem for you? Like, Well, now, it is a problem because of this, this and this. I said, I understand that. What I'm curious about is, how is it not a problem? But it is a problem. Yeah, but how is it not a problem? And I just wouldn't let that question go. And he got quite upset.

And by the way, the only way I could possibly ask that question is if I don't care. So I've already set up this clean space. Now let's have the real conversation, let's just tell the truth. And so, to hold that space for him, he finally realizes, Oh, my goodness, I have this magic card that I've got in my back pocket that I can play the moment I feel vulnerable as a parent, as a friend, as an employee. I've got a card I can put on the table that is respected by the people in my world. I've got depression, don't you know? Oh, I'm sorry, I didn't know that.

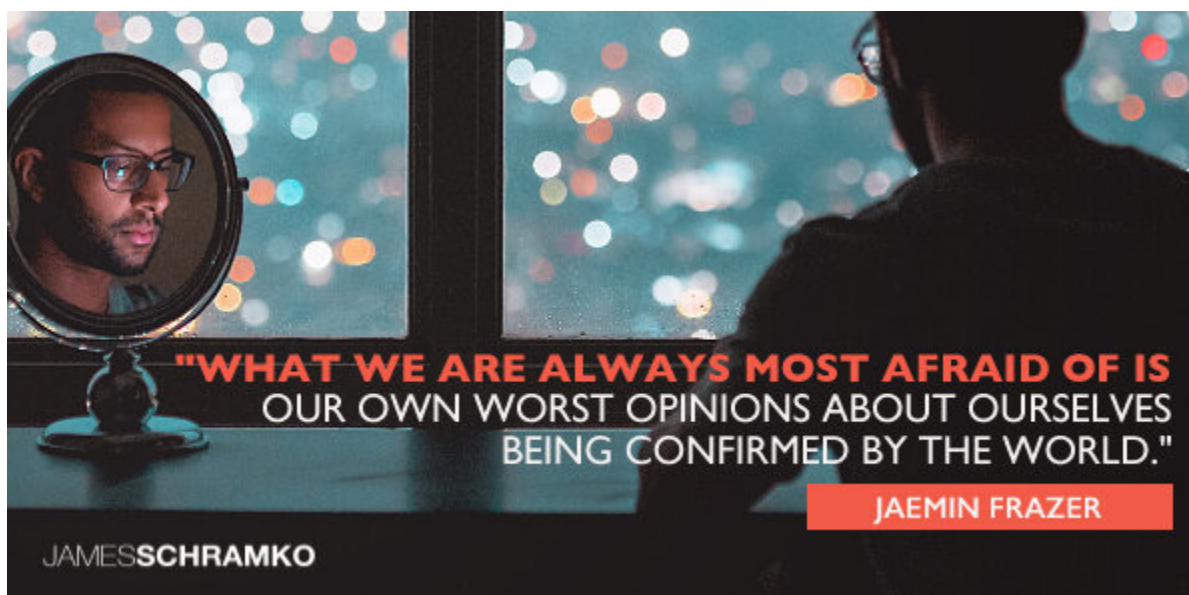
He can escape behind that card for a week at a time, if he needed to. That's a powerful thing, that's working at a high level. You wouldn't cut that card up on a whim. So it's Dr. Phil who popularized that idea. His shows, someone would come on his show. And he'd say, How's that working for you? And they'd say, It wouldn't. It's not. He'd say, Well, that's strange. Why do you still do it then if it's not working? You're not that stupid to do something again, for no reward.

So it is the most violent and empowering form of personal development truth. And the only way you get to have that conversation is in the clean space. But it's transformational because if you can't have that conversation, then the thing a person is complaining about and also holding on to at the same time, how are you ever supposed to see progress unless you have that conversation that it's working? And until they find a better way to get their needs met, they'll never let go of that thing.

**James:** Do they get an aha moment when they realize, oh gosh, that's why I do this, because I'm getting a payoff for it, this is my magic card? So you're saying cards on the table. Let's talk about this, why do you keep using this card versus the alternative? I guess that some of them would say, well, it's just going to be much harder if I don't have my magic card. I'd have to do things, or I'd have to face things that I've been avoiding.

**Jaemin:** Of course, which is then why the conversation always comes back to insecurities, like so what are you afraid of? What's this story you've got in your head that says you couldn't face things, so you need to choose depression as your best strategy to protect you from what you're most afraid of? Because that's the ultimate secondary gain.





We hang on to the things, the dysfunctional things, because they protect us from what we are most afraid of. And what we are always most afraid of is our own worst opinions about ourselves being confirmed by the world. So it always comes back to this insecurity piece that sits underneath all dysfunction.

**James:** The pigeon pair book that's right next to your book on my bookshelf for sort of this category is *The Courage to Be Disliked*, which has an Adlerian philosophy. But I guess it's coming at it from a similar angle that we do most of the things we do out of fear that someone won't like us or that they'll see us in a way that makes us feel less secure. So if we could fix that, then we can have a different life.

**Jaemin:** Of course.

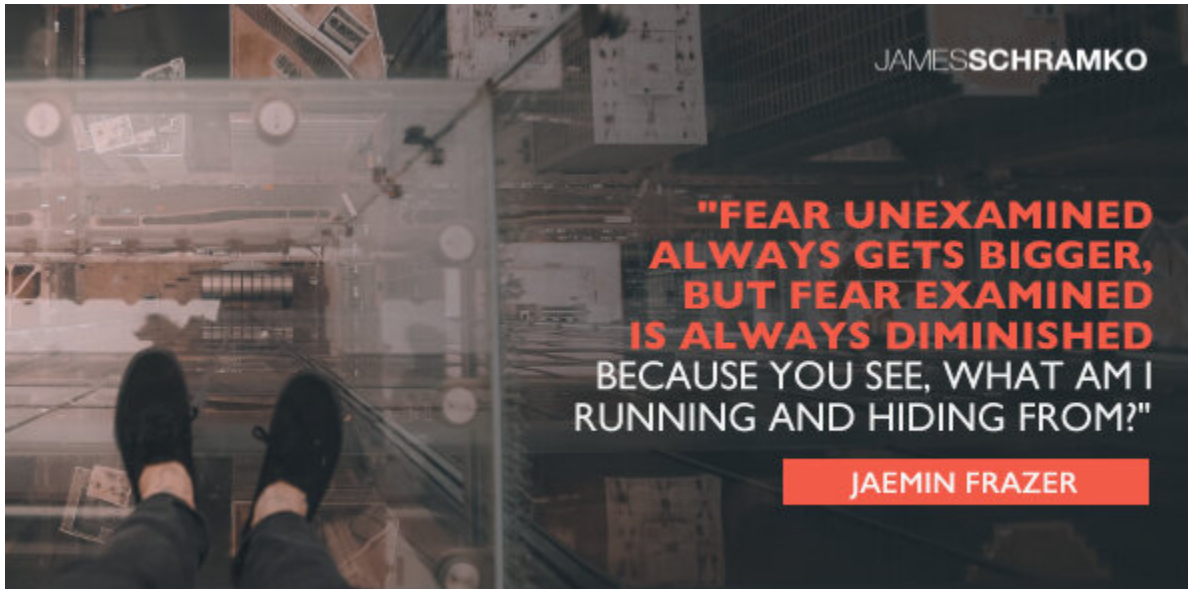
### **The need for self-awareness**

**James:** You have a framework for this, and it seems like the first step is to just actually open up to the idea that we should be aware of this. Would people just be immune or numb to it or not even ever spending a second trying to figure it out?

**Jaemin:** Well, if you think of it globally, so if you talk human condition, I would say, my best summary of that is, we all want to be good. Like, we want to be a good person. We're actually just afraid we're not, that some part of us is actually not good. And so, for fear of that part of us ever being exposed, we run or we hide.

So the idea of actually turning and facing and examining all the parts of us, for fear of what might be exposed, is too much for most people. So, you know, most of my day is spent coaxing scared kittens out from under the lounge with a saucer of milk. You know, the angst people have around their part. People say to me, Oh damn, you're a coach, coaches are forward-focused. We're talking about strategies, results, like you're not a therapist, we don't get back into the past, do we?

And I say, I never take people back into the past. I mean, except where it's necessary. Yeah. And it's always bloody necessary. So you know, giddyup, of course, we're going back, because that's the whole structure of how you were here. You don't want to deconstruct that, you want to get different results in the future. But the amount of angst people have, the terror around what they will see.



And because it's been so long since they've turned the light on and how to look, you know, it's Jordan Peterson, things that go unnamed become monsters that consume you. So, fear unexamined always gets bigger, but fear examined is always diminished because you see, what am I running and hiding from? Oh, an opinion I formed about myself when I was five? Okay, an opinion. Well, maybe I've got it wrong. I've never really examined it. I've just assumed I got it right. So yeah, there's plenty that can be done. But the angst around having the first step, having a look, it's big, it's a big deal for people.

**James:** So that's your self-awareness step. And it's like just, letting people create that safe space.

**Jaemin:** Absolutely.

## **Going out and risking critique**

**James:** A side thought came up for me. When you were talking about your own brand, insecurity, and people thinking, oh, gosh, well, that's a little bit too much, Jaemin, right, you're obviously taking that out into a less than safe space. You're like the public market where you could be criticized, where people could throw stones at you, where you could have peers pooh poohing you, or in some cases, people even - they're putting so much stuff out there, they get canceled out by lobbyists or bigger organizations who have an agenda.

How do you get comfortable going into an open market, I suppose, with things that people could criticize you for? Because I feel like this is definitely something that might impact entrepreneurs. I know it. Like, if I put my brand, I'm running off my own website, I've got a podcast, there's a chance that someone will come and troll my YouTube video and say some little comment that I imagine, they think is designed to make me feel worse, but it's probably more about something going on with their insecurity.

**Jaemin:** Yeah, of course. Yeah. One of the things I think about for my own life is to live a life with nothing to prove, and nothing to defend. So to me, that's the definition of security, that I know who I am. And I'm okay even with nothing. So all the things I think I need to prove that I'm good, to prove that I matter, to prove that I have value, I often examine.

And even if I had that, even if I sell no more books, even if I my wife were to leave me, even if my kids grow up and don't want to have any relationship with me, I know who I am. I think I'm a great husband. I think my kids are blessed to have me. I think what I've written is exceptional. I think I'm good at what I do. So my opinion matters. And I take great responsibility for being the chief validator in my own life to source my own needs for certainty and significance.

And so that's my best insulation, because then I don't need, so I'm free then to get out of the overflow of that and to go play in the world. And if someone was to, you know, take exception, find a reason to cancel, it would be a horrible experience. I'm not suggesting that, but it wouldn't ruin me, it would not be the end.

I wouldn't have to retreat anywhere. I would have to suffer whatever consequences and then go again. So that's, I think, the only way for entrepreneurs to really show up in the world and to be themselves is to not have it all riding on their performance. If my significance is attached to my performance, I cannot have it jeopardized. And if it is, I die. It becomes catastrophic.

**James:** I mean, that must be tremendously liberating. You can get to the point where - I like what you said - you're your own self-validator. It's like holding that power and not giving it to someone else. That's sort of along that sort of expression about, like, you can only give your power away, right? People can't take it from you. And once you're in that place, then you're free, I guess, to do whatever you feel like. So some of those things will be terrible, but you'd still be able to sit within yourself about that.

And these things happen to a lot of people. I mean, I imagine a large percentage of marriages don't end up working out, and I've seen quite a lot of people be badly affected by that to the point, you know, they'll go on a drinking spree, or they'll throw away their business success or whatever, because they just make terrible choices as a result of it.

## Separating behavior from intention

You say something in the book about that we are not our choices, or we are not our behaviors. Can you just expand on that a bit?

**Jaemin:** I want to give credit to Tony Robbins, I think his finest contribution to the personal development space is his work on six core needs. And the earliest version, I think is best. I do think it's been diluted slightly over the years. But nevertheless, the great contribution is to separate behavior from intention.

So typically, we think behavior is the most accurate indicator of character. So if someone steals, oh, you are a thief, someone lies, you are a liar. We have cultural statements like a leopard can't change its spots. You know, once a cheater, always a cheater. So we assume behavior is everything. But if you examine the system then you realize, no, behavior is at the end of the assembly line. Behavior flows out of our beliefs.

So behavior is an attempt to bring peace and comfort. Behavior is an attempt to meet one or more or all of our core needs - certainty, variety, significance, love, contribution, and growth. So when you see that, it doesn't ever justify your behavior, but it helps you to understand and reconcile some of your poor behaviors, some of your past mistakes, some of the things that have only increased your insecurity because you've gone, yeah, I am a terrible person, because I did that thing that hurt me and hurt others.

So the aim for adults is to understand the intention of the behavior, what need is it meeting, and then find more internal and resourceful ways to meet those needs, so that then their behavior is in line with their values, and they're not behaving in ways that's dysfunctional, and hurtful. So I think when you can separate behavior from intention, and really see it as a system, then you realize it is not an indicator of your character. It never has been, it's just an attempt to bring peace and comfort. And then you can keep improving your behavior. And that's a beautiful experience.

**James:** So it sounds like if we're insatiably curious about ourselves, and why we do things, that could be a good path to travel.

**Jaemin:** Of course, and the only way you'll be able to do that thoroughly is without judgment, because you cannot do awareness and judgment at the same time. It's not safe, in case what your awareness reveals implicates you. So that's why people aren't curious. They're curious to a point, then there's pockets of their past that are untouchable. Because what if I see something that proves I'm terrible?

When you separate behavior from intention and have no judgment, then you go, well, there's nothing that can be seen. I'm inherently good, doing the best I know how. I have behaved in ways that have hurt me and hurt others. But that doesn't define me. So then, it's safe to see anything now. And as soon as you can see it, well, then, of course, you can upgrade it.

**James:** So you're saying that we can review ourselves without judgment?

**Jaemin:** Well, that's the only way to review yourself, without judgment, dispassionately. It's very difficult to do that entirely yourself, because we are subjective creatures, and we're in our own perspective of the world.

**James:** We have many biases and so forth.

## **Get help from someone who doesn't care**

**Jaemin:** Of course. So in my model around overcoming insecurity, practice five is get help from someone who doesn't care about you. So I think it aligns to the hero's journey in that, there's always a wisdom character. There's always a Gandalf, a Yoda, a Dumbledore, a Mr. Miyagi, someone who's outside the hero, who's not the hero, who shows the way, and then he's gone.

I am a coach. I love the value of coaching. I think about the great coaches in my life over the years who've been able to hold a clean space for me, and create safety for me to examine pockets of my psyche I couldn't find safety to see myself. So I think, yeah, perhaps it is possible to do a full self-awareness totally on your own. But I think it's certainly is sped up and made more effective when you have someone who can sit with you without wanting for you or from you.

**James:** I love that. I think that's where you've been helping people. And certainly, I hope to bring a lot of that to the people I'm helping, even though it's coming generally, in a business context, it's always been about the person, ultimately. These small businesses that I'm helping are really reflections of how well-enabled the person is. And you know, it's like, it's multi-dimensional.

### **How realistic are your expectations?**

I want to just switch topics a little bit, because it's too good a question not to ask, but part of your framework is around realistic expectations, and, you know, talk about setting unattainable standards. We hear some of the popular influencers or whatever, they talk about setting these grand, you know, biggest versions of yourself, shoot for Mars, right? And if you just make it to the moon, you've still made it further than Earth, right? But I wonder if that's damaging.

**Jaemin:** I think it is very damaging. I got to do a TEDx about purpose. And it was a youth conference. So they were curious around, how do you find your life's purpose? And there's a lot of rhetoric around, you know, these ultimate, massive expectations on a person. What I observe is often a person's quest to do the unachievable or push further than ever before is an attempt to validate their existence. It's to prove, if I could do something no one's ever done before, then that would prove unequivocally that I am a good person, and I matter.



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And so, I think it cannot be our purpose to prove that we matter. Like, that's our work. Our work is to examine the narratives we've said that we don't matter, deconstruct them and update them, and know, we do matter. So that then you're free to show up and connect with a purpose that's bigger than you or not even about you. There's no neediness, you're not on a quest, on a mission to do anything, you're able to give out of the overflow.

So I think then you're much more likely to set goals that are beautiful, that are sustainable, that are good for you and good for others, that are not driven and not catastrophic, that actually don't create a raft of chaos behind you, which is often what happens to these people, they go hard, and then they blow off, and you don't see them for 10 or 20 years or maybe never again. So no surprise that again, I weaved in insecurity to that answer, to answer your question.

### **Is imbalance a given for success?**

**James:** I want you to, if it's relevant, and I appreciate that.



You know, when I put my book out, [Work Less, Make More](#), it rubs some of the hustlepreneurs the wrong way because they're like, Well, you're underselling yourself, you should be able to do more, be greater, be more efficient, you know, have a 27-step power routine in the morning and meditations and journal, all that sh\*t, right? We know no one actually does that. If they do, they're probably just unhinged, maybe, I don't know.

But I do see, like, we tend to champion people who have got crazy behavioral shortcomings. Just a couple of examples that come to mind, because I like to watch or read biographies and autobiographies and documentaries, Henry Ford celebrated, but also, he created pretty much like, a camp where his employees had to live and work, and he'd go and inspect their homes and everything. Like, he's a real authoritarian.

Elon Musk, the guy misses his birthday and never sees his kids and sleeps in the office. Like clearly, he's extreme to the extreme. And he's perhaps an example of someone who would feel better if he was able to populate another planet, Like, he's definitely moving the needle for humanity in some ways, but a massive, i imagine, personal cost, just a martyrdom in a way.

Bill Gates, well, he's not very popular with anyone who doesn't like pharmaceuticals, or many African villages.

There's the young 30. Let's talk about the 30-year-olds who don't have kids and work seven days a week. And of course, they're going to get big business results, but at what cost? They're not going to pull up in the lineup beside me for a surf because they're busy working. And it's like, it's all one way.

And Warren Buffett, he said in a documentary that I watched that he always felt that having the most money is the way that you keep score in life. So like, he still works now, like, reads, and what have you. Humble existence. So there's lots of pros and cons for all of these things. Gary Vee, basically in the back of taxis, texting to, you know, just always on the go, go, go, like because he wants to buy the Jets because it would make his mom happy, because she knitted him a cardigan when he was a kid.

It all just seems so flawed when I look at it. And I guess I'm judging based on my version of life and what I want from it. And I don't know if that's right or wrong, but I find when I'm bringing in people to help them with business, they almost always have this ingrained. It used to be a million dollars, it used to be they want a million dollars. But I'm often working with people who already have achieved that. For them, it's always \$10 million. And if they've achieved 10, it's always \$100 million.

These are the numbers, preset, they're just rammed into the software of the modern-day entrepreneur. And I want to particularly address, probably the demographic I help the most, and it's surprising, if you went back 15 years ago, I was helping 45- to 60-year-olds. The ones I help the most now are 25 to 35. They're the ones that have - they've never probably worked in a real job. They usually don't have kids. They've only come up in the online world. And I'm like, the seasoned, old guy, twice their age, with life experience to give them a guiding hand.

### **Advice for the young guns**

And you know, up until I read your book, of course, I probably really did feel like I care about them. I do care about them. But I could pretend not to if it creates a clean space. Right? That one's still a tough one. But they must be looking at all of these people. And I'm thinking back to when I was in my 20s, when I was 23 or whatever, I was number one in the country for Mercedes-Benz, and I was wearing my Rolex, and I was wearing fancy shoes.

I had the 20-year-old male testosterone and hormones that made me need to show the world that I'm the man. It took me decades to shake that off. Now I don't wear my Rolex. And I don't need to impress someone else. And I can just exist in life and not try to be impressive or whatever. You know, I don't go out of my way not to be, but I don't go out of my way to be, because I'm, like you're saying, I'm self-validating myself. But what advice would you have for those young 20-year-olds who have seen all this, and they think that is the goal?

**Jaemin:** Yeah, well, I think perhaps the most important diagram I've ever created is the relationship between insecurity and performance over time. And it stopped me preaching to young people about not being insecure, because what I discovered is that insecurity is like rocket fuel in your 20s, more often than not. And people do extraordinary things all off the back of proving and defending. And the people who are secure don't really do much because they're already fine. So having that need to prove and defend, I find, I do not try and take that from people before it's created chaos, but I do forecast chaos is coming. That is a law of diminishing returns.

If you are still being driven by insecurity, beyond midlife, you are now the insecure wanker in the room. If you're still desperate to prove that you are valuable because of your performance, like, it's a descent into madness. So I say to people, so I'm working with 35- to 45-year-olds predominantly, who are now in that pain point - they're wondering why self-discipline doesn't work anymore, because they've pushed themselves so hard for so long. The internal relationship with themselves was so broken that they find inherent consciousness jam the handbrake going, you're a crazy person, I'm not playing this game with you. And so, they're finding a bunch of weird stuff and they don't understand it.

And so, to answer your question, insecurity might serve you. And if you want to use it, okay, it'll produce some things. But in the end, you won't really want what they've got for you. What you really want, what you've always wanted is to feel like you are a good person, and nothing will ever give you that. You could get the world and still not know that, and all the stories of the people who got the world and still don't know that, Matthew Perry's book is - if you've read that, or listened to that - worst book I've ever read, but top of my most recommended list right now because he's a guy who got the world and didn't realize the game he was playing.

**James:** Well, there's a lot of those. There's a lot of that stories, right? Every lotto winner, for example. By the way, that could be the most Aussie thing I've heard on this podcast in over [1000 episodes](#). That you're the wanker in the room. I love that, so much. Because look, let's face it, there are so many wankers online, and I've recognized it from day one when I came in, I'm like, look at these idiots, these tosses, like absolute - they're so full of sh\*t.

And it used to drive me insane. But then I realized it's not up to me to convert everyone to be just like me, right? Like, it'd be boring if everyone was just like me. And the university equilibrates, I'm not sure that's a word, but anyway, the dust settles. And what I found after 15 years, I'm still playing a really good values-based ethical game, and I enjoy it, and life's fantastic. And like you said, they blow up and then disappear. Some of them mutate each time the shovels changed, for whatever the gold is on offer, right? It's just like, wow, how do they not get exhausted?

And so, I really like this point you're saying. This explained it for me, because I had a lot of conflict around. But I was driven by insecurity in my 20s. I needed to conquer, I needed to achieve the things I achieved to get to the point where I no longer needed to prove to anyone else. And then I was just comfortable in my own skin.

That took decades. And literally, I'm 30 years older now than when I needed to win competitions like that. And I would say I'm collaborative now and less competitive. It's because I already have achieved everything. And you can't have that experience when you're 20. You have to go and get it, to then not need it. It's a paradox.

**Jaemin:** I think you're right. And that's why I stopped preaching to young people about insecurity, yep, go run the race, go let insecurity drive you, go see what's possible. But no, a time is coming where this will ruin your life. And when you're there, and you never thought you got there because you thought I was full of sh\*t when I was telling you this at the time, but when you get there, and this madness is you're realizing, hang on, all my best energy is going to proving and defending that I matter, how is that a smart game to play? What if I already knew that I matter, then I can direct my best energy into contribution and growth, that would be a different game to play.



So I just find when people are ready for that conversation, it's a beautiful conversation to have and a very predictable process to transition over from insecurity to security. And I think that's when the game really starts, when you get to play the secure game. And they're the best humans, they're the people doing the best work in the world, offer secure platform. They're not needy, they're not desperate, they're not showing great things when really, it's all about proving their own existence. So yeah, when you're ready, there is a way to not be insecure, and it's beautiful.

### Seeing the recurring pattern

**James:** I bet you get the same thing that happens to me. I get texts, I get emails, we get them in my coaching thread - You were right. When you said it, I didn't believe you. But now I know you're right. I've wanted to fight you, but it's happened exactly, everything you said. I've even got testimonials. Like, everything you said would happen, happened. Because you see the pattern over and over and over and over. And I've been through the pattern.

It's like we said in the very beginning, that if you've been in that, you've had that experience yourself, you're in a very good position to be able to observe and recognize, this is unfolding in real time. So I more or less say the same thing. So I'm saying to other people, your goal is not to work less, make more unless that's your goal. That was my goal at this stage in life. If you want to make 10 million or whatever, and you feel that that's the only thing that has to happen, I will help you achieve your goal. And here's the label, right, here's the warning that comes with that. And then that's up to them.

And of course, what I have seen so many times, people get married or have a family and life changes. And at each stage of that journey, I know what the next things that are likely to happen, happen before they do, which is probably why they pay to fast track the outcomes. And I'm sure in your case, you're providing people an external person to be able to create that clean space for them to fast track their self-awareness and to work on their problems much faster than if they just push it underneath the covers.

**Jaemin:** That's exactly right. And to your point, you're right. Like, that's the title of the book, Elegantly Simple Solutions to Complex People Problems. People imagine their problems are complicated and unique, and they're not. It's so predictable. There's so much patterns, and if you can be an engineer and think pragmatically about human behavior, then it's, change is not even possible, it's just inevitable if you understand the process. A lot of fun.

**James:** So just in final wrapping up, for now, of course, I recommend people go and get the book, read the book. We'll link to it. It's on Amazon. It's also on your website, I'll mention that, [jaeminfrazer.com](http://jaeminfrazer.com). And I'm going to have to spell that, Jaemin, J-A-E-M-I-N, Frazer, F-R-A-Z-E-R, .com. Go and check out Jaemin's stuff. I highly recommend. It's thought-provoking.

And by the way, I also like how you do credit where you've learned things from, it's something that I do and I appreciate and respect, because it's also uncommon. And it's good to hat-tip the people that came before us. And I just want to be a beacon of good resources for people who listen to this podcast, and you're a good resource. I don't choose where you're from when I pick up the book. But turns out you're an Australian as well. And I love the work you're doing.

## After the aha moment...

What would be your actionable item for someone who's got all the way through this episode, right? They've stuck with us the whole way, they're firing off neurons. From my experience, what I've noticed when we start talking about big concepts like this, it can actually overload people, and they start to build resistance and friction, that their version of the world has just changed on a flick of the switch. And that can actually cause people to need to go and have a lie down or whatever. But as an expert in this sort of transition, you've seen people, you know, have the aha moment. What should we do next?

**Jaemin:** I've developed two diagnostics just to help people come to terms with the fact that insecurity, yeah, you know, something I'm not wanting to think about, not talk about, is it even there, just going, well, take a test, see how insecurity is actually costing you. Maybe it's not costing you, but what if it is? Here's the five areas that it's going to cost you, if it's going to cost you at all. Take a test, see what the scores are, see what it's like.

And it gets your eyes on a part of your awareness that perhaps hasn't been visible to you. And I think that then starts a path of thinking, wow, if that is really costing me a lot, I don't want it to keep costing me. What can be done about that? Then that curiosity will guide your path. Or if it's not costing you at all, well, then great, then wait until it is, and then you'll know where to come find me.

**James:** Love it. Thank you so much, Jaemin Frazer. This is episode 1042 at JamesSchramko.com. We'll put all the show notes and links off to the website. I really appreciate this chat.

**Jaemin:** Thanks, James. It was great.

JAMES **SCHRAMKO**

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