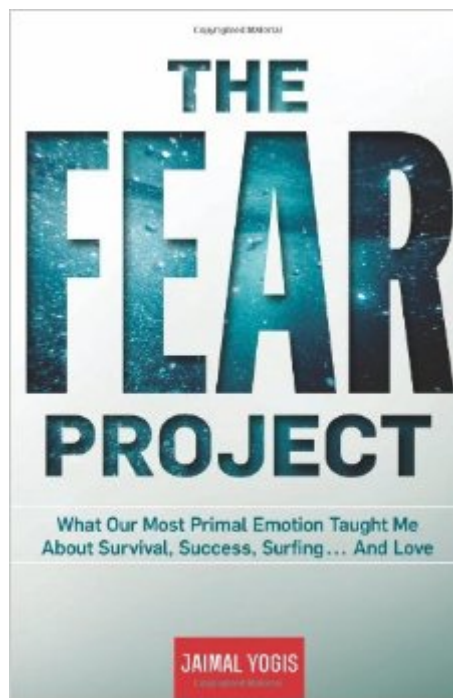


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# The Fear Project: What Our Most Primal Emotion Taught Me About Survival, Success, Surfing . . . And Love



## Synopsis

An epic adventure full of incredible characters, death-defying athletic achievement, and bleeding edge science, THE FEAR PROJECT began with one question: how can we overcome our fears to reach our full potential? Who among us has not been paralyzed by fear? In The Fear Project, award-winning journalist and surfer Jaimal Yogis sets out to better understand fear-why does it so often dominate our lives, what makes it tick, and is there even a way to use it to our advantage? In the process, he plunges readers into great white shark-infested waters, brings them along to surf 40+ foot waves in the dead of winter, and gives them access to some of the world's best neuroscience labs, psychologists, and extreme athletes. In this entertaining, often laugh-out-loud narrative, Yogis also treats himself like a guinea pig for all of his research, pushing his own fears repeatedly to the limits-in his sport, in his life, and in love. Ultimately, Yogis shares with his readers the best strategies to emerge triumphant from even the most paralyzing of fears. THE FEAR PROJECT gives readers insight into the following:- How fear evolved in the human brain- How to tell the difference between "good fear" and "bad fear"- How to use the latest neuroscience to transform fear memories- Why fear spreads between us and how to counteract fearful "group think"- How to turn fear into a performance enhancer - athletically and at work In pursuing this terrifying-and often thrilling-journey with Yogis, we learn how to move through fear and unlock a sense of renewed possibility and a more rewarding life.

## Book Information

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## Customer Reviews

Jaimal Yogis' book is a series of stories peppered with research and wonderful insights about

coping with fear. He talks about some truly daunting life situations, but also the life situations many of us find ourselves in -- falling in love, having children, creating art. One of my responding thought processes while reading it was that we *\*must\** venture out, we *\*must\** challenge our comfort zone -- because that's what courage is, and what being human is, and it's how we fuel creativity and diversity and learning and growth. Embracing fear is an art, and this book is a very nice way to start that adventure. He writes: "In almost all primate species -- and we are one -- there is a phenomenon scientists call voluntary dispersal or voluntary transfer. A monkey, usually around adolescence, will leave the safety of his or her clan and family to go and mate with a monkey from another area, a huge risk. The monkey must leave the familiarity and safety of the clan, travel alone, and expose itself to what may be an abusive or dangerous group of monkeys. Romeo seeking Juliet is the prime human example of this, and while the importance of this brazen act is likely to keep us from all dating our cousins, it may be one of the origins of what we call courage." In the next paragraph, he quotes Robert Sapolsky: "...We do know that following this urge is one of the most resonantly primate of acts. [snip] To hell with logic and sensible behavior, to hell with tradition and respecting your elders, to hell with this drab little town, and to hell with that knot of fear in your stomach. Curiosity, excitement, adventure -- the hunger for novelty is something fundamentally daft, rash, and enriching that we share with our whole taxonomic order.

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