



Achieve Your Goals Podcast #133 - The Purpose of Life (Your Life)

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 is the author of the number one best-selling book, *The Miracle Morning*, a hall of fame business achiever, an international keynote speaker, ultra-marathon runner, and the found of vipsuccesscoaching.com. Mr. Hal Elrod.

Hal: Welcome ladies and gentlemen to the achieve your goal podcast. This is your host Hal Elrod and I'm on the road right now in between a camping trip and a wedding and hopefully the recording comes out okay because I am not in my usual setting. Nonetheless I wanted to make sure you got an episode this week and today's episode, it's kind of a big topic. We're going to talk about the purpose of life today. The purpose of life, and specifically I'm talking about the purpose of your life or what is called often your life's purpose. The topic today, again, it's a big one. What is my purpose in life? I'm not here by the way to say that I've got it all figured out. I have all the answers but I just want to share some of the distinctions that I've made around

purpose and how I apply it to my daily life, hopefully in a way that really helps you to either discover your purpose or re-engage with your purpose or amplify your purpose or figure out what in the heck a purpose is.

Whatever that is for you, whatever it looks like, I'm excited for this. By the way, if you're a business person, if you're an entrepreneur or a professional, I often call the message I'm going to give today, or a version of this message, I call it transforming into profit. If you're listening to this I think it'll apply to you from a personal perspective around finding a life's purpose, but also if you want to apply that to your profession and literally use it to increase your profit, turning purpose into profit, and doing it in a way that is very authentic and very heart centered and aligned with your values and who you are and brings more fulfillment to your life. With that said, some of the questions to consider during today's podcast and also after, both during and after today's podcast, do you know what your purpose is in life? Is it something that you've thought about? What is purpose? How would you even define what it means to discover your purpose or decide on your purpose or create it or live with a sense of purpose?

How important is it to know your purpose? Is it something by the way that you are supposed to discover or figure out, someone else could tell it to you, or is it something that you get to create from scratch? Last but not least, again, if you're a business person, I just alluded to this but how do you turn your purpose into profit? How do you actually integrate purpose into your business? There's a lot of businesses now. This has become a very hot topic in terms of purpose driven business. In fact, I think there's a book called the purpose driven economy.

There's a book called firms of endearment where they studied some of the world's most successful companies that are very purpose driven. That's not really the angle of this call in terms of going into how to bring purpose into the workplace so much but I think that you'll see from some examples that I share and a story that I share with you, how you can actually take your purpose and make it something that is valuable for your business and for your family, not just personally fulfilling. A little bit of both.

I'm going to start with a story. I actually just told this story. This is what inspired this podcast. I just came off of The Miracle Morning mastery and code creation experience live event and that is definitely a mouthful. We were in Chicago for three days, just around two hundred of us and it was one of the most incredible experiences of my life. The event was a hybrid event where the first half of each day we gave to our attendees. Gave to the audience. We had some world renown mindfulness instructor, Julianna Raye, who's been on the podcast before. She led people through guided meditation. We had a world renown fitness expert, Andrea Riggs. She came in and every single day started with fifteen minutes of dancing. I saw some people on Facebook. There were pictures posted from our attendees and people on Facebook go, I don't understand. Why all the ra ra? Why all the dancing? I gave a pretty lengthy explanation but I said, it's putting you in a peak physical, mental, and emotional state to start an event.

What better way to start it? It's not about ra ra motivation. It's about, let's put ourself in a peak physical, mental, and emotional state. At the event I also shared my new form of exercise that I do during the miracle morning which I call laughing jumping

jacks or somebody called them laughing jet laugh jacks, I think. Where you do a hundred jumping jacks in a row, you can do as many as you want, and you laugh hysterically while you do them. This is a little bonus lesson for you on the podcast. I wasn't intending on sharing this but I also wasn't intending on sharing it at the event and it came out in a Q,A session that Jon Berghoff had with me onstage and we decided to lead the whole audience in a hundred laughing jumping jacks and you should try it. It's phenomenal. I thought of it randomly when I was doing some jumping jacks a few weeks ago and yeah, it's a great ab workout. You just laugh hysterically while you do a hundred jumping jacks.

You're putting yourself, again, that peak mental and emotional state. When you smile, when you laugh, you're releasing endorphins. You feel good and you're associating that with the exercise. It ends up benefiting you on multiple levels. The point is, at this even during that same Q,A session where Jon Berghoff was asking questions of me, it came out randomly but the story I shared on how I went from being ego driven to purpose driven, and how I was able to take the success I had achieved when I was ego driven and how I was able to re-engineer that to be more meaningful for me and purpose driven in a way that wasn't just about me and my own success as it had been for so many years, but it was about the bigger picture of how could I succeed at a higher level in a way that impacted everyone around me, not just me.

I shared that story and I shared the outcome in a way that was relatable and actionable for our activities and I had quite a few people come up and say that was a game changer for them, and because of that feedback that's what lead to this whole podcast

today, and we're going to talk about purpose and I spent time going deeper than just that story that I shared, so you've got some actionables and you've got some different distinctions around this topic of purpose but I will in just a minute or two here, share that story with you and I think that from the story itself you'll be able to draw some powerful lessons and distinctions that you can apply to your own life and your own purpose. Trying to think if there's anything else I wanted to cover before we get into that. By the way, if you missed the live event that we just had we do have one coming up in December. It's our most popular event. It's called the best year ever blueprint.

I'll use this a quick opportunity for a shameless plug but seriously, take two minutes, even now. Pause the podcast. Go to bestyeareverlive.com. That's bestyeareverlive.com. Scroll down just to the second fold of the website and watch the video. It's like a three minute video and you'll know everything you need to know for the most part. There's more details on the page but when you see the video you'll see what type of event it is. It's unlike any other event that I've ever been to and the credit of that goes to Jon Berghoff. It's high energy. It's fun. It's people laughing, you're crying, you're sharing. You're being vulnerable. You're getting out of your comfort zone and maybe most importantly you're experiencing what you need to experience to create your best year ever in the following twelve months. Best year ever blueprint, that's the name of the event and yeah, I'd love for you to be there.

Last year we sold out about a month in advance and I'm sure we'll sell out even faster this year. It is in San Diego, California December 9 through 11, so if you're going to be anywhere in the

world in December San Diego's got like a seventy-two degree average temperature that week and so it's not a bad place to be. I'm going to share this story with you and this goes back to 2004 I believe. What are we at? Twelve years ago. Time flies. Where were you in 2004? Fall of 2004 I believe is right around the time that this took place but at that time I had just bought my first house. I had bought a brand new house and two of my closest friends were living with me in the house, obviously and I had started reading books on enlightenment. I think one of the first books I read was The Power of Now. Read a book called Conversations with God and I started to really delve into spirituality if you will, and enlightenment was a topic that I was very interested in.

Just spirituality in general, and especially into enlightenment I came across this concept of ego and how most of us, like human beings by nature, were driven by ego. It's not ego the way that most of us think, although it can be. They're interrelated but it's not boastful, like that guy's egotistical. It's simply the idea that often much of what we do and why we do it is to either gain significance or to look good. It's something that's ego drive and again, it's not necessarily a bad thing. It's also not necessarily a good thing. Here's the thing is either the ego controls us or we have an awareness of our ego and we're able to operate from a higher level of thinking where we don't allow our ego to control us but we make choices from a higher or a deeper place. That's where this topic of purpose is going to come into play here. What I realized as I read these books is wow, everything I do if for my ego.

At that time in my life, just for a little bit of context in case you don't know my background, I was about five years into a sales

career and I was one of the top sales rep for the company. I had broken a lot of sales records and I always in competition with the top sales reps in the company where I was checking the standings every week, and every month, and every year, and I was trying to beat people and I realized that all of my success up until that point was because I was either trying to look good for other people. I was trying to beat other people in terms of competition and sale more than they were. I was trying to break a record so that I could do something that no one else had ever done and feel really important and really cool. I had this realization as I was diving into the topic of spirituality and enlightenment and reading books.

I read books by Ken Wilber, which if you've ever read Ken Wilber, I don't know if I've ever gotten through a full Ken Wilber book. You have to, or at least for me, I have to read paragraphs five times, and then Google, or go to the thesaurus or the dictionary and go, what? What the heck does this mean? That's where I stopped. I didn't get any deeper than Ken Wilber. As I'm reading these books I'm diving into this spirituality and enlightenment, I start to realize that I don't want to live from the place of ego. Very quickly I decide I no longer am going to value these things like significance and looking good at the level that I have. I'm not judging wrong or right, just this is the journey that I was on. What happened was my success that I had achieved quickly dropped off. My income went from being more than I needed to make, like I made lots of great money and more than I needed to pay the bills and I was able to save a lot of money, to making just enough to get by.

My sales dropped off significantly. My income dropped off significantly and I wasn't in the poor house. I was making

decent money but it was just enough to pay the mortgage on this new house that I bought. What I realized was, one day I looked at my roommates, two of my closest friends and I think one of them had a conversation about money was tight for him and then I had a similar conversation with the other roommate and I realized, it just hit me one day. One day it hit me that I was accepting mediocrity for myself in this quest for spirituality and letting go of ego, because the ego was what had driven me to succeed at a high level I now didn't have that motivation any more, and I didn't care anymore about the things that I had cared about that were driving me. Therefore that's why the income dropped off and I realized one day, wait a minute. I'm able to get by with the minimal effort that I'm putting forth. I'm able to make enough money to pay my bills.

My roommates are not however. They're looking toward me as their friend, as their example, as a mentor, as a leader, and the minimal effort that I'm putting forth is not enough for them to achieve what they want to achieve. All of a sudden it hit me that I'm hurting my roommates. This is where I had this big revelation. My success isn't just about me. It's actually about the people that I care most about. It's how I'm living my life is giving them permission to do the same, and because I was on a spiritual quest I was really accepting a level of mediocrity for myself in terms of professionally. From that moment I decided I owe it to my roommates, I owe it to my friends, i owe it to the people that I love to not accept less than I'm capable of and to fulfill my potential and to be the best I can be, whether that meant number one or number three or whatever. It wasn't about the competition. It wasn't about the recognition. It was about self-actualization, fulfilling my potential in every way.

Physically, mentally, emotionally, spiritually, professionally, in every single way and in that moment I made a decision. I'm going to get in the best shape of my life physically. I'm going to have the best year in my career. I'm going to work hard and I'm going to make sure that I love, that I care about, that they see me working hard, that I invite them to work hard with me. I invite them when I'm making my sales calls to make them with me. I invite them to go to the gym with me. I invite them to eat healthy with me. I had this realization that my purpose in life is to live to my full potential so that I can understand how to help others do the same and I can also inspire them simply by the way that I live my life. That was the first time I tapped into a sense of purpose and here is the result. The next year, I doubled my income. I doubled my sales. I doubled my income and both of my roommates, this is the most fulfilling of it.

They both had their best years in their careers, the following twelve months. By me making the decision that I was going to achieve at a high level not for ego driven reasons. It doesn't mean by the way, I think the ego's fine. It's fine if the ego doesn't control you but you pull it out when you want to enjoy it. Like, if you want to get recognition and you enjoy recognition, we all do. It's fine. It's not judgement if the ego's bad but if the ego is controlling you unconsciously that can cause a lot of problems. That can hurt your relationships. It can create a lack of fulfillment.

There's a whole slew of challenges that that can present when the ego is unconsciously driving your behavior, but when you can be aware that your ego is there and that you can conscious decisions, not based on ego but based on purpose, now it's the sense of you create a much higher level of thinking and way of

being and you're not being controlled by the ego but you are more in control of your decisions and your life and what you say and what you think and what you do and how you show up in the world, and the impact that you make in the lives of the people that matter most to you. That was the first time I identified purpose once again. Think about for you, purpose by the way doesn't have to be fancy or specific. It doesn't have to be like, I need to eradicate the world of hunger or whatever.

No. It can be as general as my purpose in life is to fulfill my potential so that I can inspire the people that I love to fulfill theirs and that I can understand how to help them do it, how to support them in being their best. That's it, and that's a universal purpose that I think we all, my own personal opinion. You don't have to agree, is that we have a responsibility to the people that we love to fulfill our potential so that we can help them fulfill theirs. If we all do that, the world all of a sudden self actualizes together. Where the transition was is going from ego driven to purpose driven I actually was able to be more successful and it was a lot more fulfilling because it wasn't just about me but it was about the people that I loved and cared about the most. Now, it's been what, twelve years since then, and I look, everything that I do that's still a big part of my purpose. Now I do it for my family. I have to self actualize so that I can teach my kids.

I've got a six year old daughter, a three year old son. I've got to teach my children how to self actualize, how to fulfill their potential. Now I owe it to them. I've got to lead by example. I also need to fulfill my potential to be able to support them financially, be able to give them financial security and all of that good stuff. I want to share a few different things around

purpose. Now you have a little bit of context, a little bit of background. How do you figure out what your purpose is? There's a few distinctions I want to give you. Number one, purpose can change. It can always evolve. You might choose a purpose that sticks with you the rest of your life or your purpose can evolve as you evolve. Or you can have more than one purpose. Or I should say, and you can have more than one purpose. The first purpose I ever had was to fulfill my potential so that I can understand how to help others fulfill theirs. I didn't define that as my purpose.

I didn't think of it in those terms but that's what it was. I just didn't call it my purpose but it's what my focus was if you will. The second purpose and this is often, when I talk about purpose, this is what I usually share as my first purpose because this was the one that I actually learned about purpose. I read a book called Love is the Killer App by Tim Sanders and my purpose became selflessly adding value for other people. I made my purpose about how can I serve others, help others, and that also elevated my success. Again, going from ego to purpose I actually was able to achieve more but do it in a way where it helped other people too. It was now a win win versus just I'm the best. Look at me, I'm number one. Ya da ya da, and the third purpose that I've added into the equation and by the way, going back to the point of your purpose can change and you can have more than one, for me these are layered on top of each other.

The third purpose now and this is really the miracle morning movement. It's the mission around the miracle morning but it's to elevate the consciousness of humanity one morning at a time. While it has a nice ring to it, it sounds like a cute tagline, it's

literally what my purpose in life is is how can I elevate the consciousness of humanity one morning or person at a time. The way that I do that, there's specific ways to do it, through the events that we do and just me doing this podcast and sharing The Miracle Morning and giving copies to charity or selling copies. Whatever. There's different ways and that's the next point I want to go into is different ways to execute your purpose. That's where I want to talk real quick about your purpose versus your mission. This isn't a big topic but it's just a quick distinction. The way that I define this, and this is my own way of explaining this. It's not fact. You can play with this and adopt it as it fits for you, but the distinction I make between mission and purpose is a mission is a specific goal.

If I'm elevating the consciousness of humanity one morning at a time that's my purpose and a purpose is a universal guiding principle. If you're taking notes, which, not a bad idea, your mission is a specific goal or specific outcome or a specific result. Goal, outcome, result, you can use whatever word you want. In fact I'm going to write that down in my notes. Goal, outcome, or result, and then your purpose is a universal guiding principle. I always have missions, or a mission, involved to execute my purpose. For example, the purpose that I shared that is most recent, elevating the consciousness of humanity one morning at a time. That is The Miracle Morning purpose, but that is vague. It's general. It's a guiding principle. It reminds me that the greatest value I feel that I have to add to the world is through The Miracle Morning so I'm sharing it every chance I get.

I'm sharing it with other people. That's my purpose of elevating the consciousness of humanity one morning at a time. Now,

mission is a specific goal, outcome, or result. It's hard to measure if you're elevating the consciousness of humanity one morning at a time. That's not a specific goal. There's not an end game there. It's not like, we've done it. You can rub your hands together and go, all right. What's next? No, that's the rest of my life. Your purpose is something that's universal but you can typically apply it to everything that you do. You can filter your choices through it. Let me go back to the first one. Fulfill my potential so that I can understand how it will help others fulfill theirs. That's universal. It means every day that I wake up, every decision that I make, every thing that I do can filter through that. I can ask myself, is this choice fulfilling my potential so that I can help others fulfill their?

Is eating this cheeseburger, this food, fulfilling my potential? Going back to the sales roots, when I was thinking of, think for you. If you have the decision, do I go to the gym or not? Do I watch tv or do I read this book? Do I blank or blank? Do I do The Miracle Morning or do I sleep in? You can back test it against that purpose of, which decision is going to move me closer to fulfilling my potential so that I can understand how to help others fulfill theirs. That's a universal guiding principle that I could apply to everything. There's purpose. Mission is a specific goal, outcome, or result. That year that I talked about with my roommates and all of that after I discovered a purpose, I had a specific goal to sell two hundred thousand dollars of Cutco knives. That was my mission for that year and I literally wrote it as mission, the single most important goal, result, or outcome for that year. That was my mission.

That mission was in alignment with my purpose. I wanted to share that with you as a distinction is that your purpose is

something that should be a large universal guiding principle that is in alignment with your values and then your mission, or you can have multiple missions, or actually according to my definition you can't. Your mission I simply your number one goal. That's it. Your single most important goal is your mission. Then you can have the rest of your goals, but your goals and your purpose should be aligned and you should be able to filter your goals through your purpose and vice versa, your purpose through your goals. They should support each other. Your mission or your goals should be supporting your purpose and your purpose should be aligned with and supporting your mission and your goals. Hopefully that makes sense. If it doesn't leave a comment underneath the podcast. If you go to halelrod.com/133 I believe that'll take you to the show notes and you can leave me questions and comments and I'll try to answer every single one.

That's it. To recap I mentioned beginning with some questions to consider during and after the call which is do you know what your purpose is in life? I want to share with you, I have a lot of my coaching clients after I share these concepts with them, they go, how? That purpose that you shared about selflessly adding value for others, or that purpose you shared about fulfilling your potential so you can help others do the same I really resonate with that or I like that. Can I use that? The answer is yes. These aren't trademarked. There's no like, that's my purpose. It's off limits. You have to think of your own. In fact, I'm sure I borrowed my purposed from combinations of all of the teachers and mentors and books I've read over my life that have all culminated into those thoughts and those ideas and those purposes. You can start with one of those. If you want to try one of those on for size then that's fine, and then the thing is again, purpose can change.

It can grow. it can evolve. It can expand. It can be edited, adjusted, added on, duplicated. It's not stagnate. Don't put pressure on yourself to be like, oh my gosh, my purpose in life, it's got to be the exact one. I've got to, I don't know, people have so much pressure. They think that it was pre-determined. If you believe that, and I'm not saying it's not. I don't know. I don't have all the answers, but people have this pressure, like, what is my purpose in life, and it was pre-determined, and I'm supposed to figure out what it is, and maybe that you pray about it, and it's like, God, what is my purpose and maybe God doesn't answer the way you want and you don't know. Just make it up. Pick one that works. Read a book. Figure out, Google, what is purpose. Whatever. Borrow mine. Borrow somebody else's. Make it up. Just get quite and ask yourself, what's the most important thing to me? What do I want to be remembered for? Those are some great questions.

There's some great questions. Here's some questions to think of when you're thinking of your purpose. What do I want to be remembered for? What impact do I want to make on the world? When I go through my day and I interact with others, what impact do I want to make in their lives? Those are some questions you can ask yourself as you're thinking through this. That's my assignment for everybody. My assignment is schedule thirty minutes, to an hour. Maybe you need more, but at least thirty minutes, minimum, to start brainstorming what your purpose is for this year. I say that very intentionally because that takes a little pressure off. I know the title of the podcast today is the purpose of life, but again, it's the purpose of your life right now. Until further notice. Until you think of something better. Until something new comes into your world

or into your consciousness or you evolve or you grow or whatever.

Think of what's your purpose right now. What's the first one? Actually forget even your purpose for this year. What's the first purpose that you want to try on for size, like an outfit at a clothing store and see if it fits. Walk around in it. Maybe it's a new pair of shoes. You walk around, you look in the mirror, you turn to one side. You turn to the other side. Maybe you ask the clerk, do these look good on me? You just try it on and if it doesn't look good on you you put it back on the shelf and you go try something else on, and purpose is the same way. Get rid of this pressure that you got to have it all perfect and figured out and the one purpose that's going to stick with you forever and just try a purpose on for size. If you already have one, awesome.

Hopefully what you've heard today, you've heard some new distinctions that will amplify and expand and enhance your life's purpose and if you've never even given it thought hopefully this opened your eyes to what's possible and how you can benefit from spending time to articulate a purpose in writing, and then from there start living by it and playing with it and have fun with it and evolving it and adjusting it and allowing it to serve you. If you're business like I said, you can take that purpose in the way that I did and turn it into profits because when you're working for a purpose bigger than yourself, then your own insecurities and self doubt, you have to override that. It's not even about you. That becomes the mantra for me for my purpose is, it's not about me. I don't feel like it today. I'm tired.

I don't feel like working or I don't feel like doing that thing I needed to do. It's not about me. It's not about you. It's about a purpose bigger than me and bigger than you. I hope that you will schedule thirty minutes to review your purpose, brainstorm your purpose and put it to work in your life and start living a purpose driven life. Love you guys and gals. Thank you being a loyal listener of the achieve your goals podcast. It means more to me than you know and until next time go out there, achieve your goals and I will talk to you next week. Everybody take care.

Nick:

Thank you so much for tuning in to this episode of the podcast. We want to know what were your big takeaways from this episode. Simply head on over to halelrod.com/133 for episode number one hundred and thirty-three and leave a comment on [inaudible 00:30:33] page letting us know what your big takeaways were. Also if you haven't do so yet, please go subscribe to the podcast on iTunes by going to halelrod.com/itunes, click on the little subscribe button and then if you would, please leave a rating and review because rating and reviews truly are the best way for you to show your appreciation for the show because they help more of you find out about the podcast and decide if this is the one for them. Now, until next week it's time for you to go out there, take action, and achieve your goals.