



## Achieve Your Goals Podcast #138 - Discover the ONE Amazing Thing You Were Born to Do (Interview with Steve Olsher)

**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 number one bestselling book *The Miracle Morning*, a Hall of Fame and business achiever, an international keynote speaker, ultra-marathon runner, and the founder of [VIPSuccessCoaching.com](http://VIPSuccessCoaching.com), Mr. Hal Elrod.

**Hal:** All right. Welcome once again to the Achieve Your Goals podcast. That's it, I felt like there was something ... Radio show. Just the Achieve Your Goals podcast. All right everybody, welcome. It's going to be one of those episodes so it actually is because of our guest today, Steve Olsher. He's kind of all over the place in a really good, effective, constructive, fun, dynamic way but I've been on his show *Reinvention Radio*, you've probably heard of it. If you haven't, it's a podcast, it's an online radio show and highly, highly, highly recommended but let me get into a little bio here.

If you don't know who Steve Olsher is, first and foremost, there's a lot of ways I can introduce him but I'm going to first and foremost say he is the New York Times bestselling author of the book *What Is Your What? Discover the One Amazing Thing You Were Born To Do*. I don't know about you but I think that speaks to 99.9% of us as like, "Wow, that would be ... I would love to figure out what my what is and discover the one amazing thing that I was born to do." Easier said than done but I'm going to beg Steve here to tell us a little about his proven process that he talks about in that book.

Beyond that, he is actually, Steve is the Chairman and Founder of Liquor.com, which is as you might imagine a very popular website with a lot of traffic and a lot of sales, but he's actually an online pioneer who launched on Compuserve's electronic mail, or mall, sorry, in 1993. I didn't know the internet was invented in 1993, but I guess it was, but again, he is the host of the number one radio show/podcast *Reinvention Radio*, international keynote speaker, in demand media guest and I could just go on and on but I'd rather bring him on to share some wisdom with you. Steve, how you doing, buddy?

**Steve:** That's a lot to live up to, man, but I'm doing well. Thank you.

**Hal:** Yeah, your mom e-mailed me that bio this morning and said read it as-is, don't fact check any of it, just read it as-is.

**Steve:** Yeah, oh good.

**Hal:** Yeah. Anyway man, cool. I'm excited to have you and the ... Yeah man, there's so much that you can share but as you and I have discussed, we're just going to organically ... We're going to see where this thing goes, right?

**Steve:** Yeah man, looking forward to it. It was great having you on my show and I'm obviously a big fan of everything that you've done with Miracle Morning and love this show as well man, so awesome to be here.

**Hal:** I appreciate that. When I was on your show, I think I really nailed that so you've got a lot of pressure now to really ...

**Steve:** I'll put it to you this way, I will set the bar so low for your next guest that the next show is absolutely going to be a slam dunk, no doubt.

**Hal:** Oh wow. Thank you on their behalf in advance. Awesome man, so talk about your background a little bit. This is the Achieve Your Goals podcast, there are different ways, how'd you get into business? What's the first goal you achieved? Maybe I mentioned some of it in your bio but one of the first major goals that you achieved in your life that was a big, scary goal, really showed you that anything was possible?

**Steve:** Yeah. When I was in seventh grade, I nailed a sophomore, so I think that pretty much showed me that anything was possible at that point.

**Hal:** Wow!

**Steve:** She wouldn't describe in the best ... I thought it was spectacular but I don't know if she'd describe it the same way but I figured at that point if I could do that then what else would be possible in my life? Unfortunately, everything's kind of been downhill from there so I'm going to say I peaked in seventh grade.

**Hal:** Nice. I'm wondering, are we going to have to put one of those E's for explicit on this episode by the time we're done, I'm not sure.

**Steve:** Let me ask you this, do you want any or not?

**Hal:** No, I think we only have one episode with an E and it's because I accidentally dropped an F-bomb or something.

**Steve:** Okay. We'll keep it on the cleaner side then.

**Hal:** You're at PG-13 right now so let's peak it ... In the way you peaked in seventh grade, we'll peak at PG-13.

**Steve:** Nice.

**Hal:** All right, so beyond that, let's go into business. What was your first big business goal that you accomplished? Maybe not even your first...

**Steve:** Sure.

**Hal:** What was the most notable?

**Steve:** Yeah, and it's interesting. I have this argument of nature versus nurture quite a bit with folks just because I believe that you can't ever defeat nature. Nurture can get you only so far but at the end of the day, I think nurture's always going to kick in and it's going to destroy or really build you up one way or the other. To that end I've always been naturally wired as an entrepreneur. I think really as far back as I can remember from trying to pick up a rake and move some leaves around to growing up in Chicago and grabbing that shovel and trying to move the snow out of driveways and sidewalks. Just always kind of had that NWA thing of trying to make a dollar out of 15 cents. I think that's just really how it all began. The first real, real business that I had was a nightclub and actually opened up a nightclub when I was 19.

**Hal:** Wow!

**Steve:** Yes, it was a non-alcoholic nightclub, for those that are wondering.

**Hal:** Nice.

**Steve:** Yeah, it was the whole nine. I was DJing for a long time and had a pretty decent following and thought I could open my own spot. At 19 I just didn't know any better and who was going to tell me otherwise, right? Literally wrote the business plan and raised some money and sure as can be I was able to open up that club. We did really well for quite some time but like any club or anything, really any entity for that matter run by a 19, 20 year old at that point, we kind of hit that bump in the road and had to part ways with my partner and my business manager there that was running the club. It was really a big, big, big learning experience and went on to a number of other things from there. That was really my first taste of like, "Hey, if somebody doesn't tell you you can't do it and even if they do, forget it. Just do it anyway."

**Hal:** Yeah, and I would also imagine that since that club shut down there are probably some lessons there around like, "Hey, if you try and it doesn't go as planned, you can learn lessons and keep moving on to bigger and better things," right?

**Steve:** Yeah, one of my favorite quotes, it's from this guy, Steve Olsher and what he says is that ...

**Hal:** I also quote ... We have a lot in common. I also quote myself more often than I should.

**Steve:** I figure one of these days I'm going to come across somebody who has something really interesting to say and I'll start quoting that person, but since I don't read and I don't watch television and I don't listen to anything other than my own podcast or radio show, never

really exposed to other people so I've got to keep quoting myself. No, I really do believe that failure is what I call success with an unintended ending. It's just like there really is no such thing as failure. I think it's just one of those terms of ignorance that weak-minded people like to throw at those who dare to soar in attempt to bring them down. It may not have gone exactly as planned, definitely not a failure by any sense of imagination.

**Hal:** Well, I was talking to one of my private coaching clients today and that was actually the topic we talked about is, through our call, he realized that his number one limiting belief in his life was that he thought that if you couldn't win then you would lose, like it was win or lose, period. It was very black and white and that he would rather not try than to not succeed, to not reach a goal. I shared with him that one of the greatest lessons I learned at an early age from a mentor, actually Jim Rone I think was part of that, was the idea that being successful is working towards predetermined worthwhile goals whether or not you achieve them, because if you set 100 goals in your life and let's say you achieve 50 and you fail at 50, you didn't know ahead of time which ones you were going to achieve and the 50 you achieved changed your life and changed the world, right?

**Steve:** Yeah.

**Hal:** When you realize the purpose of the goal is just to become the type of person that puts forth the effort toward a goal.

**Steve:** Yeah. I have to admit I know one quote and actually I do like this quote quite a bit and I think it's pretty [inaudible 00:08:38] for what

we're talking about here and Les Brown, he said that most people fail in life not because they aim too high and hit but because they aim too low and miss. Or no, no no. The other way around.

**Hal:** The opposite. Yeah. Yeah, the other way around, right? You see how no wonder you don't ... you butcher other people's quotes.

**Steve:** That why I don't quote anybody else. I always mix them up-

**Hal:** [crosstalk 00:08:55] or they aim to high and miss and aim too low and hit. Exactly. Maybe we can just start quoting each other-

**Steve:** Yeah, "Hal Elrod says."

**Hal:** Yeah, I got your book right here man. Les said it a little differently but you get the point.

**Steve:** Yeah, I know. Totally. It's funny as we're talking I feel like the lesser version of you. I had a dream of starting a night ... I was a DJ when I was 15. I did ...

**Hal:** I thought you said you were dreaming about me last night. I was like, "That's kind of cool. I actually had a dream too so let's just talk about that."

**Steve:** We'll talk offline about that. No, when I was 15, I started my first DJ business, mobile DJ weddings and all that stuff and then DJing at a couple of clubs and then I had a radio show. My dream was to open a nightclub and never fulfilled it, so you're like a better version of what I could have been.

**Hal:** Yeah, but just tell that to my wife. That's the only thing I'm going to take out of this. I'm just going to pull that snippet from this interview and I'm just going to play that subconsciously over and over again for the Misses.

**Steve:** "Sweetheart, Hal Elrod, author of Miracle Morning says I am better than [inaudible 00:09:54]

**Hal:** All right, I'll try to add some more soundbites too.

**Steve:** Please do.

**Hal:** Said I'm the best husband ever in the whole world. Let's talk about this. Let's go down the road you wrote the book-

**Steve:** Oh here comes my son. Hey sweetheart.

**Hal:** How old is your son anyway by the way at this point?

**Steve:** He is-

**Hal:** As of this recording?

**Steve:** He is three, almost four. [Haustin 00:10:13], I love you buddy. Go, go go. I tell ...

**Hal:** Does that work actually?

**Steve:** That one works. It doesn't matter how many ... What doesn't work is how many times I've told him, "Hey, if daddy is ... If the door is shut, don't come in. You can knock." [crosstalk 00:10:27]

**Hal:** That's the reason to come in. You've got to do the opposite. When the door is closed, I actually want you to come in," and they won't come in man. That's parenting 101, bro.

**Steve:** Oh, shoot. Once again, you're just a better version of who I should be. So here's what you've got to do. You always got to keep ... Here's what I do. I keep a bowl of candy by my desk, not because I want my kids to come in and get it, but because when they come in, I throw the candy down the hall so that they have to go far enough to get it and then I lock the door and then of course they just spend the next half hour in the corner crying, but I figure at least one small victory is better than the alternative.

**Hal:** I was thinking of, not a BB gun but like a lesser dangerous type of gun that I could-

**Steve:** Like a tazer.

**Hal:** Yeah, yeah. There you go. A little tazer, right?

**Steve:** A tazer for kids. I like that. Hey, don't sent the hate mail out. That was Hal's idea, not mine.

**Hal:** So I really want ... Your your book, What Is Your What, is I think perfect for this show, the Achieve Your Goals podcast, Discover The One Amazing Thing You Were Born To Do. I know you have proven process that it's helped thousands of people answer yes to the questions of, "What was I meant to do?" So I would love for you to share your "What Is Your What" process with our listeners.

**Steve:** Yeah, it really a framework in author land and I'm sure you can really relate to this and I'm sure so can a lot of the folks who are listening and those who are authors, but in author land, they say that you write the book that you most need. This was definitely the book that I needed because I am 46. I'll be 47 later this year, and for years and years and years I struggled with that question like, "What am I really good at? What am I really here to do?"

The conclusion is, I'm a Jew and I just love money and I love making money, so that's my "what" by the way just in case we ever go down to that question, "What's your what?" My what is making

money. I just decided that's really what it is and so however I do it, I do it, but I tried Myers-Briggs, the strengths finders, the what color's your parachutes and all that stuff. That's all well and good to know you're an ENTF or whatever those things are and it's just like, "Okay, so WTF." It's like, "Who cares?" What do you do with that? It's like, "What color's your parachute?"

There are four conversations going on, one corner's business, one corner's finance, one corner's sports, one corners like pop culture and all I'm thinking is, "First of all, I don't want to go into that room," and second of all, if I go in that room, all I'm thinking about is like "Where's the door? How do I get out of this room so I don't have to pick a corner?" That's really where I was at man was just going through all that stuff and just not really coming up with any solid answers and so as I started talking to other people about this, just figured out that a lot of people have these same questions and just really said, "There's gotta be a better way," and I began teaching something called The Reinvention Workshop back in 2009 where it was mostly about life and business and that sort of thing.

As we kept going through it, it always came back to this question and what I became very clear in through teaching first and then writing about it second is that it's really not that difficult, but we make it out to be so much more complicated than it is, so the What Is Your What framework, you're going to look at and you go, "But that's just really really simple," and the answer's "Yeah, but it works," and it's really really effective because if you look at it like a tripod because there's three elements of the What Is Your What framework and if you take out any one leg of the equation, then the whole thing topples.

Most people will go through life so don't worry about this, but you're listening, you're going, "Well, I'm not going to have this, that or the other. [inaudible 00:13:55] will go through it," but most people will go through life without understanding one part of the equation, let alone all three. So what's the equation? What's the framework? Well, it begins with understanding what your core gift is and notice that I say "Your gift" not your gifts, because we are all very good at lots of things, but really when you come right down to it, there is one attribute, one sort of way of being, if you will, in that DNA that may just even have a slight like 51% advantage over what you're also really good that could be like 49% of the equation.

But for you, man, it's probably just based on how I've come to know you over the last little bit here. My hunch is your core gift is probably communicating because you are a ... You do a lot of things really well but I think it's at your core. Communicating is probably your core gift. Now there are of course other gifts that, there's many, lots of them, but like healing or enrolling, or protecting, or entertaining, etc. so there's lots of different gifts that we've identified, but really when you come right down to it, there's one core gift.

So that's the question that you've got answer first which is what is that core gift? Once you understand what that is, the second piece is the vehicle. So how are you going to share that gift with the world? In your case, it's obviously through speaking, it's through writing. It's through this sort of entertaining but mostly it is all built around the premise of "I'm going to communicate my message in a very specific way," and those are the main channels that you've chosen so like let's say healing is the core gift. Well, nursing could be an example of a vehicle.

Then the third piece of the puzzle are the people. So who are the people that you're most compelled to serve? It's the combination of the gift, the vehicle and the people that make up the What Is Your What framework and if you run it six ways from Sunday, you see how if you don't have all three, you'll be good but you won't be great. You can know exactly what your gift is, you can know you're a great communicator and maybe that that vehicle that you use is writing, so maybe you're an author, but if you don't really know who you're writing for, then that doesn't work.

**Hal:** Sure.

**Steve:** Or if you know for a fact that the people you're most compelled to serve are like veterans, like maybe disadvantaged veterans, but you don't really know what the vehicle is that you used to serve them and you don't really understand what your gift is, you may know who you want to serve and how you ... You know you want to help them but you don't know the "how". So if you think about it, the gift, the vehicle and the people, knowing one piece of the puzzle is really really good and knowing two is great, but until you really understand all three, it doesn't come together in a way where it just feels effortless.

**Hal:** I love the simplicity of this. This is great.

**Steve:** Yeah and reality is, as I said, that most people will go through life without understanding even one part of the equation, let alone all three. A lot of that has to do with the fact that these aren't the kinds of discussions that we have, certainly not around the dinner table for

the most part, and certainly not in school. Who's teaching this kind of stuff? We're just trying to throw people into baskets and go, "Let's float you down the river and let's see what happens," but reality, when I look at where we're at right now is, if you look at the kids, if you look at those who have been in a job, you look at those who graduate with a four-year degree, less than 20% will work in their field of study within five years of graduation.

**Hal:** Sure.

**Steve:** It's because we don't know, man. We don't really know how we're naturally wired to excel because no one really teaches us, and so my hope is that we can get this What Is Your What framework in the hands of those who really need it, but I don't want there to be undue pressure here because understand that What Is Your What: Discover The One Amazing Thing You Were Born To Do is really about discovering the one amazing thing you were born to do for now because your gift stays the same but the vehicle and the people, those absolutely change over time as you experience life.

**Hal:** I love that distinction. That's actually, that kind of answered the question I was going to say which is that you had said the gift is the one core gift but I was going to ask about the vehicle change, so yeah.

**Steve:** If you can look back, look back at your career, man, in terms of when you were doing sales. That was, communicating, if you couldn't communicate, you couldn't sell. The vehicle you were using at the time were obviously those [inaudible 00:18:42] and then the people were those who could benefit from that specific product but I

don't think they could pay you enough money now to get back and do that again. It was that phase of your life and it [did 00:18:56] really well because it complemented your core gift.

If you try ... People might be really good at something, but if they're not really good for that task at hand, no matter how hard they try, they're not going to be able to get it right. You are a very very good communicator, which means you're very very good salesperson and so that's the thing is like if you can't communicate, you can't sell.

**Hal:** Sure. I agree and it's ... What a great way to to look at it and identify it. I hope people listening that you're going to take, of course get the book *What Is Your What*, but even as you're listening to this really asking yourself like what is your one core gift and what is the vehicle to deliver that and who are the people that need your gift. I think there's ... Steve, correct me if I'm, or if you don't agree, but I think that we have a sense of, or I think that we have a responsibility and it's we can choose to act on that responsibility, or to shy away from it, but I think we have a responsibility to use our gift to make an impact in the world. I think that's, why else are we here?

**Steve:** Yeah, and too that. I think that there's two directions I want to take. One is just remind me to address the difference between your "what" and your "why" because I get that question and I think once people understand the difference, it will really help them become clear, but ultimately, I do believe that there is someone and not just someone, but there are people out there right now who are literally waiting for you to show up in their life. They are literally ... Some of these people are on their knees praying for you to show up in their life because ultimately you are the solution to someone else's problem.

**Hal:** Sure.

**Steve:** And if you can embrace that and just know that you're not only doing yourself a huge disservice when you don't share what it is that you're capable of sharing with others, and then you may find yourself in a situation where, "Okay let me take myself out of this equation and let me really do what I need to do here and focus on those who are waiting for me to show up in their lives." I think for some, if they can take the spotlight off of themselves and really feel like, "This isn't about me, it's about them," then that pressure, it's almost like that release valve. Now you can open that up and it's like, [pew 00:21:18]. It takes the weight off the shoulder.

**Hal:** So what if somebody listening, a good majority of our listeners are entrepreneurs, but thousands and thousands of them are not entrepreneurs, at least not in their daily lives of their profession, if somebody's listening if they're an entrepreneur, I can see them going, "Okay, well. I gotta figure out what's my gift and then what's the vehicle and how can I deliver that." What if somebody listening is working in a job that pays the bills and listening and they're realizing that, "You know what? I don't think I'm using my core gift," or "This isn't the vehicle for me?" What if it's kind of you being the reinvention guide. Love to hear your thoughts on that.

**Steve:** Yeah and first of all, don't be stupid. Don't quit your day job. It's just like ... There's two different things, so there's the person who doesn't have the entrepreneurial venture and wants to get into it and there's the person that has the entrepreneurial adventure and wakes up in the morning and goes, "What in the world am I doing? How did I end up doing this?" Because ultimately I do think that a lot of

us make the mistake of kind going after those commodity-driven opportunities, and especially in business. It's like a client says, "Hey, can you do this," and you're going, "For the right price, I'll do it." Then you wake up and two years later, you've got a business that does only that.

You're like, "How on earth did I get here?" I think that there is something to be said for understanding that reinvention in my way of thinking really isn't at all about changing anything about who you are or what you do. It's really just kind of getting back to the core of how your naturally wired to excel and really shedding the shackles of those personalities and the outfits and the expectations from others that we seem to take on over the years, but for me, when you look at the person who has the day job, I say first of all, congratulations because the idea of having a paycheck, that sounds really cool.

Let me get this straight. So every other Friday, somebody gives me money? I kind of like that idea. It's like talk about streams of income. Talk about like passive revenue. It's like every other Friday, I get one of those checks? That seems like a pretty cool gig, so first of all, just recognize that you're in a fortunate place because someone is paying you to do what it is that you're doing. Now you may not love it, but that's okay. Look at it as though they're funding your transition because what I know is that each of us is going to grow. We're going to continue to evolve and what we do today, we may not be doing five years from now, and that's okay because what we're doing today is the education that we need to do what we're going to do five years from now.

So the best thing about having that day job and somebody paying you is they are literally paying you to grow and evolve so you can be ready for whatever is next. Truth of matter, Hal, and I know you can appreciate this being the kind of coach and teacher that you are around time and so on, but fact the matters is that there's really only two ways to use your time. You can spend it or you can invest it. That's how I look at it and you've got that 9-5 so what do you do outside of that? That's a lot of hours in the day, especially if you're do the Miracle Morning.

You've got a whole bunch of hours in the day where you can do what it is that truly puts fire in your soul and so if you can look at it kind of like a recipe mixture where maybe right now you have that day job and you're doing something that you kind of like doing, but you don't love it, but on the side if you create something that you really love doing as soon as dollar one comes in from that venture, well then that recipe mixture starts to shift.

So now it's 99.999% of your income coming in from what you don't want to be doing and .001 from what you do and the more and more income that is derived from your "what" or doing what it is that really puts fire in your soul, then you get to 90/10, 80/20, 70/30, 60/40, whatever it might be until you get to the point where you can actually cut that rope, but I would never suggest cutting that rope until you've got enough income derived from what it is that you truly want to be doing, until you hit that moment of time.

**Hal:** Yeah, I don't, that whole "Burn your ships, blah, blah, blah." It's the most stressful way to transition. I'm telling you it it.

**Steve:** [crosstalk 00:25:38] your ship.

**Hal:** And it also speaks to like ... This is something that I love talking about too, which is the difference between what you need versus what it is that you want because ultimately let's to say, hypothetically, you're net right now is \$5000 a month. You've got your car payment, you've got your rent, you've got your food, you've got your entertaining things, you're got whatever it is this. Let's just say five grand is what you need every single month.

**Steve:** Your Liquor.com bill-

**Hal:** Your Liquor.com bill, exactly, but let's just say, hypothetically, that you're living in a two-bedroom apartment just because you want to have an extra apartment so when your family or friends come in to visit, they've got a place to stay so that's 2500 versus you get a one bedroom apartment for 1500. You've got your car payment, insurance and gas and all that other crap. It's another grand when you add it all up and you could take public trans.

If you could cut down, let's just say for temporarily, Dave Ramsey ... Oh, here I go quoting people who I shouldn't be quoting because I said I don't listen to other people, but Dave Ramsey has a great quote and basically says, "If you're willing to live like no one else, then later you can live like no one else." It's like, if you look at that \$5000 [inaudible 00:26:49] and you're able to cut that down to \$2500, you've just cut that transition, that period of transition, from being able to do what is you don't really like doing to what it is really that you love doing and puts fire in your soul. You've just cut down that transition in half right.

So now it's a matter of, is it a year versus six months or two months versus a year or whatever it is, that's a pretty big difference. So you just keep that in mind as well. What do you want versus what it is that you actually need.

**Steve:** Yeah. No, I think you're right. It's sacrificing what you want now for what you want for the rest of your life. That's what it is.

**Hal:** I wanted to ask you. No, I wanted to remind you ... I'm looking at my notes here. You said to remind you to address the difference between your "what" and your "why" because a) people ask you about that and they're probably wondering, so yeah. What is the difference between the "what" and the "why"?

**Steve:** Yeah absolutely. You're doing better than my 12-year-old who I tell, because all the time I tell him to remind me of things and like three days later, he's like, "Hey, didn't you want to do this?" It's like, "Damn, yeah I did, but that was like on Saturday and today's Wednesday."

Yeah, people ask all the time, "What's the difference between your 'what' and your 'why'," and I actually had Simon [inaudible 00:27:59] Start With Why, and if you haven't read that book, it's a great book. Check it out, but I had Simon [inaudible 00:28:04] on my show and we had a chance to talk about this a little bit and so what we both became I'd say fairly clear on is the fact that your "why", you can choose. Your "why" could be your family. Your "why" could be clean drinking water to people who don't have it in

a remote city in Africa or whatever might it be, whatever that "why" is for you, you can choose it.

Now, I don't believe that you can choose your "what". I believe that your "what" is that which is chosen you. You can spend a lifetime in denial about what that is, but really when you come right down to it, your "what" has absolutely chosen you. It's in your DNA. It's a part of who you are and so that's everything that is internal and to me, your "why" is what is external and something you can actually choose.

**Hal:** Got it. I like the distinction and I love that you had Simon on your show man. I'm going to go listen and find that episode. So Reinvention Radio, real quick, talk talk about that. What is the ... Reinvention Radio, I'm looking at the site here and I've obviously been on the show, I've listened to the show but it's every Thursday noon to two. What's the best way for people to listen to Reinvention Radio?

**Steve:** Yeah, we do broadcast live so if you go to [ReinventionRadio.com](http://ReinventionRadio.com), you can check that out. We broadcast live every Thursday from twelve until two Pacific and then we take that recording and then put it into a podcast but very much like a morning zoo. We've got a whole group of us that come together live in the studio here in San Diego. We have really really interesting folks on but really it's all about reinventing whatever that particular subject is, so whether it's reinventing sex or reinventing fear, or reinventing marketing or reinventing lead generation, you name it.

I think we've covered it over the years now and to me, it's a place where people can really get, shall we say, the inspiration that they need to see where they are now and know that that's not where they're going to be for the rest of their lives because without exception, every person that we've had on the show has been doing something else before they got to the point where they had enough expertise, enough notoriety, enough success to be on the show because don't get me wrong here, I'm not saying that everybody is like the spectacular billionaire genotype success, but in their own way, they've transitioned out of whatever it was that they were doing to something now that they really really find themselves just being ... There's just not enough hours in the day to do it.

It's just one of those things where it just defines who they are and how they live their life whether it's through life or business and so on, but the guests that we've had on are pretty pretty pretty stellar, man. Just some amazing stories of people that you've heard of and others that you've never heard of before, but it's really sort of that Howard Stern meets personal development, self-help and business if you will, kind of all rolled into one.

**Hal:** I like that. Yeah, you keep it entertaining, which is ... You keep it fun, which is great. Yeah, and I'm looking at the guest list, Simon [inaudible 00:31:11], Lewis Howes, Michael Port, Joel [inaudible 00:31:14], Bob Burg, Michael Gerber, yeah.

**Steve:** Hal Elrod, yeah!

**Hal:** But, no. I'm on the page so-

**Steve:** Okay. We've got featuring guest like. I didn't make that section. Then I got latest episodes. I didn't make that section. Then I've got popular episodes. I didn't make that section. I think there's like "least listened to or enjoyed". There's another section, I've got to find it on the site. It's the perfect trifecta of what you don't want the perfect trifecta to be, but we'll work on that for you, Hal.

**Hal:** Damn it. Yeah, you should have a section like "people that" ... That would actually be really funny and in line with your brand "people that begged me to put them on the home [inaudible 00:31:51]" to put them on the homepage. I want to be the first one.

**Steve:** Oh, that's great.

**Hal:** Are you a UFC fan by chance?

**Steve:** Very much so. Interestingly enough, I've been training in Brazilian jujitsu for about 16 years. I actually managed Stefan Bonner for the first six years of his career.

**Hal:** Wow. You've done a lot ... You're a Renaissance man, Steve. I love it, but you asked that "why", though because I'm looking at your Facebook feed and I see the reinventing movement more than just touch, [inaudible 00:32:22] quote from Diaz with the article to Connor's movement coach.

**Steve:** Yeah, yeah, yeah. Yeah, yeah. No, UFC's great man. I wish I had bought into it when I had the chance.

**Hal:** That would've been a good one, getting a little chunk of that \$4 billion sale.

**Steve:** Yeah, I would've taken a small piece and been okay with it.

**Hal:** Yeah, yeah. I'm so pumped. Are you pumped for the rematch on August 20th?

**Steve:** I've got to tell you. It's funny. You get drawn of course to the big names but I really like watching these up-and-coming kids, man because they just, the spirit. It's like, they're not jaded yet. They still fight because they love fighting and they're not doing it for the money. I am telling you, having seen the contracts, there is no money. These kids are making 2500-

**Hal:** Three grand a show.

**Steve:** Yeah, 2500, exactly to show. Maybe 2500 to win depending on where they are on the card and it's just like, "My God, how can you..." You can't. You can't live off of that, so a lot of these guys still actually have day jobs.

**Hal:** Totally there's no sport, there's no other sport that I'm aware of, another professional sport, where every single game or in this case,

it's a match, it's a fight, but that your job is on the line. That's part of ... There's so many reasons I love the sport but that is one of them is like the pressure of ... That's just crazy. You don't sign with the MBA and be like, "Well, every game I have to do well or I will lose my job."

**Steve:** Actually, this just in. I just got a note from iTunes, Hal, and they're saying if this podcast doesn't get at least 200,000 downloads then they're taking you off iTunes.

**Hal:** Every episode, no totally. What you said about the newer fighters, I didn't have the appreciation when I was at home watching, like if I don't know who the fighters are, because for me it's the the back story that actually got me engagement and I started watching the Ultimate Fighter. I was like, "Oh, wow. These are real people with dreams. These aren't just like guys, thugs that are just fighting each other." It's actually a sport and there's training and there's a lot of technique or strategy and all that.

Then I got to know the story. I watched the season with [Seth 00:34:27] Stefan and Forrest and all those guys and I was like, "Wow. This is really interesting. These guys, I really care about this guy. I want him to win," so that kind of led ... If I don't know about somebody, there's not as much interest for me but when I started going, I go to live fights every couple of months and I started going to the your live fights and we would sit cage side at the prelims and there's nobody else in the arena. That was actually where I was like, "Whoa," just being that close and going, "These two guys, that guy's 18, that guy's 19, they worked their butt off to get into the UFC and they're just giving it everything they have. Their entire future is based on these 15 minutes." That's crazy.

**Steve:** Yeah, it is. It's funny and the crazier part about it is most of the time when you watch after the 15, they actually look like they can still go. I was talking to a buddy of mine about these swimmers, here at the Olympics. We're sitting right smack dab in the Olympics and these guys are going all out for like 200 meters, 400, 800 meters or whatever it is and it's like, they get to the end of the race and they're just happy, they're talking, they're smiling, they're ready to give interviews. I would be like laying on the side of the pool for like 30 minutes just trying to catch my breath, so it's like the main thing I appreciate about the UFC guys.

You talk about ... You're all about optimal performance and so on, man, and it's just like, you think your body can do only so much but the body's an amazing machine and when you look at what these guys are able to do and then after the fight, hug it out and just go you walk it off, whatever, it's just like, man, we don't give our brains and our bodies enough credit in terms of what it really can do when pushed.

**Hal:** Yeah, I just actually rewatched for probably the fifth time the Connor McGregor, Nate Diaz, the first fight and I just love that fight for a lot of reasons and that's why I'm so pumped on the rematch but Connor lit Nate up. He was bloody and he was hitting him with the shots that took out the other guys. It's like just ... Nate is so tough. It's funny. My wife gives me a bad time because I'm not a crier. I just don't cry a lot, not that I brag. I actually want to cry more, for whatever reason, but for whatever reason-

**Steve:** I just can't, man.

**Hal:** I can't. I don't know what's wrong. I'm like, "Why can't I feel?" So she teases me about it, but the only time I get choked up is usually when the guys hug it out at the end of the fight.

**Steve:** Man, that's funny.

**Hal:** I'm like, "Wow. They just went through so much together." The first time she saw me like getting choked up, she's like, "Whoa, are you about to cry because you didn't cry at our wedding. You didn't cry during either of our kid's childbirth, but those two men just punch each other in the face and you're going to cry?" I'm like, "Shut up. I'm not crying."

I actually said, I'm like, "Sweetie, people have babies every day. How many people do that? Nobody." It's like, and I will be the first to admit this. I cried like a baby at the end of this last season of Orange Is The New Black, so we're like on totally opposite ends of the crying spectrum.

**Steve:** That's funny, yeah. Yeah.

**Hal:** All right, man. Cool. Well, hey dude, it's been great. Let's wrap this bad boy up with where people can ... What should they do next? What's the next step to dive deeper into the brain and the wisdom and the results that you can help for people to create?

**Steve:** Yeah, definitely encourage folks to grab a free copy of What Is Your What. I do give the book away for free and not just a couple of chapters, but the whole thing so you can grab the whole book at [whatisyourwhat.com/free](http://whatisyourwhat.com/free) so [whatisyourwhat.com/free](http://whatisyourwhat.com/free). Then check out Reinvention Radio, and if you survive that and actually still want to hear more of me, which I don't know why you would, but if you do guys [SteveOlsher.com](http://SteveOlsher.com) would be the next best place.

**Hal:** Yeah, and [ReinventionRadio.com](http://ReinventionRadio.com) is where the live streaming happens every Thursday, so put it in your schedule for this Thursday noon to two Pacific time and if you don't have that time available because you're working a day job, go to iTunes and subscribe to the podcast and listen at your leisure. Where is the place to get the book for free?

**Steve:** Again online, [whatisyourwhat.com/free](http://whatisyourwhat.com/free). That's the best and easiest place to get it, [inaudible 00:38:42] very cool.

**Hal:** All right. Steve, hey man, I appreciate you. Thanks so much for coming on the show and doing what you do.

**Steve:** Yeah, brother. Good fun, man. Keep up the amazing work and thanks for the Miracle Morning, dude. That's a life changer.

**Hal:** Yeah, you can get two chapters free at [miraclemorning.com](http://miraclemorning.com). All right, podcast listeners, Achieve Your Goals podcast listeners, goal achievers, etc. etc., thank you for tuning in. Thanks for listening ... If you're still with us. I think we lost like 90% of the audience-

**Steve:** In the UFC-

**Hal:** [crosstalk 00:39:08] By the way, there's a very good chance that I will come out with a UFC podcast at some point. I've already talked with my buddy about that because I just-

**Steve:** Count me in.

**Hal:** Yeah, dude. That actually would be ... I love that world and so, anyway. Hey, I appreciate you, Steve. Goal achievers, I love you. I appreciate you. You know that and I look forward to our next conversation next week. I'll talk to you soon.