



Achieve Your Goals Podcast #89 - Go "Behind The Scenes" of the Best Year Ever Blueprint

Nick: Hi, goal achievers, Nick Palkowski here. I have a quick question for you. Can one weekend literally change your life? Well, one weekend changed the lives of over 200 people last year when they attended Hal Elrod's Best Year Ever Blueprint live event. And Hal is doing it again this year. You can get all the details and reserve your spot at BestYearEverLive.com. Last year's event showed that one weekend truly can change your life. Since the event, Tim Cornwell has lost 42 pounds, Heidi Murray more than doubled her income, Steven Christopher increased his revenue by over 500%, and those are just a few examples from hundreds of incredible results created by last year's attendees. Don't miss out on your chance to make 2016 your best year ever. Head to BestYearEverLive.com and register now.

Nick: Welcome to the Achieve Your Goals Podcast with Hal Elrod. I'm your host, Nick Palkowski and you're listening to the show that is guaranteed to help you take your life to the next level faster than you ever thought possible. In each episode, you will learn from someone who has achieved extraordinary goals that most haven't. He is the author of the number one best selling book, *The Miracle Morning*, a hall of fame and business achiever, an international keynote speaker, ultra marathon runner and the founder of VIPSUCCESSCOACHING.COM, Mr. Hal Elrod.

Hal: All right, goal achievers, welcome to a special edition of the Achieve Your Goals Podcast. This is actually a video podcast right now, so if you're listening to this online and you want to see the video, which is going to have some fun elements to it and some things you won't be able to quite hear, but you can only see, go to BestYearEverLive.com and then that's where you can opt in to get this video and download it, watch it, etc. But we're going to make sure that as a listener

of the podcast, of course, you're going to get a ton of value today. When I say this is a special episode, it's special for a few reasons.

Number one is the fact that we are also recording it on video. When I say "we," my special guest today is the one and only Jon Berghoff, and he will be on in just a few minutes. If you're watching the video, you see that it's me and a microphone on the other side of the screen. You're probably wondering, "Where is Berghoff?" Well, he is going to make a special entrance for the video in a few minutes. Here's what this video is about. This is behind the scenes. This is behind the scenes of the Best Year Ever Blueprint, which last year was my first ever live event. We had 220 people there. Life changing event, of course. And this December we're doing it again. And what we decided to do today, this event, the Best Year Ever Blueprint live event, created profound transformations for hundreds of people. So what we wanted to share today with you is how those transformations were created, what we did behind the scenes to create those transformations, so that you can apply those strategies, those techniques, the things that we did at the event to your own life right now to see measurable improvements that the attendees experienced last year, but you won't have to wait for the event to start experiencing those now.

And I know that of our Achieve Your Goals Podcast listeners, I know at least 100 of you are registered for the event already. I'm sure we're going to sell out again this year. And if you want to access this video or get details for the event, again, go to BestYearEverLive.com. Now before I bring on Jon Berghoff, I want to tell you why he's on the episode today and why he basically ran the event last year. I mean he ran it. I showed up, I brought people there, but Jon ran it and here's why. When I originally created the Best Year Ever Blueprint, the concept, I wanted it to be different from 99% of events that are out there in that most events that you go to, and you've probably been there before, whether it's a conference or a seminar, you go there and you just get lots of information, right? You get information overload. You get lots of information. You leave there with pages and pages of notes and then you come home and you've got ten pages of notes and you're somehow supposed to figure out how to implement all of that stuff into your already crazy busy life and it doesn't happen.

So my intention for that event was that it wouldn't be about what you learned while you were there, as much as what you do while you're there, what you experience. Now here's the funny thing. Jon Berghoff was visiting my house about two or three months before the event last year and I was telling him all this and he goes, "So Hal, what are you going to do to make this experiential and follow through on this to make this so life changing for people and different from what they're used to?"

And basically he figured out quickly that I didn't have that part figured out. But he did. He had run dozens of events, I think 40 events all around the world, these experiential events. So Jon is the master at creating profound transformation for all types of people, whether it's personal or whether it's business. His business acumen is probably more impressive than anything else. So I brought him to run the event.

The people that had transformations, I'll just give you a few examples. Tim Cornwell, since last year's Best Year Ever Blueprint, he's lost 42 pounds, and Tim will tell you that's a goal that he worked on for ten years and he failed to accomplish it for ten years. The Best Year Ever Blueprint, and what Jon is about to teach you today, was what was responsible for getting Tim to finally lose those 42 pounds, which is phenomenal. Steven Christopher was at Best Year Ever last year as well. His business, since that event, it's up over 500%. So again, John's going to teach you today and tell you what we did that you can do to start seeing those kind of results in your own life. So without further adieu, if you're watching the video and you're wondering, "Why is there no one on the other screen? Where is Jon Berghoff?" I'd like to officially welcome the one, the only man, myth and legend, Jonathan Berghoff.

Jon: Dun dun dun da, insert dramatic sound effect here. Thank you, buddy.

Hal: Those were my clapping sound effects. Yeah. Whoa, nice shades, buddy.

Jon: How cheesy was that, huh?

Hal: Jon the Terminator Berghoff. That was entertaining. I enjoyed it.

Jon: So Hal, while I was sitting down there, I didn't know it was going to go that long. My foot started cramping up. I'm like, "Oh my gosh, I'm going to..."

Hal: You know I'm long winded. I even asked you, "Are you going to be comfortable sitting on the ground for a few minutes while I introduce you?"

Jon: This is good.

Hal: I'm excited for this. This is going to be great for me just as a refresher of what we did last year. I mean last year I was in tears by the end of the event. That was because of what you lead and facilitated for 200 people. And we had people in tears. We had people jumping for joy. It was profound. So let's go behind the scenes, my friend. Why don't you talk about first of all, big picture, what does it

take? What made the Best Ever Blueprint so special and effective in creating transformation for 200 people?

Jon: Sure, sure. Well, I think there's a few things that had nothing to do with you or me that I think we should acknowledge, right?

Hal: Please.

Jon: In fact, we talk about Tim and Steven as examples of individuals who've had incredible breakthroughs. And yes, they were at the event and they're members of our Quantum Leap Coaching program. However, what we did not to and can't take credit for is the drive and determination that they have. So it's a partnership between the attendees and what we try and facilitate. The other thing that we can't take credit for, in some ways we can but you can only get it if you're there, is to be in a room with 200 or 300 people like we're going to have this year, who are all going through the same experience is transformational. Right? We're going to talk right now about what were the concepts or what were the experiences that Tim and Steven and others went through. And your audience should get a lot of value even just on the podcast.

Hal: And I should mention, by the way, Jon, when you repeated back Tim and Steven's experience that I shared as examples, I've got to mention we had just as many women there if not more than men. So just a couple examples. Nicole Keating, her dream was she always wanted to launch a podcast around her passion of wellness and within a matter of months after the event she launched the Art of Epic Wellness podcast, which is one of the top podcasts on iTunes. Christie Solar was there. Christie has more than doubled her income since the event. I think she's tripled it, and she was already a multi six figure earner. So I mean just really phenomenal results of all ages, ranging from attendees there were I think 19 or 20 all the way to in their 60s and everything in between. So yeah, I just wanted to mention how universal what we're going to teach is, no matter what sex you are, no matter what age you are, no matter what profession you are, or whether you don't have a profession at all. So there you go.

Jon: Cool. So where do we want to start? So what was the first question? Behind the scenes, what did we do? How did it happen, right? That's where we're going to start?

Hal: Yeah, yeah, yeah. The big picture was yeah, behind the scenes.

Jon: Well, let's go through some of the topics that we actually covered at the event and really pull back the curtain and share with your audience what we did and how we did it and why we did it. And then they can actually do some of this on their own.

Hal: Yeah.

Jon: One of the first topics that we approached was the idea of not just setting goals, but getting clear on outcomes and doing it in a way using what I would call experiential visualization. And so the exercise, one of the several exercises around this topic, was we lead people using kind of a multi-sensory experience; we used music, even the lighting. We lead them through a visualization where we had them envision just the next year, and we had them actually imagine that they were a year ahead and that they were looking back. And we don't have the time to do it on this episode, but just a tip for the audience here, if they want to experiment with visualizing, experiment with different methodologies. As an example, for some people it's easier to visualize if they imagine looking at a still picture. For others it's easier if they imagine a moving picture. For many people, a moving picture and vivid colors and a multi-sensory visualization where they actually even feel the feelings that you want to feel, you imagine the sounds that you're going to hear, even the smell, if there is anything, of what the future's going to look like, engaging as many senses as possible is a great idea. So we walked people through this visualization where they started a year ahead and they looked back like they were replaying a movie in their mind's eye. For some folks it's easier if they imagine watching a movie on a screen. For others it's more effective if they imagine being in the movie, right? There's some science and background to this but...

Hal: So you recommend that people experiment and kind of figure out which of those works for them, what resonates with them?

Jon: Yeah, because everyone's programmed differently. And that actually goes into the design of all of our exercises is we want to meet as many different mental models as we can when we have people learn. So we had them visualize looking back and seeing the year happen. But we had a very specific formula that we used, and I can share parts of it. One of the examples is we had people visualize what are the obstacles that they saw themselves overcoming and we had them visualize what are the creative solutions that they saw themselves coming up with. Now here's how we took it a step further, and this is where we can tell everybody everything we did but you just can't recreate it until you come back this year, but

what we did is we then had people have discussions with other people in the room. We called it the "as if" conversation where they spoke to each other as if a year had gone by. It'll be so fun when we get back together this year and the same people are with each other doing this exercise and they're like, "Oh my gosh, we made it happen. That's crazy!"

Hal: It actually happened. Yeah, yeah.

Jon: So they would talk to each other as if, completely in state as though they're looking back on how did it happen, how did I overcome obstacles, how do I feel now, what are the behaviors I had to develop, habits I had to develop, and what kind of momentum did it create, what kind of person did I become? So we gave people all these frameworks and they'd have that conversation with 15 or 20 people in a small window of time. And all of a sudden what happens is by talking through it, because our lives, I believe, are a product of the dialogue that we have not only within our minds but with other people, and when we start talking about something again and again we internalize it at a very visceral, deep level. And you have 15 or 20 conversations with other like-minded, energized, inspired people, you can't help but by the end of the 15th or 20th have made some incredible transformations within the brain that are going to stay there forever. We could end the event right there. In fact, we even had folks on video that were like, "Hey, within the first hour, we got enough value. This is great." But there was more, right? So that was one exercise on visioning and I'm trying to paint a picture of how you make something experiential, but I think hopefully the audience right now can get value from this. There's things they can do on their own. And then we went into a couple other topics that I think were significant for folks, but let me just stop there.

Hal: I want to cut you off real quick. Yeah, what you're talking about, the visioning that you're talking about and the way that you do it specifically, it's really unique. And we had, I know Jeff Latham specifically, another attendee at the event, Jeff Latham since the event, well, he has said that what you did, that visioning that you just described, what you lead him through, that was arguably the most powerful part of the entire weekend for him, so much so that he has been bugging me, and I think he bugged you a couple times, that you need to get that on video or on audio. I mean he's really passionate. And his results, he's up \$400,000 since the event. His revenue has increased \$400,000 over the year before. I mean just a significant, profound... So I share that because this is someone who actually took that experience that you lead him through and he fully engaged, he didn't judge it, he fully engaged and the results speak for themselves. And of course, he has signed up, as is Christie Solar, as is Steven Christopher, as is Tim Cornwall, all these

folks, they're part of the 150 people that we have already signed up for the coming event that were there last year.

Jon: Yeah, and they're bringing their teams this year, which is going to be cool.

Hal: Yeah, yeah, yeah. They're bringing like ten people each, so it's pretty cool.

Jon: All right. So what other behind the scenes can we share with people? What else can I share?

Hal: What else did you do? What else did you lead people through? I wasn't there. I just left it up to you. I went and ate. I would have lunch and...

Jon: You took a nap, I think.

Hal: Yeah, I took a nap. I just trusted you to run the Best Year Ever event.

Jon: It was exceptional. You know, Jeff is another example of the kind of person who's listening to this podcast, who's coming to our event this year, they're doing their part. So I want to be clear that this isn't a one sided magic bullet. However, if you're the type of person who has the aspirations and the energy to want to progress yourself, then it's a nice partnership. It's nice how that worked for Jeff. Yeah, so here's another topic that we dove into that you and I really believe in is significant for people to have breakthroughs, and it's the topic of purpose, of having a higher purpose. I like to use the word a "transcendent" purpose, in other words, reasons to succeed or reasons to excel in whatever we're doing that go beyond just the obvious material reasons, right? In business, yeah, we all want to make more money, but I view profitability and money, it's kind of like blood. You need it to live, but it's not the reason to live, right? And yeah, it's great if you can make more of it. In fact, it's a good idea to make more because then you can use that money, it's just fuel, to invest back into making a bigger impact in the world.

So this isn't an either or like "I've either got to make a lot of money or have a purposeful life and great relationships." No, no, no, no. They actually all serve each other. So one of the things that we did last year is we talked about purpose and we did a couple exercises around it. One of the things that we shared with the group that is good value to give to the podcast right now is that there's three ways that individuals find purpose. Not everybody's wired the same. For some people they find purpose through personal growth, and in fact, I can never say the guy's

name, the guy who wrote the book Flow. You know? Csikszentmihalyi. It's like there's no vowels. You know what I'm talking about right?

Hal: Yeah. I don't know either.

Jon: It's funny when people say his last name, I'm always so impressed. I'm like, "Wow." But he kind of made getting into the zone a popular concept. Flow, it's like the psychology of the optimal experience. It was kind of a cornerstone book around that topic. And one of the things that he talks about it is that the zone or flow is when our highest strengths match up with a significant challenge. That's when we get into this flow. So that's one way that people find purpose is through that, through personal growth. And that's great. Another way that people find purpose is relational. In other words, they find purpose in connection with others, or how they're supporting others. It might be if I'm leading others, or just in deepening relationships with others, it can be personal relationships, relationships within my team, relationships with customers or anybody, right? A third way that people find purpose is what we call societal. So there's a natural progression here, and none of these are better or worse. That's not the point. The point is everyone's wired to find purpose differently. Some people find it more through that personal element. Some people find it more through a relational element. Some people find purpose through something societal, which means everything I do I'm doing to support some greater good, whether it's supporting the environment or some sort of cause or initiative or mission, or even if it's faith based, just something bigger than myself, right?

So we talked about that and then we had people do some exercises where they looked at their goals, and this is some great tactical stuff that listeners of this episode, or watchers, can go do right now, which is list out your goals in different areas of your life, which we did that, we had them kind of break it down, and then for each specific goal, make a list of specific reasons that might motivate you. And for some goals, the purposes or reasons might be more personal. For some it might be relational. For some it's societal. So there's formulas for this stuff that can really, really work. One thing I want to say about purpose, Hal, that I think there's a myth or a misconception. People often when they hear the word purpose, or purpose connected to our businesses, I think they often think, "Oh, does that mean that I should find a cause to support?" Like this year, at the Best Year Ever event, we're tying the event together with the Front Row Foundation, which in one sense is a cause, right? And so we believe that it is a tangible way of tying together personal growth and purpose.

We wanted to do something unique that we've never seen done. It's going to be awesome, a huge party Saturday night celebrating ten years of a charity that you and I love. But I'm going to go out and say purpose has nothing to do with a cause. That's a misconception that people have. Purpose has to do with how we approach what we're doing, right? Now we can find purpose in a cause, but I just want to make sure that people recognize there's more to it. And there doesn't have to be a cause. We can go to work purposefully every day. Our purpose doesn't have to do with what we're doing, but how we approach it, right? I just wanted to make that clarification.

Hal: And I'll just interject, and I mean I think I've done an entire podcast episode, I have no idea, it's been a long time, but on purpose. And I talked about the book that I read that opened my eyes to creating this universal purpose which I, or transcendent purpose as you call it, that I could apply to every area of my life. It wasn't, like you said, it wasn't a cause where "My purpose is to raise money for this thing or to end global hunger or whatever." It was how I showed up, right? So I read a book called Love is the Killer App, which I know you've read, by Tim Sanders, and from that I defined my purpose as selflessly adding value to the lives of other people. And I'm not some altruistic human being where I have no wants for myself. I have lots of selfish wants that I want. But I wanted the purpose to be pure to where when I was interacting with another human being I made sure that my value add was selfless. It wasn't "Hey, what's in it for me?" or "What do I want to get out of this?" or "Is this convenient for me to add value right now, or do I feel like it? Am I in the mood?"

It was where every human interaction I had, my focus was "How can I add value for this person?" whether I want to, whether I feel like it, whether it's convenient, etc, etc. "What's in it for them," not "What's in it for me?" And like you said, it became something that was transcendent. I could apply that selflessly adding value to an audience I was speaking to, to a reader that was reading my book, to my wife, to my kids, to my mom, right? So every day that's on my wallets and my affirmations and so I wanted to share that as an example so people could have some context of like, "Oh, wow. That's a purpose that someone could take for themselves or they could modify or create something like it."

Jon: Yeah. Hal, I love something that you said there that I think for some people is a great source of question, which is you made the point that it's not that you think that you're entirely altruistic in that you don't have self motives, right? There's actually been research done on this, some really interesting research on "Is there such thing as pure altruism?" or does that even make sense, right? Can you have

both? Can I be altruistic and self interest? And a phrase that people often use is what's called "enlightened self interest." And what the research has shown is that both not only can co-exist, but they do co-exist and in fact, folks that are considered givers, they have this enlightened self interest. It's not an either or. It's fine for me to give and to know that something's coming back to me. In some cases it's just good to be aware of that, right? So I love that you said that because I think that's one of the reasons people love you and your podcast and following you, because you're open and honest about that, right? It's not just, "Hey, I'm going to save the world and I don't care what's in it for me." You can have both. That's great. Feel good about that.

Hal: I really want to get a Tesla when the new Tesla X comes out.

Jon: Yeah.

Hal: But I wanted to share something with our audience. One of my favorite parts of the Best Year Ever Blueprint video from last year, and Jon, I know you'll know this when I say it, is Joseph Diaz, and I think I can quote it word for word. There's a clip on the video of Joe Diaz and he says, "Jon and Hal started to ask us about our purpose and we all looked at each other and go, 'I don't know what my purpose is.'" And he goes, "Twelve seconds later we go, 'Oh my god, this is my purpose! I knew it all along!'"

Jon: Yeah.

Hal: And I love that because that ah-ha moment was he was representative of what happened for 200 people last year, the way that we were able to help people go from, "I have no idea," to, "Oh my gosh, this is my purpose." And once you get that ah-ha, once you have that breakthrough, man, your whole life changes. Everything you do becomes fulfilled because you're doing it not from a place of have to, but from a place of pure purpose. So if you're listening, by the way, and you have not seen the video, go to BestYearEverLive.com and if you scroll down just a tiny, tiny bit, it's right there on the left side of the screen. It's a three minute video. And by the way, that's all you need to watch. If you're thinking, "Hey, I might want to go to Best Year Ever, but I don't know," watch that video, and I know Jon would agree, I mean at the end of that video you're either like, "These people are freaking lunatics and I want to have nothing to do with them. I don't want that kind of experience," or you're going to be like, "Oh my gosh, that would be amazing. I do not want to miss the next Best Year Ever Blueprint event." And

you can see Joe Diaz's line in there about purpose and a lot of other cool stuff that we're talking about right now. So Jon, back to you, buddy.

Jon: Well, you know what's funny? The energy in that video is so positive. I've shown it to my kids and what's interesting is I actually enjoy showing it to my kids just because of the positive energy. It shows people dancing. It shows people smiling.

Hal: Meditating.

Jon: Yeah, meditating. It shows people doing exercise. It shows people talking about improving their lives. My son, Ace, he saw it when I was looking at it one day on my computer and I let him watch it and I'm like, "Wow, this is actually great just to have him watch it."

Hal: And Jon, I want to say something too about this. I won't say who but I was recently visiting with someone who... How do I describe this? He's very successful. He's sold way more books than me. His last event had 1,200 people at it. I mean he's a high level. He's a mentor of mine. And I showed him that video, that three minute video, and he goes, "Wow. We need to..." He actually wanted the direction to you. He goes, "Who did this? A, who did the video, but B, who put on the event?" because he said, "We don't do anything like this at our events and we need this." So that was amazing. Someone who put on a 1,200 person event, I think he put it on in London last month, and he looked at that video and went, "We need whatever you guys are doing. That's at another level." So that was pretty affirming for what we're doing.

Jon: Yeah. What other behind the scenes can we give to people that can also add value if someone's still listening or watching? I feel like we should do something shocking, you know, if they've stayed here this long. They deserve something interesting or entertaining. What can we talk about?

Hal: We've got a hand, about five minutes left, technically. I mean we can go over if we need to, but what I had planned for us and then I've got a call with one of my coaches here. Yeah, what else can we talk about? Come on, you're the maestro that orchestrated the event. I just kind of showed up and you know...

Jon: So let me share something that we're doing this year and I want whoever's listening or watching this to extract value from this that they can take away today, right now. And I think if I share this it'll help. I'm going to go back to this topic of

purpose and connecting it to our work. One of the things that we're doing this year is, as I said earlier, we chose to celebrate the Front Row Foundation ten year celebration Saturday night, right in the middle of the event. And usually, that's an event of its own. Hundreds of people will come in for a Front Row gala to raise money, and we've done five, six of them over the years. And they've always been a great experience. And the reason we decided to combine that with Best Year Ever is because there's actually a lot of overlap between your community through the Miracle Morning, through Best Year Ever and those that support the Front Row, so it's great. That's kind of the practical reason.

The bigger reason we're holding that event, as I alluded to a few minutes ago, is that we wanted to create a tangible representation for people of the idea that giving back and making a difference is something that doesn't have to always be separate from growing ourselves. It doesn't have to be separate from growing our businesses. And this is something that's really interesting with millennials. It's often talked about as something that's been observed and researched and studied that millennials, and by definition a millennial, I believe, is anyone born between 1980 and 2000, that this is one of the first generations in history that values purposeful, meaningful work as much as they do. It's been said that there's no other generation that's ever cared so much about having meaning and purpose in what they do, and I love that. I think that's cool. You and I are millennials by definition.

And by the way, I don't think that philosophy has to be reserved just for them; it's just an observation. And what we love about what we're doing at this event is we're trying to symbolically show people that the two should be joined together. So what's the takeaway in why I'm sharing this? What I would encourage your listeners and anyone watching right now to think about is "How can I make sure that every single day when I wake up, personally or professionally, that I am creating meaningful experiences, that I'm not waiting, for example, for 5:00 to go find meaning outside of my work, I'm not waiting until I get to hang out with my social group because I'm not getting enough meaning with my family?" I mean that's a scary one. I would encourage people to think about, "Hey, whatever situation find myself in in my life right now," personally, professionally, when you look out into the landscape of your lives, "How I can I make sure that it's meaningful and purposeful everywhere that I go?"

And Hal, this is all a lead up to something that we did last year that's definitely going to have some role this year, which is we brought in an expert on mindfulness, Julianna Raye. And she lead the group in a 90 minute training on mindfulness, and she happens to be an apprentice of Shinzen Young, who he

invited Basic Mindfulness back in the '70s and he invented a form of mindfulness so that it could specifically be studied by higher education institutions. In fact, it's been studied by Harvard and MIT continuously for years now. And Julianna, she's like the thought leader on this form of mindfulness meditation. We brought her in. She's a wonderful lady, just a great...

Hal: And by the way, I did a podcast interview with her so anybody listening, if you want to go back and find Julianna Raye, and she actually lead you through a brief example of what she leads people through at the event. So there's that.

Jon: Yeah. So one of the reasons we brought her in is because we believe that one part of being purposeful and meaningful in our lives and in our work is the ability to be present at whatever we do, and the ability to be emotionally self aware. And so she not only taught that but walked us through those exercises. I'm sharing that not just to share behind the scenes why we brought her in, but just as a takeaway for your audience, that that can be one way of finding purpose. In fact, I think it was Eckhart Tolle, it may have been A New Earth, when he came out with that book, where he proposed that "Hey, one way of looking at the purpose of life is it's simply to be wherever you are. It's simply to be as present as possible."

Hal: Fully present. The power of now, yeah.

Jon: Exactly. Exactly. So that's something we believe in and in some way we'll be bringing that back this year. So we think that's like a fundamental, underlying part of having your best year ever is developing yourself at the deepest levels, so that wherever we show up, in whatever we're doing, we're getting the deepest levels of meaning and fulfillment.

Hal: Yep, yep. Awesome. And the last thing I want to share before we wrap up is we're doing something special this year that we did not do last year. We've never done it before. It was an idea that I had, I don't know, a week or so ago and I called Jon. I said, "Jon, I think this might be a brilliant idea."

Jon: We get calls like that every couple hours, right?

Hal: Yeah. Yeah, I said, "I might be wrong," but Jon agreed. He thought it was a great idea for people and what we're going to do is we're going to do the Best Month Ever challenge leading up to the Best Year Ever Blueprint Event. So for everyone that's going to the Best Year Ever Blueprint, rather than you have to wait to get value until you're there, we're going to facilitate a 30 day challenge the

month or two before the event leading up, and it'll be very structured and we'll give you daily support, there will be daily accountability and engagement in the Best Year Ever private Facebook group, all of that, so that you have your best... Imagine that. You're going to get more value before you even show up to the event than most people get at any event that they've ever been to in their entire life. So going to the Best Year Ever Blueprint, imagine being with 300 like minded people that just went through a Best Month Ever challenge. They are on fire, right? The momentum that's created for the people that go to the event. I mean I'm like, as you can tell, a little bit excited. I'm almost, Jon, I'm almost more excited about Best Month Ever challenge just because it's new and it's going to lead into this event to make... I think it'll amplify the experience at the event for people in an immeasurable way.

Jon: And how do people opt in? How do they participate in it?

Hal: Go to BestYearEverLive.com and if you put... It says "Want more info?" That's actually the group that we're going to start. Anyone that puts their name and says, "Want more info?" that is signed up for the event, or if you're not signed up for the event, we'll probably have an option for you to do it. We're still figuring out those details. But just to make sure you don't miss it, go to BestYearEverLive.com and you can either register for the event. There's three different options you'll see there. There's come by yourself for two days, come with somebody else for two days, or come with somebody else for three days. We're having a bonus entrepreneur day on Friday before the event actually starts. All the details are at BestYearEverLive.com. And if you want to participate in the Best Month Ever Challenge, either register for the event, or if you're not quite ready for that, put your name and email address in at the site and then we will notify you when the Best Month Ever Challenge starts, which is probably less than a month from now.

Jon: Are there prizes? Are we giving anything away?

Hal: Yeah, why not? I haven't thought about that. No, we have nothing to announce, but yeah, we'll...

Jon: This is where I get you to just say something and then all of a sudden it costs you like a big screen TV or something.

Hal: I know, you love it. It's easy for you to spend my money for sure.

Jon: All right.

Hal: So yeah, we'll do... It's going to be fun. We'll come up with some sort of prizes.

Jon: A car? How about a Harley Davidson.

Hal: A Harley Davidson, that sounds safe for our listeners, yeah. All right, I think that's it.

Nick: And thank you so much for tuning into this episode of the podcast. Hopefully you enjoyed that behind the scenes view of what the Best Year Ever Blueprint event is really all about, and are actually able to put some of those steps into practice in your life right now, even before the end of the year. Start making those changes. Start putting those steps into practice. We want to know what were your biggest takeaways from this episode? Simply go to HalElrod.com/089 for episode number 89 and just leave a comment there on the show notes page, letting us know what your biggest takeaways from this interview with Hal and Jon. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to HalElrod.com/iTunes, hitting the little subscribe button and then writing a rating and review. Truly, rating and reviews are the best way to show your appreciation for the show and help others decide if this is the podcast for them. And as you heard, the Best Year Ever Blueprint is coming up very soon, so be sure to go to BestYearEverLive.com and check out all the information about the Best Year Ever Blueprint. I'd love to see you in San Diego. And now it's time for you to go out there, take action and achieve your goals.