



Achieve Your Goals Podcast #105 - John Lee Dumas How To Achieve Your Goal in 100 Days

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've ever thought possible. In each episode, you will learn from someone who has achieved extraordinary goals that most haven't. He's 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: All right, goal-achievers. I am so excited for today's episode. Welcome to the Achieve Your Goals podcast. This is your host, Hal Elrod. I can't even believe the gentleman that I'm interviewing today, that it's our first interview. We were just talking, I go, "Wait a minute. Is this the first time on the podcast?" And he confirmed. So I guess I was saving it for today. This is a special podcast, special episode. And it's actually going to be different than any other episode we've ever done.

Number one, there are no questions I'm asking him. We both agreed we're going to freestyle it. That's number one. Number two, we've had authors that we've interviewed and I guess technically this is a book that I'm holding in my hands that was created by our guest today, John Lee Dumas, in case you want to know the gentleman's name. It's called The Freedom Journal and it looks like a book. It feels like a book. But you write in it more than an author would write in the book. Like, you're doing all of the work.

So it's a very unique episode that we're going to have. And the coolest part is, let me read you the tag line for The Freedom Journal. The tag line is, "Accomplish

your goal in 100 days." And since this is the Achieve Your Goals podcast, it could not be a better fit. So I'm excited. Before I bring John on, let me give the man a formal introduction. John Lee Dumas is the founder and host of EOFire, aka Entrepreneur On Fire, an award-winning podcast where he interviews today's most inspiring entrepreneurs seven days a week. Nobody works harder than John Lee Dumas.

Although if you knew his schedule, he does it all in one day. So nobody takes off more time than John Lee Dumas. But J.L.D. has produced over 1,000 episodes and EOFire generates, you ready? Three hundred thousand dollars, not a year, but a month in revenue. With over 1 million unique monthly listens. And EOFire has inspired Fire Nation, that's John's community, to face their fears and take the entrepreneurial leap. And I could not be more excited to bring on my good friend, John Lee Dumas. How are you doing, buddy?

John: Hal, I couldn't be more excited to be here, my friend. And to kind of amend that just a little bit, we just had our biggest month ever over here at EOFire. Five hundred and forty two k, my man.

Hal: I saw that, dude. That's not a bad...like, that's the average person, what they bring in like ten years. Like a decade, right?

John: I feel honored. It's all about the people that we serve. It's all about the value that we bring and the people we connect to. Which is like yourself, Hal. And I actually do want to share with your audience right off the bat, you know, I was, about three days ago, writing down my daily affirmations...I do every day...but for that day, it was people that I'm most grateful for. And I like to be specific in niche, as you'll find out about me. So I put men in Southern California. The next day, I would do women in like Northern Maine. So I always change things up. But I want to get specific. And you were on that list for top five men that I was grateful for that I knew in Southern California.

Hal: Wow, dude. I'm glad I wasn't on the second list. [laughter] No, that's awesome. And don't hesitate to take a quick iPhone photo of that and send it over to me.

John: Of course.

Hal: Yeah. And then I'll feel obligated that I need to write about you in my Freedom Journal and send it over to you.

John: Oh, reciprocity. I love it.

Hal: That's right. No, John, I love you. You're a good dude. The more I get to know you, the more I love you. And I admire who you are and how you show up and how you really are about serving your community. And that's why they're such a passionate, dedicated bunch. So let's do this, man. I want to be specific on The Freedom Journal. I could ask you about your life story and all of that. I would rather hear, just tell me the story of The Freedom Journal. How did this come to be? What is this? And then we can get into some specifics.

John: Well, thanks, man. When this is going live, I will have interviewed over 1,150 entrepreneurs. To include Hal Elrod. Because although he never had me on his show till now, Hal, I've had you on multiple times on EOFire because you are that amazing, my friend.

Hal: Thank you.

John: But the reality is this. I get asked all the time, Hal, "John, you've interviewed over 1,150 entrepreneurs. What's the secret for their success? What's that silver bullet? Why are your guests successful? Because you wouldn't have them on EOFire unless they were. So what's that one commonality?" So I stepped back, Hal, and this was in early 2015. And I thought about it and I said to myself, "There's got to be something that all of my guests have in common that's a reason why they've achieved success. Why they're inspiring. Why they're living the life on their own terms that they've chosen, that life of freedom."

And the one thing that kept coming back to me over and over again is that, "Gosh, darn it. These people know how to set and accomplish goals." Period. My guests on EOFire know how to set and accomplish goals. And on the flip side, Fire Nation, whom I love dearly, those that are struggling right now would email me and they would say, "John, XYZ. These are my pain points. These are my obstacles." It will be so obvious that they didn't know how to set and accomplish goals. That's what they were struggling with.

So I said, "How can I marry the two together? How can I take what's working for my successful guests, now over 1,150, and kind of stir it up in a nice little witch's brew maybe? And kind of give it to Fire Nation so that they can drink it?" And that kind of analogy that I'm just giving has really come to fruition into what is now

The Freedom Journal. And this is my first physical product, Hal. You have one of the most successful books out there and it will continue to be so for a long time.

And one reason that I want to talk about later, I'll plant the seed, is because of the evergreen nature of what you've created. And that's so exciting and so awesome. It's not like, "What's working in Facebook ads right now?" It's like, no. This is evergreen stuff, guys. And that's what's exciting about what Hal's doing. And I took a cue from that. So I said, "When I create something, I want to fill that void. And I want to serve that pain point that my listeners are having. They don't know how to set and accomplish goals. I've interviewed enough people to know how to do just that. In fact, I've done that myself with EOFire. How can I translate that into my first physical product?"

I didn't want to make another virtual course, Hal. I've been there, I've done that. I'll do more in the future, they're amazing. But I wanted to make this a little bit different. I wanted it to be something you could hold onto. Something that you could beat yourself over the head with if you had to, like if you're having one of those days. That day happens to all of us, for sure. But I wanted it to be that physical product. Not some app. Not some whatever it might be. Some PDF or whatever. I wanted it to be something you can hold in your hands. So I spent all of...

Hal: Something that you could literally hand down through generations. You could give it to your kids, yeah.

John: Yes. Yeah, totally. It'd be like, "Look at what granddaddy did when he was 36 years old, that changed everything." That's a legacy. That's amazing. So I spent all 2015 kind of figuring out what this would look like. Because I wanted to do this on a massive scale. So I got the right team together, I got the right editors together. I got the right designers together.

And we have now created, as we start 2016 here together on this podcast, The Freedom Journal. Which is this beautiful faux leather...because I love animals, Hal, so it's faux leather, it's not real leather...but it's a beautiful faux leather, black, gold-embossed journal that is just everything that you would want when it comes to setting and accomplishing your goals in 100 days. And every page within, Hal, which we can get into in a minute here, is very specific for certain reasons. And of course I featured Hal Elrod on one of our special pages in the book because why wouldn't I?

Hal: I know. I got it in the thank you card here. You said, "Hal, turn to page..." I'll tell everybody. It's page 114. There you go, 114.

John: That's pretty early, by the way. Because the book doesn't even start till page 94.

Hal: Yeah, dude. It feels like a bible. It's a beautiful, you know, something that you want to keep on your shelf. It's not some cheesy little journal.

John: Well, in addition to, I'm going to write, "Hal Elrod says this feels like a bible." [laughter]

Hal: There you go. That'll be the endorsement, the testimonial on the front. "This feels like a bible." All right, so let's dive...well, actually before we dive into the process, because what I love about this...and I should pause, by the way, and just share. I had an idea, we just did this Best Month Ever challenge, John. You obviously know that. But for everybody listening, the Best Month Ever challenge, we did our first one in November. And it was an idea that I had of something to do to add value for our attendees at our event that would be coming in December.

I thought, "What if, instead of coming to the event hoping the event would change people's lives, what if every attendee there just came off their Best Month Ever?" What a crazy...what a different dynamic it would be to have 300 people in the room who just came off the best month of their lives. Not just came off a crappy month while they were eating Ring Dings and waiting for the event to show up so they could actually get serious, right?

So I had the idea. I reached out to John. I said, "John, now The Freedom Journal is a 100-day journal. Could we get the first 30 days in a PDF so that we could give that to our Best Month Ever challengers and they could use that to help guide them?" Because he had sent me over an advanced copy. And I was like, "This is perfect." And he generously offered. And I already now know, we have 3,000 people in our Best Month Ever challenge.

The feedback from your journal, they're like, "Oh my gosh. This is perfect. This is amazing. They took the PDF and they printed it out at the OfficeMax." So I've seen it working for people. So before we get into the interior, kind of the inside and I want some specifics, why 100 days? Right? It could've been a one year thing. It could've been a 30-day thing. Is there a specific reason behind why to accomplish your goal in 100 days?

John: I thought a lot about that because that was really going to define what The Freedom Journal was all about. And I started off saying, "Maybe it's going to be a year." I'm a big believer that we are on a marathon, Hal. We're not on a sprint. Like, if we're looking to build real businesses, you need to look at it for the long term. Not that short, little sprint to success. It just isn't a reality. It's not sustainable. But then I said, "A year?" I get that, but when you say a year, it feels far away. It feels far off and I get that. It feels like that for me, too.

And so I started thinking about shorter term. I'm like, "It could be a week. It could be 30 days." And I'm like, "I really want something that people can sink their teeth into," and we'll talk about a little bit more on the smart goal aspect of this in a little bit, but the A in smart goal stands for "attainable." And I'm really big on when you're setting the smart goal, the attainable part, it has to be something that you can attain within that time frame, which is so critical.

So when I really sat down and I said, "What's going to make sense? What are people going to think, 'You know what? That number is something that I can do. I can commit to that number of days.'" And B, I feel like it's going to happen not again a year from now, but at some decent time point. I really just felt like 100 days was the right number. You could set a really juicy and meaningful goal. And then accomplish it within those 100 days.

And I talked to a lot of my guests about it, too. I would ask them, "Hey, when you set that initial goal to launch your business, your X, Y or Z, what would that time frame look like?" A lot of people were saying, "Three months, three months, three months," so there's just like this 90 days in my head. And I'm like, "Well, 90 days sounds cool. But let's just round it out. Everybody loves round numbers. Let's make it a hundo." I should've just called it "Accomplish Your Goal in One Benjamin."

Hal: One Benjamin. And it's actually consistent. One of my favorite books, it's called "Vision to Reality" and it's by Honorée Corder. I think you had Honorée on your show this year.

John: Yeah, she was amazing.

Hal: So "Vision to Reality," that's the premise of it. It's all around 100-day goals. And the way her take on it is, like every day represents 1%, right? So every day, if

you've got 100 days, then every day represents 1%. In fact, she'd be a good repeat interview to have on so she could...

John: Yeah. I just wrote that down.

Hal: Yeah, she'll reinforce your ideas. And by the end of it, everyone needs to of course buy her book, but then buy The Freedom Journal because 100 days is the right way to go. So the other thing that I love about The Freedom Journal, and we can start to kind of dive in here, is you do these 10-day sprints. And psychology and research has shown that as human beings, the shorter a time frame is, the easier we can commit to it. Right? And even throughout the day.

If you give yourself all day to work on something...and we've all been there before where the day ends and you're like, "Son of a...I procrastinated all day," right? But if you go, "I only have 12 minutes to get this done," that creates motivation. It creates efficiency. It creates action, right? So having those shorter time frames and working in, I love that you call them sprints. So talk about...now if you want to lay this out in a different way in how you explain it, you can. But I'm looking in and it kind of begins with your first 10-day sprint. So talk about the sprints and then talk about the whole format.

John: Yeah, let's focus on that. Because one of the first quotes I have in the book...because the book is just strewn with really great quotes...is, "Time expands." Or, "Work expands to the time allotted." And that's Parkinson's Law. And it's a really important thing for entrepreneurs to realize, that if you don't give yourself a certain time frame, then you're really setting yourself up for failure. It's just reality. So I set The Freedom Journal up in a very specific way to make sure that you are always holding yourself time-accountable. It's so critical. So definitely starting with the sprints. I really want to start there.

We need to back up just one step, right before we get into that to really kind of lay out the beginning part of The Freedom Journal, because this is critical. Because what the biggest thing is, Hal, a lot of people know that they need to set goals. They need to accomplish goals. But they don't even know the first thing about what a goal is. Or how to set a goal. Or what a smart goal is. Now this acronym's been out there for a long time. It's not something that I made up. But it's something that makes so much sense, so I wanted to get it down into The Freedom Journal. So let's go through that real quick.

Hal: Yeah, I didn't make up waking up early, so it's still important. [laughs]

John: Exactly. Guys, when you are starting with The Freedom Journal, the first thing I guide you through...and I actually show you, there's actually me having written in this that's copied in the book here...of me setting an actual smart goal and what that looks like. Because "smart" stands for "specific, measurable, attainable, relevant, and time-bound." So when you are setting a goal, you need to make sure you have those attributes in place, in line. Otherwise, again you are setting yourself up to fail.

So I guide you and say, "Okay, what do you want to do? Do you want to lose 10 pounds? Okay, let's get specific about that. Is that an actual smart goal? Is it specific? Yes. Is it measurable? Yes. Is it attainable? Yes. Is it relevant? Yes. Is it time-bound? Yes." Because we're going to do, "I want to lose ten pounds in one hundred days." Or whatever that goal is you're going to set.

So I make sure that you have the checks and balances and you know how to set a smart goal. And then we move forward from that into the accomplishment part of that. And that's where you start, day one. You list your goal and you say, "Okay. Let's start this process off." And over the next hundred days, Hal, this book guides you day by day, night by night, into the process of the accomplishing of this goal.

Now you're on day three. And people are like, "Oh, day three of ninety-seven. I can take break right now. Like, that's no big deal if I just miss one day." That's where the sprints come in, Hal. That's why it's so important to start with sprints. And another word that I like to use for them also are micro-goals. They're micro-goals. They're 10 micro goals that are going to help you achieve that actual, maximum full goal that we set at the beginning of The Freedom Journal.

So you start off day one saying, "Okay. This is my big, overall goal. Now what am I going to accomplish by day 10?" And then you go on that 10-day sprint. By day one, day two, day three and so on until you get to day ten. Then at day 10, we say, "Okay. Now we're going to talk about that. Did you accomplish that goal? Why," if you did. Or, "Why not," if you didn't. We're going to analyze that. So you're going to be getting better as an entrepreneur, as a goal-setter all along the way.

And then at day 25, we've already done now sprint number 1, sprint number 2 to get to 20. By day 25, I do what's called a quarterly review. Every 25th day, we look back over the prior 25 days and we really do a deep dive. And say, "What worked? What didn't? What needs to be adjusted?" And then of course you finish up the third five days of your third ten-day sprint. And you're going off into your four

sprints, fifth sprint. Which of course ends with the quarterly review, the second 25th day look back. And so all of these things, Hal, keep you in line.

I like to give that analogy of that plane that takes off from San Diego. It's heading to Boston. but it is adjusting in air every second. Every single second, that plane's adjusting, millions of times electronically on its flight from San Diego to Boston. To land on that quarter, right on that runway. That's what we do in The Freedom Journal. We take you through that, making sure that you're adjusting in air along those hundred days.

Hal: I love it. And if you really look at it, this is the way an ideal business runs. Where they set their long-term goals and then they break those down into shorter-term goals. And then they reflect and review along the way. What you're doing is...if you think about this, folks, listen. If you want to be really successful, you do what successful people do. And like John said, he's interviewed over 1,100 of the world's most successful people and realized that they've become masters at setting and achieving goals.

And again, I'm flipping through the book, it's just...as you're talking, John, I'm looking at what you're talking about. And you couldn't have done this much better. I love when I look at a product or a program or I read a book and I go, "How could I make this better?" And I go, "Son of a bitch. I can't make it better." Right? And making it better, by the way, is often...there's two sides to that coin. There's, is there nothing I would add? But also nothing I would take away. Because sometimes it makes it better by going, "Dude, they put too much in here." Or they left some stuff out. And to me, I can tell you put your heart, soul and...

John: Totally. It was a full year that we worked on this. We tested it out with Fire Nation and other entrepreneurs. And it's just even the little things. Like every single day, if you just turn to any of those days, you start off with a quote. And I took so much time. There's a hundred different quotes on every one of the days. Plus there's like another 50 just kind of balanced throughout the rest of it. But every single day, you start off with a new quote. Every quote there is there for a reason. I sweated over the placement of these quotes, the actual ones that I use because they're meant for those reasons.

And then you just break into, "What are you grateful for?" And this is a huge influence from you, Hal. You were one of the first people that I was exposed to that was really talking about affirmations. And talking about what you're grateful for. To me, that was just kind of a little woo-woo stuff, you know? I'm an army guy. I

come from being 13 months in Iraq, driving a tank around blowing things up. Then I was in law school. Then I was in corporate finance. We don't talk about what we're grateful for.

But man, was I missing out for those first 32 years of my life. Now I'm 35. So for the last three years, I've been exposed to this and it's been amazing. But we've got to start our days off with this stuff. And then just the little things, like the line underneath that. It says, "In 99 days, I will..." And you restate your goal. Then the next page is, "In 98 days..." We're counting down with you. You're accomplishing things every single day.

And of course one of my favorite words in the world is "focus." So after we talk about restating your goal, what is your number one focus today? That's your next line in this "Freedom Journal." And of course my acronym for focus is "follow one course until success." There's nothing more important than focus. Hal, you wouldn't have achieved anything, had you not been able to sit down and focus and achieve and accomplish what you have. And we have to pass that on to other entrepreneurs who are getting their thing going.

Hal: Yeah, yeah. The book, the one thing was revolutionary in its simplicity, right?

John: So simple.

Hal: Yeah, so focus on one thing. And most of us are focusing on five or ten or fifteen or twenty things.

John: "Oh my God. Why are we never accomplishing anything? Oh, there goes another bird."

Hal: Yeah, exactly. "Squirrel." But I love that. "My number one focus today is..." It's one of the most important things you can write down. And you're not just thinking about it. You're writing it down. And magic happens when you put pen to paper.

John: So much.

Hal: And I love that you didn't make this something you could fill out online as a PDF because it would easily...a PDF, as soon as your computer shuts down or whatever, then the PDF's gone. Then you forget to open it up again. But this is sitting in front of you every day. And I want to say this, too. In terms of how in

alignment this is with "The Miracle Morning." One of the practices of "The Miracle Morning" is scribing. Which is a fancy word for writing. For the next hundred days, there's no better form of scribing in my opinion than writing in your Freedom Journal every day.

And I do like that you also have, there's the morning entry and there's the evening entry. So you're planning on how you're going to maximize and optimize and win your day. And then at the end of the day, you're reflecting. So you don't have just the reflection after the 10-day sprints or the quarterly reflection. It's a daily thing to keep a person's clarity really high. So talk about that. Talk about the benefits of what you do in the morning on day one. And then what you do in the evening on night one.

John: And this is one thing that again, I just need to keep going back to your book, "The Miracle Morning," because...

Hal: Oh, yeah. Please, yes. Go ahead.

John: We have to because it's so integral in everything that we've done here. It just fits so well in with The Freedom Journal, is "The Miracle Morning," they don't start in the mornings. They start the night before. You can't have a miracle morning if you're drinking wine at 11:30 p.m., smoking some cigarettes and watching late-night television. That's not setting up for the miracle morning. Your miracle morning starts the night before. I'm not ashamed. I crawled into bed last night at 9:15 p.m. with a big, old smile on my face. I read my book, which by the way I'm reading right now, Malcolm X's autobiography, which is incredible.

Hal: Wow.

John: One of my past guests talked about it. I was like, "I'll check it out." But wow, is it huge. Is it a great book. And I was asleep 15 minutes later. And I was, poof. I was out. And guess what? I was up at 5:15 this morning. Jumped out of bed. It was 48 degrees here in San Diego. You know what I'm talking about, Hal. You've live here. We are not prepared for that stuff. I was out on the boardwalk, doing my power walk. Doing my exercises. Doing my thing. All because I set myself up the night before.

So it's so important that we actually get our thoughts down on paper. That we actually take the time the night before to set ourselves up for success the next day. We can't wake up...and we know life happens. We're running around in circles and

we don't even...then we're going to sit down and then take some more mental bandwidth to plan our day? No, you do that at the end of the day.

You sit down. You reflect on your day. And that's what this journal walks you through. You actually reflect on what works. You know, I have some things, two wonderful things that happened today. How many days do we let go by, Hal, where we don't reflect on the wonderful things that happened? It's sad. Life is short. We need to think about the great things that happened. And then we talk about, I say, "Write down two things that you struggled with."

Let's be honest about ourselves. We all struggle. Now what are the possible solutions for those struggles? And then we dive into, "Hey, why is tomorrow going to be a great day?" So I actually have a leading question. "Tomorrow will be a great day because..." It's an affirmative statement. And then I just have a place for thoughts, ideas and musings. And of course, the final thought for the day.

So you're going to bed, having reflected on wonderful things. Having not only thought about your struggles, but actually come up with solutions for them. And then talked about why tomorrow is going to be great. So when you wake up the next morning, that's the first thing on your mind. "Oh, man, that's right. Tomorrow...I mean, today is what tomorrow was last night...and it's going to be great because..." And you have the answer because you just wrote it down and it's right there in your journal, sitting next to your bed stand. And you're off to the races. And that's where it starts, guys. So that's why we have the day. We have the night. And it's really all-encompassing because of it.

Hal: And I've got a couple things to share on this. Number one is, this is something I talk about in "The Miracle Morning." I talk about it when I give the speech and it's the idea that...well, there's a couple of them...and it's, number one, that a miracle morning starts the night before. It doesn't start when the alarm clock goes off and you're half-asleep and you're like, "Hey, what should I do to crush the morning?"

If we haven't decided before we went to bed, we're always going to make the wrong decision. I don't care, even if it's me, if my alarm clock's on my nightstand and I haven't committed to wake up and I haven't visualized or decided what I was going to do, I just reach over and turn it off and I just snooze all morning. So a miracle morning starts the night before.

And the other part of that is, I always say that your first thought in the morning is almost always the same as the last thought you had before bed. If you're stressed out before you go to bed about a problem or a situation, as soon as you open your eyes, reality sinks in. You're like, "Oh, God. I've got to face that thing today." If you think about being a kid on Christmas, if you celebrated Christmas as a kid...and if you didn't celebrate Christmas, think about your birthday or the first day of school, any morning you were excited to wake up. Well, Christmas, the excitement happened before you went to bed. You thought, "I can't wait till the morning comes and I open my eyes." And you visualize, "I'm going to run to the living room and I'm going to look for the presents under the tree." Right?

And so what was your first thought in the morning? It was, "Oh my gosh. It's Christmas." And you literally...even if you got three hours of sleep and it was the worst quality sleep ever, you threw the covers off and you ran to the living room and you looked for the presents. So that concept shows how important the nighttime part of what you just walked us through. "Tomorrow will be a great day because..." You're creating that before you go to bed. And when the alarm goes off, you'll be excited to just run to your Freedom Journal because you just went through it. And every night, for a hundred days, the empowering process that you go through at night, it's just going to fire you up to wake up and crush it in the morning.

One other thing that I wanted to share...and this, John, this actually might be so good you might want to write this down and start sharing this when you promote The Freedom Journal, if I do say so myself...but here's the deal. When I first started talking about "The Miracle Morning," it's funny, I literally can visualize myself doing my...I used to do these video blogs called, what was it called? "A Miracle Morning something." But my tag line, I would start it and go, "Welcome to Miracle Morning TV, the always authentic, never scripted, hair is always messed up video blog designed to help you become the person..." Because my hair was always screwed up because I did it in the morning.

John: Of course.

Hal: Anyway, I haven't thought of that in a while. But I remember one of my video blogs, I showed people my journal at the end of my first year ever of a journal. And it was a journal called "The Winner's Journal." And I talked about how the benefits of daily journaling are really profound. But my favorite part of the journaling, I didn't know it was going to happen until it happened. Which was I read through my

journal for the entire year and it took me like six hours. And I had another piece of paper where I wrote down accomplishments.

Normally you end the year, or even in the day, and our human nature is to focus on what we did wrong. It's like, "Oh, man. I didn't hit that goal. And I could've done that better." And at the end of the year, instead of feeling like there were all these things that didn't get accomplished, I had this list of 23 significant accomplishments in my notes. And I'm like, "Holy crap, I'm a badass. I can't believe I did all that."

And to your point, John, we don't take time to reflect on paper. I wouldn't have had any awareness of those 23 accomplishments had I not written it down. And so I want to close by saying this and then not close the podcast. We've got another five minutes or so. But here's what I want people to think about. When you get The Freedom Journal, realize that you're not just getting something that's going to help you accomplish a goal in a hundred days. You're not just getting something that is going to help you optimize every single day of your life for the next 100 days.

And I would imagine that after you experience it, you're probably going to get another one for the next hundred days and so on and so forth. But what you're doing is you're creating something, a document...I can't even think of a word that is special enough to describe it...that is going to contain your legacy, your life, captured on paper. That you can look back and reflect on at the end of the hundred days. And that experience, I'm telling you from personal experience, reading back over your Freedom Journal will be one of the most rich, rewarding, fulfilling experiences that you have ever had.

And then you're going to have a collection of these on your shelves that you can give to your children. Or at any time, you can look back and you can re-experience that rich, rewarding, fulfilling experience that is created once The Freedom Journal is complete. So not only will it help you optimize the day, achieve your goals in a hundred days, you're going to create something that is priceless. That will stay with you for the rest of your life and potentially be handed down to your children. So John, feel free to share that with everyone else.

John: Well, and I think a lot of people might be like, "Oh, that kind of sounds corny. Who's going to want to read my Freedom Journal?" I would love...I would give, I would actually call it...it would be priceless. I can't even put how much money I would spend for this, because it would be priceless. Before I was even born, my father's father died. It was a freak accident. I never got to meet this man. He died at

47 years old. I never got to meet him. He went to the Korean War. He was in mutual funds. He did this, he did that.

How amazing would it have been, what a gift it would be for me to be able to sit down and just experience a hundred days of his life. A snapshot when he was 30, when he was 40, when he was 20. It doesn't matter. I never got to even know this guy, to talk to him. But I would've gotten to know him through these hundred days. I would have given anything for that. My dad can sit down and tell me stories to kingdom come. It's not the same. But if I could've sat down and read a hundred days of him pouring himself and setting and accomplishing a goal, and living that with him, you can't put a price tag on that. It may seem corny now to people listening. Believe me, it's not going to seem corny to your younger generations and the future generations that are coming.

And Hal, on that note, I do want to shift a little bit. So not too long ago, I was super-honored to be asked to speak, to share the stage with Gary Vaynerchuk, with Robert Herjavec of "Shark Tank." Louis Howes, Keith Ferrazzi. I mean, crème de la crème. I'm still shocked that I was on stage with these people because it was just like, these are the entrepreneurs that are out there. But the event was called Thrive and the tag line was Make Money Matter. And they asked me to come, in large part, of The Freedom Journal. I kind of do want to share this aspect as we close...

Hal: Yeah, please.

John: ...to your audience because listen, I don't post my income reports to brag about how much money that I make. I publish them because I want my listeners and specifically podcasters to see and to emulate my success. And to see what's working for me and to emulate that. So I lay it all out on the line. But just as importantly I want them to see my failures and my mistakes and my missteps. And I even go into more depth on those so they can avoid those. That's the purpose of me getting out there and sharing these income reports.

But with that being known, a lot of people know that, "Hey, John? He'll have made over \$4 million this year. Now he's coming out with a book and it's going to be..." That's where this Freedom Journal really became a passion of mine and where I really wanted to make this money matter. Because we can go and achieve success and that's so huge. But we have to move and do significance, as well. So I partnered up with Adam Braun of Pencils of Promise. And proceeds from The Freedom Journal are going to be building schools in developing countries.

I've already pledged, I wrote a check for \$25,000 in 2015 to build a school in my name. In 2016, I've already pledged at least one \$25,000 check from the proceeds of The Freedom Journal. And every time we hit a different, another one of our funding goals that we have for The Freedom Journal, I'm writing another check for \$25,000. We're looking to build three, four, who knows? Maybe even five schools from scratch in developing countries through Pencils of Promise. We've partnered up with them for this, so it's a great, great cause.

It's a great journal, as you've heard from myself and from Hal. I poured myself into it. The Kickstarter campaign is going on right now. So if you want to check out what we have going on, there's awesome videos. There's awesome reward levels, if you want to get one, two, ten journals. Or a lot of other cool things, like you being on EOFire, if you purchase at a certain level so we can talk about you setting and accomplishing your goals. So a lot of cool things are going on. All you need to do is just visit TheFreedomJournal.com. That's going to take you right to the Kickstarter page and you're going to be able to see what we have going on, where we're at right now.

We're looking to beat Erik Rees, who is the number one author right now for selling his book on Kickstarter at \$566,000. We're looking to break that, Hal, and I think that with your audience, with my audience, just a combination of what we're doing, with Pencils of Promise, I think that we can do that. So thank you, brother, for having me on today.

Hal: You're welcome. Thank you for coming on. TheFreedomJournal.com, go there. I'm there right now. I'm going to get one of these Kickstarter levels, not just for the journals, but also for the bonuses. But yeah, man, this is fantastic. And Pencils of Promise, great organization. Building schools, teaching children to read that cannot read. And there are 250 million children around the world that cannot read. And Adam Braun of Pencils of Promise and John Lee Dumas are doing their part to make a difference and change that. So go to TheFreedomJournal.com. I've got my personal copy. I'm going to be buying dozens, if not hundreds of copies for my friends, my family, and my clients. And goal-achievers, I love you. Thank you for tuning in and we'll talk to you next week. Take care.

Nick: And thank you so much for tuning in to this episode of the podcast. So now you're ready to go out there and accomplish your goals in a hundred days. We want to know, what were your biggest takeaways with this interview with John? Simply head on over to HalElrod.com/105 for episode number 105 and leave a comment there on the show notes page. And be sure to grab your very own Freedom Journal

as well. Also if you haven't done so yet, please go subscribe to the podcast on iTunes by going to HalElrod.com/iTunes. Click on the little Subscribe button. And if you would, please leave a rating and review. Rating and reviews are truly the best way for you to show your appreciation for the show because it helps more people find out about the podcast and decide if this is the one for them. So now, until next week, it's time for you to go out there, take action and achieve your goals.

If you're looking to grow your business using podcasting but don't have the time to edit the audio, insert the intro and outro, write up the show notes, post the episode to all the different sites, and do all of the ridiculous background work that's required, then you need YourPodcastGuru.com, where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit YourPodcastGuru.com right now to explode your audience and crush it in the podcasting world.