



A COMPILATION BOOK BY BOB CUTLER

# PUNCH YOURSELF IN THE FACE

THE 25 WAYS WE SCREW OURSELVES OVER  
AND WHAT IT ALL MEANS IN THIS CRAZY WORLD



“If you think my grill is good, you should get a taste of this book.”

—**George Fourman**

“The knowledge that you’ll learn in this book is what makes me a real fighter.”

—**Ronda Rosey**

“This book is almost an earful.”

—**Mike Tyson**

“... it’s so true, you hate it a little.”

—**Brad Pitt**

“I punched myself and I liked it.”

—**Katie Perry**

# **PUNCH YOURSELF IN THE FACE**

**BOB CUTLER**

First edition published August 2018  
Published by C3 – Creative Consumer Concepts  
10955 Granada Lane  
Overland Park, KS 66211  
913-491-6444

Written by Bob Cutler, Brit Haines and Joe Siess  
Layout by Britt Bogdan  
Proofreading by Erica Cohen and Theresa Kelsay  
Printing by Blurb  
Project Managed by Erica Cohen and Emily Higinbotham

**PUNCH**  
**YOURSELF**  
**IN THE FACE**

## TAKE A LOOK AROUND YOU.

How can anyone be sick, addicted, poor, hungry, lonely, in need, or without a place to call home? Sure, some are less fortunate through no fault of their own. Hardship can come in the form of genetic defects, unavoidable accidents, harm perpetrated by another, or worst of all, having parents that are assholes — the sad cases for which we all have empathy.

Others seem unable to help themselves. You hear it's not their fault. They are victims of themselves, unable to rise above the crappy hand they were dealt. Maybe you even know some that rake in various forms of the government aid you've involuntarily doled out.

The fact of the matter is, life doesn't discriminate. No, sir. Life doesn't care who you are, how much money your parents have, or what you do for a living. It just unfolds on its own, and if you aren't careful, you might wind up selling encyclopedias on the phone. Remember those? Or worse, you could be sent to federal prison for a crime you didn't commit. Anything is possible, and that can be terrifying.

But we make poor choices, we procrastinate, and we don't learn from our mistakes. Aren't we also our own worst enemies?

We must all consider this question at some point. Sometimes the most destructive forces in our lives come from within. Blaming others when things don't go as planned is just another way we screw ourselves.

At some point, we all fuck ourselves over. Then we come back to the proverbial whip for more punishment. Most times we don't even realize we're doing it, but sometimes we do! Oh, the irony. As Americans, we have access to technological advances many countries can't afford. With knowledge at our fingertips, available with a simple click, we can find an answer to any question in a matter of seconds. Yet, an undernourished brain repetitively farts, allowing us to continue our idiocracy, repeat mistakes, and find excuses for our inability to act as we, after careful thought and consideration, realize we should. Or worse, reality strikes like the fist of a 250-lb. champion MMA fighter with brass knuckles (or fill in your own shit here), and we still refuse to change.

The only constant in this world is change, yet change scares the shit out of most people. The reality is that we are nothing but creatures, creatures that change. We adapt and overcome to make the best of any situation no matter how grim. It's what makes us human. It's why we're still here.

However, whenever we see people in wheelchairs playing basketball it makes us feel like unappreciative bags of crap. Think about it. Watching people in wheelchairs playing basketball rips open the curtain on our own wretched state of affairs. We realize that we are ungrateful, constantly agitated for no reason at all, and always seeking out petty kicks to numb ourselves from the dark realities of the human condition. People in wheelchairs playing basketball. Now that's inspiring. Whenever you feel like you are stuck and unable to change for the better, suck it up! There are people in wheelchairs playing basketball.

**We all get up and then get knocked down again, over and over and over...it's called LIFE.**

## **WHATEVER YOU WANT FROM LIFE, WHERE YOU WANT TO BE, WHO YOU WANT TO BE: YOU CAN MAKE THAT HAPPEN.**

You'll never become the President of the United States unless you were born in the states, have a famous last name, or better yet, have your own reality TV show. There are rules in society. The point is that only you can hold yourself back from creating the life of your dreams, the you of your dreams.

You can work toward your goals, change your surroundings, and learn to live a life in forward motion. Nothing is stopping you but YOU.

If you don't want to change anything in your life, don't. It's your life, your choice. If you truly want to fuck yourself over, go ahead and pull up to the seediest roadhouse off I-70. Walk up to the toughest, meanest, nastiest looking biker you find, call him an asshole, and say his girlfriend looks like an ugly man.

You won't have to punch yourself in the face ... that snarling, bearded, beast of a man will take care of it for you. Then you're officially fucked.

However, if you want to stop punching yourself in the face or putting yourself in situations where you get your face punched in, continue on.

**You're about to learn a thing or two.**





\*\*\* PUNCH YOURSELF // 05

## WHY DO WE PUNCH OURSELVES IN THE FACE?

Well, it's actually pretty simple.

Everybody's favorite pervert, Sigmund Freud, decided that human beings are wired with two essential drives. The drive to live and the drive to die. We punch ourselves in the face because part of us desires self-destruction, while the other part wants to live forever. Another way to look at it is that we both love and loath ourselves simultaneously.

This can be confusing and lead to a startling array of issues such as chronic alcoholism, sexual deviance, and in some cases murder-suicide, but rest assured that balance can be achieved.

Happiness expert and author of *The Happiness Project*, Gretchen Rubin, told the *L.A. Times* that the major obstacle in the way of our happiness “is the sheer scale of mental magic people invent so as to not have to change or grow or do a single thing differently than the day before.”

In other words, we mentally psych ourselves out. We procrastinate, create excuses or loopholes to get out of committing to change, or we can be downright selfish or lazy. We effectively punch ourselves in the face without even thinking about swinging the arm at all.

Perhaps we're all a bit masochistic in the way we deliberately set ourselves up for hardship and failure. We don't realize it, but self-sabotage seems to be commonplace in a world filled with more choices than any respectable person should ever have to face. Not that having choices is a bad thing, to the contrary, but again and again people choose questionable paths in life.

Thoughts like "I can't help myself," "I've been so good, it's okay for me to [insert your favorite disgustingly unhealthy habit here]," or "I don't have time to try because I'm too busy," are all excuses, loopholes your brain uses to keep you down. The most common excuse people seem to make when they don't know how to live is something like, "What difference does it make?" (Sorry, Hillary).

And the only answer depends on how different each day of your crappy life looks.

**Have you done anything today to make it better?**

## THE FIRST JAB: THE TRUTH HURTS.

Truth guides us through life and helps us make logical decisions, but like an unintentional stapler to the groin, it smacks the unprepared mind into denial.

“We are always right!” our ego screams. (Especially when we’re not.)

In fact, we are rarely right. Nobody really knows what the hell is going on here. Call it the curse of consciousness. We wake up every day on this hunk of space debris swirling around a huge ball of gas and think, “What a beautiful day.” Don’t think too long or hard about that!

If a fact doesn’t fit our version of reality, it’s rejected because denial serves to protect the ego from pain. The pain of being wrong, the pain of failure, and the pain of the unknown are all more important than any fact under question.

Burying our pain in a heap of denial is like learning you have a tumor and then slipping into a tanning bed with a cigarette dangling from your lips. You can ignore the truth all you want, but in the end, you will die of cancer unless you accept the facts.

According to life coach Linda Perry, “That denial can cost us – whether it’s time, mental or physical health or our own self-esteem.” Living in denial creates unhealthy patterns that keep you stuck while the people you love, people who have moved on with their lives, only stare back at you from photos of happier days.

Soon, you'll wonder why your life sucks so much.

You'll drag yourself through misery and regret, scraping through existence like dead leaves blowing across an empty Walmart parking lot, unless of course you can figure out how to stop living in denial.

You know smoking is destroying your lungs, but you don't believe it. You know you'll get ulcers when you hit 50 if you keep eating junk, but you drive through just one more time. You know you should get out and exercise, but your favorite show is on. You know what you want to do with your life, but you don't think you deserve it. That is denial.

The best way to avoid the trap of denial is to listen to the people around you who claim to care about you. Sometimes we just need to know that someone else wants us to be happy too. Take people's advice and strive to live the life you pictured for yourself long before your imagination was crushed by the droning mundaneness of adult life. Never let your inner child grow up, and never ever give up your uniqueness.

Stay strong and positive and never stop fighting to preserve your creativity. Once creativity is stifled, the world becomes a cruel and heartless place, and that's when denial sets in. We tell ourselves that "this is just how it is," and spend our valuable time on earth living a lie of our own creation.

## THE HOOK: CHANGE IS HARD.

Change is scary and requires effort on our part, which is why it's difficult to carry out necessary changes. And when denial couples with fear, we stop in our tracks, paralyzed like a deer caught in the headlights of a big rig barreling at full speed dead ahead.

Fear is healthy and keeps us alive, while inaction only causes problems to grow. Before you know it, a small task multiplies, and you're stuck with a huge pain in the ass, all because you didn't take care of business in the first place.

This leads us to the topic of procrastination. There are two types of procrastinators: those who fail epically because they wait until the last minute and the procrastinators who thrive on pressure and pull it off with flying colors. The first kind of procrastinator would do well to shake this habit and take ample time to get their stuff done.

But for the few who thrive on pressure, performing in full crisis mode is the only way they can get any real work done. The looming threat of failure and disgrace serves as a powerful motivational tool at which these individuals are able to pull literally anything out of their ass at the very last minute with nobody being the wiser. Aka. ME!

No doubt this is a rare breed, but they tend to be successful. For the rest of us though, procrastinating only leads to a career stained with mediocrity and self-doubt. In the end, nobody will believe in what you do unless you believe in it yourself.

Michelangelo didn't get to paint the Sistine Chapel ceiling because he got lucky. Avoidance won't work either. These 'hiding behaviors' have a way of bleeding into other areas of life, according to John Moore, PhD.

Basically, hiding is an instinct that comes from an inner need to protect yourself, and it helps you disappear into a disconnected void.

If you are not there to act, to grow as your life progresses, you can kiss everything you ever held dear goodbye.

The truth is that good things don't come to those who wait; good things come to those who know where to look for them.

Sometimes people do get lucky though. It's possible to be in the right place at the right time, but don't put all your eggs in one basket. The smack addict under the bridge wins the lottery, a tornado sucks up a baby and it shows up miles away unharmed, etc.

**These things happen, but don't expect that they will happen to you.**

## THE UPPERCUT: THAT LITTLE VOICE INSIDE YOUR HEAD WON'T SHUT UP.

Your ever-present dark voice of reasoning, the mean voice inside your head, nags that your attempts at change will fail. Like denial and fear, negative thoughts leave you stuck, miserable, and alone. Not even your sweet Great-Aunt Sally will want to hang around you.

Again, we are wired to destroy ourselves. We are just animals charging madly toward our own demise. Accepting this is a crucial step toward creating a life that doesn't suck. Instead, do yourself a favor. Separate out fact from fiction, the lies you've told yourself, the excuses you've made. Face the truth and make your move to conquer any obstacle set before you. The time is now.

Psychology Today says that “when you avoid something that scares you, you tend to experience a sense of failure.” Each time you avoid change, you build negativity around the task, ruining any progress you may have accumulated.

You start over from scratch, only this time you harbor more negativity and avoid what you fear even more. It's a downward spiral.

Someone once said the only way out is through facing your fear. Overcome it, and you can master your life.

Unless of course your greatest fear involves wild beasts or flesh-eating bacteria. Flying to Zimbabwe and hiring a private safari guide off the Internet to conquer your fear of lions would be unwise. Not all fears are meant to be faced.



## **THE KNOCKOUT: KNOWLEDGE MEANS NOTHING IF YOU DO NOTHING WITH IT.**

In a world where knowledge is a hot commodity, it pays to know where to go sniffing around for it. The knockout, the final blow that leads to your life ruin, is when you allow the facts to go ignored, when you continue to do nothing.

Facts will always prevail. Hard to swallow at times, facts improve our world. They track our progress and help us to create a better future.

While evidence is a great tool, it's what you do with the data that matters. Knowledge is power, and facts will help you obtain your goals, if you do something with them.

**Will you use updated facts to create a better life, or will you ignore the naked truth staring you in the face?**

## THE CHOICE IS YOURS.

By reading this far you've taken the first step toward the light, and it's the good light. You're taking baby steps toward a happier future and away from a stagnant (or worse, a rapidly declining) life.

Through positive thinking, realization, and continuous learning, you can live a better life, where you are not your own worst enemy, an unknown threat lurking in the bushes just before the finish line.

To avoid punching yourself in the face, there are 25 things contained in the following pages to take into account.

The context of the commentary has a “sarconic” tone, a combination of sarcasm and irony, without the grim mocking associated with sardonic. These 25 things are our tips to you about the things we don't always realize we should do, the things we sometimes fail to do, and the things we do that drive us crazy.

Twenty-five everyday things that we all do (or refuse to do) that fuck ourselves over, things each and every one of us need to remember in order to avoid punching ourselves in the face, and how ridiculous it all truly is.

Because in the bitter end, what we do with the facts is of no concern to anyone but ourselves.



PUNCH YOURSELF  
PUNCH YOURSELF  
PUNCH YOURSELF  
PUNCH YOURSELF  
PUNCH YOURSELF  
PUNCH YOURSELF  
PUNCH YOURSELF  
PUNCH YOURSELF  
PUNCH YOURSELF  
PUNCH YOURSELF





PUNCH YOURSELF IN THE FACE IN PUNCH P YOURSELF IN THE FACE IN PUNCH P YOURSELF



# 01

## YOU DON'T HAVE SEX AS OFTEN AS POSSIBLE

“Truly, a little love-making is a very pleasant thing.”—L.E. Landon

Sex isn't just good, it's good for you in some pretty surprising ways.

Damn near every educational institution around the world has researched the benefits of sex related to a person's physical, mental, and emotional well-being. The benefits are vast, from improved immune system function to reduced heart disease, stress, anxiety, and as a result, lower blood pressure. You may also notice a nice boost in happiness, which isn't just because you had some fun. Sex affects us on a chemical level, changing the very way our brains function.

Psychology Today points to hard evidence that sex and intimacy function as a natural antidepressant. In their study, researchers found that a bunch of horny rats had fatter hippocampi (a part of the brain that regulates stress levels) than the sexually deprived rats in their study. The sex-crazed rats also had more neurons in their brains than the celibate rats, leading researchers to conclude that sex enhances cognitive function.

**If that's not a good reason to get it on, I don't know what is.**

# 02

## YOU BELIEVE REALITY TV IS REALITY

“Reality TV is anything but.”—James Dyson

Sorry, reality TV is not reality. It’s scripted to entertain the people who obsessively enjoy watching drama unfold in the lives around them. It’s not real. No one can remodel a house as cheap or fast as they do on HGTV, regardless of what your wife, girlfriend, or friends tell you. It’s TV! You want true reality? Watch a space documentary. They always seem to put things into a brutal perspective that we all tend to ignore.

**“ You want true reality?  
Watch a space documentary. ”**

This rock we call home is barreling around a monstrous ball of gas at speeds exceeding 66,000 mph, and at any given moment in time and space, this whole bizarre thing we call terrestrial life will inevitably be incinerated into a seething clump of galactic debris. That’s reality!

Hell, according to an article in *The Richest*, one small gamma ray burst, black hole, solar flare, asteroid, or comet strike could wipe out earth in seconds, and that’s not to mention an ever-feared alien attack from a super intelligent planet far away. Now, there’s some drama for you. Not to ruin the fun, but life is just too short for nonsense and drama.







# 03

## YOU FORGET TO HOLD THE DOOR OPEN

“Hodor!”—Hodor

Ten bucks says that when you were a kid your mom forced you to mind your manners, and for multiple reasons. Like your survival in society, for instance.

“He was killed for a lack of manners,” reports New York Daily News. A middle-aged man was brutally flogged to death by a whopping swarm of addicts outside of a Methadone clinic in Brooklyn after he “forgot” to hold the door open for someone who did not take too kindly to his intolerant behavior. And he’s not the only one!

In 2016, another man who neglected to hold the door open for a woman exiting the McDonald’s behind him was shot and killed in Las Vegas. As these cases show, people can become quite angry over forgotten manners.

Of course, preexisting tensions might’ve been a factor, but you never know what people are capable of. It’s much easier to hold the door open and be courteous for your fellow humans rather than risk getting your teeth kicked in.

**P.S. Before you barrel into an elevator as soon as the doors open, let others out. This isn’t Hong Kong.**

# 04

## YOU RIDE ALONG WITHOUT A SEATBELT

“Common sense is a flower that doesn’t grow in everyone’s garden.”—Anonymous

“Click it or ticket?” More like, “Click it or cost taxpayers thousands of dollars a year to dig your charred corpse from a mangled heap of smoldering metal.”

Today, we all know how dangerous it is to travel at high speeds without safety precautions, yet millions still don’t buckle up every trip. As recently as 2015, more than half (52-59%) of the 22,491 ‘passenger vehicle occupants’ killed in auto collisions in the US were not wearing a seat belt at the time.

The statistics are gruesomely clear: a seat belt increases your life expectancy even if you’re just along for the ride. And when reluctant, arrogant drivers and passengers don’t click it and face the inevitable, taxpayers pony up the cost. Non-fatal crash injuries alone cost over \$48 billion in lifetime medical and work-loss costs. Guess where that money comes from?

**Moral of the story: Think of the bigger picture and do the right thing.**





# 05

## YOU HAVEN'T CREATED CLOSE FRIENDSHIPS

“Friendship is like peeing in your pants. Everyone can see it, but only you can feel the warm feeling inside.”—Unknown

Not having close friends is an effective way to doom yourself to an anxiety-riddled lifetime of asking yourself too many questions at night.

And the downfalls only get worse from there. Psychologists in Utah analyzed data from more than 3.4 million people, concluding that not having friends is linked to a variety of physical health issues carrying the same risks as smoking 15 cigarettes a day. The best remedy for feelings of isolation and instability, they found, is talking to good friends.

There's no better therapy than spending time with your friends. When the world gets the better of you, find your craziest friends and do something you've never done before. Close friends keep you grounded and happy, and these relationships affect us on an increasing variety of levels. Interestingly, researchers have found that, when faced with a serious illness, those with a strong social network are in the best position to survive because the loving support they receive aids their healing.

**{ The bottom line is, we simply could not live  
without each other. }**

# 06

## YOU DON'T SAVE MONEY FOR RETIREMENT

“The lack of money is the root of all evil.”—Anonymous

Many scoff at the idea of saving money but don't understand that not saving money is an express ticket to a miserable future.

What you do right now dictates the future you will have, including your retirement. A survey from the National Council on Aging that found that today's workers aged 65-plus outnumber teenage workers for the first time since 1948. So if you don't save money, you'll be one of the many 79-year-old, part-time retail workers on their aching feet each and every day. Maybe you could jump in front of a mail truck and sue the government for a fat settlement. That's always an option.

Or, you could be like smart Americans who've invested money in the only free money savings possibility available: an employer-matched 401k. You'll retire by the age of 65 and finally have time to learn French, join the Peace Corps, try skydiving, volunteer in your community, visit every state in the country, or take your grandchildren to the zoo on a Wednesday. Whatever you want!

You'll retire knowing your future is limitless and die knowing your family is taken care of long after you're gone. Doesn't that future sound better?







# 07

## YOU CAN'T LAUGH AT YOURSELF

“When you're born you get a ticket to the freak show. When you're born in America, you get a front row seat.”—George Carlin

There's nothing in this world like an authentic belly laugh! Unless you were diagnosed with a chronic illness and given three weeks to live, there's no reason for you not to laugh.

Each chuckle may just make you smarter. Our friends at Psychology Today say that a sense of humor is a trait of intelligence, yet only the truly intelligent own the ability to laugh at themselves, even when they royally screw up. In fact, research shows that people who can laugh at themselves are much happier, more optimistic, and experience better moods. Boosts like this will make you feel great and help you accomplish your dreams. Isn't that what life is all about?

If we can manage to laugh at ourselves, life becomes something more than just a grueling one-way ticket to the grave. It becomes funny and worthwhile. There is no reason for you to only laugh a measly four times a day, which is how often the average 40-year-old chuckles compared to the 300 times per day of the average four-year-old. Only the strong willed and faithful see humor where there seemingly is none.

**It's okay to be a four-year-old and let loose once in a while!**

# 08

## YOU FORGET TO SHOW PATRIOTISM

“To survive in peace and harmony, united and strong, we must have one people, one nation, one flag.”—Pauline Hanson

Never being patriotic is like showing up to a party and being pissed off the whole time. A party is supposed to be fun, engaging, and inclusive, like healthy forms of patriotism.

As a Daily Mail article points out, researchers claim humans evolved ‘super brains’ around 75,000 years ago that lead to a ‘hive mind’ or ‘collective mind’ crucial for our evolution. Patriotism leads to a similar state of mind, a sense that together, we can do this. Whatever this might be.

**“ Never being patriotic is like showing up to a party and being pissed off the whole time. ”**

A study by the Chapman University Survey of American Fears found 22% of Americans deeply fear loneliness, which proves just how much we need to feel like we’re not a lone wolf. We need to feel like we’re a part of something bigger than ourselves.

Without diversity of ideas, feelings, and cultures working together to punctuate our national identity, we’d stop being human. We’d drive away the very thing we ultimately can’t live without: a sense of oneness in the face of infinite blackness.





# 09

## YOU UNDERESTIMATE THE POWER OF LOVE

“You know you’re in love when you can’t fall asleep because reality is finally better than your dreams.”—Dr. Seuss

Love can produce either monstrous personal hardship or everlasting, meaningful joy. Rest assured, love does exist.

If you think you’re immune to love, you’re wrong. Even if you’re not ready, love will grab you by the feet, flip you upside down, and shake you until you tingle all over. It might change your life. Even if it’s a puppy, you’re going to experience love. If you are reading this, you’re human (I hope) and capable of experiencing love.

In fact, research suggests affectionate, strong relationships with a supportive partner (or puppy) contribute to lower reactivity to stress. Everyday events are handled better due to your enhanced cardiovascular health, among a lengthy list of other benefits. But be careful not to go overboard. There’s a reason Cupid is said to have come from Chaos, as falling in love produces neurological effects like cocaine, making us literally high on love. And high people do crazy things. Just look at the NASA scientist who stole a safe containing \$21 million worth of moon rocks for, not his wife, but a woman he met only three weeks prior.

**Be open to love, find your magic, but don’t forget to use your brain.**

# 10

## YOU ONLY PLACE TRUST IN YOURSELF

“Trust me, you can dance.”—Vodka

Trust is an essential ingredient of all quality human relationships. We need to trust because, without it, we are isolated. But that doesn't mean you should always trust everyone and everything. In a world riddled with manipulative sociopaths, it's important to learn how to decide who's worthy of your trust.

Originating in the barbaric past of our cave-dwelling ancestors who had to quickly decide friend vs foe, we quickly size up strangers around us. A study published in the *Journal of Neuroscience* claims that our brains only take 300ths of a second to complete this task, which isn't always failproof.

In today's world, no one wants to wrongly extend their trust. According to D. Harrison McKnight of Michigan State University, the real distinction between being trusting and being a gullible person “is that only one of those tendencies relies on evidence.” When we trust others, we're also trusting that we've made the best decision given the circumstance. We weigh the options and consider the facts, all while knowing we will make mistakes sometimes, but that ultimately, everything will be okay. Unless you invest your life savings in your Uncle Vinny's automatic meatball-making machine.

That's how meaningful connections with others are cultivated, and you need people more than you might want to admit. Not everyone is a narcissistic maniac who wants to eat you.







# 11

## YOU HAVEN'T ADOPTED ANY FURRY FRIENDS

“Until one has loved an animal, a part of one’s soul remains unawakened.”—Anatole France

Man’s best friend has run at our side for a long time – not because humans need to dominate all surrounding animals, but because of the amazing health benefits we gain. Scientists believe our ancestors formed a close bond with wolves, today’s dog ancestor, and began domesticating dogs around 30,000 years ago. And we have been the better for it ever since!

The American Heart Association says pet owners see a reduced risk of heart disease (among tons of other physical benefits), but the really crazy part is that when patients who didn’t own a pet before their diagnosis decided to bring home a furry friend, their survival rates drastically increased.

Study after study shows that pet owners, especially dog owners (sorry, cat people), exercise and socialize more, promoting lower stress and better health overall – which is exactly why pets help us live longer. A longer, happier existence.

**Go adopt a puppy today and you can bet you’ll both reap serious benefits.**

# 12

## YOU DON'T EXERCISE REGULARLY

“People do not lack strength, they lack will.”—Victor Hugo

Exercise works magic. (Especially when coupled with hormone treatments). But truly, determination and commitment help successful people continue to work hard and maintain their goals.

Consistency is the key to the long-term. No one can maintain the same schedule with exercise included in each and every day, so don't be hard on yourself. You'll miss a day, or maybe a week. But over a lifetime, what's a few weeks here and there? Nothing.

It doesn't take much. Recent data from studies in *The Lancet* and the *Journal of the American Heart Association* show that folks who regularly exercise, even as little as 30 minutes of walking, five days a week, have lower rates of stroke, heart disease, dementia, diabetes, and breast as well as colon cancers. A natural remedy for depression and anxiety, regular exercise can even save you \$2,500 a year on health costs!

**The only way to get it done is to get it done,  
so the next time you forgo that morning jog to  
binge watch your favorite Netflix series, just  
remember you might pay for it later.**





# 13

## YOU THINK YOUR DOCTOR WILL ARRIVE ON TIME

“Never go to a doctor whose office plants have died.”—Erma Bombeck

Doctors are busy. And frankly, anyone who had to watch stab victims bleed to death on hospital gurneys in strange cities at odd hours of the night to get where they are in life earned the right to take their time.

Unfortunately, people don't like to be kept waiting. According to a Vitals report, patient satisfaction plunges after 20 minutes of waiting, yet people wait in sweltering doctors' offices in Alabama and many major metropolitan areas in the south for an average of 23 minutes and 25 seconds. Stress, boredom, and anger kicks in; you soon feel your life slipping away as the minutes tick.

Psychology Today says the best way to get through the wait is to stop thinking about the outcome and focus on something you enjoy instead. If it's the germ-filled space bothering you, ask the receptionist if it's okay for you to wait in the hallway or outside. Always be prepared to wait for your doctor. Use the time to play on your phone, bring a book to read, or call your mom. It could be a while.

# 14

## YOU'RE NEVER KIND TO STRANGERS

"A single act of kindness throws out roots in all directions, and the roots spring up and make new trees."—Amelia Earhart

Our society says we're all independent actors struggling for personal gain, and that being kind to others is not conducive to our ultimate goal of survival. This is a false narrative pushed on us by people who don't understand human nature. We are meant to be kind to each other. To give to each other. To work together toward a common goal.

By denying others the kindness and respect they deserve, we are stifling our own humanity. We become selfish and paranoid. We wind up pushing our loved ones away from us while we fester in self-pity. In fact, a study published in *Clinical Psychological Science* showed that stressful days result in negative feelings about life overall, but it also determined that if the participants in the study helped others on those stressful days, no negative feelings were reported.

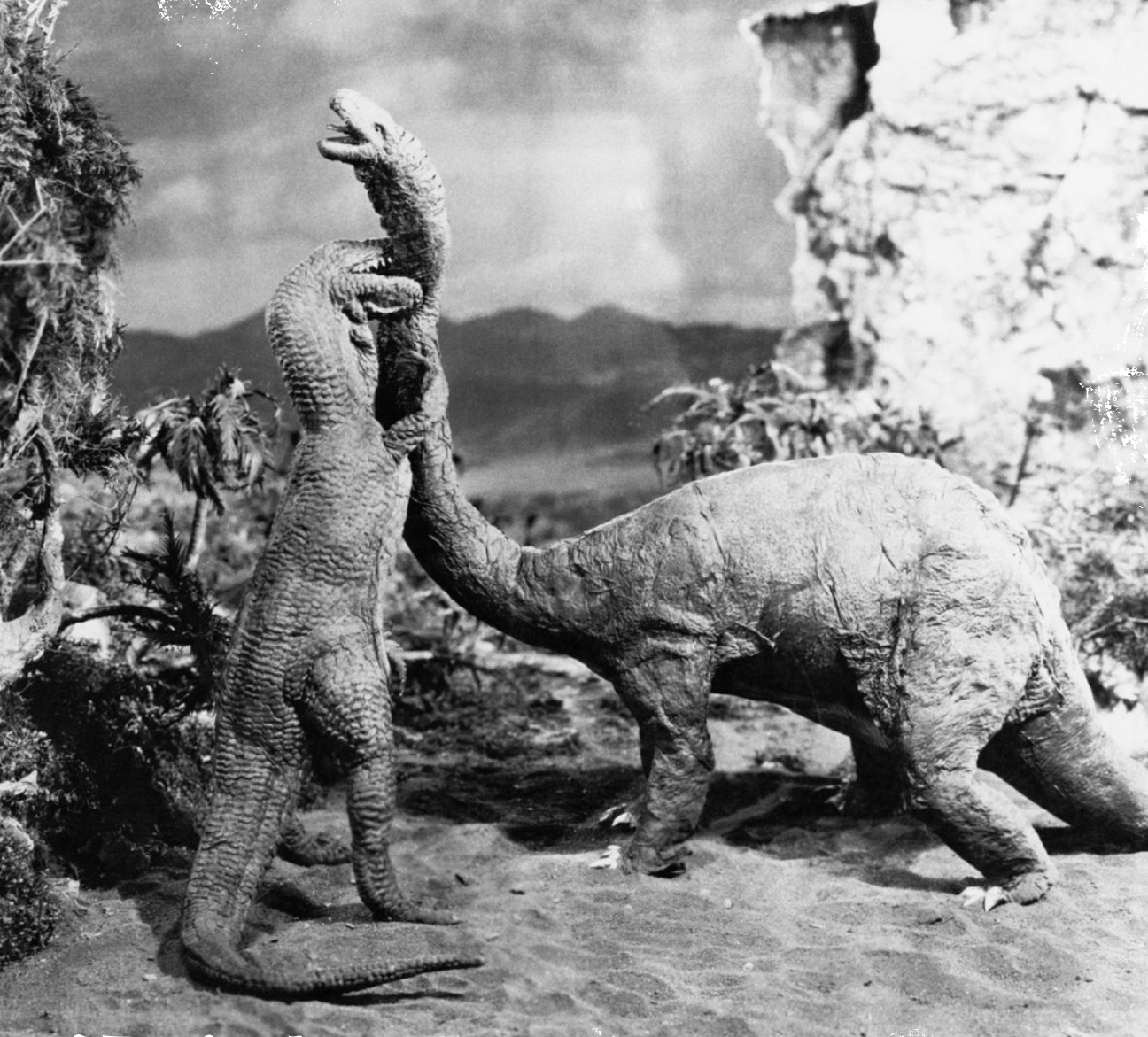
These benefits extend to volunteer work, as volunteers are often kind to the people they work around whether they know them or not. ABC News even found that the health benefits volunteers receive help them live longer, happier lives.

Now, if you have absolutely no spare time, don't volunteer. Whether your mom was Mother Teresa or Mommie Dearest, if you want to absorb these awesome gains, listen to her when she said to treat others the way you want to be treated.

**Simple, right?**







# 15 YOU BELIEVE THE INTERNET NEVER LIES

“They were so strong in their beliefs that there came a time when it hardly mattered what exactly those beliefs were; they all fused into a single stubbornness.”—Louise Erdrich

The Internet can be a weird place. It’s a hotbed for false and misleading information that’s crawling with perverts and crooks.

With the rise of technology, readers don’t fully know if an article is from a credible source without prior research. In Macedonia, for instance, there’s a 17-year-old kid that made \$60,000/year peddling fake news articles across social media during the 2016 presidential election. “You see what people like and you just give it to them,” the teen told NBC. Regardless of the truth.

Even liberal (semi) fact-based news from the Washington Post was called out not that long ago for a report on how the Russians infiltrated Vermont’s electric grids, which turned out false and scared the piss out of a lot of people. Nice try, Bezos.

In this post-fact era, where the truth is merely what one makes of it, any smart person will fact-check, try to corroborate the story, or read knowing that the words are just one person’s opinion. Or better yet, just throw your hands up in the air and admit that you have no idea what’s really going on anymore.

# 16

## YOU ALLOW YOURSELF TO BURN LIKE A LOBSTER

“Who has never been burned in the sun won’t know the value of shadow.”—Turkish Proverb

Don’t tell George Hamilton, but the sun is no joke. Even ancient Egyptians, who dressed up and ritually fed an oil soaked statue called Ra, knew better than to mess around with the gigantic ball of fire that dictates our lives.

Let’s put it into perspective: The sun’s core temperature can reach an unfathomable 27 million degrees Fahrenheit. The rays it produces affect us each day, keeping us alive. It’s one of the most powerful and potentially harmful forces in our daily lives.

Sunlight, which takes a little over 8 minutes to beam down to Earth at skull shattering speeds of approximately 670,616,629 mph, shouldn’t be taken lightly. (Pun intended.) Unless you want sunburns, which will later produce wrinkles and skin cancer, doctors say a good rule-of-thumb is to expose a fifth of your body to the sun for 20 minutes, three or four times each week to fully take in the Vitamin D and serotonin you need, without the harmful effects of UV rays.

**Next time you’re at the beach and you see a bunch of oiled up tourists baking under a sweltering sun, consider becoming a dermatologist. Protect yourself now by slathering on the SPF 45.**





50 // PUNCH YOURSELF \* \* \*

# 17

## YOU ALLOW FEAR TO HOLD YOU BACK

“A good scare is worth more to a man than good advice.”—Edgar Watson Howe

Fear is one of the most primitive human emotions. Our natural psychological alert mechanism against real and potential threats, it is essential to our survival. But what we irrationally fear is something entirely different and sometimes needs to be ruthlessly beat into submission in order to move forward. I.e., Clowns.

Studies show that fear is programmed into us as children based on what the people around us fear. Many of these learned fears are silly, yet the Center for the Neuroscience of Fear and Anxiety (can you believe such an organization exists?) says there's not much neurological difference in the brain between the fear associated with seeing a deadly snake slither past you and watching the stock market plunge 1,000 points.

Emotions can't tell the difference between rational and irrational fear in the same way, but that doesn't mean you don't have a say in the matter. Researchers say the only way to unlearn your irrational fears involves suppressing them because the longer you allow them to continue, the more your anxiety and fear grow.

**If we can learn to ignore our idiotic fears while understanding which fears are rational and essential, nothing can hold us back.**

# 18

## YOU OVERLOOK YOUR CURIOSITY

“Curiosity may have killed the cat, but it has never been detrimental to the doctor.”—Peter J. Steinchrohn

The modern world has a way of ruthlessly sucking away our curiosity, replacing it with plain complacency and leaving the less curious stuck in a purgatory of normalcy. Everything continues to stay the same.

As children, we are curious. How many of us played with strange reptiles or almost blew our faces off with fireworks on the 4th of July? Eventually, we grow up and struggle to maintain our curiosity. We are taught that frogs are dirty and fireworks are dangerous, so we watch TV instead. Curiosity is stymied when a person's life becomes a function rather than a journey, and a lack of curiosity is nothing more than an unconscious sign of fear or concerns for the consequences of failure. Not moving forward, concerns about change, or true fear of the unknown pops up when we attempt something new. Fear will hold you back if you allow it, but you can repurpose that fear into a mere concern and use it to propel your life forward.

**“ Healthy curiosity is  
tempered with common sense ”**

Being curious is a sign of intelligence as well. Of course, healthy curiosity is tempered with common sense. But people who try new things out of pure curiosity live better lives because there's always something new to explore.







# 19

## YOU GIVE PEOPLE A SINGULAR CHANCE

“There is nothing final about a mistake, except its being taken as final.”—Phyllis Bottome

No matter how bad somebody screws up, they could surprise you if given one more chance. The main problem with rejecting someone is that most of the time we do it in the heat of the moment without considering the “why.”

But how can we control our reactions long enough to walk a metaphorical mile in another’s shoes? Psychology Today explains that you can shed light on why a person’s actions affect you and understand your inner self by considering reasons they deserve rejection. Then take a step back to weigh the options while remembering to lean toward forgiveness.

People are constantly changing and growing , and the relentless march and indomitable force of time (or incarceration) can turn the most helplessly delusional and irresponsible among us into reasonable and considerate human beings.

**Don’t hold the past against others if they’ve learned from their mistakes.**

# 20

## YOU NEVER HANDWRITE A THANK YOU LETTER

“It’s funny; in this era of email and voicemail and all those things that even I did not grow up with, a plain old paper letter takes on amazing intimacy.”—Elizabeth Kostova

If you’ve never written a thank you note, you were probably born within the last couple decades. The concept of writing with ink on paper may be foreign to you. Yet, people still yearn for the subtle nuances of a material past that are swiftly dissolving away into a cyber future, and there is much to gain from this simple gesture.

That’s right, the thank you note isn’t dead. Benefits extend to both the reader and writer of a thank you note. As a matter of fact, a recent Gallup poll showed 94% of Americans have a positive reaction to receiving personal letters and cards. The other 6% are mean narcissists that aren’t worth writing to anyway. Good luck figuring that one out.

Not only will your loved ones be happy, scientists studying positive psychology found that a single act of thoughtful gratitude produced an immediate 10% increase in happiness and 35% reduction in depressive symptoms for the giver. It holds true across age groups, from pre-teens to pensioners. But here’s the bad news, the action must be repeated every 3-6 months for the benefits to continue.

**So grab a pen and a sheet of paper, tell those you love how grateful you are. Just make sure you do so every few months.**





# 21

## YOU IGNORE HOBBIES IN FAVOR OF NETFLIX

“I find television very educating. Every time somebody turns on the set, I go into the other room and read a book”—Groucho Marx

Hobbies help us pass the hours in a constructive, enriching manner. Without hobbies, we'd all be hapless dullards, deathly afraid to look away from the TV.

Prisoners, for example, have more time to sit and let their minds wander than anybody, but they adapt to their circumstances and cultivate hobbies because without them, life in the can is unbearable.

A favorite hobby among Americans, on the other hand, is watching TV. The Daily Mail reported that one in four people claim TV as their favorite pastime. If you fall into this category, maybe it's time to start building miniature castles with toothpicks, or buy a bonsai tree. Do something that makes you feel good, otherwise you will become a hopeless workaholic with nothing really to talk about.

Focusing on a hobby provides numerous physical and mental health benefits beyond decreasing boredom, like improved work performance, creativity, confidence, and decision-making skills. And the benefits don't just happen while you're gardening, whittling, or collecting vintage vinyl, they persist for hours afterward.

**Now, you may never be locked up, but hobbies will keep your mind strong, learning, and growing. Without that, you're just another lump on the couch.**

# 22

## YOU FAIL TO LISTEN WHEN OTHERS SPEAK

“Shut up and listen, you moron.”—Unknown

Giraffes hum to each other at night, whales sing, and ants communicate by smearing chemicals all over the place. One way or another, animals communicate without the ability to speak while we'd fall to pieces without our fancy verbal communication.

At some point in our grim past, we began grunting around fires. Somehow this desperate screeching to be understood morphed into language and now all we do is talk. We are even capable of learning other languages, which makes things far more complicated but much more fun.

However, according to research, 80-90% of our communication has nothing to do with words at all. Most is shown through how well we listen to each other, and it's impossible to feign interest when someone's speaking to you. Especially when it's about their latest and greatest accomplishments, just like they did the day before.

As social and emotional creatures, we're programmed to sense when someone is interested in our words and know when they feign interest. How? Ask your wife.

A truly great listener taps into a person's desire to be heard. They know when to shut up and when to speak, what to say and when to say it. A difficult skill to learn, listening is essential to our success in building sustainable and meaningful relationships. Then again, maybe sleeping alone on the couch is your preference.







# 23

## YOU NEGLECT TO TAKE A VACATION

“Just living is not enough... one must have sunshine, freedom, good food, and a little relaxation.”—Celebrity Cruise Line

Vacations are considered a chance at relaxation and taking a step back from our daily responsibilities to recharge, yet many Americans put off rest for retirement.

By the time many Americans actually get the chance to relax, they realize they're older than they expected. They spend their entire lives plugging away at work while their youth shrivels away, hoping that one day they can play backgammon in the heat wearing tacky clothes.

In fact, America is one of the most vacation-deprived countries in the world! The U.S. Travel Association reports that 4 out of 10 Americans surveyed don't take all their vacation days from work. Worse, according to the Bureau of Labor Statistics data, today's Americans are even taking less vacations overall!

What's the deal? We need physical rest and mental reflection to function at our peak and everyone loves vacation, so shouldn't we be taking more vacations?

A balance between work and responsibility is the key to a meaningful life. Stepping out of the daily norm to think and reflect is how ideas are formed and progress truly takes root. Otherwise, you'll become another corporate clone, or worse, a boring cat lady.

“Living on Earth has always been a dangerous way to spend your time.”—Anne Lamott

As children, we were told to look both ways before crossing the street and to keep an eye out for strange men in trench coats at the park. But as adults in the age of technology, being aware of our surroundings takes on a whole new dimension.

If you’ve ever seen a two-year-old surf the web on a tablet, you know how pervasive technology has become in our society. It’s clear the children born today will be far more adept at using the technologies that shape our world. When you can use a smartphone before using a toilet, then you know we’ve entered a new age.

The influence of technology isn’t all positive however.

A study published in the Journal of Media Education reported that college students today are less aware of their surroundings than ever, spending a fifth of their class time playing on their devices. And they’re not the only ones distracted by technology! Noise canceling headphones and touch screens help the frightened, distracted, or disconnected modern man/woman escape from their environment when in all reality, we should all pay more attention to what’s happening around us. Especially when North Korea threatens nuclear war and our society’s elite turn out to be sexual predators.

There’s a lot of shit we need to start paying more attention to, like the road while you’re driving or some other fatal misstep.





# 25

## YOU FORGET TO TELL PEOPLE YOU LOVE THEM

“Love is the extremely difficult realization that something other than oneself is real.”—Iris Murdoch

Whether it’s your grandma, significant other, cat, or a drinking buddy that you adore, saying “I love you” is important. Three little words ignite a burning sense of meaning between two people that transcends life itself. We live in a society severely deprived of intimacy. We fear intimacy, yet desire it more than anything. We can be in a room full of people and feel helplessly alone. But why?

Perhaps it has something to do with how we communicate these days. Many of us prefer to text rather than have a conversation. When in doubt, a face to face conversation is the best move. Not only does it demonstrate respect, it helps form a connection with somebody. Looking someone in the eyes, smiling, and laughing together are all important aspects of human connection that we all desperately crave.

When couples in love gaze into each other’s eyes for three minutes, research shows their heart rates will synchronize. And when lovers cuddle or embrace, the so-called love hormone oxytocin is released, which can help headaches disappear within four hours. If long periods of eye-gazing, hugging, and cuddling can produce such amazing effects, just imagine what hearing the words can achieve.

You could get hit by a bus or choke to death on a stringy piece of fish at a Long John Silver’s tomorrow. Life is uncertain, and danger is all around. Anything can happen, and your time here is limited. Don’t take it for granted.

**Never hesitate to say, “I love you.”**

## FROM TIME TO TIME, YOU WILL PUNCH YOURSELF IN THE FACE.

It's a part of life, a small detail your parents probably failed to mention when they prepared you for the world, to fit in society's standards. Taking action is like throwing a punch, sometimes you hit your mark and sometimes your swing overreaches and you punch yourself square in the face. Honestly, you're lucky if that's the worst that happens. Yes, the hit may hurt. But you must keep moving, keep doing. You must fight for the right to fight. If you don't fight, if you refuse, if you do nothing, you will get knocked out, and it will be your own damn fault, just like Jimmy Buffet said.

Other times you will throw the wrong punch. With the freedom to choose comes the possibility to make the wrong decision. Don't think for a second the choices you make won't have any effect on your life. It's inevitable.

As products of free will, we must be held accountable for our actions in civilized society. Otherwise, the world would be utter chaos (and most of it already is).

If these 25 ways you daily screw yourself over mean nothing to you – well, good luck! You're going to need it. But if you see the opportunities to improve your ways, remember this: life is all about action. We must act to learn and grow, to initiate change, and to hold ourselves accountable for our present-day lives, faults and all. If you act, you will truly live. That's what it's all about. That's what we're here to do. Live well, and most importantly ...

**“Stay thirsty, my friends.”**







70 // PUNCH YOURSELF \* \* \*

## A LITTLE ABOUT THE AUTHOR

Bob Cutler is a successful entrepreneur, political activist, spiritual Jew, competitive ballroom dancer, police officer, student of Krav Maga, and soon-to-be #1 New York Times best-selling author. Best known for his work as the creator and founder of Creative Consumer Concepts (C3), the largest family marketing and design agency in the country, Bob enjoys sharing tips on business, company culture, and branding. He is also A HEMP Mentor, Prepper, and DIY enthusiast.

He is the author of *25 Lessons in 25 Years*, which has landed on the coffee table of some of the most famous celebrities, including Oprah Winfrey, George Fourman, Brad Pitt, and probably somewhere in one of your local dumpsters too.

Bob has been featured in *AdAge*, *The Jewish Chronicle*, and the *Kansas City Star*, all unknown and seldom read news outlets.

He has three grown children, regretfully no grandchildren, and lives in Kansas City. He is in a “living together apart” relationship with his second ex-wife, now girlfriend, who prefers anonymity. Can you blame her? She has two dogs, Chloe and Charlie, which he claims are equally his as well.

Bob Cutler clearly is the second most interesting man in the world.





**EUR 2.000,000.95 / CAN \$9.95 / US *PRICELESS***

Have you ever taken a good look around you and wondered how anyone can be sick, addicted, poor, hungry, lonely, in need, or without a place to call home? Sure, some are less fortunate through no fault of their own while others seem unable to help themselves. But what about the people that aren't less fortunate, yet still wind up in unfavorable situations?

We make poor choices, we procrastinate, and we don't learn from our mistakes. Aren't we also our own worst enemies? To avoid punching yourself in the face, there are 25 things to take into account. Twenty-five everyday things that we all do (or refuse to do) that fuck ourselves over, and how ridiculous it all truly is.

