



Achieve Your Goals Podcast #140 -
How to Grow by 100% Every Year
(Interview with CEO, Stephen Christopher)

Nick Palkowski: Welcome to the Achieve Your Goals podcast with Hal Elrod. I'm your host Nick Palkowski and you are 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, best selling book, *The Miracle Morning*, a hall of fame and business achiever, an international keynote speaker, ultra marathon runner and the founder of VIPsuccesscoaching.com. Mr. Hal Elrod.

Hal Elrod: Welcome goal achievers to the Achieve Your goals Podcast. This is your friend and your host Hal Elrod. Our guest today is a returning guest. I think, Steven, you're like one of two or three guests we ever had back which is kind of cool. Congratulations on that honor that I am bestowing upon you.

Stephen: Thanks man. I feel very, very fortunate. Thank you.

Hal Elrod: Yeah, totally. Journal about it tonight, but it's one of the amazing things that happened in your day. Here is what's happening everybody. If you missed our, I think it'd be our last episode. We are doing a series that we did last year and it was, it's the best year ever blueprint kind of success story series if you will. I just gave it that name. I don't think I actually gave it that name last time we started it. Essentially we are interviewing people that were at the Best Year Ever Blueprint, our live event that we do every year, and that had amazing success stories, what you would call your best year ever. They went, they listened, they learned. They engaged. Then they came out with amazing results and equally amazing lessons around success and achievement of goals that you can then take immediately and start applying to your every day life and your business. Steven is someone is who, we had on last year because he had achieved 500% growth in his business and all these amazing things.

Last year he was one of the first, if not the first person, I invited to be on the podcast and share his story and his lessons, and his achievements and all that. Then this year, Steven you are the first, may be the third, but you were up there. You were top five of the people to have on the show again.

Stephen: Thanks man. Top five is better than top twenty. I'll take whatever I can get.

Hal Elrod: There you go, or bottom five or whatever. Hey, everybody, let me give you a quick ... Actually, Steven, I'm not going to give a real long introduction. I am going to give a ... I'll just mention a

few bullet points, and then I'd love for you to share people a little bit about you and what you do and how you got here.

But Steven and I have known each other ... he actually, really kind of a cool story, Steven, I don't know if we told this last time, but he reached out to me, found out, he saw on my Facebook or something, that I was giving a keynote speech in Colorado near where he lives. He reached out and was like, "Hal, hey, I'd love to come, and if I can help you in any way, whatever I could do just to support you and watch you speak and learn from you." So I was like, "Yeah, sure, cool." I didn't know who he was, but he came out and he helped me out with my speech, and we just totally connected and ended up working together, as he's been a coaching client of mine for, in fact one of the only private coaching client that I still work with. I kind of stopped doing that, but Steven is somebody who I really value in my life.

I shouldn't say this, but he invests some for me to be his coach, but I learn as much from him as he actually learns from me, if not more, so I might have just lost a client, but that's fair. He is the founder and CEO of [Sequis 00:03:47] Digital Marketing, and he and his company, I should say, they build all of our websites. They built the Best Year Ever Blueprint website, which is bestyeareverlive.com, I encourage you to go check that out, bestyeareverlive.com. He built halelrod.com, and miraclemorning.com, and they're building the new miraclemorningmovie.com website, they just build killer sites. Beyond that, he understandns digital marketing across the board, from SEO and how to optimize keyword search and all of these things.

He's also, and I'll talk more about this because it's one of his accomplishments this year, but he is the host of a very popular podcast on iTunes called Business Revolution podcast, and he puts out very popular videos on all sorts of topics, from personal development to professional development to business and marketing.

With that said, Steven, I would love for you to just share a little bit about, if I missed anything, or anything to add to who you are and what you do for our listeners.

Stephen: Awesome, and yeah, thanks so much. It's kind of funny, as I was listening to Say That, if you would have read my intro maybe 3 or 4 years ago, it would have been, like one bullet point. He does digital marketing! He has a mom! Right? So it's pretty cool that I've come this far since, especially even since we've met.

You didn't really miss too much. I started my first business when I was really young, like 14, and then ...

Hal Elrod: What was that? What was your first business?

Stephen: It was a mobile car detailing company.

Hal Elrod: Nice.

Stephen: In theory, I would go to somebody's house and detail their car. Well, I was 14, I couldn't drive, so I learned that I was actually pretty good at sales, because I convinced everybody to drive their car to my house and leave it while I mobile-ly detailed their automobile.

Hal Elrod: That's not even a mobile detailing! That's awesome.

Stephen: I was planning, because when I was 16, then I could actually drive to their house, and I had more of a real business at that time.

Hal Elrod: That's really funny. Mobile detailing! No, no, no, I don't come to you, but you can come. I'm only 14, just come on over. Just cruise over. That's really funny.

Stephen: Yeah. It worked really well when I was 14. It doesn't quite have the same effect now, but hey, I learned about sales and relating to people back then. So did that, made a little money to buy a car, go to college. After college, I got a normal job as a stockbroker. Within a year, I realized, holy cow, this is not for me. I had headaches every day when I was driving into the office, and just realized that there was more.

In my parents and my family, I was the first person, I am the first person to ever start a company in my entire family, and my parents were the first ones to go to college. So we don't have a long line of entrepreneurs or people that have been to college, so everybody just said, "Oh, yeah, you know, that's just part of having a job. Just get through the first couple years, then you'll get promoted, and then 35 years later you'll retire, and you can do whatever you want." I'm like, "Wow, that sounds terrible."

So I quit my job, moved to the Caribbean for a year and figured out a little bit more about who I wanted to be. Came back, I'm skipping a couple things here, but started a mortgage company and that failed in 2008, and I learned some really good lessons about business at that point. That's really where I picked up personal development. Up until 2007, 2008, I kind of thought personal development was like a guru that put all this stuff in a book, just to sell the book, and that was their living. That's what they were supposed to do, but the stuff in the book wasn't really real.

Once that mortgage company crashed and I was like, 100,000 dollars in debt, couldn't pay rent, couldn't put gas in my car, all that kind of fun stuff, I started ... all I could do was read. I had plenty of time, no TV, no gym membership, so I started reading this stuff, and I'm like wait a minute, this stuff is actually real. That's what started my next business venture, and started me on the path of turning my life around to where I would reach out to somebody like you, to get to know you better.

Hal Elrod: That was cool, man. I think that there's a huge lesson in that, and I think, I know some of the lessons you're gonna talk about today, that there's some correlation there, but just upgrading your circle of influence, being able to just reach out to somebody, and you never know if you don't ask. I can't imagine how many people would go, "Oh, well, he's not gonna let me tag along to his speech." Right? Just the fact that you're willing to be proactive, I think that's fantastic.

You are ... was last year the first Best Year Ever Blueprint that you went to, or was that your second?

Stephen: It was the second. I was at the first.

Hal Elrod: You were at the first year.

Stephen: I was at both.

Hal Elrod: Of course, I know that. Of course I know that. Sure, of course. Brain damage, hashtag brain damage. You're at the first and then the second, and then obviously we have the third coming up in December, but you ... so, talk about that. It's hard to top the last episode, I was looking this up right now, if anybody wants to listen to Steven's first interview, which I encourage you, I think it was fantastic, and the title of the interview was "How to Grow Revenue by 500% and Lose 25 Pounds", which were two of the big results that Steven got last time.

To grow revenue by 500%, I think that that's very difficult to do. Part of it is, I think that you're still in ... would it be accurate to say you were in the startup phase, a little bit, going ... How long had you been in business, I should ask that question, before when you went to last year's Best Year Ever?

Stephen: Yeah, so at last year's Best Year Ever, we were a little over a year in business, and my new marketing company. As you know, in 2014, I sold a company that I had owned had 2019 ... or, jeez, 2009.

Hal Elrod: Wow, this interview just got really interesting.

Stephen: In the future!

Hal Elrod: We're gonna talk about time travel, everybody, get ready!

Stephen: To exit a business partnership, so early in 2014 is when I started this. We were in the initial phases, so I was able to have that really, really expansive growth really quickly during that time.

Hal Elrod: That still is impressive, no matter what, for any business to grow like that, but the fact that you experienced 500% growth, and then let's talk about what you thought were the three most

valuable results that you got after your second Best Year Ever Blueprint, after this last year. 500% the first year after you went to Best Year Ever, and then what happened this last year? Talk about that.

Stephen:

Yeah, sure. The company has started to ... I can't even say the word "level out", but we're starting to hit our stride and hit some consistency in our growth patterns. At this point right now, which we're in, what, August, year to date we're at 100% growth, just slightly over 100, and we're on track to easily hit that 100% growth by the end of this year for 2016, and we're actually projecting, and I've spent a lot of time, based on even some of the stuff that we've talked about, but our goal is to grow 100% per year for the next three years. Our 2019 vision is all planned out, and very, very doable on that.

Yeah, we had a huge growth spurt last year, but to grow 100% consistently for that many years in a row, we got some work ahead of us. But since the last event, we're on track, 100% year to date.

Hal Elrod:

That's incredible. To do it ... obviously, you're predicting the future, but you've already been to 2019, so you're qualified. 100% year after year after year is just incredible, and obviously you and I talk at least a few times a month, so I get to witness you implementing systems and making it all happen, so I'm looking forward to you sharing some of the lessons that have enabled that to happen. What was the second big result that you got this year?

Stephen: Starting the podcast. This is actually really cool, and I just thought of it as we're sitting here talking, that when I interviewed on your podcast, last year, that was my first-ever podcast interview. About a year ago was the first time I was ever on a podcast. I was extremely nervous, I had no idea what to say, and I even remember, we had this whole ... you had sent me these questions, and I was like, okay, cool, so I can prepare and read over them. Yeah, I was really nervous the whole time. I went from, in one year, doing my first ever podcast interview to launching my own podcast based on a lot of the help that you gave me.

Hal Elrod: That's all you, though. I'm giving it to you, man. You started Business Revolution podcast, and you've been on a bunch of other podcasts too, right? That's something to consider.

Stephen: Yeah. Actually, it's funny, we're adding them up right now because we have a couple people that have asked, hey, give me some of your stats. The shows that I am being interviewed on are constantly increasing as far as the size and the quality of the show, so that's been pretty.

Hal Elrod: Due to just solely how good your interviews are is what you were saying, right?

Stephen: Well, yeah! It's a good story, and apparently I'm a halfway decent interviewee, so I don't know, you can tell me, or your audience can tell me.

Hal Elrod: Leave a note in the comments below on how great Stephen is at the end. Rate him on a scale of 1 to 10. You started the podcast, which is you producing content. Talk about real quick, what's your objective with the podcast? What's the altruistic objective of how you want to add value for people, and what, for you, is the "what's in it for me" selfish objective, because I think it's okay to have both.

Stephen: The value piece of it, the tagline is, "To help business owners achieve success they never thought possible." I want to take my experiences, where I didn't necessarily learn from others, where I just was kind of bull-headed and kept pushing against the wall, and kept failing. I want to take those lessons that I learned personally and share those with people, so they don't have to go through all of those. Then through the people who I bring onto the podcast, to interview, I want them to be able to share their story to help these business owners achieve things that they never thought possible. That's really what the goal is, to add value.

The second question, as far as what's my selfish reason for it, or the what's in it for me. I can honestly say that I have no idea.

Hal Elrod: Awesome.

Stephen: The closest that I've gotten to that is I'm trying add value, and build a network, but I guess, actually, the selfish reasons is, it helps me become a better communicator, it helps me get over something that I was really uncomfortable with doing, so that I can be a better person. That's really about as far as I've made it, for my reasons.

Hal Elrod: I think that's a great ... I was kind of similar, like, I just was like, I want to start a podcast because I need a way of adding value to my email subscribers, my audience every week. I don't know what I'm gonna get out of it, I'm sure there's something in it for me, but I want a way to make sure I'm consistently adding value, and I think that you have that same mindset, which is cool.

Stephen: Yeah.

Hal Elrod: You also, then, not just a podcast, you started producing these videos, right? You're pumping out videos like crazy, and it's funny because I'm a wuss when it comes to video content. I was like, "I don't like it", I get all uncomfortable putting the camera on, and then you just courageously were like, "I'm gonna flip it on and start producing videos", and you got better and better and better. Are your videos on Youtube, or are they just on Facebook? If somebody wants to find your podcast, obviously, they can subscribe on iTunes. Where else do they go to get your podcast? Is it on your website, or where do they get that?

Stephen: Yeah, they can get the podcast on the website. It's bizrevolution.com.

Hal Elrod: Got it.

Stephen: On there, you can see ... I call them daily videos, I don't always do them daily, but it's pretty consistent. All the daily videos are on there. They're also on my Facebook page, and they're within the Business Revolution Facebook group, or community. There's a lot of places that you can find those, and a lot of times I do them live on Facebook early in the morning.

Hal Elrod: Nice.

Stephen: What I found with that, because I was a lot like you, there was no way I was ever going to get on video and talk, right? Like, a selfie video, no thanks? So one day I just thought, well, what's the best way to do something where I can't get out of it? I was like, well, there's this new Facebook Live feature, I should probably just turn it on and then keep talking.

Hal Elrod: There you go.

Stephen: It actually was easier that way. It's still easier for me to do a live video than it is for me to pre-record it, because I know that I

can stop it and redo it, so I'm always thinking about ways to get out of it, whereas the live is like, yep, gotta just keep talking.

Hal Elrod: That right there is a bonus lesson, ladies and gentlemen. Just to put yourself in a position where there's no turning back, there's no pause switch, there's no off switch. I think a great way to do that is anything public. Public accountability is just an example of that, doing a video live, but it could be anything. When I wanted to do Best Year Ever Blueprint, I was scared to death to put on an event, so I just put a post in the Facebook, the Miracle Morning Facebook community, "Hey, everybody! Mark your calendars, first weekend in December we are doing the first-ever live event in San Diego! More details to follow!" I had no idea what the event was going to be about, I didn't know what it was going to be called, didn't know where it was going to be, didn't know what it was going to cost. I just put it out there in public, and I think it's a great way where you're like, "Okay. Now I have to do it. Now I've gotta make it happen."

Stephen: I remember that post very well. I was excited.

Hal Elrod: Dude, that's awesome. There's a great lesson, too! It's like, people are waiting for you to step into your greatness. They're waiting for you to be courageous, right? Don't you think that's true?

Stephen: Yeah, absolutely. If I recall correctly, you had all these comments on the Facebook post like, how can we help? What

do you need us to do? What value can we add? You had all kinds of people that were just rooting for you about it.

Hal Elrod:

Yeah. When you do the thing you're afraid of, and you just move forward courageously, magic absolutely begins to happen. The third result, and I like this one, you and I kind of talked about what you were going to talk about today, but the third result I like because this is arguably the one that impacts everything else, and I think it's one of the most overlooked areas of focus for people, or goals to achieve. These are really the three goals you achieved this year that you're putting at the top, the 100% growth, the starting of the podcast and doing the videos, and then what's your third one?

Stephen:

A dramatic growth of my circle of influence. The people that I've connected with over the course of this year, since the last Best Year Ever, it's absolutely out of this world. It kind of goes back to how I reached out to you, just being a little bit fearless and a little bit uncomfortable, and saying, "Well, you know what, even if he doesn't want to talk to me, cool. It's not like I really lost anything." I've done a lot more of that this year, in conjunction with attending very specific events based on how I'm trying to grow my circle of influence. The results of that circle of influence have just been crazy. I mean, look at just you and I's relationship. We're building websites for Miracle Morning and Hal Elrod, things that are truly transforming people's lives. The network is just so, so important, and that circle of influence has consistently made me want to be better, because my circle of influence keeps growing, so I'm like, "Oh, man, I'm always at the bottom of my circle, so I'm always trying to get to the top." I'm always growing and learning from those people.

Hal Elrod: What would you say, for anybody listening to that, because that is, I believe, and we did a podcast, by the way, and I'd encourage anybody, if you want to really upgrade your circle of influence, I don't know what number episode it is, but just Google "Hal Elrod upgrade your circle of influence", I'm sure it'll pop up. We did a podcast on that a while back. Stephen, what do you think about that, maybe from your own experience, why people don't do it, and what you had to overcome either mentally or emotionally or logistically, why most people don't upgrade their circle of influence and therefore they stay around the same people and their level of success stays the same. Why don't they upgrade it, and what did you have to break through to upgrade yours?

Stephen: Why people don't upgrade it is, you're comfortable. You're comfortable in this little group, it's like your tribe. It's scary to go out past that tribe, so I think just the uncomfortable-ness of growing your network is scary enough to keep a lot of people from doing that. Then you get into, like, the fear of rejection. Reaching out to people, or maybe you apply for an event, and you don't get into it. How are you going to let that affect you? That fear of rejection, combined with the comfort of your current little circle of influence, I think is really powerful at holding people back from making these types of moves that they need to, to really grow their circle of influence, and really challenge themselves with who they're hanging around with.

Hal Elrod: For you, was the breakthrough just overcoming that fear of, "whatever, if I fail, I fail. If I get rejected, I get rejected." Was it just going for it?

Stephen: Yeah, it kind of was. Really, the fear is still there. I'll give you a great example. An event that you helped me get into, Mastermind Talks, when I got to that event, I remember texting Katy, my significant other, I was like, "I don't know if I'm in the right place or not." I was like, "I'm talking to a couple of these people, it's crazy what they're doing. They're just so ... their businesses, their personal lives." I'm like, "I feel really, really uncomfortable here." It settled in, but I don't think I really got over it. I just knew I needed to it, I realized over the course of the last couple of years how important it is, so I just continually put myself in that situation.

It always works out. People like that, they want to help other people, so you can't be afraid to just ask questions and really tell people truthfully, where you are today. You don't have to embellish on it, just be yourself, and people are very accepting to that.

Hal Elrod: Especially if you care about them, right? That, to me, is ... I think that we need to, don't worry about impressing people, just focus on how you can add value to their lives.

Stephen: Yeah.

Hal Elrod: They don't ... people don't want to be impressed, right? Like, that's not what they're ... "Oh, I want to meet people that impress me!" It's like, "No, no, no, I want to meet people that

are genuine and sincere, that actually care about me." It's the old, how to win friends and influence people. Be more interested than trying to be interesting.

What are the three most powerful lessons that you've learned? Let's finish the second half of this episode with, the meat of, what are the three lessons that you've learned that allowed you to achieve these really impressive goals this year that our listeners can implement immediately in their own lives and their own businesses?

Stephen:

Yeah. Number one is, do what scares you. Another way to look at it is to lean into fear. I think we've all heard the sayings around, everything you want is on the other side of fear, or everything you want is on the other side of what scares you. For years, I heard that, and I said, "That's exactly what I'm doing, I'm leaning into fear." Really, over the course of this past year, I realized I wasn't actually doing it. I was saying it, and people would give me credit for it a little bit, but I really wasn't actually leaning into fear and doing the things that truly scared me, and so when I started doing that this year, and paying really close attention to it, to the point where if something scares me, or something gives me the feeling in your stomach or the pressure in your head, I now recognize that as an opportunity. I retrained my brain to say, look, this is scary, I must do it immediately.

Betsy and Zoe, who also attend and speak, and are very involved in Best Year Ever, had a really cool quote that I love, and it's "Act faster than your inner critic." I really embraced that

after the last Best Year Ever. I think it was Betsy that said it, but that's written everywhere for me, or at least it was right after the event. Everything that scared me, I would act faster than my inner critic. Before I had the chance, or before that little voice had the chance to say, "Yeah, it sounds like a cool idea, but here's all the reasons why you shouldn't do it," and then three or four days later, it's completely talked me out of it and I just never do it, and I'm like, "Oh, yeah, that was actually a bad idea."

Those aren't bad ideas. Those are generally great ideas, so leaning into the fear, actually doing it and acting faster than your inner critic was a huge lesson for me this year.

Hal Elrod: So powerful. Anyone listening, fear shows up in different ways, right? It's not always ... I think we have to realize that, and it's learning to recognize it and be aware of it, meaning fear shows up in, you said it, Stephen, just talking yourself out of something. Fear can be very subtle. It's often not really profound and in your face, so being aware of anything that could benefit you, that you're not doing, and you're justifying why not.

What I wrote down that you said, that I thought was really profound, recognize fear as an opportunity, and an opportunity to overcome what's holding you back. Really powerful. What's the second lesson that you learned?

Stephen: Second one is, I think we even talked about this last year, but I solidified it even more, and it's consistency and a routine. Just really understanding the importance of having certain things in life that have a routine, or have some consistency. For me, that doesn't mean military-style structure, to where it's boring and it's exactly the same every single day. It just means, look, there are certain things in life that I need to do consistently or do in some way, shape, or form, in order to really grow and achieve the things that I want to. That one is just a huge takeaway, for me, from last year.

Hal Elrod: What are some examples, I'll put you on the spot here, but what are some specific routines that you make sure that you're consistently implementing on, whether it's daily, weekly, monthly, whatever that is.

Stephen: Besides the ... the obvious one for this is my Miracle Morning.

Hal Elrod: Yeah, you have to say that.

Stephen: I know, right? It's funny, I still do it. Here's the thing, I'm not always perfect on it. We talk about this, in some of our coaching. I'm not always perfect on my Miracle Morning, but it's something that I realized, okay, cool, I'm getting a little bit off, or maybe I missed a day or maybe I missed two days. I need to get back on it. So, the importance of that consistency and routine, and then recognizing when I'm getting off track a little bit, and bringing myself back in.

Perfect example, I'm redoing the initial 30 day challenge right now with a group of friends. I think my first one was like two and a half years ago, so keep doing those things that keep you into that consistency and routine. Miracle Morning, the evening routine from Miracle Morning is, at least in my opinion, the most powerful piece of the entire system that you outlined and created. If you're listening to this and you're doing Miracle Morning, make sure you're doing the evening routine. That's been huge for me, so that's a big part of my consistency. Then --

Hal Elrod: What's the evening routine? Remind everybody, including me. Go ahead.

Stephen: Yeah. The evening routine, for me, is the very last thing I do before I go to bed. I read my nighttime affirmations. Those will change based on what it is that I'm trying to accomplish, and then I've added in, Hal, you and I have talked about this a lot, but I give my subconscious mind a couple things to work on. When I go to sleep at night, now my brain is working all night. It's kind of like how we can outsource in the Philippines, if you want, you can go to sleep, and then you get stuff done all night.

Hal Elrod: I like the analogy.

Stephen: Yeah, it's exactly the same way, at least that's how I think about it.

Hal Elrod: Your subconscious mind is like workers in the Philippines. That is amazing.

Stephen: Dude, there you do. Title of the next book.

Hal Elrod: There's gotta be a book in that or something, like ... outsource your subconscious, or whatever. I want to, before you share your third actionable lesson here, I want to extract one that just came up, which you didn't even probably realize you shared. It's leading others to do what you need to do. You mentioned, you need to improve on your Miracle Morning, you fell off a little bit, you want to get back to being more consistent with it. So what are you doing? You're not just going about it on your own, you're leading other people to do it, and I think that's one of the most important ... just such a great strategy. If you're leading a group to do something, and I learned this back when I was in sales, when I wanted to have my best year ever, I decided to lead a group of like, 20 other sales reps through weekly conference calls and daily check ins to have their best year ever. On that call, every week, when I asked everybody, "What did you do, what have you committed to doing this week?" I had, of course, give my report. How can you not follow through when you're the guy that leads the group? You called them into action, right?

I've seen that with everything. When you wanted to get in shape, you know? I've seen you do that, Stephen, and that's a really important thing for you ... I think you're probably present

to it, but to be present to and teach others, right, is that you're doing that at a really consistent high level. That's almost one of your consistency or your rituals, is that you consistently lead others to do the things that you need to do, so that you benefit, and they do as well. Would you say that that's accurate?

Stephen: Yeah, absolutely. I mean, we'll do way more for other people than we will for ourselves, so I love that. You show up as the teacher, and you're like, "I have to do this."

Hal Elrod: Yeah, exactly. You fake being the teacher. They don't know that you're trying to figure it out, too, but then everybody wins, so I love it. What's the last actionable lesson that you're gonna share to wrap things up?

Stephen: Yeah, this is a good one. Life and success can be easy. Especially as entrepreneurs, we go through these phases where it's like, "Yeah, you know, you gotta work 80 hours a week", and you gotta work weekends, and you have to have email on your phone. It's like, "how fast can you respond to people?" You're like, "Yep, that's me. I'm the business owner that responds, or the person that responds, in 3 minutes or 2 minutes or 1 minute to stuff." It's this badge of honors to have life and success be difficult. It's a battle.

What I've realized over the last year is that it can actually be easy. It's easy if we make it easy. It's only hard if we choose to make it hard. I've adopted that as a philosophy, and I use it in my affirmations, and I have it written in a couple of places in

front of my desk, and my car. It's just remembering that, look, life can be easy. Don't make it difficult just to make it difficult.

Hal Elrod: Yeah. We get addicted to the stress, to the struggle, right? We think, especially because, as you said, as an entrepreneur, if you spent many years trying to figure out what you were supposed to do with your life and your business, and launching it and growing it, and if you had a few failures along the way, you program yourself, I think, to think it's difficult. I guess you can apply that to any aspect of life, right? If we've had any difficulties in life ... is that what you're saying? If we've had any difficulties in life, we think that's how it has to be. Is that right?

Stephen: Yeah, exactly, and that's how I used to think it was. I used to think, "Okay, cool, I gotta fight for this and I gotta push through this and bust through the rocks", and all that kind of stuff. Really, I was like, wait, I'm creating most of that. It's not really real. I'm creating it so that I can feel like I'm moving forward, and feel like I'm taking really good action, when really, the easy way is a lot better.

Hal Elrod: Yeah. No, I like it. Life is ... can you share, you mentioned having it in your affirmations. Is there anything, top of mind, that you can share, like an affirmation or a mantra or anything that helps you to keep you ... of that mindset? Reminded of that life can be easy and we've gotta choose to make it as easy and enjoyable as possible?

Stephen:

I mean, the one that I use is, it's just, "Life and success is supposed to be easy." It just reminds me, oh yeah, it's supposed to be easy, so it kind of makes me rethink any hard things that I'm dealing with. I'm like, wait a minute, that's supposed to be easy. It's just a matter of fact for me, and so that's the one that I use in the morning and at night and throughout the day, if I'm struggling with something, but hey, keep it simple.

Hal Elrod:

I like it. You saying that just made me take a deep breath, like, life's easy. Relax, relax. Just enjoy, just enjoy. I love it.

All right, so the three actionable lessons, which I turned into four there for you. Number one, recognize fear as an opportunity to overcome what's holding you back. Number two, the power of consistency and routines, right? Identify the things that you need to do each day to be happy, healthy, wealthy, and just do those on a consistent basis. Number three, lead others to do what you need to do. You want to lose weight, you want to do Miracle Morning, whatever you want to do. Find an accountability partner. I saw this when I ... I used to work out at Gold's Gym, and on the wall, they had, instead of soulmate, it was called a goal mate, which I thought was really cool. Find your goal mate for the year, somebody you're going to hold each other accountable, support each other, work out together, et cetera, so that's kind of cool. Last but not least, life and success can be easy if we choose to see it that way.

Stephen, beautiful, man. Anything else to share or add to these lessons?

Stephen: I mean, the only other thing that I would say ... actually, two things, if I can. One ...

Hal Elrod: Whoa, whoa. Two? I said one. Okay, go ahead.

Stephen: I know, I know. Number one is, if you're listening to this and you haven't been to Best Year Ever yet, you gotta go. I mean, I got to interview on the podcast last year. We saw some really cool things that I had done after the even last year. That's just continuing. It wasn't a fluke year. If you're contemplating going and you haven't been, you gotta go. The circle of influence, the people are great, the speakers are great, the content is awesome. It's not like an event that you've probably ever been to, so I highly, highly recommend that you go.

Hal Elrod: I approve that lesson, that bonus lesson.

Stephen: You didn't even ask me to say that!

Hal Elrod: I did not. I approve it, though.

Stephen: Yeah, absolutely. How you've had such a great impact in my life over the last two and a half years, so I just want to share that with as many people as possible.

The second thing that I would say is just, remember that none of us are guaranteed tomorrow. Our mutual friend John [Grollman 00:35:18] said this a few years ago, but it really has stuck with me, that we don't know how much longer we're gonna have on this planet, so use today to its absolute fullest. Enjoy it. Make things easier for yourself. Do the things that you want to do, and just have fun with it. This is life. Life and business are supposed to be fun. Just enjoy it.

Hal Elrod:

I'd love to add to that, just something that just popped into my head, when you walk into ... you haven't been to our house yet, but when you walk into our house, I got this sign, and I found it on Shutterfly, I think. I actually wanted to buy it for a long time, but I was waiting, I don't know why. I was like, I don't know what size I should get it, how big it should be, yada yada yada. I don't know where I'm going to put it. But it's just this beautiful ... the picture of the end of a dock, or whatever, but it just says in big capital letters, just really beautiful, it says "ENJOY EVERY MOMENT." To me, that's what you're talking about. That's the essence of life. Life is meant to be enjoyed, enjoy every moment. Even if you're going through difficulties right now, you might be listening and going, "enjoy every moment? I just lost my job! Or I'm in debt!" We've all been through these ups and downs that is life, the seasons of life.

If there's anything that I've learned, it's that even in the midst of the most difficult times in our lives, we can choose to find the things, there's always things to be grateful for. There's always things that are beautiful. We can find the beauty in each

moment, we can enjoy every moment. We can experience the love for ourselves, for life, for each other, for the Achieve Your Goals podcast, right, for Stephen Christopher, in every moment.

Stephen, man, I really, really, really, really appreciate you, in general, and just taking the time to be on the podcast today. Thank you so much.

Stephen: Yeah, man. Absolutely. I really appreciate you ... I appreciate you for everything you've done for me, everything you've done for other people, and everything that you're going to do for the millions of more that your story touches and has an impact on. If I can help anybody out within your community, I'm more than welcome to answer any questions about stuff, or help anybody with anything that they're going through that maybe I've been through in the past.

Hal Elrod: Cool. What is the best way to get in touch ... I know bizrevolution.com is the website. Any other way for people to get in touch with you, or find you online?

Stephen: Yeah, probably the best way to talk with me through the Facebook group. It's bizrevolution.com/facebook. That'll take you right into the group, and I'm in there all the time. I'd love to give feedback, answer any questions, or like I said, just anything that I can do to help.

Hal Elrod:

Cool, dude. You are a wealth of business knowledge, and life knowledge, too. All right, brother. Well, I will see you soon. For anybody listening that wants to implement Steve's first bonus lesson about going to Best Year Ever Blueprint, go to bestyeareverlive.com, that is the website that Stephen built, right? Just go there to see how great of a job he and his company at Sequis Digital Marketing do. Bestyeareverlive.com. Achieve Your Goals podcast listeners, AKA Goal Achievers, thank you so much for tuning into another episode. Love you, appreciate you, hope you got as much value out of what Stephen shared, and hope you will ... not just inspiration, but the actionable lessons around recognizing your fear, the power of consistency, leading others to do what you need to do, and that life and success can be easy. Every moment is meant to be enjoyed. I hope you'll enjoy every moment today, and we'll talk to you next week. Take care, everybody.