



Achieve Your Goals Podcast #113 – Freedom & Fulfillment (What I wish I would have known...)

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's the author of the #1 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 Elrod: All right, Achieve Your Goals podcast listeners, aka goal achievers, it's Hal Elrod, and this is the third solo episode in a row. What's the deal, nobody will talk to me. I can't get any guests. I got 3 guests for next week. You'll get to hear from some really interesting folks. In fact, why don't I give you ... I can actually tell you and preview you as to who's coming up. One gentleman is Pat Solomon. He is a film maker, and he created the film "Finding Joe" about Joseph Campbell who is the creator of the Hero's Journey, a really fascinating individual. I'll be interviewing Pat next week. Look out for that soon. The other one I'm pumped about, Charlie Brenneman who is a former UFC fighter turned motivational speaker. I watched his debut fight in

UFC. I watched his second fight. He upset this huge guy that was on a championship title run.

Actually, let me pause and tell you that I've recently had an epiphany, and I don't think I've shared this with you yet. This is around the Achieve Your Goals podcast and I do suffer from a little bit of brain damage, so I might have shared this last week. I don't remember. My realization is ... I'm obsessive compulsive about adding value, and sometimes when I look at it the wrong way, I think where ... if I'm interviewing somebody and they're telling a long drawn out story, I get ... I'll starting tweaking in my seat, getting fidgety and going "Teach something. Tell my body it's something of value," which is really ironic and hypocritical because I'm the most long-winded storyteller of anybody, but I get all kind of ... I tweak out a little bit and get freaked out if people aren't giving valuable, actionable tips and strategies to you, to our listeners.

Recently, I had an epiphany and it came from listening to other people's podcasts which leads me to a confession. By the way, today's episode is going to be awesome. You're going to get value, by the way. I'm going to dive into some value bombs, but before I do I wanted to chat a little bit about this. The confession is I don't listen to podcasts. I shouldn't say I don't listen to podcasts but I don't listen to them very much, at least I haven't in the past. I should say I am now. I've committed to listening to podcasts because I realize if I want to be a better podcaster I've got to listen to podcasts. The reason I didn't listen to them is I'm never in the car for very long typically unless I'm going to the airport, which I do frequently, but it's always me on the phone returning phone calls and trying to be productive.

Long story short, I started listening to Tim Ferriss' podcast and various podcasts to get better and listen to how do these phenomenal world-class podcasters, how do they interview and

what style do they have. The one thing that I found, and I think I was actually listening to ... when I had this epiphany, I was listening to Tim Ferriss' interview with Edward Norton, the world-famous Hollywood actor, and Ed wasn't really teaching anything but I found myself totally intrigued just listening to Ed because he's such a fascinating individual. My realization was I need to ... For my interviews, instead of trying to pull nugget after nugget and make it super actionable and valuable and obsess about that, I just need to keep interviewing interesting people and ask them more interesting questions and allow them to open up and share who they are and how they got there, because what I realized is I was learning so much from that interview with Ed Norton even though he wasn't teaching anything. I had lost sight of that.

When we hear someone else's story, their experience, that the nuances, the intricacies, there are components that we draw lessons from, sometimes consciously but sometimes unconsciously. We don't even realize that we're learning something and then it hits us later in a moment and you're like "Oh, you know what, this reminds me of that story from that one guy in that podcast that he was telling and I'm going to do what he did, I'm going to be courageous or I'm going to overcome or I'm going to make a smart decision or whatever."

Achieve Your Goals podcast listeners. I think that the podcast is about to get better, and if you're already a fan that's good, but the interviews that I do I'm really going, I'm really striving to become a much better interviewer. That starts with our next two interviews coming up that I'll be interviewing next week, recording next week. They'll be coming out in the next couple of weeks after that, but one with filmmaker Pat Solomon and one with UFC fighter turned motivational speaker Charlie Brenneman, who by the way I was a fan of. He emailed me and said "Hal, after I lost my last fight in Brazil," which I watched

that. We'll talk to him what it's like to be a cage fighter and get punched in the face and the feel. I imagine it, the fear of going into that cage and knowing that your entire career is on the line. We're going to talk to Charlie about what it's like to fight in the UFC, what it's like to be achieving on the goal to achieving your dream. He was winning and he was the next hot prospect but then he got knocked out, then he got knocked out again, and what is it like to have your dream derailed and how do you shift gears from that. It's really, to me, it's fascinating.

That's the direction that the interviews are going to be taking moving forward with the Achieve Your Goals podcast listeners is interviewing fascinating people, which I've always done but not being so attached to some rigid structure which I've been attached to, and really just diving in and asking interesting questions from these fascinating people and pulling wisdom and nuggets and experience that you, the faithful, loyal awesome listeners of the Achieve Your Goals Podcast can benefit from.

With that being said, when you get solo episodes from me, as you're going to get today, these are going to be much more content oriented. These are going to be much more "How can I add value, add value, add value," although up until this point, I haven't really done that yet, but I'm going to dive in here in just a minute and do so. In fact, let's dive in right now. I got nothing else to tell you. I was actually, earlier today, I was running a best year ever coaching call for my best year ever coaching members, and I probably should promote this more often but if you're interested in getting coaching from me every month, go to bestyearevercoaching.net, bestyearevercoaching.net, and you can get a \$1 one-week trial of the program and see if it's a good fit for you, and then, we do 2 live calls a month. When I say we, they're kind of divided between me and John Berghoff, the co-founder of the Best Year Ever Blueprint who you've heard from

many times on the podcasts, but there you go. That is the update, bestyearevercoaching.net, and we're going to dive in.

The reason for the call today and the topic, which by the way I was struggling with. I've been sitting here at my desk for 30 minutes going "What am I going to talk about? I need to record a podcast. Nothing is coming to me. Nothing is feel ..." Nothing was ... it just wasn't coming, and then, I realized "Wait a minute, I just ran this Best Year Coaching call." It was a Q&A call, so all of our members got to ask me anything that they wanted, and one of the questions from our member Lena, she asked me "Knowing what you know now, what advice would you give to your 25-year-old self?" Then, she said, "How about your 25+-year-old self, maybe 30 or 35-year-old self?" She said she'd be particularly interested in hearing my take on career and relationships, be it whether the relationships be social, romantic, and/or business. What a great question, right?

What would you tell ... It's a great question for you to consider for yourself, what would you tell your 25-year-old self, what advice would you give your 25-year-old self? If you're not 25 yet, if you're one of our younger listeners, imagine that you are older and wiser and go "What would I tell myself now that I need to start doing differently now? Isn't that interesting? Think about that. That, actually, is true for any, every person listening no matter whether you're 25, 35, 45, 55, 95. Fast forward or just get present and go "What would I tell myself now looking back that I should have stopped doing that wasn't serving me, or what should I have started doing?" You don't need to just look back and give yourself ...

Obviously, you can't go back in time and give your 25-year-old self or whatever year-old self that is younger than you are now, unless you're Michael J. Fox with the DeLorean, Marty McFly with the DeLorean. You can't go back in time but you could

always stop right now and be really present, and typically, if we're really honest with ourselves and we ask "What could I ... What should I stop doing or what should I start doing?" Usually, the answers are ... They're pretty clear. We typically know which habits are bad habits that we need to stop and which positive habits we need to start or pick back up.

I'm going to give you my 3 answers to this question of what advice would I give to my 25-year-old self, and what's interesting is that it really applies today. A lot of this is looking at the things that have gotten me from when I was 25 to where I'm at now which I'm ... For total transparency, I'm 36 years old. I'll be 37 here in a couple of months, but what's the most valuable principles, guiding principles that at one point in my life I finally adopted and they made the biggest difference for me. That's really what I'm going to talk about today, and it should be a very lengthy podcast episode, but I always say that and I always prove myself wrong. Let's dive right in.

Number 1, the first thing ... the first piece of advice that I would have given to my younger self is to begin with the end in mind, and what I mean by that, begin with the end in mind, is really to be more thoughtful and considerate with every choice that I make, especially the priority ... the projects that I take on, the opportunities that I engage in, and for me, I don't know about you and maybe you can relate to this, but typically, I'm emotional in terms of I get excited and I take action. That's usually what I end up doing is I think of an idea, I think of a project, I think of a goal, I think of something that I think would be positive, and without any thought, I'll open up my email inbox and I'll shoot an email out. I open up The Miracle Morning Facebook community and I'll post in there, "Hey, I'm doing this." It's served me, by the way. I posted that I was going to run a 52-mile ultramarathon before I gave it ... Literally, I think I thought about it

for 2 minutes, and I thought, "You know what, the only way I'm going to do this is if I have accountability."

I just posted publicly that I'm going to run this 52-mile ultramarathon and I said I'm going to do it to raise money for the Front Row Foundation, and I did that because I knew that if I made a public commitment leveraging my integrity that I wouldn't want to let people down and be a fraud and a liar. I did it. If I would have thought about it too much I probably wouldn't have actually done it, I would have thought rationally and that it was a crazy idea. The same thing with my first live event, the Best Year Ever Blueprint, I just read my affirmations one day from 4 or 5 years previous that said "Put on your first event this year, get over your fear," and I realized it's been 4 or 5 years since I wrote that affirmation and I didn't do it that year and I didn't do it the next year and I've been letting fear beat me. That's ridiculous. I went into The Miracle Morning Community and I posted "Hey everybody, mark your calendar, the first weekend in December ..." This was in 2014, I said ... It was 5 months before I said "San Diego, our first ever live event, it's going to be great. More details to follow," and I clicked post.

There's an advantage to not thinking things through in some ways because you're taking action, speed of implementation, but I think there's a really healthy balance that we have strike. I'll give you a few examples of things that I ... that specifically where if I would have been more thoughtful with my choices I would have done things differently and I advised my private coaching clients often based on this guiding principle of really beginning with the end in mind. When I say the end, I really mean looking at any choice you're about to make or an opportunity and fast-forwarding 5 years or 10 years and going "Okay, if I start down this path, is this what I want to be doing in 5 years or where will this lead in 5 years. If I keep this habit up, what will my life be like in 5 years, or what do I need to do now so that 5 years from

now I'm healthier, happier, wealthier, living the life that I really want."

One is scaling. If you're an entrepreneur, I think one of the most important things to begin your entrepreneurial journey with or ... You have to begin it if you're 5 years or 10 years or 20 years in, is the idea of ... Look at how you want to scale your business, and what I mean by that, the way that I would define scale ... I'll look at scale from a couple of ways. Let's say scaling your impact or scaling your income, scaling your freedom, these are all things that can scale and often support each other. When I started one on one coaching, I just did it because I was like "Wow, this is really cool, it's fulfilling. I can help people. I can be a coach. Wow!" I had a coach so that's where I got the idea. I was like "Wow, my coach changed my life. I want to do this for other people," but here's the thing, at first it was fun and it was exciting as most new things are but as soon as I got to a point where I had done it long enough day after day coaching clients after coaching client, it became redundant and tedious. It's like anything that ... It became a job. First, it was an entrepreneurial opportunity, then it became a job where I was trading time for money.

Granted, it was always fulfilling because I was helping people but it didn't mean I was enjoying it. I'll be honest, it doesn't mean ... I'm sure we all do things that we don't necessarily enjoy and the more we do them and we feel like we have to do them, that was the rub is that I had to show up to my coaching calls. I signed up for ... I signed a client on for 12 months; I had to talk to him. At first, it was 4 times a month, every week all year. I had 52 calls with this one person, and not all my coaching clients are created equal. Some are fired up and positive and they're big thinkers and I love talking to them, they energize me, and some come to the calls complaining and they're draining me. Had I thought ... Number 1, with one on one coaching, beginning with the end in mind, I would have thought, "Okay, do I want to do

this forever," and in terms of how I would scale, I go "Okay, I can't scale one on one coaching," at least not with the model that I had in the beginning because I was coaching, talking to a person for a fee and it was a direct trade of time for money. There's nothing wrong with that.

I think coaching, if someone decides to be a coach for their life profession, I think it's a really noble career. It's fantastic. You're earning an income based on serving and helping people improve their lives or their businesses, it's great, but for me, I realized that ... It took me many years to figure out I can't scale my impact, meaning I can only serve the amount of clients that I have hours in the day. There was a limit to how I could scale it. It was limited by the amount of hours in a day. I can't scale my income with this model either because it's limited by how many hours I have in a day, in that if there are ... I can only fit so many clients in my schedule and that maxes out my impact and it maxes out my income.

When I made a shift, the way I was able to scale my impact and income as a coach is in 2011 when I launched my group coaching program, which is now the Best Year Ever Coaching Program that I mentioned but for many years it was VIP Success Coaching which I don't know where I came up with that name but I just did. What happened was I went from ... I started with 5 group coaching clients and then within 2 months, I had 70. Keep in mind, I was doing 2 calls a month, and normally, back then, I think I charged \$647 a month for 2 calls. If I was talking with 1 person twice a month, I was impacting that one person and I was earning \$647 for that impact. My impact and income were really limited. Then, ... I want you to think about how can you apply this to your business or to your life. How can you scale. What happened was I grew it from 5 to 70 members and that was at \$97 a month.

It started with 5, that's when my group coaching program launched. There were 5 members at \$97 a month. I was making a little less than I would for the one on one coaching but the same amount of time, but I was quickly able to ask those people, because they were getting value for referrals, and then I was able to grow it from 5 to 70 members. If you do the math, \$97 a month. They were actually paying less than they would have for private coaching granted they weren't getting the one on one attention quite as much. They would still get that one on one time during our group coaching calls because they could ask me questions, but my impact went from impacting 1 person during those 2 calls a month to impacting 70 people during those 2 calls a month, not to mention everyone that those 70 people were then impacting because they were becoming better versions of themselves.

I was able to scale my impact 70 times over, and then, eventually, I grew that program to hundreds of members, which to this day it's in the hundreds of members, to where now that impact for those same 2 calls ... The time didn't change. That's what scaling is about. It's amplifying exponentially increasing your impact or your income in this case. I was able to increase my impact to 70 people, and of course, if you do the math, \$100 times those 70 people, those 2 calls instead of generating me the \$647 a month that that one coaching client would have generated, now it was generating me almost \$7,000 for the same exact amount of time. I'm impacting more people and my income is a reflection of the amount of people that I'm impacting. That's an example of scaling. It took me 6 years of one on one coaching before I finally realized ... I started one on one coaching when I was 26, and then, when I was 32 or whatever, I launched the group coaching program and I went "Gosh, why didn't I think of this sooner." That's one of the things that when I was 25 I wish I would have,

beginning with the end in mind and being more thoughtful, scaling is one thing that I wish I would have done differently.

I will ask you, how can you apply that? How can you, taking your business right now, is it scalable? How can you scale it? There's a couple of books I'd recommend on that topic. One is called "Scaling Up" by Verne Harnish. That's kind of the Bible of scaling. Then, another one that I'm only partway through right now but I'm really enjoying it is called "Traction" by Gino Wickman. If you go to Amazon and search "Traction", you'll find that book. It actually speaks to me a little more. I like the way it's written a little more than "Scaling Up" but again I haven't read the whole ... I'm not through that "Traction" book yet. I can't give you the final verdict if it's better or worse. So far, the beginning of it, the first couple chapters I'm enjoying more. It's a better read.

The second thing I wish I would have done differently is aligning my projects so that they support each other. This goes back to the same thing, getting excited and going "Ooh, this is a cool opportunity. I'm going to do it," and just diving in and doing it without giving thoughtful consideration to how does this impact every aspect of my business and my life, and ideally, when I say aligning my projects and goals, it's asking does this ... Every time a new opportunity comes up or a new project or a goal, going "Does this contribute to my current goals and projects or does it distract from them? Does the time I invest in this other thing, this new thing, will that contribute and feed my current focus or focuses or will it detract from my current focuses?"

I'll give you an example, for me, the ... I do a lot of stuff in terms of the events and the coaching and the speaking and the group coaching, private coaching, the books, and the book series, and we're doing the documentary. I'm spread all over the place, but a couple of things, number 1 is actually ... I hadn't thought of this but I've been building a team. That is actually one thing. In fact,

I'm actually going to write that down as one of the things that I would have built a team a lot sooner. Build a team a lot sooner meaning I would have ... and the problem is that control freak thing, letting go and being like "Well, yeah they may not be able to do it as well as I can do it because it took a long time to learn," but they have to start somewhere, and it took me ... That's probably one of the biggest things, it took me a long time to, for example, hire an executive assistant which has been just a game changer. Here's a little bonus tip for if you struggle with that, "Yeah but how would I ... hiring someone to do the pieces of my business that I already do is ... there's so many little details and intricacies that I just don't have the ... I don't know if I could teach them or train them where they could do it as well."

One of the best things that I've been doing recently with Tiffany, who is my chief of staff/executive assistant, is instead of me feeling like I have to figure it out so that I can tell her what to do or how to do something or teach her, I just tell her to figure it out. I go "Hey, here's the result that I want. I have no idea how to get that done, just go figure that out. Google it." I'll give her any guidance I can. The other day we were looking at getting The Miracle Morning.

Barnes and Noble reached out recently, really exciting. They reached out a week or two ago and they said they have so many people that have requested The Miracle Morning in the book stores, they want to carry it in their stores, which for a self-published author it's a total dream come true. I found out that ... I thought it was ... "Oh cool, what do we need to do," and they let me know, "Well, you currently, the way you're set up through your self-publishing created space there, we can't buy from you. We can't do it. You have to repu ..." There's all this stuff they said I needed to do, and I looked at her and I'm like "Uh, that's going to take me hours to figure out. I don't even know where to start," and I went "Wait a minute," and I forwarded the email to

Tiffany. I said "Hey, figure that out." It took her 5 hours, being on hold with one person for an hour and 40 minutes. So much went into it, but the beauty of it is she came back and she's like "Here's the deal. Here's the result. Here's what you need to do, super simple. I'll take care of it. Let's go." Really, really powerful.

That was a tangent but in terms of scaling, building a team is obviously a really important part of that, but in terms of aligning projects so that they support each other, for me an example, this morning I got ... I had a call with a filmmaker and he wants to feature me in the documentary where the ... It's on mentorship and I'd be 1 of 5 mentors mentoring an entrepreneur that was doing at least a half-million dollars in his business right now a year and my job as the mentor would be to get him to a million dollars in 12 months. The documentary would begin filming ... the process would start in the next couple of months and then they'd film through all of 2017. At first, my instinct, and I'd imagine you could relate to this, is like "Wow, this is such a cool opportunity. Wow, I'm totally ... I'm totally ... This is great. I'm so ... I'm so grateful and excited. I can't even believe that they're considering me for this."

I was all excited, and I was asking them questions leading to a "Yeah, I'm in. Tell me more," and I'm asking all these questions. Then, thankfully, the new thoughtful cap that I'm trying to wear more often than my business partner, John Berghoff, is ... I really owe this to him. He's the most ... He's so good at thinking globally about every decision that he makes or we make and how it impacts the entire system and the brand and all this stuff. It's really ... I think that's been a big impact. I credit John a lot for helping to shape my mindset through the conversations that we have ever since we partnered a year or so ago. I'm all excited and then all of a sudden I stop and I consider for a second and I said "Hey, I apologize but you know what, I realized that I can't say

yes to this because saying yes to this means saying no to the other commitments that I've already made and this is a distraction. This isn't in alignment with the other commitments I've made and the projects I have and the goals and the mission I'm on. This would be cool and I'm sure it would add to it in some ways, but overall, this is a distraction and an detraction, not a contribution to my current focus."

I would encourage you to ask yourself "What are the projects that you have right now in your life? Are there any that you need to stop doing? Are there any that you need to shift, and anything that comes your way or anything that you've been considering, does it align, does it contribute to your current set of priorities and your current focus?" I wish I would have thought that way 10 years ago but better late than never, of course. How can you apply that, beginning with the end in mind, being thoughtful with your choices, scaling which we talked about. What would your business look like if you were to scale it, meaning you're able to impact more people, generate more income, and free up more of your time. Those are the 3 ways that I would define scaling in this context, and then, how can you align your projects so that they support each other? Then, of course, building a team, as I mentioned, that's a big part of that.

The next ... I'm going to share ... maybe we'll get to all 3. I told you it would be a short podcast and then I talk so long. We're going to go into these. The second one that I would have done sooner is to aggressively upgrade my circle of influence, to aggressively upgrade my circle of influence. We did an entire podcast episode on this. That will allow me to not invest a lot of ... I'll keep my answer as brief as I can here, and if you search Hal Elrod upgrade your circle of influence, I'm sure the podcast will come up for you either on iTunes or on my website. There's a great quote from Jim Rohn, the great Jim Rohn, and you're probably heard this. Jim Rohn said, "You are the average of the

5 people you spend the most time with." I think that was a Jim Rohn original quote, "You're the average of the 5 people you spend the most time with." Most of us have heard this or we know this. I believe though that this is arguably the single most important, and I know that was last week's podcast. I talked about it being the single most important, arguably. You've got to put the word arguably in there to give you a little buffer because there's so many important things. This is one of the most important factors to your quality of life, immediately and in the future.

Your future success, your current quality of life is your circle of influence. It's arguably one of the most important, if not the most important, component determining factor in your success yet, and here's the rub. It's arguably the single most underutilized success principle, under-leveraged, under-implemented, meaning we hear that and most people, I think ... I can't speak for everybody but I think that most people just keep hanging out with the same folks. You hear that, "Yeah, upgrade your circle of influence or improve who you hang out with or whatever," but then what we do is we end up spending time with the same people, and I really think that that was one of the things that when I figured it out at ... I don't know what age it was but I started aggressively upgrading my circle of influence, identifying who I wanted to spend more time with and who I needed to limit time with.

By the way, that's the action of how you do this. You literally make 2 lists, one of all of the people in your life that are not contributing to your growth and to you becoming the best version of yourself and you creating the most extraordinary life you can imagine. The people that are not contributing to that, you make a list of those people, and then, on the other side of the paper you make a list of the people that are contributing to that or that would contribute to that. Either there's people in your life that you want

to spend more time with or people that aren't even in your life that you want to seek out and you want to find a way to add value for them and you want to bring them and invite them and attract them into your life, and then the people that are in between which are people that you know them, they're in your life but you want to spend more time with them, they're not influencing you as much as they could be or should be because you're limited in how much time that you share with those people.

In fact, Brendon Burchard does a similar exercise to this that ... It's at his high-performance academy where he has you make a list of your growth friends, which is the people I just described that would contribute to your success and you becoming the best version of yourself, and then, he has you make a list of your ... He calls them you're maintenance friends, which are friends that you ... and family too, people that you will maintain a relationship with because you love and care about them, maybe you have history with them, but if you identify that they're not helping you grow and become the best version of yourself, you're going to minimize the time that you spend with them. You're going to be strategic and thoughtful about how much time you're being influenced by people that aren't contributing to your growth, and you're going to be thoughtful and intentional about how much time you're spending with people that are contributing to your growth. I'll give you one example of this.

My good friend, John Vroman ... Many years ago, I met John. He was an executive when I worked for Cutco, and I met him. He's a little older than I am and a lot wiser than I am, still a lot wiser than I am, but John Vroman, I met him and he was such an authentic guys, he was such a smart guy. I just saw the path that he was headed on and I thought, "This is somebody I want in my circle of influence. John Vroman, by the way, I've been telling him for ... A quick side note, pause, I've been telling him for 2 years or maybe longer, ever since I launched this podcast that he

needed to record a podcast because he is one of the most brilliant coaches and one of the best interviewers. He's so good at asking great questions, and finally, he launched a podcast. It's called the Front Row Factor and I highly encourage you, if you like this podcast, if you like my podcast, his is probably way better. I've heard a few episodes and I'm loving it so far. People have wrote these great reviews. Go subscribe to John Vroman's Front Row Factor podcast.

I end up ... John and I connected at a few events. I don't know him well enough to call him and talk to him. I know him from "Hey, how are you," seeing each other occasionally, a couple times a year, and I decide when I first do this exercise of getting clear on who do I want to upgrade in my circle of influence or who would that be in my circle that would help me to upgrade it, and John was one of those people. I actively started figuring out and I started looking into, I started following John on Facebook and stalking him, if you will, and looking at how can I add value to John's life. That to me is the simplest way to ... how do you upgrade your circle of influence? You identify the people that you want to minimize time with, you identify the people ... By the way, do this.

Remember what I just said. Don't just listen and go "Yeah, yeah, that makes sense. That makes sense," and keep listening. Pause it, pull out your schedule and write in your note "Make a list of ..." You can use Brendon's terminology, growth friends, and a list of maintenance friends and then get strategic and intentional about minimizing time with my maintenance friends and finding ways to increase my time invested and shared it with my growth friends. Make that list, be actionable. Like I said, this is the most underutilized success principle but it's arguably the most important. I did that for John. John is the founder of the Front Row Foundation, the charity. I started ... I really believe in it. I started supporting the foundation, being more active and asking

him how I could contribute, and I started finding ways to add value to his life. There's ways you can do that by connecting, and I would connect him with other people. Right now, I just promoted his podcast. I wasn't thinking about doing that, it just came up, but there's a way to keep adding value. Continuously adding value is the best way to upgrade your circle of influence.

Then, last ... That's the second thing I wish I would have done when I was younger, and the last one, and this is what I'll close on, is when I was younger I wish I would have understood or believed that I am worthy of extraordinary success. By the way, I still struggle with this. I still struggle with this. The Marianne Williamson quote "We think to ourselves who am I to be special ..." I don't even know all the adjectives, "special, charming, beautiful, fantastic," and then she says "Who are you not to be. You're a child of God. You're playing small does not serve the world." I think that we all suffer from that to some level, and even to this day, sometimes, I'll look at my success and I'll go "Gosh, am I going to lose this any second? Am I somehow getting by with this things going well?" It logically doesn't make sense. When I logically stop and I access, I'm like "Well, I'm adding value for people and that is giving me the freedom that I want and I'm focusing on all the right things and it's giving me ... The fruits of my labor are showing up."

There's really no logic to the fear of failure and all of that, but I wish I would have realized that I am worthy of extraordinary success, and when I say success, by the way, I think we can all have our own definition. I define success really in 2 ways. There's my external definition and my internal definition. Externally, I define it as freedom. The freedom to do what I want, when I want, with whomever I want. That's the first definition. The external definition is freedom. The way that I define success internally is fulfillment. There's freedom on the outside, fulfillment on the inside.

To me success is really putting yourself in a position to have the freedom to do what you want, when you want, with whomever you want, and then to truly be successful, utilizing that freedom to do things that bring you fulfillment and that bring others fulfillment. Freedom and fulfillment, and they go hand in hand, one leads to the other, etc. etc. How do you define success? How do you define success and/or extraordinary success, I should say, and do you really believe that you're going to accomplish it? Do you believe that you're worthy of it and deserving of it and capable of it? You may have heard me say this before but my favorite affirmation, because it's the one that I think that I need the most, is "I am just as worthy, deserving, and capable of ____." I will literally put into that affirmation what ... It's a formula, and then, the blank ... In this case, it would have been "I am just as worthy, deserving, and capable of extraordinary success," but a lot of times I'll use that affirmation for specific things, like when I'm trying to achieve a certain goal like put on the live event and that blank becomes "I'm just as worthy, deserving, and capable of selling out my event and changing the lives of 300 or 400 or whatever it is attendees at the event as all of the people who I look up to.

All of the events that I've been to, why not me. I'm just as worthy, deserving, and capable. I wish I would have gotten that earlier, and I will say that you don't have to fully believe that to be successful, because like I said, it's still something that I struggle with. I still, every day, read that affirmation and I still have to read it and really try to fully internalize it and believe it, but the point is, you don't have to fully believe it to be successful because you can still do the things that will bring you freedom and that will bring you fulfillment or that will bring you whatever your definition of success is, even when you don't fully feel worthy, deserving, and capable.

Ideally, if you can embody that belief at a soulful, heartfelt core level right away, that's great, and maybe, you already have it. I think some people, they have that, they feel that sense of worth from Day 1. I feel intellectually like I ... I know it intellectually but I don't always feel it deep down. There's this fear and fear of loss and fear of it all going away, all the things I work for, they could just disappear and maybe it's the economy crashing. I don't really know but the fear is there and it's a constant battle. How do you define success, freedom, fulfillment, something different? How do you define success, maybe it's love, maybe it's bliss, whatever it is for you.

Then, we'll close out with a couple of questions. Are you living every day in alignment with your definition of success? How do you define it? Write that down. Pause this. Write that down. How do you define success? Are you living every day in alignment with your definition of success? Finally, do you believe deep down, authentically believe that you are just as worthy, deserving, and capable of achieving extraordinary success as you define it as any other person on Earth? That's the last part of the affirmation, by the way, as any other person on Earth. I'm just as worthy, deserving, and capable of extraordinary success as any other person on Earth.

Realize that success, however you define it, unless it's a monetary measurable goal which is fine, but for me, I'm always working towards more freedom and more fulfillment but I think it's important that you realize that success, at least in that context, it's not something that you attain, it's something that you extract from life now. It's important, be present to the success you already have on your journey to achieving the levels of success that you want, and I think that's the thought I'd love to close the podcast with today is "Be present to the success that you already

have while you're on your journey to creating or attracting or sustaining, experiencing the levels of success that you ultimately want. For me, it's that freedom.

I try to be present to the freedom that I already have. Maybe, I want freedom where I don't have to work at all or I don't have to stress about money at all or whatever. We're always working towards a higher level of freedom but it's so important that we're present to the freedom that we have now, the success we have now, the happiness we have now, and for me, the other aspect is the fulfillment, freedom and fulfillment. Being present to the fulfillment that I have now and doing things every day, meditating and doing affirmations and being present with my kids and my wife and just journaling, affirming how many amazing things I have right now to feel fulfilled, to be grateful and feel fulfilled and the freedoms and all of that. Don't wait to experience the success that you're working towards. Be present to the fact that you already have it now at some level. If success for you is a money thing, it's how much money ... You want to be a millionaire. Guess what, if you have a dollar you have a piece of that success now. You have a piece of that success that you're ultimately working towards.

Here is the deal, if we don't learn, if we don't decide to be present to the success that we have now, then when we attain the success that we think we really want, we typically won't be fulfilled then because we didn't know how to be present to what we had. When we get what we think we want, then it all of a sudden simply becomes what we have and now we feel empty and we're looking for more in order to fill this bottomless pit, this void that can never be filled. Be present to the success you have now while you wake up every day and you maintain a vision for the success that you want and you live your life in alignment with your vision.

Achieve Your Goals Podcast listeners, I love you. I appreciate you. Thank you for your time. I really am not watching the clock. I don't know how long we went today, probably longer than I originally intended but I hope you got something out of the podcast. Please if you did, leave a comment and go to halelrod.com/blog. Leave a comment below or leave a review on iTunes. It always helps and I really, really appreciate you being a listener of the podcast, and I will talk to everybody next week. Again, we're going to have, barring some cancellation, we're going to have some really fascinating guests for you on the next couple of episodes. Look forward to that and I'll talk to you soon.

Nick Palkowski: Thank you so much for tuning into this episode of the podcast. Now, we want to know what were your big takeaways from this episode. Simply head on over to halelrod.com/113 for episode 113 and just leave a comment there on the page letting us know what your big takeaways were. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes or go to halelrod.com/iTunes, click in the little subscribe button, and then if you would, the best way to show you appreciation for the show is to simply leave a review if you haven't done so yet. Reviews help other people find out about the show and decides if this is the podcast for them. We would greatly appreciate a review. Lastly, it's time for to go out there, take action, and achieve your goals.

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