



# JIM HARSHAW, JR.

*Clarity of Action. Peace of Mind.*

Success for the Athletic-Minded Man Podcast

Action Plan Episode #505

**James Swanwick**

What if your next drink is quietly costing you \$684?

Could quitting alcohol be the simplest, most underrated high-performance move of your life?

You don't have to hit rock bottom to be sabotaging your potential... just pour another "harmless" drink.

In this "Success for the Athletic-Minded Man" episode, I sit down with James Swanwick, former ESPN anchor turned founder of Alcohol-Free Lifestyle, who exposes a truth that most high achievers don't want to hear: even moderate drinking might be the very thing keeping you from peak performance.

From that moment at IHOP to building a 7-figure business and landing a dream job at ESPN (with zero TV experience), James walks us through how ditching alcohol became his ultimate unfair advantage.

We unpack the neuroscience of alcohol, the social lies we believe about "bonding" and celebration, and how most men are paying a massive cost— in energy, focus, and money— without even realizing it.

You'll also hear how one beer could be costing you \$684 a night, and what you can do about it starting today.

Think you're performing at your best? You might just be drinking your edge away.

This is another important conversation you don't wanna miss, so hit that play button now and share this with someone who's ready to stop settling for average and start performing at their full potential.

## **Top Quotes From This Episode**

*"If you desire to be a peak performer, removing alcohol from your life will get you there a lot quicker."*

*"A like-minded community will build accountability, which will ultimately support the breakthrough you desire."*

*"You don't need to be an alcoholic, waking up in a ditch, getting arrested for alcohol to compromise many areas of your life."*

## **Show Notes**

**This episode touches on the following key topics and ideas:**

- **Share this episode! (1:36):** Share the podcast on social media by tagging me and using the hashtag #SAMpod:
  - **YouTube:** [@jimharshaw1](#)
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  - **LinkedIn:** [Jim Harshaw, Jr.](#)
- **You're just "blah" (1:58):** James shares the pivotal moment at an IHOP when he realized alcohol was quietly sabotaging his life.
- **The Danger of "The Drift" (4:00):** James explains how drifting— living life at a 6/10 without realizing it— is what keeps most high performers from their true potential.
- **Early Wins from Quitting Alcohol (6:16):** In the first 30 days, James lost 13 pounds, gained energy, slept better, and reduced stress. He also credits quitting alcohol for getting the clarity and confidence to land a job at ESPN— with zero prior TV experience.
- **The \$684 Drink (10:00):** James calculates the cost of casual drinking in terms of lost productivity, leadership, and income. One drink a night could cost you over \$600 in unrealized potential.
- **What's Happening in Your Brain? (15:17):** James explains how alcohol impacts your dopamine system and hijacks your recovery. Even one drink can disrupt sleep and lead to chronic fatigue and brain degeneration over time.
- **A Future Like Cigarettes (17:59):** James predicts society will soon view alcohol the way we now view smoking. What seems socially normal today will one day look reckless and absurd.
- **The "Smiling Assassins" (19:45):** James introduces the idea of "smiling assassins"— well-meaning friends, family, and servers who offer alcohol without knowing the damage they're inviting.
- **Rewriting the Narrative (20:42):** Learn how to use your brain's Reticular Activating System (RAS) to focus on what you do want instead of what you're trying to avoid.

- **Cravings Are About State, Not Substance (24:22):** We don't crave alcohol, we crave a change in state. James breaks down how to respond (not react) with alternatives that restore calm and control.
- **Simple State-Changing Strategies (27:16):** From walking to breathing to jumping jacks, James offers easy ways to shift your mental and physical state in seconds, without needing a drink.
- **The Unfair Advantage (31:27):** Going alcohol-free isn't a punishment, it's a competitive edge. If you want clarity, energy, and consistency in your work, health, and relationships, this is the simplest win available.
- **A Like-Minded Community (33:50):** James shares details about Project 90, his science-backed 90-day coaching program for high achievers.
- **What's an action item the listener can take in the next 24-48 hours? (36:18):** Explore the idea that living alcohol-free could be your edge— not your sacrifice. Then, find a like-minded community. Get around people who share a similar view on alcohol, and it will be a lot easier for you to live an alcohol-free lifestyle.

### **List of Resources Mentioned in the Episode**

["CLEAR: The Only Neuroscience-Based Method for High Achievers to Quit Drinking Without Willpower, Rehab or AA"](#) by James Swanwick

Napoleon Hill books:

["Outwitting the Devil: The Secret to Freedom and Success"](#)

["Think and Grow Rich"](#)

[Project 90](#)

[Podcast] [Alcohol-Free Lifestyle](#)

### **Guest Website and Social**

**James Swanwick**

[Website](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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