



## **Achieve Your Goals Podcast #120 - Miracle Morning Mastery & Co-Creation (LIVE Experience)**

**Hal:** Hey it's Hal Elrod and this episode of the Achieve Your Goals Podcast is being brought to you by FreshBooks, the small business accounting software designed for you and us. Stay tuned at the end for a really cool offer and you'll find out how FreshBooks is helping millions of small business owners make everyday accounting easy, fast and secure.

**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'll learn from someone who has achieved extraordinary goals that most haven't. He's the author of the number 1 best selling book, *The Miracle Morning*, a hall of fame business achiever and international keynote speaker, ultra-marathon runner and the founder of [vipsuccesscoaching.com](http://vipsuccesscoaching.com), Mr. Hal Elrod.

**Hal:** All right goal achievers, aka listeners of the Achieve Your Goals Podcast, this is Hal Elrod. I'm going to start by letting you know that I might not be in my peak mental state right

now. I probably have multiple podcasts where I open up with that, but I just flew in from Paris yesterday. I had 2 hours of sleep on the flight. I was out promoting The Miracle Morning book, if you follow me on social media you probably saw some of the pics. Yeah, so I'm jet-lagged, I'm a little messed up, but I am here nonetheless because I am really, really excited about what I'm going to share with you. In fact this may be the single most important podcast that I have ever recorded for you.

**Jon:** That's big.

**Hal:** Yeah. I don't know if this is interrupting in the background. No, that's Jon Berghoff. I know it's a bold statement to make but listen to this, I think you're really going to see what I mean. When I created the miracle morning it was my desperate attempt to transform my own life. It wasn't going to be a book and it sure as heck wasn't going to be some sort of worldwide movement. In no way was that even a thought in my mind. As we are all experiencing together as a community The Miracle Morning, it's taken on a life of its own and it really is impacting now hundreds of thousands of people around the world. I saw that in France in a way I've never seen, being there meeting these French people coming up to me saying, "The Miracle Morning changed my life," halfway across the world. It was really impactful. For the past year, maybe longer, I've been working closely with Jon Berghoff, my good friend, my business partner. Jon you're still there, yes?

**Jon:** I'm here buddy hopefully.

**Hal:**

We're going to have some fun today and I'm excited because you've got insight into what's going to happen in a couple of months, in a way that I don't even have insight because you facilitate this process around the world for people, and it's never been done in this setting. Jon and I have been talking, really working closely together to figure out how we can bring together the world's most dedicated Miracle Morning practitioners, from all around the world, and put them in a room together with not only each other, but then with the world's foremost experts for each of the Savers to create an experience for the Miracle Morning community unlike anything that's ever been done in human history, literally.

The objective, there's a couple objectives but one of them is to work together, these 200 of the world's most dedicated Miracle Morning practitioners, to co-create the future of the Miracle Morning movement. I told you this would be an important podcast. I'm grateful to say that it's finally happening. I want to bring Jon in right now, because Jon you believe, and you actually are the one that is advocating for this. You gave birth to this idea, this concept for the Miracle Morning movement and the community. You believe that what we're about to do is something that will literally revolutionize the personal development industry. I would love for you to share with our listeners, why do you feel so strongly about what's going to happen June 21st through 23rd? If you're listening by the way jot that down, those are the days, June 21st through 23rd, why do you feel so strongly about that Jon?

**Jon:** Yeah, well it's a big statement that you made, that there's a lot of things about this that are unique, and I agree with you that I think this is really a first in history what we're going to attempt to full. I think it's going to be really neat when it's going to happen. But essentially Hal maybe I should describe what specifically is happening at the event, how does that sound?

**Hal:** That would be a great start.

**Jon:** All right cool. This event is what we would call a hybrid, or a dual-purpose event. I'll talk a little bit about each of these purposes. We have a number of members of this podcast community, and Hal the collective Miracle Morning community, who have been to our live Best Year Ever event, which has a really neat momentum. We've done it twice now, in the first year there were 200 people there, it had sold out a month early. Last year it sold out 6 weeks early with 330 people there. This year we've moved to the Grand Hyatt for the Best Year Ever event this coming December in San Diego.

**Hal:** Such a cool hotel.

**Jon:** It's amazing. We have the coolest ballroom in all of San Diego.

**Hal:** Yes.

**Jon:** It actually has its own balcony that hundreds of people can look out over the water, it's really cool. We know we're going to sell it out because we're on our way. I'm saying that, and I say that with really a lot of gratitude for the community voting by signing up and joining and creating these events with us, because they are working with us to create amazing experiences. Let me just stop and say if you're listening, "Hey, you guys are talking about these events, I don't know what you're talking about." A really good idea would be to go to ... Give them a URL Hal where they can see a video of these events, so for the rest of this podcast there's a frame of reference. Where they could see it? How about the event page?

**Hal:** [Miraclemorning.com/events](http://Miraclemorning.com/events), and the bonus by the way is, that is a brand new website that we've been working on, actually Jon you didn't work on it. I've been working with my web team for 6 months and it just launched 2 or 3 days ago. Yeah, [miraclemorning.com/events](http://miraclemorning.com/events), and then if you scroll down a little bit you'll see a video. It's not of the event specifically, we're talking about the experience that we're going to be doing in June because that's never been done before. Watch that, it's a 3 minute video. Watch that, you'll get a really good idea on like, "Wow this is unlike anything I've ever seen before." Jon keep going.

**Jon:** Yeah, so in June in Chicago it's a hybrid or dual-purpose event. The first purpose of the event as you stated a little bit earlier is to help the Miracle Morning practitioners, 200 of the most dedicated because we're having people apply and we're sifting through them. I think at this point we've had somewhere between 50 and 60 applications that have come in in the last

couple days since we opened up the process. I think we've accepted somewhere between 35 and 40.

**Hal:** 36 at my last [inaudible 00:07:10]

**Jon:** Okay, cool, great. Many of the others will probably accepted, it's just we have to find the time to go sift through these. It's exciting. It has to be limited because the space at the location we're at is limited. Here's the first purpose, is to add value to everyone who's coming, by helping them to deepen their ability to use the Savers model to improve their lives, to improve their businesses. If you've never been to one of our events, they are highly experiential, highly energetic, highly collaborative. Ultimately all of that leads to what everyone who comes says is a really transformational experience. That's purpose number 1, is for you to get more value than you've ever gotten at a live event.

2 years ago I would have said that hoping we could deliver on it, and now I say it, we've delivered on it quite a few times and we feel really good about the team that we work with that we bring by our side to help create that amazing experience. That's purpose number 1, is to give you an event that helps you to transform you life and your business using and deepening your Miracle Morning Savers model.

The second purpose of the event, and this is where it gets kind of crazy, is where essentially half the event is run as one of our traditional events for you as an attendee, the other half is run as

a collaboration. We have a specific framework that we use. The work that I do in my world is I spend a lot of time working with teams and businesses of all sizes, of all industries, in collaborating to co-create their future together. We use a method called appreciative inquiry. Hal you should put in the show notes, I think you and I have done a show before where we've talked about appreciative inquiry, so they could learn more about it.

Appreciative inquiry, it was invented 30 years ago by one of my partners or advisors, David Cooperrider. It is a method that has been quoted by everyone from Marcus Buckingham, he was the spearhead of the whole strength based revolution in management, which that's really the whole revolution that said, "Let's actually figure out what we're good at and have people focus on that." That's best way to grow any system or organization. He has been quoted as saying that appreciative inquiry is one of the most important creations in the history of working with large groups. The Dalai Lama called David 15 years ago and used appreciative inquiry to facilitate a collaboration amongst the top 40 religious leaders in the world. I could keep listing really high stakes environments. Kofi Annan called David, this again was 15 years ago, and we facilitated an appreciative inquiry summit for the United Nations.

It's been used around the world and we're going to bring it to the Miracle Morning community. This method, what's really neat about it Hal is, it is a method that enables us with 200 people to go through a process where we co-create together the future of the brand. We will go through a process where we start by identifying what's everything that's great about the

Miracle Morning today. Everything from the Savers model, to the book, to the online community, to this podcast right here, to our lives events, to the book series, to the Miracle Morning movie which is going to be coming out. Which, let's make a cool announcement right here on this podcast about the movie and how it relates to those who show up at this event. We're going to start by looking at what's everything that's great about-

**Hal:** Wait, are we making that announcement? I didn't catch that.

**Jon:** Yeah. Let's come back to it, maybe that will hook people to keep listening.

**Hal:** Yeah, yeah. I was actually starting to nod off but I'm excited for this announcement so I'll stay tuned in.

**Jon:** You've been flying around the world, I know.

**Hal:** I'm [exhausted 00:10:57].

**Jon:** The funny thing is you have no idea what I'm going to talk about right now.

**Hal:** I don't even know where I am, yeah keep going.



**Jon:** [crosstalk 00:11:01] surprise you with the big announcement.

**Hal:** Yeah.

**Jon:** The process starts by connecting with everything that is beautiful and all the strengths of the movement, and we connect with all the strengths and the talents of the people who are in the room. We've got a really cool method for doing that. The next thing we do is in small teams we actually create vision for the future of the miracle morning brand, and then we present those to each other in the room. The third step in the process is we take those visions and those dreams for the future, and those dreams could include everything from what exists today and how they're going to expand, whether it's the book series, the movie, the online community.

It can also include new ideas that this audience comes up with. As an example, do we want to take the Miracle Morning into places or people or communities in the world that maybe normally wouldn't be exposed to it. We've had folks in the community suggest everything to, "Let's bring this to veterans, to homeless, to kids in schools." By the way, we can do all of that. We're going to let this community decide how to connect the Miracle Morning movement to the highest possible purpose. That's one of the coolest things about this, is that this group is going to decide this, it's not Hal, it's not myself. You'll see how it unfolds.

The next step is we actually design the future together. We don't just dream about it but we move into design, where as in small teams people get to choose which opportunity areas they co-create, the actual designs for how it's going to look and how it's going to work. Then before we're all done we talk about how we can commit to deploying these designs and these dreams. There's a formal process that everyone's going to go through.

The last thing I'm going to say is if you're thinking, "Man that sound crazy and cool. I see why you guys say this has never been done before," because I've searched, I have not found and influencer, an author, a community leader who has ever put hundreds of people from their community in a room and say, "Hey, I'm going to give you the reins. I'm going to trust you and I'm going to tap into your collective wisdom to create the future of this brand." Hal I just want to give you a compliment because I think it takes a tremendous humility to have done what you've done and then to be willing to hand it over to your community.

I think it also is an example that you're setting Hal of really the greatest form of leadership is when we lead from behind, when we allow the collective community or an organization or a team to use their wisdom at the highest levels. Everyone has an equal voice, when people come into this room we don't care who's an author and who's an expert. There's going to be a lot of those folks there, we know that. Everyone has an equal voice to contribute to this future. It's amazing, we've not seen anyone else that's done this. We think that there's a lot of value to being able to be a part of something like this, especially those of you who lead others. For you to actually be a part of a methodology

that has been referenced as the most effective large group planning method that exists.

You can learn a lot from how to facilitate large group change, like this, and go take it into your own teams and organizations, however you want to. Hal I'm going to stop right there. I've shared quite a bit, it probably opens up for some questions. What do you think?

**Hal:**

Yeah. No, really good. I think you shared at a really, almost a technical level. I want to pull back and give people a big picture perspective on what you can expect at the event. This is something, if you go to [miraclemorning.com/event](http://miraclemorning.com/event), that's where you can get all the details, it's also where you can apply. This is an application only process, I do want to make that really clear. It's because of the unique collaborative nature of the event. 2 things, number 1 it is limited to only 200 participants, that's the first thing. If it gets too big Jon being that he's done this he knows the sweet spot and the right amount of people, where you get a large group together but not too big.

The other part about that is that it is an application only process because it's the only way for us to make sure that we really have the right people in the room. Like I said, the 200 most dedicated Miracle Morning practitioners in the world. People will come from around the world, they've already applied from around the world, is through the application process. In the morning you'll start by experiencing guided Miracle Morning sessions with myself and Jon and other world renown experts around the Savers that we'll bring in. That's designed for you to deepen and

expend your capacity to maximize the benefits that you get the Savers, from all the Savers.

During the afternoon that's where you'll collaborate with 200 of the world's most dedicated like-minded Miracle Morning practitioners. That's to brainstorm and plan and execute the future of the Miracle Morning movement, which really is to change millions of lives one morning at a time. I can tell you after I just got back from France, from this Miracle Morning media tour, the first time I've done this internationally, I think I am going to change the M in millions to a B for billions. I really believe that we can change billions of lives.

One initiative that will be presented as opportunity for us to work on at this event is having the Miracle Morning inserted in every school in the world, so that every teacher begins class by leading their students through a guided Miracle Morning, a guided Savers session so they can experience the benefit. Can you imagine? Every student in the world starting in kindergarten, first grade, going through meditation and affirmations and visualization and exercise, first thing in the morning, reading and then journaling what they're grateful for, what's great about their education, about their family, about life. What challenges they're overcoming on and on and on.

Then in the evening we're going to celebrate together. Anywhere I've written about this I make the joke of course not too late, we're all early risers, we've got to be up early the next day. But it really is everything from guiding the vision for the miracle morning movie, the documentary which we're shooting

Jack Canfield this month and Marci Shimoff the author of Happy For No Reason. We've shot Robert Kiyosaki and Robin Sharma. The film is designed to go beyond the book. The book was about my experience and then teaching the Miracle Morning and the Savers. The film, we're literally traveling around the world to figure out what are the morning rituals and routines of the world's most successful people, and how does it align with the Miracle Morning and how is new and different and maybe better in some ways, right? Jon is this the time we can make that announcement because I did figure what you're going to talk about with this whole ... If it's what I think it is, the documentary announcement about how ... what ...

**Jon:** Yeah. Let's have a footnote that's like, "This might not happen," because it depends on a lot of things that are still out of control, but sure go ahead.

**Hal:** All right, correct me if I'm wrong or add to this. This is the plan, the documentary is about not only morning rituals but about the Miracle Morning movement, about how this movement as become a community driven effort. It started out with Hal Elrod, me, driving the effort. But if I died today, knock on wood, I believe the Miracle Morning will still reach millions if not billions of people because it's a community driven movement. This is changing thousands, hundreds of thousands of lives around the world. People are so profoundly and deeply impacted, which if you're listening to this you're probably one of those people. If you're not you could grab the book on Amazon or something.

The movement is because people are being so deeply impacted that they want to share it with their friends and their family. They want to pay it forward and they want to give the gift of the impact they've received from doing the Savers, doing the Miracle Morning, and they want to share it with people that they love and that they care about, or that are on their team, or that are their employees. I met a CEO when I was doing a book signing at this book store in Paris. A French gentleman came up and he said, "Hal, I read your book 6 months ago. It has changed my life and I now not only do the Miracle Morning every day, I've given it and taught it to all of my employees and our entire company, all of us do the Miracle Morning every single day. It's change our organization."

Where was I going with that? The point is, this event it may end up being the culmination of the documentary. This event may become the culmination, the high point, the highlight, the ending if you will of the documentary about what's created, how this movement led to all of these people coming together, which exemplify this community driven movement. You better believe that our film maker will be there. Our director will be there, our film makers, our entire film crew, the team will be there filming the entire event to include it in the documentary. On a side note you have a very good chance of being seen on the big screen. We'll probably, and this where Jon I think was talking about this may or may not happen, but we'll probably be interviewing many people at the event, if not everyone at the event, about their experience with the Miracle Morning. Jon, let me know if I missed anything or if I said too much, or anything in between.

**Jon:** Sorry I was writing some notes down here as you were talking, did you share the idea that we might actually have a screening of a draft of the movie?

**Hal:** Oh shit ... Oh shoot, sorry. That's the big idea. That's the idea. Yeah, do you want to share that or should I? I can share that. I'll share that.

**Jon:** I'll [inaudible 00:20:53] you got to tell them that they're going to be in the movie.

**Hal:** We'll take turns.

**Jon:** Yeah. I'll share with all of you that we're exploring this right now, you like that Hal? Use that phrase, that's a way of being non-committal.

**Hal:** That's your way of subconsciously saying, "Hal once again just because I say something might happen don't go tell everyone it's going to happen." This is a lesson that goes back and forth. Yeah.

**Jon:** Yeah, we're exploring the possibility of playing a draft, or whatever you want to call it, a first iteration of the documentary at this even, and then having everyone in the room give us their

feedback, and we capture live in real time to make the next iteration of the film. That was it.

**Hal:**

Let me explain it better. No [inaudible 00:21:37] This is the way that I would say the same thing. Imagine this, I don't know if this has ever been done before and it's so appropriate that it would happen at this event because this event, nothing like this, has ever been done before, and then we're going to do something with the film that's never been done before.

That is that we have talked to our film crew, our team, and this was a few days ago this idea popped up. I said, "Hey, can you finish the documentary by the June 21st event? Can you finish it? Like a final draft of the documentary." They said, "Yeah, I thought we were going to keep going with it and do some more interviews and this and that. We were shooting for the end of the year." I said, "No, no, no," I said, "I want you to finish it. I want you to create the best documentary you possibly can as if it were the final documentary, however you need to create it knowing that we're going to show it at the event in June and then the audience is going to get to completely tear it apart, for lack of better term."

You're going to share, if you are selected to be at the event you're going to get to share what you like about the film, what you dislike about the film or you would change about it, and what you love to see in the film that is not even there. Imagine, 200 people watching a finalized documentary and saying, "Wow, that was good but gosh, if they only could have done this or would have done this or should have done this, it could



have been amazing." Then we'll take all of that feedback and we'll take what would be a finished film, a documentary, and we'll go back to the drawing board if you will and we'll implement all of that feedback, what you liked, what you didn't like and what you want to see. You go, "Hey that was great, but gosh we've got see Oprah Winfrey's Miracle Morning, can you get that in there?" We'll do it. Yeah, that's the announcement. If you can't tell I'm beyond excited about it.

**Jon:** Buddy I think we've done it. I think we've accomplished. Is there anything else we need to clarify? Probably.

**Hal:** Yeah, I'll clarify there's ... Let me clarify the process to apply to this because it's a little different than ... Again this is also different than most events. You go to [miraclemorning.com/events](http://miraclemorning.com/events). That will have virtually all of the details. I think it's got pretty much all the details. Read the entire thing, don't just scroll to the bottom and click the register button. Read the whole thing because that explains the process. When you register, you click the button to register, we are doing this events, it's the lowest price point of any event we've ever done before. I'm being completely transparent when I tell you, this is basically to cover the cost.

We're still bringing in our audio-visual team, which costs a fortune, the hotel, all of this stuff. There's a cost. We figured out what's the lowest amount we could charge so that we're not out of pocket \$50,000 and we can get the event put on. The ticket price for Best Year Ever Blueprint it's \$597 for one person, that's our other event that we do, and it's \$997 for 2

people. What we're doing for the people that are accepted in the month of April, that apply and are accepted, it's only \$347 for a ticket to the event, and it's only \$597 if you want to bring someone else.

Now here's what happens, you secure your spot by registering for the event. You then will be taken to a page where you'll have a link to fill out the application. You fill out the application and submit it. Now really important, if you are going to sign up for 2 spots, you both to fill out an application because remember, we are, every single person of the 200 participants will be hand selected and mutually agreed upon by Jon and I. You can't just say, "I'm bringing a friend," and then we don't know who they are. You might be accepted and they might not, I don't mean that in harsh way but that's the reality.

What happens is, this is the big question we've gotten from people that applied. They go, "How does this work if I'm not accepted, if my application is not selected?" If it's not you will receive a refund immediately. You'll receive a refund immediately. The point of this is that when we have the 200 applications out of the ... We'll probably receive thousands. Literally Jon and I have been talking about like, "God, this is going to be so time consuming," because he and I, we are the ones going through every application. The 200 that we select, we don't want to select 200 people and then if you haven't actually reserved your spot and paid for your ticket now we reach out and we can't get a hold of 50, or whatever. We want to make sure that those 200 people are fully committed. That's why we're doing it this way, where you register first, you purchase your ticket and then you fill out your application.

Again, if you are not selected you get an immediate refund, 100%, no questions asked.

You will know by the way within a week. Within a week of applying you will receive a confirmation on whether or not you've been selected. You're not going to have to wait until the June event. You'll have time to book your travel and your hotel and all of that. Jon, anything that I left out.

**Jon:** No, I think that's good. Of course if anyone has questions there's ways to get ahold of us through the registration process. It's going to be awesome. It's going to be really cool. When I look at the folks who have already applied and signed up and we see who's coming to this, it's such a great group of people to be at an event with, working together with for 3 days. It's going to be awesome.

**Hal:** Yeah, I'm grateful, I'm humbled, I'm excited. I will say that this whole movement, this is being created together. This is all of us, working together to change the world one morning at a time, to change millions of lives one morning at a time. I feel humbled and grateful to be a part of such an exceptional community that is really unlike any I've ever seen in terms of the support and the selflessness and the vulnerability and the level of contribution that every single person listening to this, or maybe not everybody, I'm sure there's a few stragglers that wandered in. For the most what you're doing and impact that you're making, I thank you for that. I look forward to reviewing your application.

I want to accept everybody, I want to accept as many as I can. Fill out the application, be open and honest and write as much as you're compelled to write on the application, or as little as you feel compelled to write, and we will let you know ASAP. Again [miraclemorning.com/events](http://miraclemorning.com/events), read the details, click the button to register. By the way, before you click the button register, if you want to scroll down below that button, I'm looking at the site right now, you will see the Best Year Ever Blueprint synopsis video from this event we just did in December, and that will give you a really good idea of what you can expect at this event. Yeah it'll be definitely different but in terms of ...

**Jon:** The feel.

**Hal:** The feel.

**Jon:** The feel and the style and the energy. Brother James is going to be there, our whole production team is going to be there, many of our friends and team members that help us to put on the Best Year Ever event are going to be there. If you watch that video, it's going to have a nearly identical feel, positive energy. It's going to be great.

**Hal:** I do want to say this Jon, and for all of you listening, to be fair when you watch that video you may realize that I do not like this energy. This is way too positive [inaudible 00:29:27] I

think for our community it's probably not true, but that video will definitely show you like, "Wow that's amazing," or you're like, "Eh, it's not my cup of tea." We honor you for that either way, like I said it's so important, more than any event we have ever done or may ever do, that we have the right people in the room. Jon anything to add? I'm ready to go.

**Jon:** Yeah. No, I think we're great buddy. If there's questions we can always come back on and do another episode later on. It was great.

**Hal:** Absolutely. Goal achievers, you know I love you. I appreciate you. Thank you so much for tuning in and listening to this. I hope to see you June 21st, 22nd and 23rd to watch the first iteration of the Miracle Morning movie, to co-create the future of the Miracle Morning and to help you as an individual master the Miracle Morning. Jon, I don't know if we actually announced the title of the event during this podcast.

**Jon:** No, go for it. Go for it.

**Hal:** Yeah, we'll save the best for last. This is called The Miracle Morning Mastery and Co-creation Experience. If you want to be a part of the Miracle Morning, the first ever in history Miracle Morning Mastery and Co-creation Experience go now to [miraclemorning.com/events](http://miraclemorning.com/events), register, apply and we will see you June 21st in Chicago. Take care everybody.

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Nick:

Thank you so much for tuning into this episode of the podcast. Now we want to know what were your big take-aways from this episode. Simple head on over to [halelrod.com/120](http://halelrod.com/120) for episode number 120. Also if you haven't done so yet please go subscribe to the podcast on iTunes by going to [halelrod.com/itunes](http://halelrod.com/itunes), click the little subscribe button and then if you would please 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 is the one for them.

Also don't forget to head on over to [miraclemorning.com/events](http://miraclemorning.com/events) where you can sign up for the Miracle Morning Mastery and Co-creation Experience. We look forward to seeing you in June. Now until next week it's time for you to go out there, take action and achieve your goals.

Speaker 4:

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 backend work that's required, then you need [yourpodcastguru.com](http://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](http://yourpodcastguru.com) right now to explode your audience and crush it in the podcasting world.