



Achieve Your Goals Podcast #130 - Creating the Owner's Mind | An Interview with Chris Brogan

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, an international keynote speaker, ultramarathon runner and the founder of vipsuccesscoaching.com. Mr. Hal Elrod.

Hal: All right. Achieve Your Goals Podcast listeners, friends, family, loved ones. How are you? I'm so grateful for you to join us today. This is Hal Elrod, and my guest today is one of those ... He's an individual that I've admired from afar. 30 seconds ago or maybe a minute ago is the 1st time we've actually ever spoken, so this is as much of an honor for me as hopefully it is

for you to hear from and learn from the one and only Chris Brogan today.

Chris, you're one of those people that you've done so much, I could spend the whole 20 minutes we have together just introducing you, I think. I could just talk about all the cool things that you've accomplished and contributed to the world, but that probably wouldn't be the best episode, so we'll get into it quicker.

I do want to say a little bit about Chris if you don't know who Chris is. He provides simple plans and projects for business success. He is the CEO of Owner Media Group, he is a sought-after public speaker and he is a New York Times best-selling author of 8 books. I was on Amazon, Chris, looking at your books today. People love the Chris Brogan books. He's working on his 9th. You can ask him about it. Learn more at chrisbrogan.com. He's got 343,000 Twitter followers because he puts out good content, so if you're on Twitter follow him there.

I just want to say a few more things. Chris has spoken for or consulted with the biggest brands you know. I'm talking about Disney, Coke, Google, GM, Microsoft, on and on. He's appeared on the Dr. Phil Show, he's interviewed Richard Branson for a cover story for Success Magazine and he even once presented to a princess. People like Paulo Coelho, Harvey Mackay and Steven Pressfield enjoy sharing their projects and best ideas with Chris because they know that he will share them with you. Tony Robbins even had Chris on his internet Money

Masters series, which I subscribed to ... Gosh. I don't even know. It's 7 years ago now. 5, 6 years ago. That's it, man.

Chris, like I said, I can keep going, but thank you so much being on the Achieve Your Goals Podcast, my friend.

Chris: Hal, my utter pleasure. I'm so thrilled to finally really connect and just thrilled to be in this kind of a crowd of super smart achievers.

Hal: Dude, I know. It is a good group to be in. Let's do this. For those don't know you, share just a couple of minutes on what do you do now? What is your job? I expressed you're the CEO of Owner ... All these things, but what does that mean? What do you do and how did you get into what you do now?

Chris: For the most part, I sell courses and webinars and things like that, and our express goal is to put more wins on someone's board. The idea basically is that we've come to realize at Owner Media Group that people are, whether they're employees or not ... The ones who want to be owners are the ones who like to own their choices and then own their lives and thus own their future. That's who we equip. The way we do that is through webinars, courses, books, speeches, that kind of stuff. Media products, for the most part, wherein which we try to sell really simple things.

I used to have these very far-flung ideas on how I was going to help people, and sometimes people would get into it, sometimes they wouldn't, but now it's really simple. I have things like earn more customers. Guess what you get when you're done? You figure out how to have more customers. Online course-maker. What do you get when you're done? Oh, wait. Learn how to make an online course. I made it a lot easier for people to figure out what they're going to do with me. We're doing a webinar called Grow Your Email List, and guess what you learn? How to grow your email list.

Hal: Wow.

Chris: I have for many years, since I started writing books and everything, even probably before that blogging, have been teaching people the practical and the commonsensical. Along the way, what earns me all this attention is a bunch of stuff that I don't really deserve, like 343,000 Twitter followers. I did nothing to earn those. I just Tweet or whatever. I guess I'm on a lot of lists where people are like, "You should probably follow this guy," because then a bunch of weirdly nice, wonderful famous people ... Boy George followed me the other day.

Hal: No way.

Chris: From Culture Club. You know what I mean? That's weird, and there's not a lot I can do with it. It's not like I can message him and ask him, "How fun is it to sing Karma Chameleon," or something. I can tell you that in the process, all of the times and

opportunities I've had in my life, I do everything I can to help other people and to serve other people, and that tends to pay back nicely as far as connecting with really smart and wonderful, nice folks.

Hal: What's entry-level value for you, for somebody that wants to learn from you? Obviously you do high-level consulting, but what's entry-level? Like someone's going, "I've never heard of Chris Brogan. Sounds pretty interesting. He's accomplished quite a bit. People that are smart seem to listen to him." Is there a book you'd recommend, is it subscribe to your podcast, chrisbrogan.com? What's the 1st piece of content you recommend people consume?

Chris: I love that question. That's a top-shelf question, Hal.

Hal: I just made that shit up right now. I have no notes in front of me. I'm just amazing.

Chris: The real answer is super simple. I always tell people, "Just grab my newsletter," so you can get that at chrisbrogan.com, or if you can't spell my name just go to owner.media. The newsletter is probably the easiest. It's my favorite thing I ever do when it comes to a weekly, but the other thing is it gives you a real sense really fast about who I am, how I talk and what I'm into, and to really give you a sense of, "This the kind of guy I want to spend my time with," or whatever. That's a pretty useful 1st step before you decide what you want to do.

As far as reading books goes, to me it's always a matter of what you're trying to solve for. My last book, *The Freaks Shall Inherit the Earth*, is about entrepreneurship for weirdos, but that doesn't mean that it's everybody. There's a lot of variety in how you can help people, so it's always weird to recommend a particular book, because I usually get it wrong.

Hal: Sure. Got it, so basically you can do what I did, which is go to Amazon, type in Chris Brogan and then see which book appeals to you. It's funny, because you just mentioned that all your courses and such now, and the webinars, are titled very specific to what they do, yet your books are not at all ...

Chris: Yeah, and that's a detriment, speaking as the guy who does professional speaking as an author and all that stuff. For instance, my most recent book, *The Freaks Shall Inherit the Earth* ... I had almost 0 speeches from that, like no one wanted to buy a speech from me because they just didn't understand what it meant to them or their company, and that's who buys speeches. I was just like, "Oh, good job, jerk."

My next book very likely, and you're only the 2nd interview that I've ever told this to, will probably be called *How to Win*. That's just utterly because if I call it any other thing, people aren't going to realize it's for them.

Hal:

My book is *The Miracle Morning*, that's the main one that I have and that is it doesn't tell them what it is. It's kind of a curiosity-inducing title, right? Like what is that? You did *The Impact Equation* with Julien Smith. Ooh, what's the impact equation? I think there's value in that. I think the ideal title to me is it should clearly promise a benefit, but also curiosity-inducing. If you can do both of those ... Either one of them is good, both is great.

Cool. Were you always on this entrepreneurial journey, or when was that defining moment for you? When did you start to head down the entrepreneurial road?

Chris:

I had a very long time as an employee where I was sort of a disgruntled employee for many, many years. Tom Peters wrote all these amazing books back in the mid, late '90s and or whatever, and I read and tried to execute on them all the time. They were kind of like, "You can be the CEO of your own desk," and all that sort of stuff. "You could treat your job like it's your company." I was in, Hal. I was like, "This is me." I had a regular old day job, but I treated it like an entrepreneur would and I tried to really serve my customers and come up with new projects that had nothing to do with what I was being paid to do.

Then one day, a long time later, I was 9 and 3/4 years into working at this wireless company after I had left the big phone company back in the way old days. I said, "You know, maybe this company is starting to come apart at the seams." I was just getting popular for my blog back in 2006 and I had also run an

event called PodCamp in September, 2006. It was one of the 1st podcasting conferences of any size, which now has had over 200 iterations all over the world because we open-sourced the concept.

Hal: Oh, nice.

Chris: Anyone could run one.

Hal: You got to teach me how to do that for ... I've thought about doing that for Miracle Morning events, but if you could talk to me.

Chris: I will definitely help you with that. The 2nd day of PodCamp, this guy in the audience, who happened to be a millionaire named Jeff Pulver, who happened to co-found Vonage way back in the day. He ran an event company and he said, "Hey, I don't really know what you're doing right now or whatever, but come work with me. Come run the community at my online video conference I just launched." I was like, "Uh, okay," and I quit my job.

That was sort of my 1st jump, and I was still an employee. It wasn't until 2009 that I ran my 1st company and I still had salary for quite a long time right up until that point. When I launched my 1st company, it was actually just to handle taxes and stuff like that for my speaking gigs, because 2009, 2010 I

was just off the rails. Just all the speaking, because my 1st book Trust Agents with Julien Smith was a New York Times bestseller, and that really definitely gives you a lot of attention.

That's how it really started, so a lot of people would say I'm not really much of an entrepreneur. The thing is that I really don't have any other great way to qualify myself anymore because the whole risk and reward concept is 100% how I operate. I basically walk around trying to find ways to serve people, and if it works I get money, and if it doesn't then I explain why I can't pay my mortgage.

Hal: Right. Typical entrepreneur. What's your favorite part about what you do, of all the different projects, even specific courses or books? Of all the things that you do, from speaking to writing, where do you feel like you're in your sweet spot?

Chris: I love speaking. I love being up on a stage, which is really weird, because I'm pretty introverted. I'm not an especially extroverted person, so people are always like, "I don't get that." My biggest crowd was like 7• ,200 or 7,500 people, and honestly I was just alive. I was like, "This is the best day." But before that, I was the guy sitting around drinking a diet coke in the corner, waiting to randomly talk to random people.

Strangely, by the way, I ran into the woman who ran Tony Robbins' Fiji resort for quite a long time for his events, so that was the random person I talked to before my speech. The strangeness, the opportunity. What I love about speaking is it's

my closest opportunity to be the rock star that I never was because my bands weren't very good. I used to play in a lot of different garage bands. I can tell you that that's the only place where I can manifest that, so that's what I love the most.

2nd, probably the speaking is the rare moment when someone says to me afterwards, "Wow, that really gave me a new perspective and it's going to help me get over something that I didn't have going well for me." I love the response to speaking, not the act of speaking.

Hal:

Very cool. I relate. That's my favorite thing, and it's actually very similar there. I actually am an introvert. I don't like to go to a party. I don't like to talk to new people and establish new conversations, but I love being on stage and just the energy. Like you said, the bigger the crowd the more juiced you are. Really, really cool.

Right now, who's your target client? If someone's listening to this, who can you help? You consult business people, et cetera, but who can you help? It's the owners, it's someone that's started a company?

Chris:

I always tell people that you can be an employee or you can run your own company. My version of owner is someone who is really into taking responsibility and choices of their own life.

If there's 5 real basic principles that I run my business from, it's take ownership or be an owner. Take action, because there's a lot of people who like to talk and plan and plot, but I'm there to make you take an action. Then the 3 after that are sort of a trilogy, and it's content, community and marketplace. I just tell stories through content, which helps you nurture a community, which then earns you the right to sell and serve. That's my person. The kind of person that I work with, Hal, is they can be an employee, still thinking about what they want to be when they grow up.

Actually I tend to work with older people, and by older I mean anywhere from 35 to 83. This lovely lady Cara Lumen is 83, and she's just delight. She just re-kicked off everything in her business. She was a big motivational speaker and a trainer and all that kind of stuff, and as older people do, she lost track of what she felt like being when she grew up and she was moved into an assisted living home and she just figured she had to play Parcheesi until she was dead. I said, "What are you talking about? You've got like 30 years or so left to go." She was like, "Huh. Never thought of that." Now she's back at it. She's doing webinars and crap like that. The best part is that because it's assisted living, she pretty much can't charge money for it all, so you get this wizard for free.

That's my favorite human, is the kind of person who's driven to figure stuff out. You could still have a job. People that I work with are mid-level managers at places like Boeing, PricewaterhouseCoopers, et cetera. At the same time, I have people who just lost their job and decided they were going to start some website and see what they could do.

What I guess I'm really looking to do is help people who are feeling like they want to take actions to figure out how they can win some more, and that's who I help. Usually people who are stuck or people who have gotten sick of hype. That's really my favorite person to help. They bought 1 or 2 things from other people and it was a really exciting feeling, but then they were let down and nothing happened. That's my #1 buyer.

Hal: Anyone listening. Again, entry-level. To get value from Chris go to chrisbrogan.com, C-H-R-I-S B-R-O-G-A-N, and subscribe to his free newsletter, which I just did. Confession: I just now did it.

Chris: Oh, thanks.

Hal: Yeah, but I'm on the list. Go over those 5 keys again. What do you call those? I didn't get them all down. What do you call those 5 keys that you gave, and what are they?

Chris: Sure, so I call it the owner's mindset. That's if you were going to package it, and there's 5. The way I put it on my own sheet, it just says the words, "Own, act, content, community and marketplace." The principle of ownership: You have to take ownership. This is very much stealing from Covey. Habit 1: Be proactive. Realize you're the programmer in your life. But when I say that, there's so many people out there waiting for the

permission fairy. "If only someone would give me a shot." You know how I got successful? No one gave me a shot.

Hal: That's right.

Chris: Believe me, there was no phone ringing going, "I cannot wait to get Chris Brogan on the Dr. Phil Show." I did everything ... Actually that one was random, but they called me. For the most part, everything that has happened to me, I did work to get there. Ownership is #1.

#2 is act. Take action, and that means anything. When I talk about putting wins on peoples' board, I'm always looking for little win systems and I know because I read The Miracle Morning a couple of times, you're all about that.

Hal: Right. Win the morning, win the day.

Chris: Yeah, even the 6-minute miracle. You're too busy? Well, screw you. 6 minutes, that's all I need.

Hal: Yeah. No excuse.

Chris:

I love that, because to me it's like that's where I come from. Action is #2.

The 3rd like I said is like a trilogy, and it's just content, community and marketplace. Tell stories through content, because 1 thing so many people do wrong I would say, and I'll just accuse people of being wrong, is that they're doing all this great stuff, but they're not telling a story about it. The story isn't, "Look how great I am." The story is, "Look how wonderful this person's life is." It's just sort of assumed that you helped them. The more you can tell stories about how great something else went because of something you did to help, or that you could talk about great people that you think are doing cool stuff, that helps.

Community is ... You nurture community, and just the actions that it takes to do that, meaning reach out to people. I just got a Facebook message from a friend of mine that I haven't talked to in a few months. He said, "You're just on top of my mind. I just wanted to talk to you to see what you're doing. Want to bounce any ideas off me?" That's the kind of person I'm going to help more when the time comes that they ask for something, because he's just out there being helpful.

Finally is marketplace, and that is create the marketplace, but also earn the right to sell and serve. You know, 1 thing you'll find in my newsletter is I sell to you all the damn time, but in such a different way than other people do, because I'm forever just trying to heap value on top and then you can't get away from it without going, "Oh, man. I should really go a little

further." Then out comes the credit card. I think that that's the best way any business should work is that you should want to give them your money.

Hal: Sure. They add so much value and regardless of whether or not you give them your ... That's it to me. You add value, add value, add value, add value and then somebody wants to go a little deeper into the value that you can add, or take it to another level.

Chris: Right, and like you say, "S is for scribing." After we've made really good content and people have connected up then it makes them a little more willing to want to hear about what you're selling, because they know enough about your life to know how you line up to their business.

Hal: I love those tips because this is the Achieve Your Goals Podcast and the owner's mindset I think really is ... It's the mindset for someone to achieve their goals. I'll say it again. Own, take ownership. Act, take action. Content, tell stories through your content. To me, that's adding value.

Obviously, Chris, I'm not telling you this. You know all this stuff. I'm just saying it back to our community, our listeners.

Community, #4, nurture your community. Then #5, marketplace. Earn the right to sell and serve. As long as you're

adding a ton of value, I think that's such a good point that you make. Like you said, you're always selling, but not in this aggressive, "Buy my stuff," way. But this, "Hey, here's a ton of value. Oh, by the way, if you like that, also check this out." Is that ...

Chris: You nailed it. That's better than I could say it.

Hal: Cool. I'll give you some consulting after the call. Just kidding. After the podcast.

Cool, man. What's next for you? What's the new book you're working on? How to win?

Chris: Yeah, I had 2 books stall on the buy-in. 1 of them that I made a project with with the nice people at Wiley, and then I just told them, "Yeah, I'm not going to write that."

Then I was really jazzed. I play a lot of video games, which is not an easy way to achieve your goals, but I like video games. I was cheating. I was trying to think of ways I could make it into a book so that I would justify it, the countless hours that I had spent playing video games. I found every time I tried to explain it to people I was really justifying a lot. I have the feeling that the people who are already pretty good at business and video games already know this stuff and then no one else would care, so I stopped that book.

The next book title idea is How to Win, and it is really simply those 5 basic concepts and then just exploded out with a lot of how-to information on what to do. That was because probably the most popular chapter of my not-so-popular book, The Freaks Shall Inherit the Earth, was all about defining your own definition of success. I think a lot of people really clicked into that and went, "Oh, all this time I thought I was unsuccessful and it turned out I just hadn't really defined my version."

Hal: That's exactly it. No matter how successful you become, if you don't define it or appreciate it present to what you've achieved, it doesn't matter.

Somebody asked me the other day ... A friend was visiting. He goes, "Wow, Hal. Everything is going so great with the book and all this. How does that feel?" I said, "Honestly, how does it feel for you?" I said, "If someone living in poverty were to ask you, 'How does it feel to have a car, and a home, and a family?' That's what I've realized. No matter how much you accomplish it's really about how present can you be? How grateful can you be to what you already have?"

Chris: Absolutely.

Hal: Cool, man. Thank you so much for the time today. It's been a pleasure. Any closing thoughts, words, invitations? Anything to announce or to share with the audience before we wrap up?

Chris: I always stumble at these moments because it's not like I have anything especially great to tell you. Really, honestly, I'll just beg you to grab my newsletter. If you thought this was fun. If you found out it was interesting or even pompous or something, go to chrisbrogan.com and validate it for yourself. The reason is because 1 thing I want you to steal is once you sign up to the newsletter, follow the way I treat you right afterwards. Follow the welcome letter and all that other stuff and tell me what you think, because it's a trick. There's a lot of secrets in there.

Hal: I'm going to do that just because I feel like I'm mediocre at that when people subscribe to my newsletter. I don't know that I know what I'm doing, so I will personally ... Whether our listeners take you up on that or not, I'm sure they will, but I'm going to. I'm going to study and dissect every email that I get from you when I signed up today.

Thanks, my friend. Thank you for joining us and we'll connect again. Everybody listening, Achieve Your Goals Podcast listeners, you know I love you and I appreciate you and I thank you so much for your time. I hope you enjoyed talking to Chris today as much as I did, and I will talk to you guys and gals next week. Take care.

Nick: Thank you so much for tuning to this episode of the podcast. We'd love to know what your biggest take-away was from this interview with Chris. Simply head on over to halelrod.com/130,

for episode 130, and just leave a comment in the showroom space letting us know what your big take-away was.

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All right. 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 out the show notes, post the episode to all the different sites and do all of the ridiculous back-end work that's required, then you need yourpodcastguru.com, where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit yourpodcastguru.com right now to explode your audience and crush it in the podcasting world.