



THE YIN & YANG of SUCCESS

in
**BUSINESS
& SEX**

JOST SAUER



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PART ONE:

YIN & YANG & SUCCESS

When people hear the words ‘yin and yang’ they usually think of the simple black and white symbol. But behind this simplicity lies centuries of deep thinking about balance and harmony from the planetary to the personal level.

In Traditional Chinese Medicine (TCM), yin and yang are the big forces that shape the universe. Everything is described by yin and yang. There is a yin part of the day, and a yang part of the day; and there are the yin type people – generally considered to be women – and the yang type people, generally considered to be men. But then each individual, regardless of their gender, is either more yin or yang. Balancing yin and yang is the root of success in everything from the professional sphere to personal relationships. An imbalance between yin and yang leads to collapse in relationships, businesses and even societies.

Unsustainable success and yang addiction

In the professional sphere doing whatever it takes to achieve your goals is considered necessary for success. Pushing ahead, skipping meals, chasing never-ending deadlines and working long days and

nights, becomes a lifestyle. But it is a yang-dominant one and it will eventually lead to collapse.

Yang is highly addictive. It is power, it is exciting, it feels good and the more yang you get the more you want. But the consequence is that after a while you can't stop, or rest or sit back. You can't do 'yin' anymore and without yin nothing can stop that yang urge to keep going. In my opinion this yang addiction is a worse addiction than drugs and it has a much higher mortality rate from its side effects of heart disease, obesity, hypertension, insomnia, type 2 diabetes and dementia.

Imbalanced success and collapse

Balance is the solution. This means a balance of action and passivity, and a balance of goal-setting for both inner and outer wealth. I knew this theoretically from my studies in Chinese medicine but it became much more real when I experienced it. I was into the success movement big-time throughout the nineties. Back then I put business goals first and when I wasn't working I was either listening to success CDs in my sporty cars or going to success seminars. Anthony Robbins, Jim Rohn and Brian Tracey were my heroes. They promised me a bright future and I willingly handed myself over to it. I worked from sun-up to past 9pm each night at my clinic. My patients and business came first. The patients felt better every day, but I became an insomniac.

Eventually my yang workaholic lifestyle was no longer sustainable and it all came crashing down via seizures. After the second time I went through this cycle (yep, I immediately got up and repeated the yang excess thing all over again) I got the message, or so I thought. Health comes first, so I simplified my life and decided that inner

wealth was all that truly mattered. I reduced my possessions, turned to spirituality instead of goal-setting, wrote books and then went broke.

I had to rebuild my clinic business and immediately attracted one successful client after another. They were driving cars I no longer had and living in houses like the one I had let go of. Once again I was confronted by success and wealth. A voice inside my head kept telling me this was the only reality worth aspiring to and I struggled with feelings of failure. But according to the philosophy underpinning Traditional Chinese Medicine, which I practiced all day, happiness comes from striving to succeed in worldly business (yang) and simultaneously nourishing your spirit (yin). Balance is the key.

Rich outside, poor inside

A lot of my successful clients had all the outward trappings of wealth and abundance but when I felt their pulses (a TCM diagnostic technique) internally they were presenting defeat and scarcity. Most were on at least three medications to manage blood pressure, high cholesterol and stress. In addition they needed medication to sleep as they were unable to switch off their minds after work (this is condition due to excess yang). They might have pulled up in luxury vehicles and gone home to fabulous mansions, but their organs had a lifestyle of driving cheap bombs and living in trailer parks.

In TCM success and happiness comes from organs with an abundance of chi. This is inner wealth and if you build it along with the outer, you are on track to sustainable success and health and happiness. As a therapist I'd seen that the unbalanced lifestyle had become a poison and I'd been slowly developing an antidote, the 'chi cycle lifestyle' which balances yin and yang with a simple daily routine.



The cycle of success

Basically each 24 hours has a yang part and a yin part. The idea is to schedule productive active things in the yang time, and have a more laid-back approach in the yin time. This harmonizes your actions with the natural 24 hour flow of the day. Then each 24 hours is further broken down into two hour segments that guide you to either advance (yang) or retreat (yin) so that you move forward to sustainable

success. And you can tap into external power sources whenever you want. This system really works.

This chi cycle lifestyle is based around what your organs want to do because if you treat them right, the world is yours for the taking. You have twelve organs and every 24 hours chi spends two hours in each organ. Simply by rescheduling everything, from exercise to board-meetings to sex, to the times when they are beneficial for your organs, you can build a powerhouse of chi (energy) that will put you ahead of the game and simultaneously keep yin and yang balanced.

Don't wake up for work

The major thing is to start your day working on your inner wealth portfolio. I do this each morning at 5am (large intestine time). I get up and immediately do tai chi and bodyweight exercises. This affirms to my organs (your actions are instructions that impact on your organ function) that health and a connection with my spiritual side is my priority. This conditions the body to fight off disease and it sets the ground for a yin and yang balanced day.

I never get up and get straight into work emails, texts or phone messages any more because that sets off the yang cycle. If you do this you are affirming that the external world is more important than your health. This is the environment in which pathologies (hypertension, IBS, chronic inflammation, heart disease, type 2 diabetes, and obesity) can easily develop. I also used to project my business goals and do affirmations in the morning, but not anymore because that means I am starting off the yang addictive cycle and I'm relying on the physical world to fill all my needs. This is not a good plan. If your wellbeing is entirely dependent on that, you're in trouble. If it collapses you have nothing to fall back on.

Take your wealth with you

Balance between the material and spiritual solves that problem. I'm grateful for my financial crash now because having no house, or car or security meant that for the first time in my life, I ended up in the situation of being able to start from a position of inner luxury. I didn't realise that until later, but I'd been following the chi cycle lifestyle and it is a self regulating system.

In the 90s my version of success was to be healthy and happy and have a couple of houses, a coastal holiday apartment, a motorbike, sports car and a 4-wheel drive. But following the chi cycle lifestyle slowly generated internal changes that I wasn't consciously aware of for a while. But as inner luxury increases the outer becomes less important. It is still a goal but a balanced one. The truth is that your time in the physical world is temporary and material wealth gets left behind, but your soul is eternal and your inner wealth portfolio goes with you.

Work smarter not harder

The chi cycle lifestyle opens the door for spiritual connections but it is extremely practical too. It enables you to work smarter not harder so really five or six hours of work should be all you need to get everything done. Then you can go home and switch off during kidney time (between 5pm and 7pm) have quality time with family or friends, sleep deeply and wake refreshed and ready to switch back on during large intestine time (between 5am and 7am). This is the yin and yang balancing system that allows you to achieve all your goals without sacrificing your health.

Many of my highly successful clients who have health issues immediately say that they don't have time to live like that. They have

to be at the office by 7am at the latest and can't leave before 7pm. In order to achieve their goals, health gets put on the back burner, which means it is handed over to the medical profession and pharmaceutical companies. This is not just the case for high-powered business people either, plenty of employees prioritize working over health either to maintain their lifestyle or improve it. There is nothing wrong with that, it is just that overwork and work-related stress creates yang imbalances that contribute to lifestyle diseases.

The power of yin and yang

A contemporary take on success balances outer luxury (yang) and inner luxury (yin). This is the way forward. The first step is understanding that yin and yang are powers that you can wield to make your business, relationship and life successful. Most people don't understand is that yin is also a power. It generates an energy that balances the yang. You need yin power to relax to match your success advances. People think you need to work, work, work and then use your mind to relax. But you need to develop the power to relax, just like you develop the power to succeed. Early warning signs that your yin power is declining are brain fog, insomnia and sudden outbursts of anger.

Follow the chi cycle lifestyle, it clears the fog and all those symptoms. And, as it rebalances yin and yang, it also changes your perception of time. In TCM time is not a dimension it is organic – it is an extension of the organs and linked directly to bodily functions. As you follow the chi cycle lifestyle your organs heal and this is how your concept of time changes. If you have a sleep-deprived, action-packed, multi-tasking, over-committed and overworked lifestyle, it creates a yang imbalance in your liver. When there is more yang than yin,

everything feels accelerated, times goes faster.

But you can correct this with the chi cycle lifestyle. And, because all your activities are scheduled for when they are most effective, you keep physically gaining time. Getting quality sleep at night rebalances the yin and yang in your liver. The next day you get a chance to take control of the clock. You will have time for your health and happiness, and sustainable success will be yours.

FIVE WAYS TO BUILD INNER AND OUTER WEALTH

1. Balance yin and yang with herbal formulas

Your organs are the foundation for your success, think of them as your inner wealth portfolio. If you don't have healthy organs you can't enjoy your success. If yin and yang are imbalanced you feel aggravated by everyone, and everything will annoy you. Chinese herbal formulas are the quickest and easiest way to restore balance. They take the yang off the liver and allow you to just 'be' and enjoy the 'now' regardless of external factors. Chinese herbs will also build your kidneys, boost your willpower and confidence so you have the stamina to keep doing what you need to do to succeed. They will also promote your spleen function to increase your mental power and combat brain fog. They will nurture your heart to treat depression and anxiety and will enable you to sleep deeply.

Research has shown that Chinese herbal formulas can be more effective than antidepressants, tranquillizers, blood

pressure medication and sleeping pills. If you want success, and inner wealth to match that outer wealth, so you feel good regardless of what is going on around you, Chinese herbs are essential.

You need top quality stuff. Otherwise you'll feel nothing. Check my website for a range of the best quality potent Chinese herbs to boost all your organs and rebalance even the most out-of-whack yin and yang. Trust me, they work. I've been to the extremes of separated yin and yang and I know how it feels and I know how to return. I've also treated a lot of extremely imbalanced, unhealthy and ill success types who were blown away by the power of these formulas. I regularly test products and the ones I recommend are effective. Alternatively you can find an acupuncturist and ask them for the best formulas available.

2. Build your inner wealth and power with chi

Learning tai chi is the single most important investment you'll make in having a balanced and successful life. Chi can instantly convert stress or pain into bliss. And it's free and available 24/7. There's never a problem with supply, you'll never run out. All you need to do is a few simple postures and set an intent. 'Ask and it will be given' may not work for money, but it always works for chi. Plus chi opens doors. Your conscious mind won't always see a way forward or solution to a problem, but once you tap into chi you'll see infinite new options. It's your ultimate ally in successful ventures.

Start by finding a local tai chi school or teacher. What

style you learn or who teaches it is irrelevant as the tai chi form itself will guide you to the next stage. Tai chi is a journey for life and the feel-good trajectory keeps climbing as long as you keep doing it. There is no limit to how much inner wealth you can build. And the good thing about tai chi is that, unlike weight lifting or running, the older you get the better you'll become. In your eighties you'll still be strong, healthy and happy, and have inner peace. Tai chi shows you how to work with yin and yang.

3. Add healthy oils and proteins to your diet

Add good oils to your diet. They are essential for a balanced and healthy body. Avoid bad oils as they contribute to lifestyle disease symptoms. They make you feel irritated, cranky and bloated. And if you feel bad you make the wrong business decisions, you are more likely to overwork, and you get brain fog so you aren't productive. They also interfere with your ability to switch off and they can set up a dependency cycle because you need alcohol, medications or other drugs to feel calm or integrated within yourself or to sleep. The good oils are high in omegas 3's and are a healthy source of omega 6. These include cold pressed organic olive oil and coconut oil and my favorite which are the hemp oils. They support you to enjoy your success. They smooth your emotions so you feel at peace in all business dealings. Check my website to see my recommendations.

Good protein is equally essential for balance, success and wellbeing. Bad protein (like processed meats) contains toxins and 'lowers' your emotions and your outlook on

life. Red meat is associated with chronic inflammation conditions and can make you feel heavy and slow. If you eat meat, I suggest organic and reducing intake to twice a week. Add more fish (preferably not farmed) and legumes, beans and quinoa to your diet. And take high quality protein powder at breakfast. And if you are really busy add a mid-morning dose.

Again, make sure to choose a good quality protein. Low quality protein powders affect your kidneys, slow you down, make you feel bad and create bloating. Quality protein powders enhance your chi, uplift you and make you feel good. I've been researching proteins for over thirty years. At the top of my list right now is a protein powder made from organic sprouted brown rice. It's not only good for you, it also tastes really good. Yummy stuff. Check my website for sprouted protein recommendations, and how to combine them with amino acids. The more intelligent your protein source is, the more you enhance your performance, wellbeing and success.

4. Get quality sleep

Early to bed and up early is your mantra. You get quality sleep between 9pm and 3am as this supports critical organ functions that regulate your success. Get to bed by 10pm and be up by 5am at the latest. Quality sleep allows unexpected developments to occur, in particular healing and recovery of the body that you can't get any other way. Sleep problems have become an epidemic now. I recommend Chinese herbal formulas to help you get a

nurturing uninterrupted sleep every night. Chinese herbs are far more effective than sleeping pills. Check my website for my top pick of sleep formulas.

5. Follow the rhythm of yin and yang

Health, happiness and success is regulated by the flow of yin and yang. Follow the chi cycle sequence of activities based on the 24 hour clock. Be more active and productive in the first half of the day, and more laid-back in the second half. This balances active (yang) with passive (yin) to create harmony. It the ultimate success strategy. I highly recommend reading my book *Clock On To Health: It's Time To Feel Good* for detailed two hour segments on how to achieve the perfect balance.

ARE YOU A YIN OR YANG TYPE?

YIN TYPE	YANG TYPE
Contemplates	Acts quickly
Suppresses anger and broods	Expresses anger immediately
Hesitant about engaging	Quick to engage with people and strangers
Hides at the back	Centre of attention
Hates confrontation	Loves to argue and confront

Very concerned what others think. Appears to be considerate	Not concerned what others think of them. Comes across as inconsiderate
No sexual communication	Communicates sexually
Low sex drive	High sex drive
Needing sex for emotional support and confidence	Needing sex for tension release and power
Gets sleepy from alcohol and needs to go home early	Can drink all night and go straight to work
Creates paranoid and self consciousness	Marijuana calms
Feels spacey without eating regularly	Can work hard without breakfast and lunch
Needs solid meals for grounding	Can eat fruit all day
Introverted	Extroverted
Sensitive	Flamboyant
Quiet	Loud
Low energy	High energy
Tendency to needing lots of sleep	Tendency to needing little sleep
Explains. Appears to be caring	Blunt. Appears to be rude
Plenty of time	Pressed for time

Goes to the back of queues	Goes to the front of queues
Difficult to read. You don't know where you stand	Easy to read. You know immediately where you stand. Says how it is
Talks in circles	Goes straight to the point
Easy to relax. Likes to just sit and stare (watch others)	Difficult to relax. Wants to keep going
Frequently need breaks	Can work for hours without a break
Prone to be indecisive. Overthinks	Prone to be impulsive. Underthinks
Doesn't mind a yarn	Hates time wasters



PART TWO:

YIN & YANG & SEX

Practical romance

In TCM your heart is the emperor of all your organs, it is the seat of your soul and the transmitter of love. In the chi cycle lifestyle the time of the heart is between 11pm and 1am each day. This is when you are closest to your soul purpose. This is also the time of the Fire element, when you can fan the flames of your love and spread it to your partner.

But Traditional Chinese Medicine (TCM) is nothing if not practical and successful relationships are about much more than your heart. A healthy sex life is considered essential as well and this means a compatible sex drive is important. If you are in a relationship with someone that you love but you have a mismatched sex drive it doesn't matter what your heart is up to, you will face emotional challenges.

What type are you?

Your sex drive is connected to your kidneys not your heart. They play just as an important role in a great relationship as your heart does. They store your life force, known as 'Jing' which is directly connected to your sex drive. But your kidneys are also called 'the mother of yin

and yang’. If you want a lasting loving relationship you can work with the forces of yin and yang.

Start by establishing whether your own constitution (your nature) is more yin or yang. Sex drive is a great indicator of this. If you want lots of sex chances are that you are a more yang type. If you don’t think about sex for months, chances are you are a more yin type (or have depleted kidney chi, or you are depleted in general).

Sex drive is not gender related. There is a stereotype of the ‘yang’ man who wants sex five times a week (or day) and the ‘yin’ woman who only wants sex once a month. But I see just as many yang women who want sex daily (or more) in relationships with yin men who are happy with once a month. This mismatch also happens in same-sex relationships, and it is not about gender but about yin and yang

How much sex?

All sex drives are normal. It is only a relationship issue when one partner wants more or less sex than the other. By the time two people sit in front of me for relationship counselling a mismatched sex drive has often become the source of emotional pain. The partner who doesn’t want sex claims that the other person’s sex drive is abnormal and then tells them so, and vice versa. I always start these sessions by telling the yang person there is nothing wrong with them for wanting a lot of sex (unless pulse diagnostics have indicated that it is a pathological high sex drive related to an organ imbalance). Likewise for the yin person there is nothing ‘wrong’ with not wanting sex for months.

Regardless of this though, there is a recommended healthy level of sexual activity. Just because you feel like having sex daily doesn’t mean you should and just because you don’t feel like having sex

doesn't mean you shouldn't.

Having a healthy sex life is very important in Chinese medicine. 'Healthy' means not only at the right time but also the right amount, as too much can deplete your chi, or energy, but not enough sex can drain your spirit. How much is beneficial is different for everyone, depending on factors including your constitutional type, age and health.

A good indicator is how you feel immediately after orgasm. If you feel rejuvenated and want to go out and do things you probably have a strong constitution and your sex rate is working for you. If you feel emotionally drained, depleted and lose confidence afterwards you probably have a weak constitution and need to start building your Jing ASAP. There's a belief that only men are drained from sex, but both men and women use their Jing (life force) in sexual activity.

Book it in

You don't have to get caught up in worrying about this though because following the chi cycle lifestyle sensitizes you to the forces of yin and yang, so you have the tools to manage the yang drive for excessive sex. It also builds chi, thus naturally increasing desire for those with a low libido (which is just as common as excess desire these days). But basically, unless you're a yang teenager, sex every day is not considered beneficial.

In some cases where people just don't have time for sex, which is increasingly common, the simple step of devising a 'sex schedule' resolves the issue. Once you are over 30 and under 60 and in good health, for example (and according to your constitution) you could schedule sex for twice a week, even at a certain time on a certain day and then stick to the plan. No excuses. Clients initially resist this idea.

We think that love is spontaneous and driven by the heart and assume sex, as a physical expression of love, should be too. Sure, when you are young, but as you get older or spend longer in a relationship things change and sometimes a more practical approach is needed. Busy people plan their career, their weekends, their day, their social calendar so why not sex too?

Spice it up

And plan to keep making your sex life better. You need to work on understanding your nature, whether it is yin or yang. The great thing is you can control and change this. We can master these forces and make them work for us. I was originally more of a yang type but after a couple of years of hard drugs I became a yin type. I'd get a fright if a rabbit looked sideways at me. Lifestyle, herbs and treatments restored balance, health and happiness.

We all already know how to alter the balance of yin and yang. Right now you can charge into the kitchen, have three cups of really strong coffee, get hyped-up, email, text and message people all at once. This is a yang state. Or you can go and get a massage and do some relaxation therapy and experience some yin. Positive change comes from lifestyle. Yang people can moderate their sex drive by doing tai chi, and taking Chinese medicinal herbs (see part one) and having regular acupuncture to control excessive energies. Yin types can build their yang through martial arts, weight training and kidney building herbs.

The gender revolution

One of the related things that comes up in relationship counselling when addressing yin and yang and sex, is the misconception that women and men have a different ‘nature’ and accordingly different roles; for example the man initiates and the woman receives. It is a popular idea and there are plenty of books on how we come from different planets and some can read maps and others can’t. But I don’t agree with this view. If you go into a relationship thinking that because you are the woman your job is to support or nourish someone else and be receptive, you are imposing external conditions on yourself that may not be in accord with your nature.

If you enter a relationship thinking that because you are the man, you are the driver, the provider and you have to give someone else what they need to make them happy, it can become a big a problem. I think we are past all that divisive men and women stuff now. It’s the 21st century. Relationships should no longer be about men and women, but about people. I believe that we should enter a relationship as what I call a ‘self-contained unit’. Our partners are not there to make us happy, we are here to make ourselves happy. Part of this is working on not needing anything from anyone else and understanding your own nature, rather than behaving according to a gender-specific concept of what your role should be.

Heavenly sex

I’m not saying we don’t need other people, of course we do. We have a need for physical union (yang) and for spiritual union (yin) with a soul mate. The physical is how we experience vigor, power and energy and the spiritual is about feeling and ‘discovery’. In a relationship the idea is to have both. If this is the case, when you have sex the sense

of discovery never ends, even after 50 years, and this nourishes the relationship deeply. Sex without the spirit engaged, is just physical sex and this is what is experienced in sex addiction, prostitution and pornography. In a relationship sex without the soul element becomes physical and it can lead to both parties losing interest in sex and then seeking extramarital affairs to recapture the sense of discovery.

Loss of interest in sex is a big issue and it has given rise to plenty of books on spicing up your sex life, by getting into PVC outfits and using porn for stimulation and so on. It has also given rise to a mass of high-tech sex toys, but these things are temporary. Spice it up metaphysically I say, with some soul. This is permanent. Luckily a method was sorted out millennia ago with the development of yoga and tai chi. These get you in touch with balance. So it is nice to buy your partner flowers and chocolates and tell them you love them, but it's even nicer to get into yoga or tai-chi and learn to manage your own yin and yang.

The point of return

Then when you do have sex it becomes physically and spiritually beneficial. Just as some sexual activities can deplete your energy (yang sex or using sex purely for tension release) others can generate it. For example (and I'm just referring to men here) if you aim to go beyond physical excitement or the yang urge for release and start in a surrender mode (a yin mode), when yin and yang come together (pun intended) it can generate chi. Afterwards you'll feel elevated rather than feeling worse, used or ashamed (that old 'morning after the one night stand' feeling).

EIGHT TIPS FOR A SUCCESSFUL SEX LIFE

1. Take Chinese herbal formulas

Chinese medicine is all about longevity, vitality and a good sex life so there are heaps of formulas targeting sexual potency and the results leave drugs like Viagra for dead. Check my website for the top quality herbs I recommend.

2. Do tai chi.

Tai chi may appear slow and something for old people but it is a powerful martial art that will build your yang and your Jing. Tai chi makes you a skilled lover too as you learn to use the power of yin and yang.

3. Do weight training

Muscle growth stimulation builds testosterone and a good constitution for sex.

4. Add healthy oils and healthy proteins to your diet.

See [Part One](#).

5. Live your purpose.

This develops courage which in turn builds your Jing. The more you live your purpose the more Jing you'll have. Living your purpose is a win-win situation. You become happy as you have a meaningful and rewarding life, and

this, in turn, will build your Jing for a happy and healthy sex life.

6. Use good manners

Check the yin & yang type chart. If you are more on the yang side it may interfere with your ability to display good manners (like being able to listen to people in meetings or eat mindfully) so add yin-building herbs and yin building practices (tai chi regulates both yin and yang). If you are more on the yin side focus on building your yang with medicinal herbs and tai chi.

7. Be well presented

If you want to build your Jing to be successful in business and in relationships take pride in your appearance, even on a low budget you can present yourself in style. If you show the world that you put effort in your appearance you build your Jing.

8. Follow the chi cycle

Learn the power of yin and yang and you'll acquire the skills of a great lover.

THE SKILL SET OF A GREAT LOVER

YIN	YANG
Listens	Acts
Sensitive	Passionate
Surrenders	Leading
Understands	Expresses
Gentle	Strong
Attentive	Initiating
Secure	Adventurous
Calm	Fiery
Still	Enduring
Relaxed	Energetic
Peaceful	Powerful
Serene	Playful

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