

SUBJECT: An emotionless logical argument for...

Last week I listened to a Joe Rogan podcast and heard a sentence that made me want to punch the scientific community in the testicles.

He interviewed a neuroscientist and sleep expert named Matthew Walker. It was fascinating to say the least. I highly recommend it.

He called sleep the world's best performance enhancing drug...and I believe him. That's part of why I'm so against this whole "grind and hustle, sleep is little bitches" movement. It's a heap of bollocks. (Topic for another day.)

Anyways that's not why I'm telling you about this podcast.

I'm telling you about it because this highly intelligent neuroscientist said something incredibly stupid at the end of the podcast...and it's not his fault.

See, medical errors are the third leading cause of death in the United States. It's a sad reality of the world we live in. But here's the really bad part. A reasonably large percentage (I don't recall the exact number) of deaths are caused by doctors because of a lack of sleep.

Even getting just 6 hours of sleep can put you on par with the brains state of being impaired by alcohol. These doctors are performing surgery on 3 hours of sleep or less.

And people are dying unnecessarily because of it.

So at the end of the podcast the neuroscientist said he wrote a book that provided an "emotionless logical argument for getting more sleep." His goal is to get the medical establishment to change.

HERE'S THE EFFING ISSUE:

Emotionless logical arguments rarely work. People are emotional creatures. No matter how logical they think they are.

People don't make big decisions because of logic. They make them based on emotion and then justify with logic. Read that again.

It's the same way people buy things. **They buy based on emotion and the justify their purchase with logic.**

What they feel is "I want the freedom to work whenever I want." And what they tell their wife is "I bought it so that we can have more money and pay off our mortgage faster."

So what should this neuroscientist actually do? Well in my opinion he should compile a bunch of personal stories of people dying because a doctor had a lack of sleep.

He should tell these stories to the big decision makers. Put names and faces to those died for no reason. Make them cry. Make them hurt.

Paint a clear picture that it could've been them. That it could be their child who's going to suffer at the hands of a doctor who hasn't slept enough.

If you have something worth selling, then you should be willing to tell whatever true stories necessary to sell it. Don't feel bad about scaring people. Don't feel bad about making them cry.

Feel good about making a difference.

Tell the stories that scare you the most. Tell the stories that make YOU feel something.

In The Unit (my membership group) I talk about stories on just about livestream call we do.

I talk about it so much that I'm dedicating an entire newsletter to writing emotional stories because that's what the members voted for.

I've used emotional stories to sell water filters, air purifiers, LionHeart Workshops, credit repair, solar power chargers, greens juices, and more. In my personal experience they work better than anything else.

So if you want to get that newsletter the only way to do it is join The Unit.

>>> [Click here to join now](#)

Think about the stories you can tell for your business or your client's business.

Talk soon,
Ian "hit 'em in the feels" Stanley