

# CATCH > SORT > CHOOSE

## QUICK TRAINING GUIDE

### ♥ DATING

Your date cancels last minute  
Your profile isn't getting swipes  
You're not sure how to flirt

### ✉ WORK

You're hesitant to ask for a raise  
Your coworkers gossip about you  
Your boss says, "We need to talk"

### 💡 STARTUP

Your customers stop buying  
Your investors lose confidence  
Your new business needs to pivot

In uncomfortable, stressful, and difficult "adult" situations like these, there is always a signal that an action needs to be taken or a change needs to be made...



## But \*something\* gets in the way and kills your confidence

- It disrupts your headspace
- It makes you hesitate and doubt yourself
- It's the reason normal situations feel terrifying

## It's your JFA Radio "Juvenile Fears in Adults"

It's a broadcast of childhood concerns that were maybe helpful growing up but now create unwanted noise in adulthood

"You aren't popular enough"

"You need to be richer and more successful"

"You should never get rejected or turned down"

"If you fail, you'll be an embarrassing failure"

"If you get divorced, something is wrong with you," etc



### What's the underlying message?

## You might not measure up...

Your JFA radio is always playing in the background, you just don't realize it or have a way to call it out and turn down the volume in the situations when it goes full blast

## Like dating, working, or building a business...

Instead of feeling engaged, focused, and confident when taking action, you might worry

"What will people think of me?"

"Am I good enough?"

"What if I look stupid?"

Listening to your JFA radio creates unnecessary fear, anxiety, stress, and tension that makes you feel like you don't measure up in some way

## And social media amplifies all of it

"Everyone else looks so much happier than me"  
"I am much less attractive than these people"  
"I need a more exciting life or I won't measure up"

All of this "content" gets added to your JFA programming, and you can't simply turn it off

**But you can practice tuning it out...**

## WITH CATCH > SORT > CHOOSE

### 1. CATCH 🧐

Increase your awareness to your JFA radio, try to catch it distracting or disrupting you in real time, and call it out for what it is without judging yourself or your thoughts

### 2. SORT ↔

See if you can sort the beneficial, uncomfortable signal pushing you forward **from** the hindering, uncomfortable noise warning you to measure up to your JFAs

### 3. CHOOSE 🏃

When you see both the signal and the noise clearly in front of you, it becomes easier to choose where to focus, and the JFA volume will decrease with each repetition

## TRY IT DATING

Imagine the next person you ask out says, "No"

**Catch:** Your initial reaction to feel conflicted about their response

**Sort:** The signal that they aren't interested **from** the noise that you don't measure up

**Choose:** Would you rather focus on the discomfort of moving on or the discomfort of feeling inadequate?

## AT WORK

Imagine your boss calls you into their office for an impromptu performance review

**Catch:** Your initial reaction to feel conflicted about what they might say

**Sort:** The signal that they have feedback for you **from** the noise that you aren't good enough

**Choose:** Would you rather focus on the discomfort of listening openly or the discomfort of your JFAs?

## IN ENTREPRENEURSHIP

Imagine you create an advertising campaign that flops

**Catch:** Your initial reaction to feeling like you're a failure

**Sort:** The signal that there's an opportunity to improve **from** the noise that you'll never succeed

**Choose:** Would you rather focus on the discomfort of trying again or the discomfort that you aren't enough?

## JFA CONFLICTS CAN HAPPEN ANYWHERE AND THERE'S ALWAYS A BENEFIT

- Think beyond dating, working, and entrepreneurship
- You can find JFAs everywhere from fitness classes to social gatherings
- When you Catch > Sort > Choose, you instantly counter the discomfort from JFAs

### THIS WILL HELP YOU:

- Learn from failure and develop new skills faster
- Prioritize your focus to waste less time and energy
- Date better, work smarter, and build stronger businesses
- Pursue any goals and aspirations with more clarity and confidence
- Increase the chances of success by removing unnecessary fear and friction

### WHEN YOU DO THIS CONSISTENTLY, YOU WILL FEEL:

- More capable in your skills
- More insightful and aware
- Less mentally stressed
- Less influenced by social media
- Less pressured to be something you're not
- More acceptance of reality
- More optimistic to make positive changes
- More excited to keep using this skill

**You can use any JFA conflict of discomfort as a signal to help you move forward instead of stopping you in your tracks**



**LET US PROVE IT TO YOU  
JOIN OUR "GYM" FOR FREE  
GET WEEKLY EXERCISES  
PRACTICE ON YOUR TIME**

\*We use real life stories, examples, and insights

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