

Scot McKay (00:03.11)

All right, gentlemen, how's it going? This is your main man, Scot McKay, coming at you again with another episode of the Mountain Top Podcast. Today we're going to talk about sleep. And before you think that that's going to make you fall asleep to talk about, guess again, because this is going to probably be one of the more exciting topics we cover. And that's for reasons that I'm going to let my guest disclose to you himself. His name is Josh Bronfman, and he is an entrepreneur. He is a

certified sleep science coach, which I'm interested to hear what that entails. And he's the founder of something called Dreamer, which he will tell you all about. And the title of this episode, which I'm still on the fence about at the time we're recording, but you know, you've already clicked on it, so you know where the decision went by now, is either not worth sleep not worth losing sleep over, or sleep when you're dead is no way to live, boy. It's gonna be one or the other.

And I think I'm leaning towards the latter, even though it's longer. From Scottsdale, Arizona, my new friend Joshua Bronfman. Josh, how's it going, man?

Josh Bronfman (01:08.384)

It's going very well. How are you, Scot? Thanks for having me.

Scot McKay (01:11.48)

It is going very well here well as well. I've been getting sleep lately. You look very well rested yourself, I have to say. So this is a guy who eats his own dog food and sleeps on his own pillow.

Josh Bronfman (01:24.322)

Well thank you. I you know, with two young kids it is hard sometimes, but when when we do get the sleep, we take advantage of it. So I appreciate that.

Scot McKay (01:35.556)

Yeah, I mean, young children are excellent sleep prevention devices and they're very excellent birth control methods too. Which I think Bill Cosby covered years and years ago. But they definitely I'm I'm not sure who lost more sleep when my kids were infants, them or me when they were little. And I was hoping I could sleep through the night by the time I was, you know, at the next birthday, not my kid.

Josh Bronfman (01:42.957)

Yeah.

Josh Bronfman (01:46.366)

Ha ha ha.

Josh Bronfman (02:01.218)

Well, it probably you and in that too, the it if it had a a greater effect on you as well. Right? They I mean, they're supposed to be up and waking in short wake windows, especially when they're they're younger, but as an adult, the lack of sleep has a pretty pretty substantial effect on on us, our relationships, how we interact with the world, our kids. So yeah, it's it's a pretty pretty big kick in the butt having young kids. But

It's all worth it for sure.

Scot McKay (02:31.482)

I have to ask you, what caused you to think about sleeping better as basically your life's work at this point? How did you get in this gig, man?

Josh Bronfman (02:42.028)

Yeah, this was not something that was originally planned. So when my wife and I had our firstborn son Henry, these days, I'm not sure with you and your kid, but everyone says you've got to get a sound machine. And there's a lot of research about how that can help. But the products that we had failed us miserably. And one night at two in the morning, our product that needed a screwdriver and double-A batteries in 2022 to function died. Our kids started screaming.

My wife looked at me and said, You have to fix this. And so I yes, I know.

Scot McKay (03:14.906)

You might as well have had Miami Sound Machine and Gloria Estefan on at that point. Although she did a pretty good job of putting me to sleep back when I was twenty. But different. Yeah.

Josh Bronfman (03:23.798)

yeah, bet. So, you know, I I didn't take that into, I mean, I fixed the machine that night, but it caused me to, you know, we we wanted to make a modern product that actually fit the lifestyle of modern parents, something that actually didn't need double A batteries anymore, could travel with us. And as I got more into it, the the science behind sleeping and why we need it, why our kids need it, how it helps us

in every aspect of our life. It it just it consumed me, I would say, in the best way. Because, you know, again, before that, I was not sleeping very well. And as a young, you know, young man, it didn't really seem to have that big of an effect on me. But as I get older, I it that mountain keeps keeps stacking up. So it just I just found it super interesting and and have wanted to share what I've learned with with other people because I think it's truly profound.

Scot McKay (04:22.84)

It is profound and it's also very practical. This show, quite obviously, is for men who want to be better men who get better women, right? It seems really macho to talk about not getting any sleep. You know, the president of the United States brags about not needing any sleep. And anytime we talk about someone as saying, man, they hardly ever sleep, it's like they need no sleep.

I mean, even Jocko Willink talks about only needing four hours of sleep a night. That's why I get up at 4 30. It's like this macho thing. And we hold people up, like put them on a pedestal if they somehow need less sleep. And this is regardless of whether they're more productive guys in life, you know, high achievers, or, you know, there's some guy who's prowling bars in Dublin, Ireland, going, sleep when you're dead, you know.

And it's it doesn't matter which guy it is, the macho thing to say is, you know, I I don't sleep much. I shouldn't sleep much. I I'm I'm some kind of wuss if I do sleep. But when we don't have enough sleep, there's this trickle-down effect into our entire lives, not only in the workplace and the obvious things like I'm gonna fall asleep on the job or something crazy like that, but our demeanor, our mindset, our ability to process information quickly and effectively.

That all gets robbed from us, which affects our ability not only to attract women, but to relate to them as well, which matters deeply to the guys on this show. Talk about that, Josh.

Josh Bronfman (05:53.955)

Yeah. A hundred percent. I mean, I think this you know, this macho aspect of it came at a time where we didn't really have a lot of research on what a lack of sleep did to us. so it it felt macho, right? To like, I'm always working, I'm pulling all nighters, but not really having an an actual understanding of how that's affecting us. so there is a ton of research now on on what's going on with this. So, you know, even there's a there's a guy named Dr. Matthew Walker who talks about

if a if an adult male gets five hours or less of sleep for a week straight, their testosterone levels are going to lower ten to fifteen percent.

Scot McKay (06:32.622)

It's interesting you won't hear that from testosterone doctors.

Josh Bronfman (06:33.494)

Ha ha ha.

Josh Bronfman (06:38.454)

Well, I you know, nowadays I I believe you will. I even the doctor that that I talk to, you know, and and and people with young kids, right? All these factors, whether it's cortisol, having higher cortisol affects your your testosterone production. What affects sleep? Cortisol, higher cortisol levels. it these and and not only being, you know, you have men on here who wanna be and like myself, I want to be a better professional. I wanna I wanna kick butt at work.

Scot McKay (06:38.66)

Or will you nowadays?

Josh Bronfman (07:05.336)

But I also want to have a better relationship with my wife, with my kids, and you know, just more facts, right? Sleep deprivation causes a sixty percent increase in a negative way in which we we tackle obstacles in our life. Whether that's something that our wife said, whether that's something that our boss said, whether that's a project we're doing poor behavior by our kids. We're actually fueling ourselves to not react to life in a positive way.

Scot McKay (07:35.152)

So you've quantified that. You said sixty percent. How do you arrive at that number?

Josh Bronfman (07:38.402)

60%. This was a study that was done again by a Dr. Matthew Walker. He's a a Cal Berkeley scientist. He is kind of one of the preeminent sleep researchers, and it's actually looking

Scot McKay (07:54.35)

And you're a much more exciting and interesting podcast guest than he would be, which is why we have you.

Josh Bronfman (07:59.715)

He's got great hair. So you know, that's the only thing. But but this is actually talking about your prefrontal cortex, right? And and how you know, that reacts with the amygdala and and how actually like your your your prefrontal break. So like, you know, your your regulation, I know that but your your ability to say, okay, I'm taking information now. Is this positive? Is this negative? How do I react? When you're sleep deprived, that system doesn't work.

Scot McKay (08:04.596)

Josh Bronfman (08:30.253)

So when you're talking to your wife, right? If you're talking to a girlfriend, something that may just be benign comes off as threatening. And then you just being men, how or some better men, we don't have the a a really great ability to say, okay, wait, stop. What'd she say? How did she say it? It's just this, okay, now I'm gonna snap back because I feel threatened. And sleep does that.

Scot McKay (08:56.57)

Or maybe we miss it all together. We're like, what? Like a sixteen year old, yeah, who get very little

sleep. And this actually isn't r age related, is it? Let me say that again. Hold hold on, hold on. And this actually isn't age related, is it? Young men and older guys all need sleep.

Josh Bronfman (08:58.85)  
A hundred percent.

Yeah. Well, and it's interesting.

Josh Bronfman (09:17.101)  
100%. I mean, these are our hormone factories, right? you know, we're we're producing our testosterone during REM sleep. So if you're a a kid going through puberty or, you know, I'm close to reaching my 40s, or you're a man, you know, who you're trying to create this testosterone, if you're lacking in that good REM sleep, you're what's your body gonna do, right? And then all we do is replace this with TRT, with, with, you know,

testosterone therapy, hormone therapy, but if you're not actually fixing the the base root of where the fact you know, where the factory starts, you're really not, you're just kind of castrating yourself for the lack of a better term, in in yeah, absolutely.

Scot McKay (10:01.542)  
That's a pretty clear term.

Yeah. If that's what we're doing, then we need to stop doing that.

Josh Bronfman (10:09.475)  
Well, and I think we, you know, in terms of you know, to go back a little bit to that macho-ness, right? I think that sleep has has kind of come back to more more people are talking about sleep, but I think where where people are missing it is it's not just like a wellness fad, right? This isn't like take some vitamins or you should be doing more yoga. Like this is a basic core life principle. And, you know, we talk sometimes about the

know there's a triangle of of how we train what our our our bodies what we eat and our our mental capacity. Well, sleep literally regulates all those, right? If you if you sleep poorly that trends you to eat poorly well if you eat poorly how are you gonna train well and if all those aren't doing well, sleep deprivation goes right into depression. If you talk to almost anybody who has depression or or you know therapists,

a lack of sleep is integral into what these what these guys are dealing with, these people are dealing with. So, how do we fix?

Scot McKay (11:16.006)  
thought it was interesting you said I'm sorry, I thought that was a natural stop. Go ahead.

Josh Bronfman (11:19.405)  
No, no, go ahead. Sorry. I'm saying how do you fix this? Well the the the core piece, that key is really honing in on your sleep.

Scot McKay (11:30.018)  
I think it's interesting you would say sleep is not a fad. Ha. You know, people have been sleeping probably for well over two hundred years, you know, hopefully for eight hours a night. Yeah, I would think, you know, this goes way back in human history. Well, of course, it's a it's a human need. It's like oxygen or food or arguably sex. You know, we've gotta sleep. You're going to sleep at one point or another. You know, you've seen those contests where everybody puts a hand

on a pickup truck, and the last guy with the hand on the pickup truck is gonna be the one who wins the pickup truck. You know, they do that at like state fairs. It's it's the last guy to fall asleep. That that's the guy. It's a sleep contest, and someone's gonna win, and everybody else is gonna lose. And the guy who wins may actually be wishing he lost by the time he wins because you gotta sleep. So depriving ourselves of something we know we need,

Josh Bronfman (12:04.193)  
Yeah. Yeah.

Scot McKay (12:27.33)  
machismo aside, just flat straight doesn't make any sense. So why do we do this? We don't deprive ourselves of oxygen. We we absolutely don't deprive ourselves of sex if we can help it. Why sleep? What's up with sleep? Why do we do this? What's the psychology there?

Josh Bronfman (12:41.507)  
Fair enough.

Well, I I'm not a psychologist, but I would I would say it's it's kind of like breathing, right? Like breathing and sleep are just things that we do as humans. And in terms of breathing, you know, we have this auto breathing, but we're there there are almost no other animals out there that can control their breathing and focus on their breathing like we can, right? When you have talk about box breathing and meditation, breathing for almost every other animal on the planet is just an auto breathing.

You know, when when dogs pant, they're, you know, they've they've been running around. We actually have an ability to control that. With sleep, we just like it's 10 o'clock, time to go to sleep. And, you know, well, God, I gotta go to work in the morning. And so I gotta do this and this. So I'm just gonna wake up here. And I think we just completely lose it as something that needs to have a particular focus on. that there actually has, there's a protocol

to good sleep. And, you know, this whole concept of just going to sleep. I don't know many people, very few actually, that can say, I'm going to sleep, and within five minutes, they're just out. Sleep is a process, right? I mean, our brains, based on circadian rhythm, what you did during that day, your coffee intake, your alcohol intake, your cortisol, all those things have play play a role into actually your transition

into sleep and then how good that sleep is.

Scot McKay (14:14.918)  
I think people have it figured out. Man, sorry.

Scot McKay (14:21.444)  
I think people who have it figured out go to sleep at a reasonably uniform time every night. They're on a they're on a routine. Like they go to bed at eleven, wake up at six or seven. Every day of their life. They're on a rhythm. Like we should get kids on. And you know, the people who are really militant against like daylight savings time, that's what they talk about. Like, hey, this messes up my whole rhythm. And everybody else who's just

all over the place with their sleep cycle goes, you know, start making sense. You know, the rest of us out here, it doesn't matter how much sleep we get, this, you know, you're you're overreacting. Whereas the people who are calling the other people overreactors are the ones with the problem. Because if your sleep is that out of whack, you're out of whack. And this shows up, like you said, so many areas of life are affected. We not only interact

Josh Bronfman (15:06.863)  
Absolutely.

Scot McKay (15:18.254)  
more poorly with women and and just look stupid and clueless and act like the opposite of a provider and a protector, frankly. You know, when we have a hair trigger when it comes to arguing over things that weren't even meant to be arguments, et cetera, which absolutely happens when you're sleep deprived. Yeah. But you don't look good. You get dark circles under your eyes and you start dragging and your voice starts slurring. Your physical attractiveness drops as well. So I I thought that was

Josh Bronfman (15:28.175)  
Yeah.

Josh Bronfman (15:34.199)  
There's no safety. Yeah.

Josh Bronfman (15:46.361)  
Yeah.

Scot McKay (15:46.874)  
very interesting that you would bring that up.

Josh Bronfman (15:49.091)  
I mean, there are studies behind that as well, right? They've had sleep-deprived people, their pictures shown to strangers, and they are actually not as attractive as as those who who sleep. And I think the hard thing is, you know, you look yourself in the mirror every day, right? And I think those are it's hard to say, oh my God, I look like crap. I didn't, you know, if it's something that is a progressive, like you're not getting consistent good sleep for a long time, you you're also not noticing it. But

you know, if you're a guy that's dating or, you know, home with your wife, trust me, they notice it. Right. It is there's actually a physical, like your brain talks to your eyes and goes, There's something missing there. Like something's not not going well. And they've had studies about this. It's insane. So, you know...

Scot McKay (16:37.092)  
And you get the twitches too, like your eyelids start twitching when you haven't had enough sleep and all that crazy stuff. Probably caffeine related too. You know, if the caffeine is keeping you up at night and then you're not getting any sleep, it's like boom, it's like a double whammy on your health right there. The caffeine is bad and then the lack of sleep sucks too, you know.

Josh Bronfman (16:40.687)  
yeah.

Josh Bronfman (16:52.131)  
Well, I mean even with that, right?

Josh Bronfman (16:57.103)  
I mean, I don't I think in terms of caffeine being bad, I I would I think stopping caffeine when to stop caffeine is important, right? And when to stop having alcohol is important. So if you're a guy that's having, you know, a coffee at three, four in the afternoon, and then you're having a few beers at ten o'clock at night, not only are you confusing the hell out of your system, but you're not gonna sleep well. And... you know... al i it if

Scot McKay (17:24.72)

Well you're just gonna have to get up and pee. You could be twenty eight years old, but you're gonna have to get up and pee in the middle of the night regardless. It's not even a prostate problem, it's an intake problem.

Josh Bronfman (17:27.715)

Mm-hmm.

Well and

It's an intake problem. And then what you know you do to mess up? You pick up your phone. I wonder what time it is. Did somebody message me? Boom, you've messed up your circadian rhythm. So you are literally punching yourself in the face nonstop. And then if you, you know, and if you're drinking alcohol, and well, so you know, drinking alcohol very close to bedtime has a a deep impact on your REM sleep. So then we go back to: so if you're affecting your REM sleep and that's affecting your testosterone production.

Scot McKay (17:48.922)

Literally.

Josh Bronfman (18:01.943)

And you want to do this all day, every day, and feel like a man, I think you're I think you need to roll the tape back and say... It's a snowball effect. And and I think, you know, again, then that like I think all of us, I know for myself and I would assume for all your listeners, like we take being a a good partner, a good husband very seriously. And man, if this is if I'm snappy and this is the trend that I'm that I'm going down.

Scot McKay (18:07.888)

The snowball effect is just crazy. Yeah.

Josh Bronfman (18:31.819)

Even if the only thing I care about is being a good partner, I want to focus on my sleep because

holy hell, that that if that's that important to my relationship, why would I not?

Scot McKay (18:43.332)

And if you're looking to attract women, obviously you want to be the most attractive guy you are. I mean, we preach from the rooftops around here, Joshua, that you know, it isn't like you have to be six foot two and hot and a male model to get women. But what women really appreciate about a man who they'll even subconsciously start considering to be a provider and a protector is is he doing the best with what he's got? Does he have his own life handled? Is he well put together, as I've heard some women say?

Josh Bronfman (19:08.036)

Yeah.

Scot McKay (19:12.888)

And if you're sleep deprived, you've just given yourself a massive hit. One thing I've noticed, I don't think this is across the board. I think there are notable examples of people who are the opposite. But people who are like night owls and up all night and don't get a lot of sleep are very often low-energy people. They're not go-getters. They're very slow.

They're the guy who takes a big breath before he says anything. Yeah, so maybe they're not expending a whole lot of energy such that they need sleep. Or maybe there's a cart and a horse there. You know

what I mean? So I've noticed that. Have you ever noticed that about people who just don't sleep much?

Josh Bronfman (19:58.285)

A hundred percent. Well, and even the studies show that, you know, the people you talk about, it's like less than one percent of the population actually have the the chemistry to survive on low sleep. So we're not, you know, on a planet of eight billion people, we're not talking about a lot of people, right?

Scot McKay (20:15.142)

So there is a genetic proclivity possible here, but it's a very, very rare thing.

Josh Bronfman (20:18.787)

Possible. But yeah. And I mean, I think even if you had this, are you really gonna go in and say, I think I might have this, right? Like knowing this marker is probably few and far between. yeah, it's it's it's it's really sad. And I think that ultimately, you know, those of us again who are like, I'm just a low sleep, like, well, how do we change that? And even like you said, having consistent routines, I mean, you know,

I think there's a lot of men who are like, I can't, or people out there who say, well, I can't really go to bed until 11. Well, I would not suggest putting your butt in bed at nine, because you're just gonna stare at the ceiling. But one thing you can start doing, and I think daylight savings regardless is setting consistent morning wake up time. So there are things that are super easy, right? Like I'm gonna wake up every morning at six. Thirty minutes after I wake up, I'm gonna go put my face in the sun. Cause that instantly starts

promoting your circadian rhythm that's gonna help you at night. So these aren't things, right? That, you know, we're not I think the great thing about this this topic that I love is I'm not promoting, you know, people take melatonin, people take, you know, I drink nighttime tea, but I think that's also part of routine. These are things that we can just do ourselves to help ourselves and to help our kids. Cause ultimately whether it's, you know, you want to be the best version of yourself, your kids, your wife,

your your work, your you whether you're a boss or you have employees, like you just want to be the best version of ourselves. I think all of us ultimately innately want that. And this is a pretty easy thing to get a jump start off.

Scot McKay (22:02.532)

You've talked about circadian rhythm several times in passing, but that really is a linchpin to this whole conversation. You mentioned waking up at a certain time and going out and putting your face in the sun. That's literal. There's studies that back up the need to do that. And that's from the cavemen days. It's like, you know, you should walk around barefoot on grass also because it, you know, grounds you and yeah, yeah, exactly. There they're reasons baked into our

Josh Bronfman (22:07.533)

Yeah.

Josh Bronfman (22:15.695)

Yeah.

Mm-hmm.

Josh Bronfman (22:25.892)

Grounding.

Scot McKay (22:32.43)

our human existence and how we're designed that aren't designed about artificiality and blue screens

and technology. It's about living on the land and not having light bulbs at night. You know, you wake up and do work when it's daytime and we sleep at night. So there's this idea that, you know, let's say we pick going to bed at eleven. A person

who has that routine set up will go to bed at 11 even if they don't feel tired and somehow still fall asleep because their body knows what to do because they've set up this rhythm. Meanwhile, there are a lot of people, and I'm raising my hand. And I the reason why I'm raising my hand and bringing this up isn't because I'm projecting my own state on the entire audience. But I've actually run this by some of my buds, and they're like, dude, that's me also.

Josh Bronfman (23:20.919)  
Mm-hmm.

Scot McKay (23:27.866)  
We kind of feel like we wish there were 30 hours in a day or thirty-two hours in a day, because I don't need eight hours of sleep out of every twenty-four. I kind of need eight hours of sleep out of every 30 or 32 hours. Like if I go to bed at eleven and I wake up at seven and I have eight hours of sleep, I'm not ready for bed again at eleven that night. I'll be up till like four or five and go, ugh, yawn, I'm tired. Then I sleep for eight hours and I'm on this thirty-two hour cycle.

Now, that obviously is not something that your nine to five boss will put up with. That's not something that life allows for. Meanwhile, going along with that problem, and I would argue we've trained ourselves to have that problem. I don't know whether you're going to agree or disagree. Your body can be trained to be back on that 24 hour rhythm. Maybe if it's seven hours of sleep or whatever. I don't know what you're going to say about that. And I can't wait to hear it. But I want to add on to that.

Something we haven't talked about yet that I think needs to be said, which is the idea of junk sleep. In other words, hey, look, you know what, I worked a night shift. I can go to bed at seven in the morning and wake up at four in the afternoon and, you know, I've gotten nine hours of sleep. Why am I still tired? And it's because our bodies need to sleep when it's dark and be awake when it's light. And even if you pull the shades and have like, you know, light blockers on your windows.

Josh Bronfman (24:32.335)  
Mm.

Scot McKay (24:55.078)  
People who work night shift still suffer long term. So what's going on with that whole circadian rhythm thing? Where's the truth and the fiction there?

Josh Bronfman (24:59.064)  
Yeah shit.

Well, man, I think the you know shift workers have that that's a tough business, right? Because again, that almost goes back to people who say, Well, I'm I'll sleep on the weekends. Well, you you know, if you're catching up on sleep, it actually doesn't help it actually is hurting your your rhythm in what you're talking about, right? And I think that this whole notion, I mean, I kind of put this almost back to like, you know, the the old food pyramid, right? It's like, well

Everyone's a little bit different. So when you say everyone needs seven hours, it's not I I don't believe that, right? I think what I've learned and what is important ultimately, and if you have like I wear a Whoop, there's you know a lot of these sleep trackers, having a certain percentage of deep and rem sleep is super important. So having, you know, 25% of your sleep be that REM sleep, 20% deep sleep. Even even if you have, you know, six hours of sleep, if you're able to have

more full complete sleep cycles, that's a win over eight hours, let's say, of broken sleep. Because when you wake up in the middle of the night, you're going back to back to stage one. You're not like, man, I was teetering in stage two, but man, I got to pee. And then all of a sudden you're back right going into deep sleep. You start back up. So you know, I I think ultimately, you know, in terms of the circadian rhythm, you know, our our

Our environment has messed that up, right? And I think that ultimately going back, like you're saying, starting off from a good point, getting grounded, you know, not everybody can do that. but I think, you know, we can all go throw our faces in the sun for for a minute or two in the morning. And it's but rather than picking up your phone, right? but I think even like you're saying, you know, having kind of that that sleep routine of even if you're going to bed at 11, well, if you start that wind down time at 10, not having a screen on.

Josh Bronfman (26:57.581)

So, you know, let's say, you know, my wife and I do this sometimes, and it's like, damn it, I did it again. Kids go to bed. We're like, we just want some time. Let's put a movie on. We just, I just, and you're like, my God, it's 10:30. We got to turn this off. And I need to be asleep in 10 minutes. Well, that's again, unless you're a special person, it's typically not going to happen. So I think if you're, you know, if you're somebody who's like, I wish there were 30 hours in the day, which trust me, I I I hear that. But if you're like, my goal is to sleep at 11.

Well, start the process at 10, right? I try and do that. Have some tea, do some reading, put my phone down, you know, put the group chat down. Put, you know, if you're want to read something, you know, print it out, read it in bed. you know, I think that that's the stuff that actually will start telling your brain, okay, this is where I'm supposed to be. And that ultimately, you know, I would suggest everybody who watches this and anybody who I talk to, try and do that for 30 days.

And see how your energy is during the day. Because I think if you're just if you're sitting there at four in the morning being like, I'm just not tired. Well, you probably haven't gotten enough sleep and you're in this cycle that it's telling your body this is okay to function. Man, if you got some lab work or if you actually, you know, went on a date or, you know, talked to your wife, they might have a different story.

Scot McKay (28:22.564)

Yeah, man. And dudes, speaking of dating, do not date flight attendants if you're taking any of this seriously. My goodness, they're on four days and off five, and they will keep you out all night. Or in all night on a Tuesday and you're screwed at work the next day. They'll throw your whole rhythm circadian or otherwise out the window. Those chicks. Just saying.

Josh Bronfman (28:28.761)

Whoa.

Josh Bronfman (28:35.779)

Ha ha ha.

Josh Bronfman (28:44.451)

Well, and I I think the interesting thing, you know, men and women, you know, there's there's a study out there that says, well, women need 20 more minutes of sleep because their brains are so complex. Well, there's not a whole lot of research to support that, but we do have different biological needs, right? That's sleep, but it's still a a hormone factory for both of us, right? women actually their circadian rhythm starts earlier. like there are different things that if you are with a partner and you're both maybe having different sleep issues.

These are things that you can talk about to say, hey, look, this is going to actually make us better the next day. And people who have actually been part of these, these these studies will have journals of like, well, how did I sleep the last night? Well, we slept horribly and we fought our fights, because you know, everyone fights and that that's okay. but our fights were were meaner or they were, you know, the it it had a different, a more negative tune to it.

Because we're both snappy now. I think that that's something that couples can really do together. And my, you know, I a lot of this I take from myself, my wife and I try and try and do that, right? Because we want to be better for each other the next day and better for our kids. And if our kids see us fighting, then you know, it's just again, it's more snowballs. We don't need any more snowballs.

Scot McKay (30:03.13)

Yeah, there is a snowball effect to this, which kind of brings us full f which kind of brings us full circle back to people don't take this seriously enough. I mean, you and your partner, you know, these guys who live with a woman, married or whatever, in a relationship, and your sleep patterns aren't the same as each other's, or you're both sleep deprived, you get cranky, and when you get cranky,

you start having less sex. And when you're not getting laid, you get even crankier. And it's this vortex of doom, right? And yet people underestimate the power of everything we've talked about here today, which is why I really appreciate you, Josh, and everything you brought to the table today. And what I want to do is I want to send these guys to your website, and we'll go ahead and make it [mountaintoppodcast.com /dreamer](http://mountaintoppodcast.com/dreamer)

to get to Josh's website, which is actually [dreamer.store](http://dreamer.store). And when they get there, you have blogs and you have posts and you have all these studies and everything, but you they can but they can also find out about your Dreamer product, can't they, when they go to that site?

Josh Bronfman (31:21.025)

Absolutely. We've got a a ton of information about our product. We use sound frequencies that help lower cortisol, lower heart rate. So, you know, whether regulation's a term we want to use or not, but it actually helps calm us down. And our brains need to feel... It works on pets. it I mean, again, we started this for our kids and all of a sudden we're using this. You know, my wife's nursing and she goes, Man, I'm

Scot McKay (31:37.966)

Importantly, you said it works on pets too.

Josh Bronfman (31:50.479)

I'm feeling a lot calmer. And I'm like, well, let's put this in the bedroom for us. If we're not, if we don't have our our Dreamer in in the room, something feels off because it actually lowers... It's like it's it's the same as having a sound bowl bath. This is actually calming us down. Again, lowering your heart rate, lowering your cortisol. Your brain again needs to feel safe to sleep. Like if you're in a fight or flight mode, you're not sleeping. so lowering that cortisol, um...

So yes, you can find our Dreamer product. We hope, you know, if anybody is interested, we'd love for you to support us. But we also have a ton of blogs about, you know, the importance of sleep and not only for you, your family, your partner, and we hope you spread the word and and take it seriously because we really think you're gonna be a a better version of yourself if you do.

Scot McKay (32:36.24)

And you mentioned to me right before we started this particular recording, Josh, that you're generously going to send me one. And I tell you what, I can't wait to try it. I can already sense it'll help. So yeah, guys, go to [mountaintoppodcast.com/dreamer](http://mountaintoppodcast.com/dreamer) and getchasum. And with that, I'm also going to put

Josh's email address, which is [josh@sleepwithdreamer.com](mailto:josh@sleepwithdreamer.com), and also his Instagram, which is [@dreamerforsleep\\_](https://www.instagram.com/dreamerforsleep_)

Josh Bronfman (32:46.627)  
Absolutely.

Scot McKay (33:06.332)  
Put that in the show notes for you as well so you can connect with Josh however you'd like. Josh Bronfman so you can connect with Josh Bronfman however you'd like. Josh, once again, thank you so much for being on the show. This has been fun and informative, and I hope you'll come back.

Josh Bronfman (33:22.861)  
I would always like to come back. Scot, thank you for having me. I really appreciate it.

Scot McKay (33:26.576)  
Yeah, man. Been a great show. Guys, check out our sponsors, Origin in Maine, Hero Soap Company, and The Keyport when you go to [mountaintoppodcast.com](http://mountaintoppodcast.com) and put in your mountaintop and put in your coupon code "mountain10" with any purchase to get 10% off. Also, gentlemen, check it out. I want to know what's going on in your life with women. What is holding you back? What is that one sticking point? And have I ever talked about it on this show or have I

somehow neglected after all these years to mention that one thing that's most important to you. Well, I want to know. Get on my calendar, talk to me for a full half an hour over Zoom. And if a coaching program makes sense to implement from there, we'll do that too. But most importantly, I want to get in touch with you guys, know who's listening, so I can do a better show for you. You can get on my calendar and a whole bunch of other things also at [mountaintoppodcast.com](http://mountaintoppodcast.com).

And until I talk to you again real soon, this is Scot McKay from San Antonio Tech. And until I talk to you again real soon, this is Scot McKay from X & Y Communications in San Antonio, Texas. Be good out there.