

The Will To Physiology

So, going to sleep last night, already making myself a strong cold brew coffee the night prior... A good sign of my recovering physiology strength, my will to physiology:

Beef liver is key?

Saw a very very simple thought I have, is, I believe that beef liver is key. It's probably the most interesting food hack optimization I've discovered the last seven years, which is very very fascinating in all regards.

First, it's like insanely cheap. It only cost like two dollars a pound, \$2.50 a pound, at most ethnic or Mexican markets.

Second, the nutritional density on it is phenomenal. It's like, the difference between having a 50 kg, 110 pound steel plate versus something hollow made out of Balsawood.

Third, surprisingly it's actually really easy to eat. It's kind of like, eating beef liver pate, like a nice moose or even if you think about it... A very thick yogurt, rather than trying to bite and process and shoot on really tough steak.

first principles thinking is the future?

So funny enough, it seemed that my major sociology, ended up being the most useful major of all time. Why?

First of all, it helped me think for principles. Rather than thinking of things how they are, it helped encourage me to think more deeply, how things *should* be?

Second, also, it also helped me encourage me thinking, why things are the way they are, and even more critically, *should* they be that way?

Success?

So after deep philosophical consideration thinking and living, even myself, frankly speaking I hit all the traditional markers of American success, and after all of it... What are my personal takeaways?

First, all of it doesn't really matter. I actually believe the only thing that matters is health and physiology.

What is physiology? It's sleeping 11 to 12 hours a night, going to sleep grateful, and excited for the next Brand New day. And it is also, waking up in the morning with deep gratitude, being excited that a brand new 24 hours is ahead of you.

Also, I think something that people don't understand is that your mood, your outlook, your optimism, your chutzpah, motivation, innovation, boldness and courage ... is it actually all derived from your physiology?

I'll give you an example, if I'm high on ketamine, and I only sleep two hours a night, I'm stuck inside a Silicon Valley cage, never see the sunlight, and I'm just sitting all day looking at computer screens, what do you think is going to happen to my brain? Also you don't get any fresh air.

Also you don't exercise, you just eat high fructose corn syrup chicken teriyaki rice bowls, and drink endless amounts of sugar Red Bull vodka alcohol concoctions.

And then, you beat yourself up because you're not motivated to exercise?

Exercise salience

So there's a really interesting concept and phrase that I learned called exercise salience, which is essentially... Your body's naturalistic desire to go out, go around, move and exercise?

It's kind of contrary to all popular wisdom about motivation.

The American notion of motivation is like whipping yourself in the back with a spike, and trying to force yourself against your own will to wake up super early and exercise, even if you've slept at 2 AM the night prior. **I don't call this motivation I call this foolish.**

Where does it come from?

I'm kind of more of the school that, if you just put people in the right spot, people will naturally become virtuous, thrive, and do well.

For example, if you do in fact desire to walk more, on a daily basis, pay the extra big bucks, and live somewhere or pay rent for somewhere, that actually encourages you to do so.

Or, let us say that you love the outdoors and wilderness and hiking whatever... Once again if you live insanely close to a nice hiking path, it's going to naturally happen.

Or, weightlifting. Live close to a good gym, or, better yet, create your own ghetto backyard gym, your own garage gym, or your own parking lot second parking lot spot gym.

Posit the goal

Certainly, I think the ambition is the dictating power which runs all of us. The ambition for more power, more beauty, more strength, more wellness, greater and better physiology.

And what is the key secret? I think it is physiology.

ERIC

[ERIC KIM BLOG >](#)

ERIC KIM WORKSHOPS 2026:

April 19th, Sunday (9am-1PM): [CONQUER NYC STREET PHOTO WORKSHOP 2026 – NEW!](#)

Stay tuned via [ERIC KIM NEWS >](#)

New [workshops](#) incoming!

Now what?

I think the ultimate Takeaway is, get your 30,000 steps in a day, lift something heavy every single day, quit drinking alcohol and consuming marijuana, quit social media at the news, anything toxic.

That also means cutting out toxic social things, words thoughts etc.

And every single day, try to hit a new personal record?

Rack pull the world!

ERIC

BOOKS BY KIM >
