



Achieve Your Goals Podcast #76 - Interview with Tony Robbins' Former VP (Pam Hendrickson)

Nick Palkowski: 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 bestselling 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 Elrod: Hello and welcome Achieve Your Goals podcast listeners. This is your host, Hal Elrod, and you are in for a treat today. We have a very special guest, and this is a power woman, if you will. Her name is Pam Hendrickson. If you don't know Pam, you're going to know her real soon, and you're going to get a lot of value today. Pam is about as brilliant of a business mind of anyone that I know.

I met Pam through someone who's become a friend of mine recently, Mike Koenigs. Actually, don't ask him if he and I are friends, because he might not say yes to that. I really don't know if we're friends yet, but my acquaintance, Mike Koenigs did introduce me to Pam. And for those that don't know Pam, I want to give you her quick introduction.

She has been producing, launching, and marketing highly profitable products for many of the top names in the personal and professional development industry for over 20 years. One in particular, you may have heard of, Anthony Robbins. Pam was actually, for almost 20 years, the vice president of content and product development at Anthony Robbins, Robbins Research International, the Anthony

Robbins Company. And she worked hand in hand with Tony to create dozens, if not more, of his products and programs.

And, now, she's doing a similar role with Mike Koenigs, and in terms of what Pam's accomplished, her consulting and product development business, she's got it to over seven figures in just under two years. In fact, Pam, when I bring you on, I've got to introduce you to a friend of mine who just wrote a book called, "Million Dollar Women," that I think she's going to want to podcast, and she needs to interview you for that.

Pam: Love it.

Hal: Yes. Absolutely. And last but not least, I'll say, this past year, Pam received the 2013 Bronze Stevie Award for Female Entrepreneur of the Year, as well as Woman of the Year. She is my neighbor, 50 miles away, in San Diego, California with her husband and two sons, and you can check her out at PamHendrickson.com. Pam, are you there? Are you ready to go?

Pam: I am. I'm here. Thank you for that introduction. It's always such a funny thing to hear your introduction because if you were to ask me for my background, it's a very different story. Which is, oh my gosh, all the mistakes I made, and all the places I fell down, and I know we'll get to that.

Hal: Yeah. No, I feel, I usually make the joke like, "Hey, thank you for the introduction. You read it just like my mom wrote it." Right?

Pam: Yes.

Hal: She'd be proud. Give us...I always feel like before I listen to somebody, I want to know who they are, so I would love for you to just share with our audience. I call this part of the podcast, "Humble Beginnings." Just an intro view to your work. How'd you get started with what you did? I know, from watching some of your videos, you actually, you didn't start at Tony Robbins, with working with them in that role. It was actually as a secretary, if I remember correctly?

Pam: That's right. Oh my gosh. I was an assistant to the Director of Training in the franchise division, which was, literally, five floors down from the rest of the company. You can imagine. Yes, I definitely worked my way up. I used to run the switchboard, actually, because I wanted to earn some extra money. I would go in an hour early and stay an hour late, and run the switchboard, which, apparently, I

was terrible at. I've hung up on a lot of people, so if you called up the Tony Robbins companies back in the early '90s, and you got hung up on, I'm sorry.

Hal: That was you. Yeah. Talk about really defining humble beginnings there. Really.

Pam: Yes. You know, it's kind of funny. I've done a lot of things backwards in my career, and when you said that this first piece was going to be called Humble Beginnings, I thought, "I kind of did it backwards," because I grew up in a really traditional town, and don't worry, I'm not going to go into my whole childhood story. I won't do that to you. But I did grow up.

I grew up in Corning, New York, which is a small town in western New York State. Very traditional. Very corporate. Corning Glassworks is headquartered there, which is a Fortune 500 company, so my dad worked for Corning. All my friends' parents worked for Corning, so I got a very corporate background.

Then, from there, I went on, and I was taught, "Education's important. You've got to have a good education to be successful. Have a good education." So I did. I went to Brown University, and graduated from there with a degree in Psychology and a minor in Economics, thinking that I was going to be a psychologist. Now, there's a saying, "You want to make God laugh, tell her your plans."

After graduating I, within about six months, realized it wasn't what I wanted to do. And I went with my tail between my legs to my mom and dad and said, "Gosh, I appreciate all these opportunities you gave me, but this just isn't what I want to do. Now, I don't know what I do want to do, mom and dad, sorry. But I know what I don't want to do. It's what I have all this education for."

And my parents were great. I'm sure, in retrospect, they were probably freaking out a little more inside than they let on. But they didn't know what to do with me, and so just by chances of fate, they happened to be huge personal development fans. In fact, growing up, our entire basement was wall to wall with these old, big, vinyl cassette tapes. We would go on family vacations, and listen to personal development. I think I was the only nine year old girl who actually knew what "The Strangest Secret" was by Earl Nightingale.

Hal: Nice.

Pam: Become what you think about. OK. I got it. I got it. I actually hated personal development. I didn't want anything to do with it, because I had grown up with it my whole life. Right?

Hal: It was forced upon you. Sure.

Pam: Forced upon me, so I went kicking and screaming. They didn't know what to do, but they're like, "You're going to this Tony Robbins event. He's going to fix you."

Hal: What age was that at?

Pam: That was at 23. Right? About a year after I graduated from college, or not quite. A few months after I graduated from college. Right when I was supposed to be applying for graduate school.

Hal: Got it.

Pam: I went kicking and screaming, but it was a free trip to California. I was living in Rhode Island at the time, and I went to this event, Hal, and it changed everything. It changed, not just on a cliché, in terms of it changed my life, but it did. I'm not just talking about the personal changes it gave me, but what I saw was possible in terms of helping other people create change. Which was two things, and I'll share them with you, because they are really key for how I think about business, how I think about products and services, how I think about training and coaching today.

Which is...the first thing I saw was, I was amazed, because it was about personal responsibility. I grew up in a culture where it was very easy to blame things on society, or the economy, or your parents, or whatever it was. It was always on that outside thing, and so this concept that, "We're all responsible for ourselves and our own lives," and "Whatever has happened in the past, we can be in control of what happens in the future," was really profound for me. I saw that concept really making a profound difference for others.

But the second thing I saw was...I was amazed, because I never heard Tony in that event, one time, tell anybody what to think, feel, or do. And that's true to this day. That's 25 years later. What it was about, was it was about helping people clarify exactly what it is they really wanted, then giving them the best tools and resources that are proven to help them get there. And then, finally, unblocking anything that

was in the way of them taking action on those tools that would lead them to what they wanted.

That little model is something I think about all the time, because I really think that's the secret to success. Anyway, long story short. After that event, I ended up moving to California, going to work for Tony Robbins. I met my husband there. He was at the company for 20 years as well. But fast forward to where I am today.

I learned a lot about products and services, and I really thought, 25 years into my career, when I leave the company, and start my own business. I thought, "Oh, I'm set. I've got this corporate back, this education, and all these years with Tony Robbins under my belt. I'm going to be great." I'll tell you, what happened is, when I started my own business, the first year, I fell completely flat on my face. I'm sure we'll get into some of the lessons learned there.

Hal: Yes.

Pam: It took me a while. I had to really start to think about things in a different way and get my head screwed on straight to get myself back on path for my business.

Hal: Got it. You didn't, even though you were coming off of working with Tony, you didn't just have killer success right out the gate?

Pam: No. Opposite. Opposite, and it was really...it was thinking about things the wrong way. I just, I think I was hiding behind all of this doing, and I was so caught up in trying to do everything right, getting this perfect marketing, and the perfect products and services, and I wasn't doing the one thing that really creates success in business, which is connecting with my customers. A lot of marketing lessons there. A lot of business lessons there, but the biggest one was just my thought process was completely backwards, in terms of what I needed to do and what I needed to focus on.

Hal: Well, let's talk about that. I mean, your bio, your success is impressive. Right? I think that stands out for me, but talk about that failure. Talk about what it was like. Talk about what you learned from it. Talk about how you overcame it in a way that our listeners can benefit from.

Pam: Yes. Well, I think the first thing is, when you start your own business, you kind of are on your own. Right? And for me, I was used to having resources and a

team and all these other things around me, and I think the biggest thing for me was I tried to go it alone. I didn't ask for help when I needed it, and I wasn't connected with who my audience really was. I was trying to be so general. I thought, "Well, I'm going to be everything to everyone. I'm going to help anybody who wants to build their business." And I didn't realize how detrimental that thought process was.

In reality, it's about really narrowing down your focus. Not only in terms of who your customers are, but what your business is about and what the core value is that you're here to offer. Really, I think the "aha" moment came for me, was when I started thinking differently, and thinking more clearly about who my ideal customers were, and what the solutions were that I was able to provide for those customers. And then just getting in front of those customers. Just connecting with them, learning from them, asking them questions, teaching and coaching and adding value. That's really when everything changed.

Because, when I started out, I thought, "Oh, I'm going to have that. Sure. It'll take me six months, but I'll have that seven figure product launch, and everything's going to be great."

Hal: Yes.

Pam: Instead of really realizing you've got to evolve, and you've got to get there. I did not give myself permission to evolve.

Hal: Through that process of being at the top, or being very successful, working kind of under that structure of Tony's company, and then branching off, going out on your own, not quite having the success out the gate that you wanted, and learning a lot from that. What would you say, if you had to narrow down all of your expertise -- and I know there's a lot of it, but all of your expertise -- and narrow down to your best two or three tips on what has allowed you to achieve your goals that our listeners can apply into their own business, into their own life. What would those be? You've already alluded to some so far, but if you narrowed it down to three, what would your top three be?

Pam: Yes. Perfect. I think thing number one was, the big shift is when you can make that shift of going from doer to going to that of marketer or business owner. What I mean by that is, for me, in business, when I started out, the common question I was asking myself and my team was, "What do I need to do. What needs

to go in the product? What marketing do we need to put out?" And those were all "doing questions," and "doing questions" don't get you to where you want to go.

When I started thinking like a marketer, and a marketer wouldn't have to think about the doing. What a marketer thinks about is, "Who's my market, and what do they really want and need?" I think when we realize, and we can literally, metaphorically take that hat of doer. Take it off, and put it on the shelf. Archive it. We don't need it anymore. And put on that hat of marketer and business owner, who's all about getting the right targeted messages in front of the right targeted people. It changes everything.

I really think, and this is probably all my years back in personal development, is that everything starts with mindset. I think to get anything you want in life, and I know this is about achieving your goals, and I'm talking about business...so this really relates to personal or business...

Hal: Yes.

Pam: ...is really thinking about it the right way. Thinking about it, and asking the right questions, and managing your own internal dialogue. Because that's what really effects how you approach things.

Hal: The internal dialogue, obviously, that controls everything, how you think, determines how you feel, determines what you do, et cetera. But what you touched on I think is so important, which is the marketing component. For me, I learned that from my coach years ago. I was at an event, and he said, "How many of you in the room are authors, speakers or coaches, or in some way, your work is designed to help other people?" Right? Everybody's hands went up.

Pam: Right.

Hal: Then he said, "How many of you are trying to improve at that? Become a better coach, become a better speaker, and become a better writer." And everybody's hand went up. Then something along the lines, he just asked about, "How many of you focus relentlessly on mastering marketing?" Out of 500 people in the room, 12 hands went up.

Pam: That's exactly right, and I just didn't realize it. I look back to, even my career at Tony Robbins, and I was VP of Content and Product Development. And it was ironic, because somebody would come to me with a marketing question, and I

would say, "Oh, that's not my department. Marketing is over there, across the courtyard, down the hall. Go see them. But, if you need anything about content and products, come see me."

It was so naive and so backwards, because marketing drives everything. I think from a business ownership standpoint, or business growth standpoint, you have got to make that shift from doer to marketer. And you've got to have your team make that shift from doer to marketer, so that everything you're doing is driven from that marketing point of view. It's so profound, and I love those questions that you just asked, because I think it's really true.

Hal: How would you encourage people to do that, to make that shift from doer to marketer? What would be your coaching?

Pam: I'll give you the old school way of doing it, which is, the way you start thinking in a new way, is you just, you catch yourself doing things right, and you interrupt your thought process when you're not thinking that way. For me, it's just, I had two post-its that I took and wrote two questions on a sharpie with.

The first post-it had a question that said, "Who exactly is my market? What do my ideal customers want and need most?" The second post-it was, "How can I position myself as the best possible person to deliver their solutions for them, to solve their problems?" Literally, when I would sit down to write a Facebook post or a blog post or an email, whatever it was. It was always with that market in mind.

I think the first way to think like a marketer is get underneath who your customers really are. I like to drill it down all the way into what I even call their "five core problems." When you understand who your customer is, you can narrow that down to be really specific. And you know, not just what's called demographics, not just their age, or sex, or income, or profession or where they live, or what kind of technology they use, or what kind of car they drive. But you can understand their psychology, what's called their psychographics.

What emotions do they experience? What keeps them up at night? What are their biggest frustrations? What are their fears? What are their biggest desires, their hopes? Why don't they already have this result that they're looking for? When you can understand those things, then your marketing almost rights itself. Because you're just feeding it back into your market, really, in the same verbiage they said it to you.

I think thing number one is whatever you need to do, to just start asking a different question, like a marketer. The very first thing I would do from a practical business standpoint is schedule 10 or 15 minutes every day for the next two weeks to get online. Communicate with customers. Go on social media. Find the forums that they're at. Ideally, even go to a live event. Get in front of them in person, and just, as my little nine year old would say...I have two boys. One's twelve and one's nine. My nine year old would say, "My teacher tells me, mom, that we have two ears and one mouth."

Just listen. Ask questions, and just listen to what your prospects are saying, and that's your marketing. That's the practical tip.

Hal: So few entrepreneurs and business owners do that. They just assume, and they just go off what they think everybody wants. They create from that place, rather than actually asking what people want, and what they need.

Pam: Yes. It's so funny because even just a small disconnect in your messaging, a small disconnect in how you are positioning your products and services, is a giant disconnect with your customers. It's the difference between getting great results and getting no results. I think that's a piece. We all know, intellectually, how important it is to get to know our customers, but so few people actually take the time to do it. It's not rocket science. You don't need to have...you can do market research and all those other things too, but really, just talking to and getting to know your customers is profound. So, yes.

Hal: What about for somebody listening, that's not...they're not a business owner. Marketing may not be something. Maybe they're an employee? What would be your best goal achieving tip for someone in that category?

Pam: Yeah, I think it's being clear about what you want, but not being tied to the exact pathway you have to take to get there. For example, I'll give a business example. I teach product creation. Right? I help people create really high end quality. It doesn't have to be expensive, but quality, particularly training products and services, although I'll create other products.

When somebody sits down, if they've never created a product before, they have in their mind Apple computer or Nike shoes. They have this amazing, high end, sleek packaging vision in their mind. And they forget. If I were to ask you right now how to envision the very first Apple computer, and in fact, if you're listening to this, you can Google, "very first Apple computer." It's not even that crazy, brownish colored,

big box that we all carried around when we had that first Mac. It was a wooden thing that was nailed together with screws. The keyboard from a typewriter nailed it down, and they carved the name, Apple, into the back of the wood. That was the first Apple computer.

Hal: Wow.

Pam: And from there, the next version was that big brown box. I mean, you couldn't get a laptop or a phone. There was one type of computer, and it didn't come in different colors, and it didn't come with different chargers or anything.

They had to evolve and get there, but we don't have that same mentality when it comes to ourselves and our own businesses. We have this idea of what we want, but then, we think we're just going to go right from where we are to that ideal vision of what we want, instead of remembering that it's steps. That we have to evolve and give ourselves permission to get there.

I actually learned this from Tony Robbins. He used to say that, "To make any change that lasts, it has to not only be attainable, but it has to be sustainable." The example he would always give is...let's say I want to lose 20 pounds overnight, or let's just say I want to lose 20 pounds. I could accomplish that overnight by just chopping off my arms and legs. That's not a good strategy, but I could do that. Right? And, I'd still be alive. It might be uncomfortable, but I could do that. Or I could take a process where I would go, "I'm going to make these lifestyle changes, and I'm going to make progress every single day, so that over the course of the next eight weeks, I reach that goal."

It's just, we're not good as a society and as a culture of really defining what it is we want, clearly. And we're not good at breaking that down. We want everything now. We want it. Instant results. Instant success. And we don't give ourselves the flexibility to get there. I think, not only does it make it harder to achieve the results, because then we get down on ourselves when things don't work out perfectly the first time. But I think the bigger thing that it robs us of, is we don't experience the joy in the process.

We don't get to experience just the richness of life, which doesn't just come from succeeding all the time. It comes from making those mistakes, sometimes, or overcoming obstacles, or just the connections we make along the way. When we try to avoid all that messiness and we try to avoid all that ugliness, sometimes we're missing out on some of those things that really shape us the most profoundly.

I didn't mean to take it so deeply, but you hit a nerve with me. Hopefully that was OK.

Hal: Yes. Absolutely. You mentioned something in there, too, about the people we connect with, and I think Jim Rowan said it best. Right? We're the average of the five people we spend the most time with.

Pam: That's right.

Hal: We've done podcast episodes on upgrading your circle of influence. I talked about it in my book. It's such an area I think, that if you hang out with five millionaires, you're probably going to be the sixth, eventually. If you hang out with five alcoholics, you're probably going to be the sixth. Right?

Pam: That's so true.

Hal: There's so much truth to that. Who has made, in terms of your circle of influence, who has made the greatest impact in your life, related to the goals that you've achieved?

Pam: Yeah. I'm going to give you a few people, because, I don't know that it's any one person. But the first person was my mom. I was really fortunate. My mom was a piano teacher and a church organist. But her whole body of work was around empowering children to learn, and she used to lecture...go travel around the world lecturing to parents and teachers about really building confidence, and empowering kids.

The way she approaches relationships and people and confidence was really profound for me. I'll never forget. She passed away a few years ago from cancer, so I was very sad, because we were really close, and my kids were little. But what's beautiful now is, I get to use her message, and I try to make sure that every single thing I do there's a piece of my mom in it. But I'll never forget, I went to her service, and it was at the church where she played the organ for 40 years. I was baptized at that church. I got married in that church, and so, here I am, I'm going back to bury my mom in that church.

Hal: Wow.

Pam: And I get there. It's in Corning, the small town where I grew up, and the place is packed. We actually needed live casting technology then, because we

literally had video piped out into sanctuary hall because we couldn't fit everybody in the actual church part, the actual sanctuary itself. I looked around. I'm sitting there at her service, and there are 500 to 600 people there. I'm looking around, and I'm thinking. Here's what's amazing. "Every single person here, they weren't just people who kind of knew my mom, or were acquaintances or whatever. Every single person here had a deep and profound connection with her. And the reason is, is because I think she was that person who was able to see the best in everybody, even when they couldn't see it in themselves." It was just such a beautiful thing. She had a big influence on me...has a big influence.

Tony Robbins, obviously, I learned a ton from him. Not just about personal development, but about business, and marketing, and structure, and content, and how to put things together. I could do 47 podcasts on just some of the things I learned from him.

And then, obviously, there's my husband and my kids. The thing I'm most grateful for with my family is they inspire me to want to get better and be more. I think about the mistakes I make with my kids, sometimes. My husband and I joke that I wish I had a list of everything I said I'd never do when I became a parent.

[laughter]

Pam: Check off one by one, because I do all of it. It's good to have things and people that drive you, as you think about who your circle of influence is. I love that that's a point that you touch on. I think it's really thinking about where you're spending your time, and who you're listening to, who you're letting in, and making sure that it's something that's going to be supportive, and appreciate you for who you are, but someone who's going to push you. People who are going to push you.

Hal: Yes. Yes, and I think that...I love that you've got mom, you've got your family, and you've got Tony, and I see that they influenced you at probably different stages of your life. Right?

Pam: Yes. Very much.

Hal: That's interesting. Yes, and for me, I needed a family. Once you've got kids, there's nothing in the world that influences you in the way that your kids do.

Pam: Yeah. It does it. But I will tell you, it's interesting, because when we had our kids, I realized we started hanging around with other parents with kids the same

age. Right? Some of that was good, and some of it wasn't, because it started to change our peer group a little bit. We realized, my husband and I, that we had to go, "OK," and consciously choose who we wanted our peer group to be, even around having our kids. It was interesting.

Hal: Well, yes. Not only for your peer group. Right? But because some of the parents, you see how they're raising their kids. And you're like, "I don't want..." Their kids are brats, or their kids are mean, and you're like, "I don't want my kids around those kids."

Pam: Yes.

Hal: I can relate to them, for sure. Right now, you've got your consulting and product development business. Very successful. You're working with Mike Koenigs. What would you say your...what's your number one goal, moving forward? Whether it's short term, long term, what would you say is your mission in life right now? Whether, again, like you said, it's this year, or what your big picture mission is. I'd love to learn that.

Pam: It's really changed. If you would have asked me in the first half of my career, figure I'm 25 years into my career now, it would have been very tangible. It would have been clear economic goals and clear impact goals. I want to create this many products and speak this many times. And today, I have a really different answer. I think that comes from just going through obstacles and building back and being humbled and having a family and all those things. As corny as it is, my goal today, my biggest one is to just get better every day. To be a better mom. To be a better wife, a better colleague, a better mentor and trainer and coach for my customers and my audience. And to just keep getting better every day. I think that is a life well-lived.

Hal: I couldn't agree more. Are you familiar with the author, Matthew Kelly?

Pam: No.

Hal: Matthew Kelly, he wrote the book, "The Rhythm of Life," and quite a few others, but yeah. Check that out. He talks about in, "The Rhythm of Life," which is kind of his signature book. I think he's sold around a million copies of it, now. He talks about the purpose of life, as he defines it, is to become the best version of yourself. It's a never-ending purpose, because the last day you're on earth, you will still be able to live in alignment with and pursue that purpose. It's so simple. Right?

So simple, yet so profound. But you just spoke to it. That's what it sounds like you're doing. Right? Every day just becoming the best version of yourself.

Pam: Not perfectly. Trust me, my kids will tell you how it's not perfect. What do you want to know? But yeah. I think it's just in any area. In one, I might take a step back. One day, I might need help or something, but then I'll take three steps forward. It's just getting better. Yes.

Hal: That's great. What...if you could wrap it up. You spent time with Tony Robbins, who was a huge influence in my life and millions of people's lives, obviously. You've spent time with Tony. You've spent time with Mike and other brilliant entrepreneurs that are your clients, that are your colleagues, that you work with. What's the best piece of advice? It could be a quote, a mantra, a guiding principle, but the best piece of advice that's significantly helped you, that you can share with our listeners to wrap up the interview today.

Pam: Yeah. You've got it. It goes back to my parent's basement. All of the personal development tapes and products that were down there, because after my mom passed on, I had a chance to go back, and we moved my dad out of the house. We moved him to Boston to be near my brother. I'm back 20 some years later in the basement, looking at all this personal development stuff again. Right? What really, really struck me is what they all have in common and the common thread.

The biggest takeaway I got from it, or I have today, is that the piece I think we're missing so much as a culture, is the piece called clarity. I think it's really hard to get what you want, when you aren't clear about what it is that you want. There was this old book that I found, written by a guy named Raymond Hall. I think the book is actually called something like, "How to Get What You Want." Right? He talks about it. He gives this great exercise. He talks about how challenging it is to be general, and how you have to be specific and clear.

He gives this great exercise. I love it because it actually gives you a strategy for how to be more specific and more clear. The strategy he gives is: Think of a favorite possession that you have. A favorite object, whether it's a car or a pair of shoes or a dress that your daughter wore when she was three. Whatever it is, think about that object, and just take three minutes, and write down every specific detail you can. What it looked like. What color it was. What it smelled like. What it felt like. What the texture was. What it meant to you. How you felt. How you feel when you're in front of this object. Just do that, and you'd be amazed at how specific you can get.

And then, if you can translate that over into your life and in your business. Instead of thinking, "Well, I've got to write down my vision for my life," pick seven things, or five things, or ten things, and write them down that specifically, with that kind of clarity. What it looks like. What it feels like. What it smells like. All of those details. The more clear you can get, the better you're going to achieve your result. I just think that is the takeaway.

That is the challenge. So many of us don't have clarity. It's like, "What do you want?" "Well, I want my successful business. I want my business to..." Well, what does that mean? Is it about impact? Is it about lifestyle? Is it about economics? Is it about all those things? Really being specific about what you want and being clear is really the most important piece of getting it.

Hal: If you're listening to this right now. That was some brilliance by Pam Hendrickson. Make sure you schedule some time to do exactly what she just described, or at least some version of it. Write it down. Get clear on exactly what you want. A great way to do that, by the way, is ask yourself, "When do you want to stop working?" When, ideally? I don't mean, "When do you think it's possible to stop working, at age 65 or whenever that is?" In how many years do you...? Not that you want to stop working, but when do you want to be at a place financially?

I'm just picking one area that's random. When do you want to be able to stop working? Have that option where you only work because you want to, but if you wanted to stop working, or you wanted to take a year off. You wanted to travel the world. You wanted...whatever it is, you could do that. When is that date? Is it five years from now? Is it 10 years from now? Is it 20 years from now? And then work backwards. Once you're clear on exactly when you want to be able to stop working, get clear on what you're going to do during that time. What would you do with your life? How would you spend every day? What would your purpose be? And then work backwards, and go, "What has to happen between now and then, in order for that to be a reality?"

And this is an exercise that I did. It was probably six months ago. I was speaking at an event, and the client that brought me in, Pam, he asked me...he said, "Do you set long term, like 10 year, 20 year goals?" I said, "Eh, not really. In my life, I don't know what I want in 20 years. Things are always changing, and yada, yada, yada." He said, "Well is there a time? Do you know when you want to have the option to never work again unless you want to?" I said, "Kind of, vaguely." Right? But like

you said, Pam, extraordinary results require extraordinary clarity, yet most of us maintain mediocre levels of clarity, and then, those are the results that we produce.

Everybody listening, please take action on that. Schedule some time to sit down and map out your life. What do you want the next five or 10 years to be like? When do you want to stop working? What has to happen between now and then to make that a reality? Pam, if people want to get in touch with you, or if you have any programs or product or anything that you can offer to folks, what's the best way to reach out to you?

Pam: Yes. Thank you. Just hop on over to PamHendrickson.com, and I'll spell it, because it's a long last name. It's just P-A-M, as in Pamela, H-E-N-D-R-I-C-K-S-O-N dot com. I have some great tools, great free tools on my blog. If you go to the home page, there is a great free tool. It's called, "Getting Started." It's funny, because I've had so many people come to me and say, "Oh my gosh. I can't believe how specific and how much this helped me." I've had more people tell me, who weren't just getting started, they actually had a business for a number of years, tell me that that resource was powerful for them, in terms of identifying what gaps they had in their business. Or giving them solutions for areas of their business that maybe weren't as strong. That's a great resource for you there, right on the home page. You can access it on PamHendrickson.com, and there are other tools and resources you can check out there as well.

Hal: Pam, I can vouch for it, because I was doing a little research, preparing for an interview, and I came across your free report, "Getting Started: Your Online Business Made Easy." I downloaded it -- and this was earlier today, so I only got part of the way through it, but -- fantastic content! I actually feel like this will be...it's a huge area for me that I need clarity on, so thank you so much for that.

Pam: Right. Great. Well, happy to hear it.

Hal: Cool. Well, thank you so much for being on the podcast today. I know I speak for all of the "Achieve Your Goals" listeners. We really, really appreciate your time and energy and the value that you brought today. Thank you so much.

Pam: Thank you, Hal. It's been wonderful to chat with you, and I love...it sounds like we have a really similar approach to life and business, and I love that. So thank you for the connection, and thanks for taking the time.

Hal: Absolutely. And "Achieve Your Goals" podcast listeners, thank you for tuning in once again. Go out there, and set some big, awesome, scary, but exciting and inspiring goals. And achieve them day by day, one step, one day at a time, because you deserve nothing less. We'll talk to you soon, and take care.

Nick: And thank you so much for tuning into this episode of the podcast. We want to hear, what were your biggest takeaways from this episode with Hal and Pam? Please go to HalElrod.com/076 for episode number 76, and just leave a comment there in the show notes letting us know your biggest takeaway. Or you can always send Hal a Facebook message or a tweet, letting him know that one key takeaway you got from this episode.

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