



Achieve Your Goals Podcast #117 - The first ever "Fireside Chat" with Hal Elrod and UJ Ramdas

Nick

Welcome to the Achieve Your Goals Podcast with Hal Elrod. I'm your host Nick Palkowski, and you're listening to the show that is guaranteed to help you take your life to the next level faster than you ever thought possible. In each episode, you will learn from someone who has achieved extraordinary goals that most haven't. He's the author of the #1 best-selling book, "The Miracle Morning", a Hall of fame and business achiever and international keynote speaker, ultra-marathon runner, and the founder of the VIPsuccesscoaching.com, Mr. Hal Elrod.

Hal:

Achieve Your Goals Podcast listeners, you are in for a never before done or ... It's a new ... This is kind of a treat. I'm excited. We are recording a podcast that was not intended to be a podcast, and you're ... What does that mean? Who is we?

I've got my friend UJ Ramdas on the line here, founder of the 5-Minute Journal and the new productivity planner than I'm holding in my hand. UJ actually asked for this phone call. He said, "Hal, you're really ... You seem to be really strong at affirmations," or I think I just probably said that I was. "Yeah, you said you are."

UJ: Yep, you said you were.

Hal: I said ... Dang it. Shoot. Then, people call you out and you actually have to be what you say you're going to be. That's funny how that works. UJ asked to have a call where we discuss affirmations, and I was looking at my schedule last week for this week and I go "This is going to be a cool conversation. We should record this." I texted UJ and said, "UJ, are you down to turn our conversation and record and just make it a podcast," and he said "Yeah." I've got no interview questions. In fact, UJ just told me he wants to kind of interview me. This is really free-flowing and you're a fly on the wall to the conversation UJ will have about affirmations and then whatever ... There's no parameters here. Wherever it goes, whatever it turns into I'm down for.

If you don't know UJ's work, you can ... I've had him on the podcast, I think, twice. UJ, you might be the first 3-time podcast guest. This might be a monumental occasion buddy.

UJ: That's great. Happy to be a part of it.

Hal: I thought it was just a conversation with me and now it's the first ever 3-time Achieve Your Goals Podcast guest. I will ... Just before I'll turn it over to you, I want to say to everybody listening, you may have heard me say this but affirmations, I believe, are the single most powerful way to shape our identity

and our beliefs and literally design on paper who we want to be and what behaviors or habits or mindsets or you name it, whatever we want to embody or integrate into our lives or implement habits, you name it, mindsets, it ... All affirmations allow you to design it on paper and then read it, reaffirm, reinforce it every single day until it literally becomes who you are. That's why they're my favorite part, they're the most concrete to me and I'm able to design what I want my life to be like or how I want myself to be. That's why I love them. With that being said, UJ I know you-kind of said you want to ask me some questions, so let's go for it.

UJ: Let's do it. Actually, I started to ask you this because I'm really curious. I do a bunch of journaling, love it, and affirmations is something I believe I'm good at but not great at. I'm just curious to see what you've done, how you've done it, and what are ... deconstruct that so I can take it back and use it in my life, and now, people who are listening can take it back use it in their own life as well. The idea to record was a great one.

Hal: We'll see by the way. When you say you're good at affirmations but not great, shoot, depending on our standards you might be way better. My great might be your poor. I don't know.

UJ: We'll see. We'll find out.

Hal: We're about to find out. This is good.

UJ: First of all, in myself and people included will want to know, what have you achieved using affirmations?

Hal: Great question. There's almost ... Since I started using them, which was right after I started doing "The Miracle Morning" in 2009 I think, so 6 years going on 7 years of doing affirmations, everything I have achieved has been in my affirmations before I've achieved it. The way that I do my affirmations, they're not generic like "I am a ..." We can get more into the how to phrase your affirmations but I'm just not a big fan of the way that it's been taught for decades, which is like I am statements, like "I am a millionaire. I am a millionaire. I am a millionaire," like they've taught you. They being ... Many of you ... Many people are respect but I just think the teach is kind of off. Just take whatever you want to be and just put I am in front of it. The 2 most powerful words in the English language, "I am a _____," but if you're not that, then you're fighting with reality, you're fighting it through. For me, from early on, my affirmations have always been very much aligned with my goals, things I want specific ... Usually measurable results but often ...

UJ: Give me an example of what something that you've written out and it happened.

Hal: "The Miracle Morning", in fact, let me ... I actually give these out on ... I give these out on ... If anybody wants to see my affirmations and that includes **UJ** from 2012, the year that I wrote "The Miracle Morning", ... Damn, where are my affirmations? I'm looking for those right now, but they ... You can download those at tmmbook.com, tmmbook.com. I'm trying

to stall while I find these. Anyways, I was just trying to find the exact they're written but I'm not sure where they are. My affirmations for "The Miracle Morning" is a good example. I affirmed I'm committed to writing X amount of time per day, for an hour a day every day from 5:00 am to 6:00 am until "The Miracle Morning" book is finished because I feel it is my responsibility to share that with the world and this may arguably the greatest value that I could ever add to the world, and therefore, I'm committed to it. It was affirming what I was committed to doing and when specifically and why. Obviously, that book ...

Now, I've ... Now, my affirmation is from writing the book to how do I get it into the hands of million ... a million people and then we'll go beyond that. Now, I'm affirming getting it in the hands of a million people. It's been 3 years since it's been out and it just almost, month after month almost every month consecutively, we've sold more books than the month before.

UJ: I'm going to slow you down a bit because you just gave out a bunch of information and it's good. It's all good.

Hal: That's good.

UJ: I'm going to deconstruct this. Basically, what you're telling me is your system for goal achievement is heavily reliant on affirmations?

Hal: Great way of putting it, yes.

UJ: Your system of goal achievement is heavily reliant on affirmations. Basically, what you do is you decide this is what I want to do. Step 1 is this is what I want to do.

Hal: Yep.

UJ: Then, how do you take that and convert that into an affirmation?

Hal: I talk what I want ... Here, I'll look at my affirmations right now. I've got affirmations that are measurable around smart goals. In fact, I divide them in my ... In my affirmations, I divide smart goals and then I divide important priorities. Important priorities are things that aren't really measurable, like be the best dad I can be for my kids.

UJ: I see. Basically, there are 2 categories of affirmations in your mind.

Hal: Yep.

UJ: There's smart goals ...

Hal: Yep.

UJ: ... and then, there's priorities.

Hal: Yep, exactly. The priorities actually lead the smart goals in terms of .. To me, being a phenomenal dad for my children and being a phenomenal husband for my wife, first of all, those trump ... Those are crucial.

UJ: Priorities are kind of like high-level meta concepts and identity reinforcing statements, and smart goals are more specific measurable attainable etc etc.

Hal: The difference though ... Where I kind of try to integrate the two a bit is I might not be able to fully measure the outcome of being a better father for my kids but I can measure the actions that I believe will create that. I affirm .. I've the affirmation of the outcome of being a great dad but then I've got, like here, I've got 1, 2, 3, 4, 5 bullet points that support, that are actionable that support that affirmation.

UJ: For every priority, you have a few bullet points that basically quantify the actions that lead you towards that outcome.

Hal: Exactly, at least 1 bullet point, at least 1 bullet point.

UJ: Now, how many priorities do you have and how many smart goals do you have?

Hal: That's a good question. Priorities, I've got 1, 2, 3, 4, 5, 6, 7, 8,, 9, 10, 11, 12, like twelveish for priorities. By the way, I will say this too. In some ways, an affirmation to me is a reminder. In it's simplest form, it's a reminder, "Hey remember, this is what you really want, and this is why it's so important to you. Remember, this is what you're committed to doing to achieve it." I don't read affirmations for a week or two, which is rare but it's whatever ... something. If I read them for a few days, my memory is so bad that I go back and read them and I'm like "Oh yeah. Duh. I didn't even do that the last 3 days." I will forget. We'll all often do that.

UJ: Let's say you have 12 priorities, how many smart goals do you have?

Hal: Smart goals, it's weird. The way my journal is formatted, it starts ... It numbers 1, 2, 3, and then it starts over, 1, 2, 3. It's kind of hard to ... Anyway, let's see. I'd say roughly ... I've got 8 here, and it looks like ... so 8.

UJ: Eight smart goals?

Hal: Roughly 8, yeah.

UJ: You've got 8 smart goals, 12 priorities. Basically, not every priority dissects itself into a smart goal, some of them do but some of them are just priorities.

Hal: Some of my ... I may have less. As I'm looking and some of these ... You can say 12 priorities. I'll give you an example. I don't know if this is a priority ... It's a priority but let go of fear. That's one of my affirmations. I have an affirmation around letting go of fear. It's hard to measure if you let go of fear, but it's a constant reminder of why there's really nothing to fear and fear is an illusion and all of those things.

UJ: Let's say the example of selling, let's say, or impacting a million lives with "The Miracle Morning", does that start off from a priority and become a smart goal or does it start off a smart goal by itself?

Hal: It's actually both only because ... It's both because ... just as a reminder. There's 1 sentence about it in priorities. I will say this, by the way, my affirmations are always rough draft which lets them get out of hand. You know what I mean? Meaning, it's not like I set them and then they are what they are for the year. I create my affirmations in an online, it's actually a journaling app called Day 1 which I use out of habit. You can use notes. You can use anything. I just use that one and got in the habit of

it. Then, I usually date it for the end of year so that it's always at the top of my affirmations so that new entries ... It's also dated appropriately. This is what by the end of this year I want to have accomplished, but "The Miracle Morning" mission for example, I put that in my affirmations the other day towards the top because I realize I had kind of gotten away from it.

I'm so busy with so many things I'm forgetting that ... Remember the mission is whatever I need to do to reach millions of people with "The Miracle Morning". What I wrote in here just the other day, I wrote in here toward the top of my priorities just to bring it back up to top of mind awareness. It says TMM mission, there are millions of people who have never heard of "The Miracle Morning" and my mission everyday is to go figure out how to reach them, just kind of a reminder. Then, if I go down to my smart goals, one of them I've got here is actively get on all top podcasts considering that being on podcasts has been my #1 driver of book sales. I need to make it and keep it a major priority. Then, I often have ... That's the what, and then, I have the how. I have how in bold letters. It says how, simply create an approach and have my assistant Tiffany reach out to them, and then, I've got a list of 10 podcasts that I've never been on that I should be or that I'd like to be on. That's one example.

UJ: My question is how do you, now once you've decided, okay I want to do this for a smart goal, how do you go about wording that?

Hal: How do you word it when it's a smart goal?

UJ: How do you phrase a smart goal as an affirmation?

Hal: Here is an example. My #1 in my smart goals, "Focus on delivering A+ quality," and in parenthesis it says over-quantity, "to my customers and communities." That's all in bold. That's the heading. Then, it says "Set me team up to deliver only A+ brand experience across all brands and communities and to exceed expectations. Tighten up and enhance our current community's businesses and projects before adding new ones which will detract from what's current." That's more high level, and then, when you look at that ...

UJ: Smaller priority.

Hal: That's an example of ... I guess that would go in the priorities. Like you said, I started to go into this. I'm such a rough draft mode that I'm always changing this. On a daily basis, I will edit something. I'll add something. I'll have an idea and it goes into here so that it's kind of like my central place for everything that I need to remember, implement, integrate, be aware of, etc.

UJ: Where do you keep these affirmations? Where do you write them out?

Hal: This is the Day 1 ... I just use the Day 1 journaling app.

UJ: You actually use it on electronic.

Hal: Yep.

UJ: Basically, you use an electronic journal.

Hal: It's on my computer and it syncs up with my phone.

UJ: Got it. You've got the electronic version.

Hal: Especially because I edit them so much that if it wasn't electronic I'd have a mess of paper and redoing it and crossing stuff out. With how much I'm always evolving the affirmations, electronic is the most efficient way to do it.

UJ: Let's jump ahead quickly to the daily practice of affirmations, and I'll jump back to the phrasing of it because that seems to be a little bit more of a [inaudible 00:15:04]. Let's jump to the practice of it and we'll move back. In terms of the daily thing, how do you keep affirmations top of the line? Do you physically write them out on the app or on paper, or do you just read them? How do you [inaudible 00:15:21] affirmations?

Hal: For me, when it's my ... You mean like time-wise, how do I make it a priority to make sure I do them or read them or go over them?

UJ: Not really. My question is what is your daily practice for your affirmation?

Hal: I just read them.

UJ: You read them.

Hal: I read them. I'll usually read them with my schedule next to me so that when I'm reading them and I'm like "This is something that I have not been doing that I really need to do," and then I'll go "Okay, I don't want to just ... I'm going to forget it again as soon as I close this affirmation, so when can I do that?" Then, I will go from ... My affirmation will turn into scheduling and activity that will actually drive progress toward that result.

UJ: Obviously, you do this during your miracle morning.

Hal: During the miracle morning, sure first thing.

UJ: When you're doing ... Let's say you're ... When you're reading them out, are you reading them out loud? Do you read them out in your head?

Hal: I just read them to myself. There may be value reading them out loud and reading them with emotion. I would imagine, from what I know about it, I would say that's probably more valuable, but for me, I guess it's just habit. I just read them to myself and then as a result of reading it I adjust. One example here is to ... If I can find the affirmation. I have something in here that actually tells me to just pause and be present and deeply grateful for the life, everything that I have, everything that I am, everything that I've created. That's an example of an affirmation that has an immediate benefit where I read it and then I stop and I close my eyes and I just get really present and really grateful because we can all be so busy. We're so busy, and we are so ... Most of us are very outcome driven. I'm very result oriented. I want results, results. Often, I forget to acknowledge myself for the results that I've already created. I have an affirmation that tells me to stop and pause and be present. I'm trying to find it here. It actually tells me "Acknowledge yourself. You're doing a great job."

Sometimes, I don't know if I have an affirmation that's written this way but actually I saw one that I wrote to myself on a plane flight a month ago. I just ran across it. In fact, you know what ... I'm sure I've got it right here. Hold one. Read this. Here you go. This is going to sound silly probably for people, but this it can be helpful because we don't stop and acknowledge ourselves. At least for me, it can be helpful to go to third person, talk to me as if I were someone else versus as myself. I literally wrote this and I probably should have screened it

before I read it. I'm just going to read it and hope that I didn't write anything totally inappropriate here.

I said, "**Hal**, you are doing a great job. You should be proud of yourself. You literally created the life of your dreams and continue to do so. More importantly, your work is transforming tens of thousands of lives and will inevitably impact millions. WOW! Most importantly, you are creating a life with the 3 people who mean more to you than anything in the world, Ursula your loving supportive like-minded wife, Sophie your daughter who has such a beautiful soul, and **Halston** your son who may have the sweetest most compassionate spirit of anyone you've ever met. These people, your family, are everything you've ever hoped for and everything you could ever want. You are truly blessed and every day you wake up and actively pay that blessing forward helping as many people as you can. Congratulations on a life well lived, and what's incredible is that this is only the beginning." That's an example. No, it's not necessarily an affirmation. That's we're getting more into your world of scribing which you can definitely dive into, but that's an example of ... That really is an affirmation. When I read that, it affirms, it makes me feel good. It makes me ... it reminds me of all that I have to be grateful for, which does produce an immediate result in my physiology and my mental and emotional well-being. It's an immediate improvement and immediate result similar to scribing.

UJ: What's really remarkable about what you just read is the emotion. That's just a download of incredibly positive emotion. That just moves through you because you've circumvented it using third person. It allows you to really absorb it as if somebody else was saying it, and really feel it entirely in your

body, experience it in your mind, and see what you have to see to make that story come alive in your life. What I'm curious about and what's interesting here just by what you mentioned was I've actually never heard of anybody read an affirmations and looking at their schedule at the same time. I think that's such a great idea. I don't think I know anybody else who does that. This is actually a great takeaway for me is if you write down the things that ... What I think I do well with affirmations is very similar to you. I bring out the emotion. You have to tug at something deep and this surreal. When you read that it has to produce a near goosebumpy feeling.

Hal: Sure. [crosstalk 00:20:39]

UJ: ... where you're like "Oh my God!" It just touches something deep inside you that lets you know you're alive and lets you know this is the purpose, this is the deal, this is why we're alive. Taking that and leveraging that in your calendar right away is just an awesome idea.

Hal: Cool, I'm glad I could add some value.

UJ: We're not done yet. We're still [licking it 00:21:05]. We're still [licking it 00:21:05]. How long does it take you? Do you read every one 1 time or do you read them multiple times?

Hal: I typically read ... I don't even read them all every day. I usually scan them. You know what I mean? Then, I'm like "Where do I need to dive in here?" I'm big on quality over quantity.

UJ: Do you dive into one or two or multiple? What happens?

Hal: I think I almost start reading them from the top, and there's actually probably a flaw because I probably don't get to my bottom affirmations as often as I should because I think I start reading them from the top and then once I grab one and it reminds me of what I need to do, I'll immediately get into action mode and then just depending on if it's immediate action mode like "Ooh, I can dive into this now." If it's later action mode, I'll go back to the affirmations and kind of keep reading. Ideally, I read ... I wish I had a statistic. I read all of them probably **Half** the time, and then, **Half** the time, I read until I get to one that really tugs at me or gets me wanting to implement what that affirmation is reminding me of.

UJ: What if you had an affirmation on there for while and it hasn't really moved much, you haven't really gotten traction on it, you're not feeling as juiced about it? What happens then?

Hal: Great question. The affirmations, like you said and I talked about this in the book "The Miracle Morning" is that, it is the emotion behind the affirmation that really makes it impactful. Granted, that's in terms of how it's programming our identity to become who we need to be to create the life that we want. If it doesn't impact you emotionally but it does remind you of

something to do that actionable, that produces a result, then there's value in that too. It can do ... Those are two different ways that affirmations can impact you or benefit you. To answer .. What was your question again?

UJ: What if there's an affirmation on there that's been there for awhile, you're not as juiced about it now, it's not really moving, what do you do?

Hal: I guess it depends ... It depends on a couple ... There's a few different variations of that type of affirmation. There's one that it's not relevant anymore because you are living it at such a high level that it's really not serving you except for reminding you and making you feel like, yeah dude, I already do that. That would be potentially erased, but if its one that you're like "Ah, I can't go back to an old behavior." I might move it down to the bottom of the affirmations and I'll literally write older affirmations but that way it's there because it did serve a purpose at one point and if it could again in the future, I'll just move it to the bottom and I literally have older affirmations like the head of the heading. That's what I do. Then, otherwise though, if I do .. If I'm reading an affirmation and it's like "Blah, blah, blah," and it's not resonating but it's still relevant, that's a different kind of affirmation ... a different term ... a different context where it's like "Well, I need to live this, I'm just not doing it." Then, I will ...

UJ: What happens when you need to live it but you're not resonating?

Hal:

I'll revisit and there's a few different ways. Number 1 is I will reword it in a way that is more impactful for me because sometimes you evolve, just your language evolves in a way where you're like "This doesn't ... I don't talk that way anymore," or "I wrote this ... it's really not ... This just doesn't impact who I am now." Often, it's rewriting it in a way that is impactful that does engage your emotions, or if you're not doing it, I'd stop and go "Why am I not getting that done?" More often than not, it's almost always a result of accountability at the end of the day. You can psychoanalyze, "What's the great childhood fear that is holding me back?" I don't care about that, I just care about ...

Yeah, there's maybe a fear that I could spend weeks on a couch with my therapist uncovering, I'd rather just set myself up with some accountability to ensure that that result got done whether the fear is present during the creation of the result or not, and I actually had a call with my coaching client today and he brought this to me. He said, "**Hal**, I need to do this marketing activity. I've done it for a few clients. It's proven to work. It's nails. I've just got some sort of fear of something holding me back. Can we talk about it and figure out what that fear is and [inaudible 00:25:15]." I go, "I don't care what the fear is." I said "Look, we could, but I'd rather just set you up with some accountability with a system so that you will generate the result that you're not generating and the fear may or may not be there while you're doing it but like any fear, if you do the thing you're afraid of, typically the fear goes away or at least that's not even consequential anymore."

We set him up where I said, "Look, you enroll your entire team and let your entire team ..." I said "Have your operations manager, every morning, have her ask you every morning as part of her job to ask you who are you recording that marketing video for today and is it in your schedule for 11:00 am? Great. Have her ... Tell her to check ... to send it to you when she's done," and then, she will take the next step. If she doesn't have the marketing video by noon, she follows up with you and goes "Hey, I need this so that I can get it edited and get it ready for the web." We don't need to dig into the fear, he'll just do it. Most of our fears, they're not real. It's this illusion that's inside of us and it's like once we do the thing we're afraid of the fear kind of ... it's either minimized or it's gone.

UJ: Something I realize is your affirmations is actually a part of your goal setting in a certain sense.

Hal: Very much so. Yeah, very much so.

UJ: It's very tied. I'm curious if you combine visualization with that right away?

Hal: Good question, and the answer is I am ... Visualization is almost nonexistent for me. It's the one savor that I just ... It just never has resonated, and I've tried different approaches. I definitely have strong beliefs around, when I do visualize or when I have visualized, what the most effective form of visualization was, which was visualizing the activity I needed to do today in addition to visualizing me crossing the finish line

or getting the check or whatever, just the visualizing the outcome to me is very minimal in terms of impact. You have to visualize with emotion what you're committed to doing today and play that out like a movie so that when the time comes that you're due for that, you've already created a visual moving picture with a positive emotion attached to it so that it's much easier to do the thing that you might normally be resisting.

To answer your question, that's a round about, that's what I think visualization should be. I honestly do not use visualization that much. It just doesn't resonate with me, which is weird because I consider myself a very visual person, but for whatever reason, affirmations are much more concrete and impactful.

UJ: When do you think ... Have you ever experienced a time where you were just on fire, your affirmation just worked, everything was just on point, every time you read your affirmations you just felt jazzed, and it was electric because I've experienced that? I think all of us who've really achieved what we really want to achieve have experienced at least kind of periods of that in our lives when the world is electric and especially there was those times where you're focusing on what you really want. It's just powerful. What were you doing during those times? What were you doing when you were experiencing those best results within your affirmations?

Hal: I think that the answer ... I think its pretty straight forward. I think that it's I was living my affirmations. I was actually ... I was affirming something in the morning, affirming what I

wanted, why I wanted it, and what I was committed to doing to achieve it, and when I would commit to doing that, and then, I would live it. I would do it. Then, the next day when I read the affirmation, it was this feeling of gratification and of accomplishment and of satisfaction and of progress. These are working. I'm doing it. I think that now, I don't know if I get a ... if it's as electric for me because I think anything that you do over and over and over and over and over for a long period of time, maintaining that infatuation period. I call it the infatuation period, like when you meet a new person of the opposite sex and you're infatuated. Those emotions, they're replaced by different emotions that can be deeper and more fulfilling but the excitement of when its new, typically that doesn't last. You can recreate it. I don't know if you'll ever have the exact same emotion that you had when you ... those butterflies in your stomach when you first that person and you were falling in love with them. I don't know if you have those exact same emotions again.

The point is, I don't know that I ... Affirmations continue to serve me at a very high level. I still believe in them. I still read them every day even 7 years later. I don't know if I get excited as much about them because I'm like ... They're just ... Yeah, I read my affirmations. I do what they say. I achieve the results and I keep doing it. Repeat, rinse, and repeat. I think that is, to answer your question, it's just when I am living my affirmations and reinforcing that they work, which they work if you work. It's that old saying.

UJ: Absolutely.

Hal: ... but then, it's powerful and then you really ... you're now connecting results with the affirmation and it's like this awesome positive recharging circle every day that feeds itself.

UJ: Basically what you're telling me is the time where you felt the most jazzed was when your calendar reflected your affirmations the most.

Hal: Yep, that's it. The calendar, when I was doing the things, and then you know I'm progressing towards my affirmations so you're excited about them. You're excited to read them. You're excited even to enhance them. You're like "Ooh, any tweaks I can make to make them better, anything I could improve?"

UJ: That makes total sense.

Hal: For me, whenever I read an example of my affirmations always evolving is if I have a realization it goes in my affirmations. If I read a quote ... if I'm reading something and I'm like "Oh, that paragraph is gold. I need to live that. I need to embody that. I need to remember that." I literally go in my affirmations and write it out word for word.

UJ: Just to kind of wrap up what I've taken away from this conversation and I have a final question for you at the end of this, is #1 affirmations is kind of like a goal setting and achievement mechanism and it can be used as one and it's really

important that you find something that you really want, a core. You want to find something that you really want so you can emotionally get jazzed about it. You want to be able to put it on paper. It can be specific. It can be unspecific, but it has to hit in that emotion inside you. It has to make you feel alive. It has to make you feel viscerally present right there.

Hal: If you're reading an affirmation that you're ... For example, if your boss set a goal for you, right?

UJ: Exactly.

Hal: There's an example of how I would, in that case ... Now, here's an interesting and I know we're almost out of time here, but an interesting twist on that is lets say you are working towards a goal that you're not excited about but you have to do it. We can argue you don't have to do anything, but your boss gave you a goal and you've got to do it or it's a goal that is important to maybe your significant other. Then, my affirmations, I would affirm ... I would find meaning in that goal. I would find ... If I didn't actually ...

UJ: Exactly.

Hal: Go ahead.

UJ: You find meaning in that goal ...

Hal: ... and then you affirm it.

UJ: ... and then you write it down every day or you review it every day. It can be written down or it could be on an app if you will, and review it every day and the critical part is you review your calendar along with that to see what on your calendar is aligning with those affirmations. The more they align, the more you can be living them, the more excited you're going to get about them. Then, rinse repeat. Keep going with that and see what happens.

My final question to you, **Hal**, is what's ... Now that people have heard a bunch about it, they're probably excited to try it out, to actually do this thing on a daily basis, what's the first thing you recommend them start to do?

Hal: I would probably go to tmmbook.com and download the affirmations on there. There's like 3 maybe 4 different affirmations, and that way you have a visual sample. There's an affirmation ... It was my affirmations from 2012 which included all sorts of areas of my life. There's probably like 16 affirmations or whatever, each with a bold heading around things that were important to me. That's one way to do it. Then, there's a few different affirmations in there, one for bedtime, one from my buddy John Israel who wrote this killer affirmation on integrity, and I was like "Dude, that is amazing. Can I have that, #1, and read it, and then, can I put it in the

book?" That's one element. Then, as far as implementing the affirmations, I would start real simple. I would start with what are the top 3 things I want to accomplish this year. That's the what, right? What are the top 3 things that are important for me to improve or accomplish this year? They could be measurable. They could be like be the best husband, be the best dad, etc. Then, back it up with the why.

Number 1 is the what. Number 2 is the why. Why is this important to me? Why, what's the benefit of me achieving this outcome? Whether it's a measurable outcome or it's difficult to measure, why is it important to you? Why is it crucial to you? The why of course is always more important than the what or the how because the why is what keeps you committed to the what and the how. Then, #3 is the how. You could call it the other what. It's the what do I ... What am I committed to doing, and then, you've got to add in the when. I think that's really important is what am I committed to doing and when am I committed to doing it to ensure that I achieve, #1, the outcome. What's the outcome? What's the goal? Then, #2, why is it important? Number 3 is what are you committed to doing and when to ensure that you achieve that outcome.

That's it, that's where I would start and realize your affirmations are always rough draft. Do it digitally, do it however you want but every day they can evolve, they can grow. Don't worry about getting it perfect, just get something on paper and you can improve it as you go.

UJ: Sounds awesome. That was a really fun deep dive into affirmations.

Hal: Dude, we should talk more often.

UJ: I agree.

Hal: We should talk more often, and I go really fast and you're much more thoughtful. We're a good team buddy.

UJ: I like methodical deconstruction so people can really take the value and apply it into their life in a way that ... because a lot of people are good at what they do and they know what they do that makes them good. This was fun. We should do it again.

Hal: You need a podcast. **UJ**, you don't have a podcast yet do you?

UJ: Not quite, but I feel like that's something I definitely can put out a few YouTube videos and convert to audio and put it up on iTunes.

Hal: Beautiful dude. I appreciate you man. Great chatting as always.

UJ: Same.

Hal: Achieve Your Goals Podcast listeners, I hope you enjoyed the first fly on a wall episode. I guess we'll ... I don't know, maybe we won't call it that officially, but I hope you enjoyed the conversation that **UJ** and I had today. Again, major props to **UJ** for the time. I really appreciate it, and if you do not have the 5-Minute Journal yet, that is my favorite journal. You've heard me talk about it over and over and over in any podcast I've ever been on. Then, his newest creation is called The Productivity Planner. **UJ**, is that at productivityplanner.com?

UJ: Yeah, productivityplanner.com, and also, we've just released the 5-Minute Journal app.

Hal: The new one, no way.

UJ: It's not out right now but it's going to be out next week. You might want to edit the last portion out.

Hal: It's out. Everybody, it's out. It's out, the 5-Minute Journal App. Killer dude, I can't wait to download the new one. The first one was good and you said you've improved it radically. I'm pumped for this.

UJ: It's going to be great.

Hal: Achieve Your Goals Podcast listeners, I love you. I appreciate you sincerely. Thank you so much for tuning in, and I will talk to you next week.

Nick Thank you so much for tuning in to 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/117 for Episode #117 and just leave a comment there on the [inaudible 00:37:12] page letting us know your big takeaways. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to Halelrod.com/iTunes, clicking the little subscribe button, and then leave a rating and review. Rating and reviews truly are the best way for you to show your appreciation for the show because they help more people find out about the podcast and decide if this the one for them. Now, until next week, it's time for you to go out there, take action, and achieve your goals.