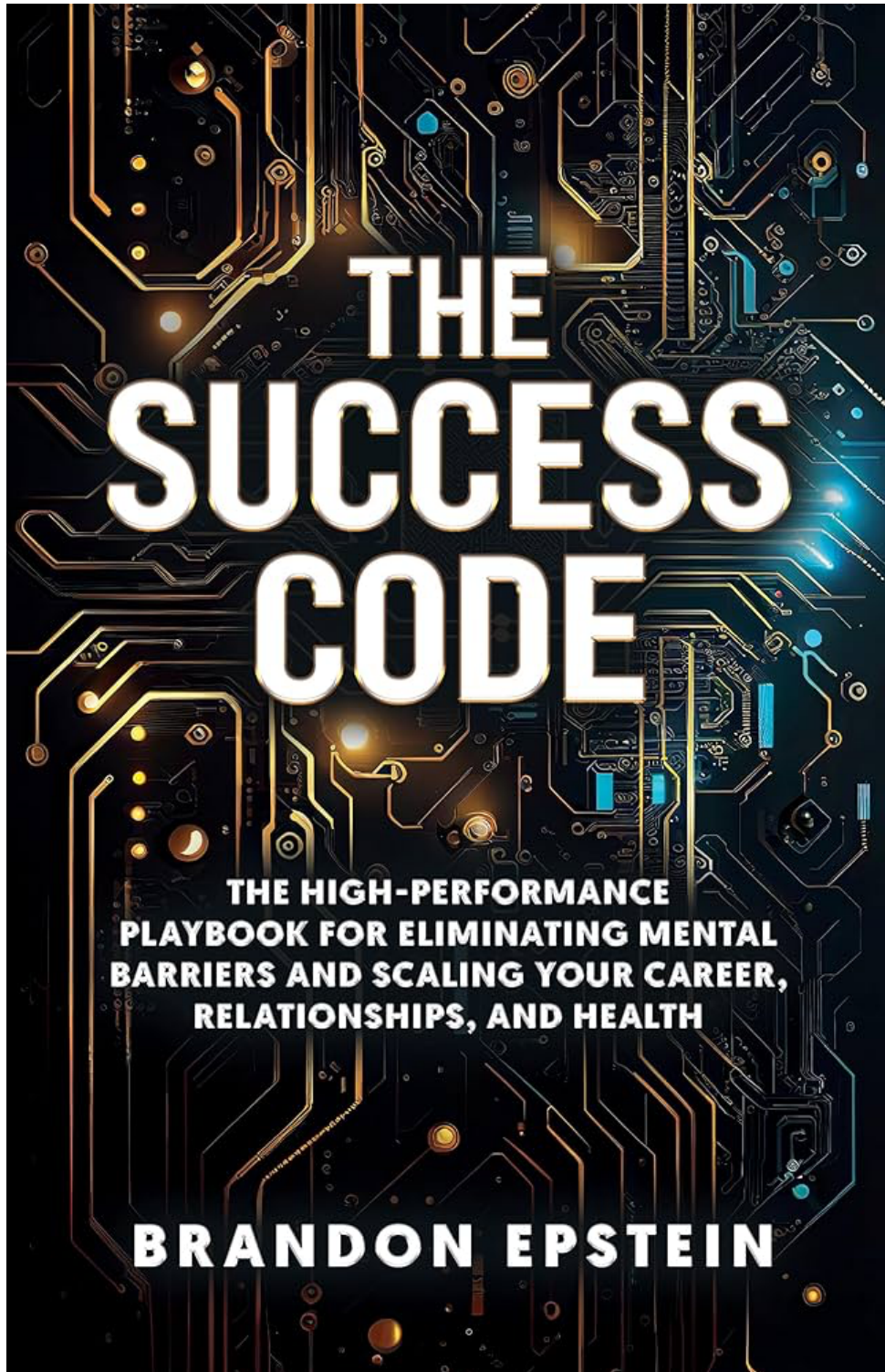


**The Success Code: The High-Performance Handbook
for Eliminating Mental Barriers and Scaling Your Career,
Relationships, and Health (2025) - Brandon Epstein**



About Brandon Epstein

High performance coach that helps elite athletes and entrepreneurs turn inner resistance into inner power for career best performances. He has over 17 years working in the space and his clients range from millionaire entrepreneurs, to creative artists, to athletes ranging from Pro Boxing, to Pro MMA, to the NHL, to

the NFL, to the MLB. He is also an entrepreneur who has built businesses that have empowered millions of people around the world to be their best selves through his educational content.

What follows are quotes from the book above. These quotes stood out to psychotherapist Emil Barna in his reading of the book in December 2025. They are not meant to be exhaustive nor representative of the entire book. All quotes are to be read in this context and must not replace medical and/or other professional advice. Note: Any typographical errors occurred through the transcription process and do not reflect what may be found in the book. Note also: Beneath various quotations from the book, I may have added my own comments/things. These will always be in bold italics. Further, where I have made bold text from the quotations below, it's to emphasise a point. My emphasis does not appear in the original text.

Book Overview

Transform your career and life from the inside out with celebrity performance coach Brandon Epstein

Are you ready to shatter the barriers holding you back and unlock your full potential? The Success Code is a transformative guide tailored for high achievers, which leverages the power of your mind to achieve peak performance.

Discover the Secrets to Coding Your Mind for Success.

The Success Code dives deep into the untapped potential of your subconscious mind, providing you with the tools to reprogram negative thought patterns, build powerful habits, and achieve unparalleled success in your sport.

Here's what you'll learn:

- **How to Harness Your Subconscious:** Unlock the hidden potential of your mind to enhance your performance and overcome any mental barriers.
- **How to Create Lasting Change:** Master the art of habit formation and design a system that ensures success in your career, relationships and health.
- **Ways to Achieve Peak Performance:** Develop a resilient, focused, and determined gameplan to reach new heights in your career.
- **Step-by-Step Strategies for Consistent Improvement:** Gain practical tools and techniques to make measurable improvements in your personal and professional life.
- **Seize Control of Your Mind:** Stop self-sabotage and replace negative thoughts with empowering beliefs to fuel your inner peace and

professional success.

Meet Your Guide

"So, why trust me as your guide? Well, I've been through the fire. [...] I had subconscious code that made me believe I was a worthless piece of shit, which meant that I felt like I wasn't worthy of any of the goals I initially set for myself. From my physical health, to my peace of mind, to financial abundance, to a rewarding career, to amazing relationships: You name it, and I had code that contributed to my failure. By the age of 7, I had been through sexual trauma and was full of anger and insecurity. By 20, I was hypertensive and 50 pounds overweight. By 24, I had failed at my first five businesses, had \$80,000 in credit card debt, was unemployed, and was forced to sublet my apartment and move down to South America. I had to go on the inner journey to rewrite my code to succeed, and as I've done so, I've achieved many of my wildest dreams. from becoming a mental performance coach to the world's best pro athletes, to growing a wellness community with over a million members, to building a seven-figure business to living in a physically powerful body, to creating heaven on earth through my own family, to surrounding myself with an amazing group of friends"

Part 1: The Story

Chapter 2: Self-Awareness as the Foundation for Transformation

"The foundation for transformation is awareness. Many of us live our whole lives suffering without even being fully aware of it. We feel uncomfortable and reach for ways to numb the discomfort or distract ourselves, but never step into full awareness of the discomfort."

"Instead of thinking about how you feel, try to feel your feelings in your body without attaching a story to them. Simply close your eyes and ask yourself, *How does it feel to be me right now?* Sit down into this question—without rationalizing it—until a feeling emerges. Awareness of how we feel in the present moment is the foundation of the entire human experience. If we aren't fully aware of what it feels like to be us in the present moment, then we have no starting point to work from, which means we have no way to get off the starting blocks."

Chapter 4: Beliefs Shape Reality

"I thought this was some woo-woo spiritual B.S. My mom was an atheist, so my default code was that I was an atheist and anything I couldn't see or that couldn't be explained by modern science was not worthy of consideration. I mean, come on, **if these energy systems were so important and powerful, why weren't doctors being trained to use them?** Why wasn't I taught about

them in biology class? Why wasn't this fundamental information taught since the day I was born? Why was this the first time I've heard the words "energy healing," "chakras," and "meridians"? I had never seen or heard of these techniques being used successfully, so I did not believe that it was possible. The rational part of me resisted the idea that this was foundational to my training, but the curious intuitive part of me, although undertrained, wanted to know more."

"I went on to learn **hypnosis, timeline therapy, NLP** (neuro-linguistic programming), **energy work** on the meridian and chakra system, and all types of **meditation** that I saw as useful tools for getting better at football and life."

"Every time we shit the bed in a big moment, it's a byproduct of unforeseen self-limiting code sabotaging you. If this sounds like woo-woo nonsense, think about this. **Your subconscious loves stability** and homeostasis. Your past way of being and living represents that stability. **If you take a big leap into uncharted territory, your subconscious can view this as dangerous and deter you away from it without you ever making the conscious choice to do so.**"

"Open up Google Scholar and search for "Placebo." You will find countless studies that show how the power of belief can perform as well or even better than medical intervention. **Instinctively we know we have the power to heal ourselves, but very few of us are taught how, so we don't believe it's possible.** Through my lived experiences, my belief system was now expanding, and I knew I was capable of what I previously perceived as supernatural."

This is true. There are countless studies showing how mindset has an impact on outcomes. One book that covers the science around placebo is Dr. Joe Dispenza's You Are The Placebo. Looks like Epstein here is building off that kind of thinking and applying it to the performance world. His training in therapies like NLP and timeline therapy and hypnosis are dead giveaways that his teacher was steeped in the 'New Age'. Fair enough. More and more is coming about these days about the efficacy of things we used to frown about. But, truthfully, I find myself smirking as I read. Perhaps that's the part of me that needs to do the work?

Chapter 5: Finding Your Unique Talent

"Our unique talent is something that is revealed through exploring our curiosities. This sweet spot is the intersection between what we are good at, what we enjoy most, and what can contribute to something greater than ourselves."

What he says here reminds me of what Robert Greene spoke about in his book Mastery—one's "Life Task" is often uncovered from childhood, then either beaten out of us as we grow ... or fostered, and thus, we become

masters in our field.

"I had a chip on my shoulder going into camp because I knew the way I was going about my training was rubbing some of my coaches the wrong way. In one team weightlifting session, I was doing some deep breathing techniques to conjure my energy and visualize the weight I was about to lift when I heard my head coach yell, "What the fuck is Epstein doing?!""

Footnote: "One study that affirmed what I was doing with these mental tools was conducted on three groups of college students. The goal was to get them stronger at the bicep curl exercise over the course of six weeks. The first group just did the bicep exercise alone. The second group visualized doing the bicep exercise, but didn't ever touch the physical weights. The third group did both the physical exercise and the visualization. The results were as you may expect: The third group that did both the exercise and visualized far outperformed the other two groups. What's crazy though is that the other two groups performed exactly the same! Meaning, **the group that didn't touch the weights, but did the mental reps, got the same results as the group that was actually lifting the weights every week.** That study always stuck with me, because it appeased the rational part of my mind that felt like I needed to prove something to those around me who thought I was just being a weirdo with my visualization techniques."

The study cited: C. J. Wright & D. Smith. (2009). The effect of PETTLEP imagery on strength performance. *International Journal of Sport and Exercise Psychology* 7(1), 18-31. <https://www.tandfonline.com/doi/abs/10.1080/1612197X.2009.9671890>

Chapter 6: The Third Path

"A third path is the emergence of a course of action outside of what previously was perceived as a binary decision. This happens all the time in life, where the two choices both don't feel right and you are forced to sit into the tension of that until a third path emerges. [...] **The third path is never the comfortable path, because it requires that you look deeply within yourself, but it is always the right path, because it gets you where you need to be.**"

Chapter 7: Stepping Into a New Identity

"If you want to step into a new reality, it starts with letting go of your old self-limiting identity. **When you remove negative thought patterns and habits, what remains is the true you**—a version of you that is in alignment with your highest self in the area of your life that you chose to focus on."

Epstein here makes me think about Internal Family Systems therapy—more specifically, the Self. The Self (or spirit or core or whatever else you want to call it) lies at the centre of who you are. It's curious and

compassionate and confident and calm and kicks ass! But what it isn't is a 'part' of you. It's the core that helps you see the parts of you that come up, that make up your personality. Sounds like the negative patterns Epstein refers to here have parallels to these IFS 'parts' that get in the way. The task is to get behind these parts ... and heal them.

"Every night before I went to bed and every day when I was doing my cardio, I was setting a subconscious GPS destination to work toward. I visualized what I would look and feel like if I had a six-pack and imagined myself living in that 3D reality as if it was my present reality. While all my college friends drank beer, ate pizza, and partied, I stuck to the regimen. I had a singular focus: Get shredded. Do whatever it takes to get shredded."

Schwarzenegger. That's why this reminds me of—and people like him. Visualisation is key when it comes to performance I've found. Setting your mind, your mindset, framing what you're about to do. Schwarzenegger has a story in his Netflix documentary of how he'd visualise himself getting to be champ. He'd imagine what he'd do and feel and think about. He'd had that since he was a boy and resolved to leave his small Austrian town and 'make it'. This is a lesson we all ought to learn...

Chapter 9: The Power of Surrender

"One of my favorite gems that I learned from Sensei Clay was that **the second you say the words "I don't know," your subconscious shuts down its ability to find an answer** for you."

I had interviewed one of the leading psychologists who studied journaling, and he told me journaling was only scientifically proven to be good for a couple things:

1. **Catharsis**, to purge all the negative thoughts and stories in your head, so they felt heard and no longer needed to circulate within your head.
2. **Creativity**, to free-flow ideas in a way that gets them out of your head, so they can take form on paper.

Chapter 10: The Potency of Singular Focus

"I started to really understand the importance of singular focus and how consistency in a niche can lead to traction in a business. **All the successful people around me had gotten traction by doing one thing and surrendering everything else.**"

"Have you ever tried to commit to something new and exciting, but ended up backing out when things got tough and reverting back to what you believed to be an easier or safer course of action? The power of metaphorically **burning the ships** is that you don't give your subconscious a way out. You are basically

turning on the survival mechanism within yourself that will find success no matter what, because there is **no alternative course of action available.**"

Chapter 11: Breaking Generational Courses

"My mom had grown up in an abusive household where she was not allowed to speak her truth. The thyroid is located where the throat chakra is and correlates with your ability to speak your truth. When the throat chakra is clogged up, you can't speak your truth, and you suppress your real feelings. If you apply enough pressure, as I did, you can create a physical abnormality from this, which was my thyroid disorder. The body is tied in with the subconscious and will carry subconscious repression with it through generations. When I asked my mom about her ability to speak her truth, she shared with me that when she was a young girl and woman, she was so terrified of speaking in class that she would freeze up and get beet red in the face—the same way I did. What this told me was that much of my subconscious code was put in me even before I was born. This code was running within my mom, and since she never did the recoding work to release herself from it, it got passed right along to me. Through many conversations with my father about self-worth, insecurities, and fear around money, I can see how so much of my code had been picked up from him as well. I had a tremendous amount of resistance and blocks around being able to make money, and that was obviously inherited from his fears and experiences."

Scientifically minded readers would roll their eyes at this... but there's no doubt that this understanding was key to Epstein's growth.

"It is well documented that the Jews have been persecuted throughout history, and that fear of being harmed for who we are runs deep in our DNA. **Being anxious was my default way of being and it is still the default way of being for all of my Jewish relatives.** None of us chose this. It's just who we were coded to be. Until one relative does the work to transcend these anxious tendencies, they will continue to be passed down from one generation to the next, despite the fact that none of us who are now alive have actually lived through the same persecution as our ancestors. Depending on your own lineage, you can probably track down the trauma that has been passed down to you through your DNA."

I've also read (I believe it was in one of Peter Levine's books) how Jewish ancestors carried a lot more stress than their non-Jewish counterparts. He then referred to mine studies that, because mice lived quite a short time, investigated generational impacts of stress. From memory, the great grandparents of the mice studied had been shocked after a neutral stimulus was shown. This became a conditioned stimulus and, as researchers later saw, impacted further generations ... who hadn't even been exposed to the stimulus. That is, generations later, there mice were more anxious than those whose ancestors hadn't experienced the shock.

"Let's sit into the gratitude of what our ancestors had to overcome and honor them by carrying the torch forward. [...] The human body is an incredible organism that **always asks for what it needs**. We just have to slow down and listen."

Chapter 12: Consistency is King

"the main reason most people fail is that they give up. If you can cultivate the mental skills to persevere through the hard times and keep going, you will position yourself to eventually step into the life you are seeking."

"Historically, boxers are poor until they get to the very tippy top of their sport, and then the money comes. **There are maybe 50 boxers in the world who can actually make a comfortable living just from their sport alone.**"

Chapter 13: The Ego Is Not Your Enemy

"The ego is the mechanism that allows us to hold the conscious experience of being a human. But one of the main side effects of smoking the Bufo Toad [DMT] is that **you lose all sense of self and identity**. Who you believe you are vanishes in a moment's notice and you are launched into a space of pure being and nothingness. This is what it means to have an **ego death**. The you who you have associated yourself with your entire life disappears, and it reveals an essence of you that goes beyond your ego. I would call this essence your spirit, but you can call it whatever you want."

The more I practice, the more I understand there's no one 'ego', per se—instead, there are 'parts' that make up the whole. You are the sum of your parts; your personality is more than just a great measurable traits (I'm at odds with Jordan Peterson on this, though no doubt he'd have a very convincing argument to disprove my sense). So, what Epstein discusses here, perhaps there are 'egos' instead of the singular. And, at odds with what Ryan Holiday might say—ego is not the enemy just as there are no bad parts (as Richard Schwartz would argue). This ego death, for Epstein, only came through psychedelics. I'm confident there are other ways...

"Once I got my feet under me, I realized I couldn't put into words what I had just experienced and felt extremely unsettled.

I wanted answers. I wanted advice. I wanted to know what to do with my life moving forward after undergoing such a challenging experience. I didn't get what I wanted. We were sent on our way without much closure, and I spent the next three hours driving home, wondering what the fuck just happened and what I could do to integrate this experience I just had."

This speaks to the vital importance of having a therapist guide the experience. IFS is often chosen as the treatment of choice for these 'trips',

in a research setting.

Chapter 15: Uncovering Your Hidden Coding

"You can't think your way into feeling better. You must feel your way there. You must be able to feel the anxiety in your body and go into the feeling far enough to get to a place where you can ask yourself, ***What am I believing to be true that would make me feel this way?*** From there, you have to be able to sit into the tension until the answer reveals itself. No thinking required. We live in a **fast-food culture where we want everything right now**, which is what makes this so challenging for many of us. But if we have the courage to sit into the uncomfortable tension, our bodies will always show us where we need to make a shift."

He's actually got a great point here. Time and again I have seen clients who intellectualise their predicament and can't escape what they feel. Epstein recommends taking stock of what holding you back and then identifying what you'd like to believe and feel instead ... and then find ways to feel that.

Chapter 15: Becoming the Alchemist

"The only things in my control were my **focus** and **choices**. Through those two mechanisms, I could direct the entirety of my human experience."

Chapter 16: Living Your Truth

"As a practitioner, my ability to create transformation in others is only as good as the capacity I have for creating transformation within myself."

This is something I've implicitly believed for years—I find it incredibly inauthentic recommending something I haven't experienced or looked into deeply myself. I do my best to try everything I recommend my clients. It's a personality quirk. I'm more interested in congruence (a clinical term) than being a book worm and recommending only from that vantage point. I've had too many clients who've had by-the-book therapists who haven't helped them. Tricky thing is when you take on this mindset, you take on a lot of responsibility to get better personally and, therefore, are constantly aiming up. This makes it difficult not to develop unrelenting standards.

Part 2: The Playbook

"While going through this playbook and doing the exercises, I recommend that you listen to **binaural beats** or any soothing meditation music throughout. It will help you decrease your brainwave frequencies, making it easier for you to turn off your thinking mind, so you can connect to your feeling body."

"if you would like to get video modules and coaching from me to get through this, check out www.theowned.industries/training"

Training 1: Set Your Intention and Your Baseline

Imagine yourself **three to six months from now** after completing this. Who would you be? What would you be able to achieve? Pick an intention for doing this training that will make it juicy for you.

Intention:

Feel into your body without expectation and ask yourself, **How does it feel to be me right now?** Sit into this question and feel the emotions that come up. Take your time. Write them down without judgment and then give your perceived state of being a score from 1 (the worst you could feel) to 10 (the best you could feel.)

Write the feelings that come up for you:

Do this for all the competing areas: physical health, mental health, career, finances, relationships (friends, romantic, work).

Training 2: Ego Death

" the ego-death experience I had using chemical compound 5-MeO-DMT (in my case, The Toad) was crucial for creating the space to see my subconscious programming without necessarily identifying with it."

Psychedelics? If this is what's needed then you'll lose half the people reading this...

" I am not recommending you undergo an ego death, but I am looking to empower those of you who have been seeking an experience like this to heed the call if you hear it."

Training 3: Awaken Your Awareness

The way we will uncover this awareness is through a simple exercise where you **set alarms to go off every three hours throughout the day for a week**. You can set five alarms a day, and that is plenty. So 8:00 a.m., 11:00 a.m., 2:00 p.m., 5:00 p.m., and 8:00 p.m. would be an example of your alarms for the day. When an alarm goes off , stop what you are doing, close your eyes, and ask yourself, **"How does it feel to be me right now?"** Then document the answer in your notes in the same place you did the initial baseline training"

"If at any point you miss an alarm, don't worry—just move on to the next one. If you miss an entire day, don't worry—just do your next alarm. Th is isn't about being perfect."

Training 4: The Connection Between Focus and Feelings

"what you focus on is what you get. When you focus on what you want, you get more of what you want. When you focus on what you don't want, you get more of what you don't want. This is not about positive thinking. This is about focusing your mind in a way that keeps your energy directed toward what you want."

"Again, **set the same alarms** from last week to go off every three hours and ask yourself the same question: **"How does it feel to be me right now?"** Upon documenting your feeling, I then want you to ask yourself, **"What was I focused on in that split second before the feeling emerged?"**"

This is a very good practice...

Training 5: Rewiring Your Focus to Get What You Want

"Set the same alarms you have set in the past couple of weeks. This time around, **when you notice yourself feeling bad, identify the focus that is making you feel bad and then flip it**. Once you flip it, **document the new feeling that emerges**. You are not choosing the feeling. You are documenting what feeling emerges when you change your focus. If you notice you are feeling good, there is nothing to fix. Just document your feelings and focus and move on."

Training 6: Eliminate What No Longer Serves You

"One thing I oft en recommend at this stage of your training is a media detox. Since you are going deeper into understanding yourself, it only makes sense to start to block out all the voices from other people who may be getting into your head. **Try abstaining from social media, the news, and any other consumption of information this week (good or bad) to see how removing it impacts your life.** At this stage, you are not adding anything new."

Identify the behaviors, environments, things you consume, and anything else that you have observed contributes to your not feeling your best, and either limit or remove those things altogether for the next week. Some examples of this might be:

- *No more snacking aft er dinner*
- *No more coff ee in the afternoon*
- *No more social media on my phone*
- *No more gossiping about people*
- *No more email on my phone*
- *No more news apps on my phone or no more watching news*
- *Limit alcohol/smoking*
- *Limit TV time*
- *Eliminate or limit interactions with "x" person*
- *Eliminate or limit "x" environment from your weekly schedule*

Training 8: Step Into Your Vision

"If you are good at visualization [...] simply turn on your favorite relaxing music, close your eyes, and **imagine what you would like your life to look and feel like one year from now.**"

"After you complete the visualization, write down a descriptive story of what you are experiencing in this vision for your future life. **Write this story in the first person as if it is already true.** Describe the detailed vision you are stepping into as if it were your reality right now. Again, write this in the same document that you have done all the previous exercises. This might look something like this: *I wake up feeling refreshed, energized, and grateful in a comfortable bed next to the person I love most in a beautiful room that inspires me.*

Before getting out of bed, I bask in the gratitude of how far I have come on my journey and how excited I am for the day ahead. I start my morning slowly with a hot cup of coffee and some inventory of what's on my calendar for the day. I do some stretching and meditation to ground myself before getting into any work. After eating a nutritious breakfast that fills me up, but keeps me feeling light, I move into my favorite task of the day, which

is working with one of my most inspiring clients. [...] Read this every morning when you wake up and every night before going to sleep for the next seven days."

Epstein goes on to describe replacing old beliefs with new ones, recording yourself saying the new belief and listening back to it, and understanding (and changing) the habits that aren't serving you. He recommends taking things slowly, practicing one thing each week and building from there (smells like Atomic Habits by James Clear). Actually, a good process I think.

A brief commentary: This book is almost the very definition of woo-woo. But then again, Epstein thought the same at the beginning. In my reading—as with much of my reading with other authors of various disciplines—I like to get others' POV about how they 'do the work' in order to frame my own clinical work. There are plenty of helpers out there who do things differently ... and get results. This is one of them. Epstein works with the best of the best and seems to help them out. What did strike me, however, was that he encouraged a kind of Gnosticism in his writing—that is, hidden knowledge you'll only learn through his process. That made me skeptical. For example, he says how he has the answers that many therapists don't have at one point. Admire his confidence—be wary of people who claim theirs is the way. End.

These notes were collected by psychotherapist and author Emil Barna in 2025 in his efforts to assist with professional development and further education for himself and those who read them. You can find out more about Emil by visiting www.barnacc.com

"A text without a context is a pretext to a proof text."
—Dr. Don Carson