

# MORNING ZEN

Empower Your Life  
by Transforming Your Mornings

ADRIAN GONZALEZ





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www.europebooks.co.uk | info@europebooks.co.uk

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Life is 10% what happens to me  
and 90% how I wake up in the morning.

## **PREFACE**

We incorporate new things into our lives when we think deeply about them, reflect on them, practice them, and share them. So, whenever you feel like this while reading this book, it means new connections are forming in your brain. Neurons are regenerating, and intelligence is taking place, so it's okay to pause and be present. Reflect on new concepts, learn them, give them a shot, and incorporate them into your daily routine, and you will see that the rest will be fun.

**Morning Zen**

Adrian Gonzalez

Instagram: @the\_morning\_zen

# CHAPTER 1

ARGUE WITH  
THE EXPERIENCE

## CHAPTER 1

# ARGUE WITH THE EXPERIENCE

“Don’t just talk; argue with the experience.”

Many people practice great habits, like going to the gym, meditating, etc., but they cannot incorporate them into a long-term routine. Well, let me tell you that once you finish this book, you will start a new process, one that will help you understand the origin of habits so you can wire your brain to include them in your daily routine and prepare yourself for the day’s battle.

Once you understand why some habits stick while others don’t, it becomes much easier to establish them. Sometimes we practice habits because we know they are good, but we don’t go behind the scenes and deeply research the reason why we should do them. Consequently, the practice doesn’t stick in our brains.

I’m Panamanian, born and raised. I love eating hojaldre, watching soccer (La Liga Española), hitting the weights at the gym, and reviewing study cases from the Harvard Business School. But

my greatest passion all these years is arguing points of view based on my lived experiences. In short, I like to “argue with the experience.” When sitting in a BBQ grill on a Sunday afternoon, discussing a specific subject with your pals, the person with the best card on the table is the one who has lived it, especially if they’ve experienced its complete journey.

For example, while living in Argentina, I used to go out some Sundays in search of good pizza in the city. Then, on Mondays, I’d tell my coworkers and friends about the nice pizza I’d enjoyed at a specific restaurant, and they would always jump in and say, “Well, the best pizza is from this other restaurant.” It was difficult to discuss the topic with them because I hadn’t visited that restaurant nor tasted the pizza they’d suggested. So, I thought to myself, what can I do to avoid this lack of knowledge about pizza? Why was there always a pizza restaurant that I had missed? Was there a list? Maybe I should do a pizza tour, visiting all these popular restaurants that my friends had recommended. Then I could explain in great detail what my top pizza in the city was. After tasting all of them, I could share my experiences with them. So, I began to prepare myself for this journey called the Pizza Tour.

When my brother, Arkel, flew into town to visit me, we talked about it and decided to make it more like a competition. By the way, Arkel is one of the best doctors I know, and I will tell you why later in this book.

Returning to the story, first, we embarked on a three-day adventure, eating nothing but pizza. For our guide, we used a list mentioned in a short TV commercial for Banco Ciudad de Argentina. The bank has a great advertising campaign that says, “You already know your city, right? Now know your bank.” This campaign is awesome because the ads mention local things, traditions, and

jokes that only Porteños know (Porteños are people born in Buenos Aires). This particular commercial focused on the best pizza in the city. As a matter of fact, you can find this video on YouTube. Just type “Banco Ciudad Pizza,” and you will know what I mean (or go to the Instagram bio link @the\_morning\_zen).

By the end of our journey, we had determined the top pizza places in the city. And of course, after tasting the 11th slice, we started to appreciate other properties of this Italian dish, like the difference in freshness, quality of the crust and the ingredients used to make it. It was hard to decide which pizzas qualified and which were off the list, but in the end, we made our selections, and we had a much greater understanding of artisan pizza. What do I mean by this?

Well, artisan pizza quality depends on the ingredients. They need to be fresh, correct, and ready to be enjoyed by the diner. Consequently, they are not like the big pizza chains, where, to maintain the same taste, quality, and economy of scale, the majority of the ingredients have to come from headquarters. By this, I’m not saying these big chains don’t deliver delicious pizza, because they do. But we need to compare apples to apples.

Artisan pizza depends on local ingredients that are grown and harvested with local water, earth, and breeze. This type of pizza has a local stamp to its ingredients that makes it unique. And this not only applies to pizza places but to the majority of local restaurants. So, if you have the opportunity to visit a new city, ask around for artisanal local restaurants; you will definitely enjoy the experience of eating at one. In other words, besides knowing this new city, you will also know its flavor.

Back to the story. At the end of the journey, and sated with pizza for days, we finally selected a winner. For us, they made the best

artisanal pizza in Buenos Aires and—why not—in the world. Well, I have been to several pizza capitals, including Chicago, with its famous deep-dish pizzas, New York City, Rome, and Catania, as well as local restaurants in Italy, and in my opinion, Buenos Aires, Argentina has several of the best pizza restaurants in the world. That being said, if you want me to try a good artisan pizza restaurant, please contact me, and I will be glad to visit, taste, and compare.

Well, the place with the most amazing pizza is located in the center of Buenos Aires, between Talcahuano Street and Marcelo T, and is named El Cuartito. If you have the opportunity to visit Buenos Aires, please go to El Cuartito. Ask for the “Fugazzetta Rellena con Jamón y Morrón”, which has grilled cubes of mozzarella, little slices of onions, ham, and red peppers, all perfectly baked. Two words: the BEST.

I know tastes are a personal thing, but since that day, I’ve come to understand that the best way to know about something is to try it, compare it, and share your experience with others. And this is what is this book about.

For the last few years, I have been testing and researching many different things in life so I can provide my point of view based on my experience on that topic, so I have lived both sides of the coin and understand the how and why of things. In other words, I have been arguing with the experience, and this is what I will share with you in these next chapters, my experience and why we should transform our mornings, so you can understand what I mean by the new meaning of success.

# **CHAPTER 2**

THE NEW MEANING  
OF SUCCESS

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Instagram: @the\_morning\_zen

## CHAPTER 2

### THE NEW MEANING OF SUCCESS

In this book, you will begin to understand success is not the act of achieving what you are pursuing. In other words, it is not acquiring what we want because we fought so hard and pushed through till we got it. It is so much more than that.

I invite you to discover the other meaning of success: accomplishing all your daily habits under your control. And these morning habits will be part of a new transformation.

In his book *Chasing Excellence*, Ben Bergeron describes the mindset of two amazing athletes, passing through the toughest competition that exists right now, the World CrossFit Games. (If you have the chance, read this book. Two words: highly recommended.) As Ben explains, we experience two types of situations every day: those we can control and those we can't.

For these elite athletes, excellence is successfully completing a

task, training session, or commitment, all things they can control, and they do not put energy into what they cannot control.

The Icelandic athlete Katrin Davidsdottir defines success with these words: “We choose to focus on what’s inside our control, and what we can control is exactly what defines as success.”

In 2016, the year Ben Bergeron wrote his book, Katrin Davidsdottir and Mat Fraser won the CrossFit Games, earning the titles of fittest woman and man on Earth.

Success is what we can focus on this day, this hour, this minute, so focus on completing all these amazing habits for Morning Zen, and you will conquer your morning, your day.

What happens during the day, problems, situations, pending tasks, are part of daily life, and most of them are things you cannot control. Remember, these habits will be under your control, and if you complete them, you will succeed for the day. That is what I call success.

To fully enjoy this book, I recommend practicing Morning Zen as you read. Yes, put the process into practice right now.

Many people, including me, like to read everything first and then use what we think is most important. And guess what? Most of the time, we do not do it. We read the book, close it, and never open it again.

This book is different. It has been designed so you can start practicing Morning Zen on day one and as you read it. So focus on now, on the moment, on the present.

When you complete this book, you will say, “Adrian was right. The magic of this book is that I can incorporate and practice Morning Zen while I read it.” So, start it now. Don’t wait until next

Monday, like the eternal diet we always want to begin but never start. Let's avoid procrastination and, with no regrets, start now—yes, right now.

So, to warm up and put into action what this book is about, I will tell you the first three steps to start Morning Zen. And you may ask, “Do I have to wake up earlier?” The answer is YES, but no worries. We will explain the why and how much time will be needed.

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## THANK YOU

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Would love to improve your mornings, include new habits, and transform your life? Fill out the form and contact me now:

- <https://forms.office.com/r/Byg8fHP5AS>
- [coaching@themorningzen.com](mailto:coaching@themorningzen.com)

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- [@adrian\\_gnlz](https://www.instagram.com/adrian_gnlz)



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