



Achieve Your Goals Podcast #148 - Learn the nighttime routine of a Top 100 Most Influential Person (Interview with Todd Durkin)

Nick: Welcome to the Achieve Your Goals, Podcast. You're listening to the podcast guaranteed to take your life to the next level faster than you ever thought possible. In each episode you'll learn from someone who has achieved extraordinary goals that most haven't. He's the author of the number one bestselling book "The Miracle Morning," a hall of fame business achiever, international keynotes speaker, ultra-marathon runner and the founder of Best Year Ever Coaching. Here is Hal Elrod.

Hal Elrod: All right, goal achievers. Welcome to another episode of the Achieve Your Goals, Podcast. This is your host, your friend, Hal Elrod. My guest today is someone that organically has come in the spot of being on the show. We had a conversation, just a phone call. Found out he was a fan of "The Miracle Morning." In his work that he does he uses the book and the morning rituals. We got to talking and the more I talk to him I was so impressed with this gentlemen. I talked to him, "Will you come on my podcast and share some of the stuff you're sharing with me," because it's pretty powerful. I want to give a formal introduction to our guest today. Todd Durkin is an internationally recognized performance coach, author and speaker who has inspired audiences around the world.

His award winning team or I should say gym, Fitness Quest 10, is in San Diego, California. It's been named a top 10 gym in the United States by Men's Health. He trains many NFL and Major League Baseball superstars as well as one of my ... I'm a fan of MMA and I saw that he trains Michael Chandler, one of the Bellator champs. Very cool. He is a top 100 most influential persons in health and fitness. He is the lead training advisor for the global brand Under Armour and he was a trainer and finalist on NBC's "Strong," a television show produced by Sylvester Stallone earlier this year. He is a man driven by passion, purpose and impact and really walks his talk. It is my pleasure to bring on Mr. Todd Durkin. Todd, how you doing buddy?

Todd Durkin: Great, Hal. Thanks for having me on today.

Hal Elrod: I realize you just finished your book. I didn't even know that. We got on the line you said your book just showed up, the first printing at your house. Is that right?

Todd Durkin: Yeah. It did. It's like having another baby. It's my second book. Anytime you get to hold that thing it's special. It's been over 5 years in the making for book number 2. I'm so excited to share that with the world as well.

Hal Elrod: We'll definitely dive into that here at some point in the interview. As far as having a child, I think that it's a great comparison because when you're an author, you think that, "Oh,

the book's done. I'm done." Then you go, "Oh, no one knows about it. No one's going to know about it unless I continue to raise it and nurture it and share it with the world for a long, long, long time to come."

Todd Durkin: Absolutely.

Hal Elrod: Very cool. All right. Here's where I like to start. You probably couldn't find a better person in my opinion than you on this show, The Achieve Your Goals, Podcast. You are someone that not only has achieved these extraordinary goals in your own life, but you're a master coach, master trainer for some of the world's elite athletes and competitors. This is your expertise. In fact, I should just shut up and turn the show over to you and you run it and let know how it goes. For you personally, what was the first significant goal that you achieved in your life that gave you the confidence and the belief in yourself that you can continue to achieve bigger and better goals?

Todd Durkin: It's a great question. Looking back, if I was to really go back to the beginning, I'm the youngest of 8 kids. I have 5 sisters and I have 2 brothers. We didn't grow up with a lot of money. I had a split family. My parents are divorced. I was just looking for a way to how I can make myself successful and special. At a young age, I found that sports was something for me that I could achieve and I can find success. For me, one of the first goals I set for myself, I knew in order for me to go to college it was probably going to take for me to be successful in sports. For me, that was football. I set a goal when I was in eighth grade that I was going to get a college scholarship in football.

I worked my tail off. I had some great coaches and mentors. I sacrificed a lot in high school just from not partying and doing the right thing and training hard. When no one else was training, I was training. Sure enough I had several scholarship offers my senior year in high school when I grew up back in New Jersey, in Brick, New Jersey and I had a legendary football coach named Warren Wolf. It was a dream come true because I obtained that. After weeding out through several scholarships and some appointments to the West Point and the Naval Academy, I ultimately chose to receive a scholarship from the College of William and Mary in Virginia. I became a quarterback down there.

That goal set when I was in middle school drove me to stick with my academics and to really work on my athletics. It's something I do now in my gym with when I'm working with young athletes is, "Hey, set a goal. Stick to it, but you got to sacrifice a lot. You got to commit more than you can ever imagine in order to achieve your dreams." For me, that was probably one of the first ones, Hal.

Hal Elrod:

I love that. The advice that you just gave there at the tail end of that piece around telling the people in your gym that you've got to commit at a level you've never been committed before. That was the advice that I was given when I was 19 and I set this big goal of breaking this record. I think most people don't think in terms. They're like, "Oh, yeah. Goals are cute and fun. You set them and you tell people about them. People pat you on the back and then you feel really good. Then you don't achieve them, but it's okay because you just set a new one." You know

what I mean? It's like people that are serious goal achievers, they commit to goals at a level that they've never committed before. They keep elevating their success and going on to those bigger and better goals. I love that.

Todd Durkin: The word that you say that's important that, you said it twice, is the word commitment. In working with high performance and world class athletes, Olympic athletes ... I have folks that come in and even fitness enthusiast and weekend warriors, they come and they say, "Here's my goal, Todd. I want to lose 25 pounds or I need to improve my nutrition." They set goals, but beyond the goals, I often ask them is, "What are you willing to commit to doing in order to achieve your goal," because it's the commitment that's critical. As a coach, how can I hold that person accountable for the commitment because it's the commitment that's often lacking. You asked, "What was your goal?" A college scholarship. That took me 5 years to actually attain that.

When you write a book or for me, my last book, it's taken me 5 years practically to get that out. A lot of times in a culture that often wants instantaneous satisfaction especially with a lot of the the folks I work with, I'm always like, "Hey, sometimes you have to have delayed gratification. It's going to take you a year or 2 or 5 to get to where you want to go."

Hal Elrod: I love that. I think there's a quote or philosophy of it takes 10 years to be an overnight success. I think that that is true. You said 5 years of working your butt off and not getting the recognition and having to really sacrifice and when people were

out, that your friends were out, staying up late playing video games and partying, you were in bed to be up early and work your tail off. Right?

Todd Durkin: Yeah. Absolutely.

Hal Elrod: Very, very cool. Learning that at a young age is such a gift because you're setting that goal in eighth grade and then having to work towards it for 5 years, I can imagine that's a huge part in why you're able to be one of the top trainers in the world from that experience.

Todd Durkin: It's funny, Hal, is when you say that. Another goal I just thought ... I haven't thought about this in awhile is when I was young is I had a goal I wanted to be 6 foot tall. I felt like I had to be 6 foot tall to actually achieve the goal I wanted. Now if I was 5'11 or 6'1, I'm not sure it would have mattered. I remember going to sleep. I have to go to bed by 9:00 because I had to get my body an optimal chance to be 6 foot tall. What's funny is not only I became 6 foot tall, is now I have 3 kids and one of them is in eighth grade. I hear him saying, "Dad, I need to be 6 foot tall." Here I am big and well, okay, genetics play a major role in this how far you're going to be.

You really can't control that much but, "Yes, son, if you eat your vegetables and you go to sleep at a certain time and you do everything you can, then you have a better chance at achieving your goal." It just made me think when you asked, "What is one of your first goals?" I remember thinking, "Well, can I really

control how tall I'm going to be." That was something that I always thought about. "Hey, I've got to do everything right in order to maximize my opportunity to be 6 foot tall as well."

Hal Elrod: It worked for you. Right? You tell your son, "I set it as a goal. If I can do it, you can do it."

Todd Durkin: That's right. That's right.

Hal Elrod: The mind body connection. I think there's more to that than even science has shown. You know what I mean? There's more to the understanding of how we can influence the development of ourselves. I'm a big believer in that. You have leverage now over your son. If you don't drink alcohol and you don't smoke and you listen to everything I say, you can hit that 6 foot mark. That's great. For you Todd, what's been one of the biggest adversities that you've had to overcome on your journey in your life and what did you learn from that? How has that served you?

Todd Durkin: Well, 2 major ones I think are worth sharing. I'll make them quick. I think the first major one that helped really formulate what I do today and who I am today happened when I was done playing college football, I still had the dream and the goal to play pro football. I wanted to play in the NFL, but I didn't get drafted. I didn't a shot. I said, "You know what? I'm going to take this [inaudible 00:10:25]. I'm going to go over to Europe and play in NFL Europe." At that time it was called the World Football League. I became a quarterback over there. In my

second year of playing over in Europe, I was playing down in France and I took a vicious blow to my back.

I had 2 linebackers come in and sandwiched me and put their helmet on my lower spine and it herniated 3 of my discs and ultimately suffered a spinal stenosis and degenerative back disease. It ended my football career. I don't know if you've ever been to a point, I know you have, Hal, but our listeners today, I had a dream from the time I was knee high to play pro football. I knew that day that it was over. I went down this really, really deep place in myself to do some soul searching about, "Hey, from the time I was basically 7 until I was 25, I wanted to be a pro football player. It was time to discover a new dream." I had to go down that way and for 5 years, literally for 5 years, I sought out every guru healer, body worker, energy person to try to heal my own back without having surgery so I could heal my own 3 discs and see what I could do without having surgery.

In the process and journey of doing that, I learned a lot of lessons that ultimately served me well and allowed me to open up my own business, my gym in year 2000. Now 16 years later, that's part of what I do is not only am I trainer and a coach and get people's minds and bodies right, but I also am a huge believer. We integrate all of the body work, chiropractic, Pilates, yoga, meditation into all the training with all of our clients, kids, athletes, grandmas, grandpas because of that significant adversity I faced at a young age. At 25 I still wanted to do that. At the time I thought it was a devastating blow, but it ended up being one of the biggest blessings of my life. I think the second thing that impacted me greatly and the adversity I faced is if I was to ask you today, "Who is the one person in your life that you don't want removed from your life?"

For me at the age of 20 it was my father. I was playing college football. He was a huge mentor. He was my biggest cheerleader. At the age of 58, my father suffered a massive heart attack and passed away when I was a junior in college. I often think about going through such a tough time and losing someone that you love. One of the biggest lessons I learned in my case, my father for 20 years ... A matter of fact, chapter 1 of my new book, "The WOW Book," that's what I talk about in chapter 1 is the value of time. Who do you value in your life? How do you show gratitude to that person? For me in 1992, there wasn't such a thing called email or text messaging because it didn't exist. I used to get a handwritten letter every single day for almost 4 year of my college career.

Literally a handwritten letter sent from New Jersey to Williamsburg, Virginia from my dad. That showed me and taught me the value of time. Now as a father and as a husband and as a coach, I understand and value time like no one else. I am really, really ... I try to stay present in every conversation with my kids, with my wife, with my team of 38, with all my clients. It's like how can I best use my time today to make sure I make maximum impact with people tomorrow.

Hal Elrod:

Wow. Wow. Both of those experiences ... The first one, having a dream that you work your whole life for and then having it end, I think that we ... It's a different level of adversity. I never would say anybody's adversity is worst or better, worst, easier, difficult compared to somebody else's because it's all relative, but that's just a massive blow to have an entire life trajectory completely hit a brick wall and stop. I'm sure your clients are

grateful that it did because you may not be there serving them and you might be out there on the field yourself if it wasn't for that adversity. Right?

Todd Durkin: Well, it's huge. I think in every difficulty there's always opportunity. It's that mindset of how am I going to take a setback, a tragedy, something that happens that is an adversity and I'm going to turn it into a positive. Now it doesn't always happen overnight like you can't just ... It sounds all foo foo. It just doesn't happen overnight. Sometimes it takes weeks, months or even years to say, "Okay. It's time. It's time for me to use this setback as an opportunity for a comeback."

Hal Elrod: Love it. Love it. I want to talk, Todd, is something there's ... Real quick. I want to take a second to define what you do. You're called a fitness guru. You've been recognized as a top trainer in the US for many years. Honored a 2 time personal trainer of the year. I get the idea that you ... I know you have a gym or gyms and you're a trainer, but you mentioned meditation, you mentioned all these different components. I get this idea that it's a holistic approach. What makes you different as a coach or as a trainer?

Todd Durkin: Well, I'm a big "get your mind right" guy. I love really going into the motivation. I think most people are lacking motivation. It's like you're fired up today. You listen to this podcast and then maybe your motivation wings. I would say motivation's in your mind and inspiration's in your heart. You have to have your mind and your heart right. There's typically about 12 inches that separates your mind from your heart. When we can

connect the body and the spirit and use that emotion and energy to drive your ultimate purpose in life, then great things happen. I love studying success and having the opportunity to work with NFL MVPs and Super Bowl MVPs and high level executives.

I often look at success. For my life I often try to replicate significance. To me success is fleeting. You can go through a list of achievements that I've had in my life and you may like, "Well, Todd's a successful coach or trainer, business owner," but am I being significant? To me what that means is am I maximizing my talents and gifts that I have to give back to the people that I have the opportunity to touch? That's significant to me. That's why on the heels of Hurricane Sandy in 2012, I started a 501C3, my nonprofit foundation. It was a goal of mine, Hal. I always wanted to have a nonprofit. It took me about 5 years. It took a hurricane for me to actually say, "Enough's enough. It's time for me to create my foundation."

My wife, Melanie and I, we created our Durkin IMPACT Foundation to give back to people that are in need. To me am I being significant? That's something that only I can answer on the inside. People are like, "You're successful." Well, I feel like I'm just getting started in so many ways. I have so much left to give. That's the difference between success and significance.

Hal Elrod:

I love it. Would you say that success and significance, the difference you're talking about, it sounds like the significance piece revolves more around fulfillment? Is that it, right, versus achievement?

Todd Durkin: Absolutely. Yes. Significance, it's on the inside. It's intrinsic. I think success is often what someone deems onto you. You're successful because someone says that. I've always found in sports, in the world I live in, is success is fleeting. You're the top of the mountain today, but tomorrow you could get chopped down. The next thing you know you're not the MVP or you're not the Super Bowl winner on that stuff. Significant to me is it's intrinsic. You know that you're harmonic with your purpose. You're congruent with your core values and that you're living the life that you're supposed to live. To me every single person that we meet, that listens to this podcast and all those that those people touch, is everyone has a life worth telling a story about.

What is your story? Are you willing to face up to the adversity, the challenges, the issues, the obstacles that you face? Are you willing to turn them into a positive by how you approach every single day as an opportunity? That to me is being significant.

Hal Elrod: Todd, obviously you have a lot of best practices when it comes to accomplishing goals and helping others do so, but I want to know your morning routine. I'm the morning routine guy and I'm always curious. I know that that's a big part of your success, your rituals, your day. Can you walk us through your morning ritual?

Todd Durkin: Yeah. That's how I initially found out about you, Hal, is I'm a huge morning routine guy. Someone told me about "The Miracle Morning." I read the book. I said, "Bingo. Bingo."

Bingo. This guy's got it," because the morning routine sets the whole day on fire. My morning routine is much about what I don't do as what I do do. For example, I have 13 rules for living and about 2/3 of those rules that I have posted in my home office have to do with my morning routine. Number 1 is do not turn on the phone first thing in the morning because I used to turn on the phone and I get anxiety. I start hearing my Tweets, texts, emails, Facebook posts, ding ding ding ding coming through.

Meanwhile it's 5:20 in the morning and I feel like I got to react to all the people that are wanting my attention. I'm like, "What am I doing?" It was creating anxiety. For me that first hour, that holy hour for me is critical. It's quiet time in the morning and that includes some days journaling and some days just praying and making sure that I share gratitude to have the gift of breath, the gift of family, health, all the things. Sometimes my journal or my gratitude that I would author will be the same thing. The mere fact that putting it down on paper helps create clarity and that's really important. Every morning also starts with some form of a physical movement.

Some days it's hard workout and some days it's not, but everyday at least 45 minutes I'm doing some form of movement. It could be a walk, jog or run. I've also created a gym at my home. I have a gym here at my office, but I also have a gym at home where if I want complete solitude and quiet time, I'll take at least 45 minutes in that morning and I'll get on those weights and kettlebells and I'm going to pound some good iron and make sure that I get my mind right. Because when I lift and get strong physically and I've nurtured my spirit spiritually, then I know that I'm going to have a day that's going to be

absolutely on fire. That's all done by 6 AM. Then it's time the kiddos getting up.

Again I have 3 kids, 2 in middle school and 1 elementary school and all hell is going break lose about 6:10 when they start getting up. That's when breakfast is being made and it's also when I eat breakfast. I'm a man of routine. I'm going to have my oatmeal with some fruit in there and also some eggs. I have a protein shake. I just had a great workout. I had my quiet time, my breakfast time. By 7:00 those kids are leaving and my day is done. Those first almost 2 hours has been routine like as far as making sure that I've got family time. I had a great breakfast. I've got my spirit fed. I've got my body worked. My year and a half old Golden Retriever, he's happy because he's got out for his workout so he's all happy.

If those days that I get that morning routine in, all of the other responsibilities I had at the office, I know there's going to be fires that come up, I know there's going to be some news or phone calls I don't love making, but I deal with them so much better. I'm so much more focused on those days that I actually am lasered in on that morning routine.

Hal Elrod:

It's like hitting the reset button at the end of the day where instead of having to wake up to another stressful day if you do have a stressful day, it's like, "Thank goodness I get to go bed and just wake up to my morning ritual." Right?

Todd Durkin:

Yeah. No doubt. That's part of my 13 rules of living is I also have a nighttime routine because I was also finding I was in the habit of when I go to bed, I was going to bed late. I was writing a book and I was going to bed after midnight and I will be checking my emails on my phone in the bed. The more research I did as a coach and as a performer, I was finding that when you start to study recovered regeneration ... I'm a huge, huge advocate of recovery. All of the blue light and the electromagnetic waves from computers and phones affect the quality of your sleep. I started shutting down 45 minutes before going to bed. Now I try to get to bed by 11:00 every night.

I shut down 45 minutes the computer, the phones. I'm not in bed checking my Instagram or my Facebook or my Twitter or the ESPN feed, whatever it maybe. I'm going to read because when I'm reading good material and not watching TV, that nighttime routine sets me up for a good night's rest, high quality sleep which when I wake up at 5:00 in the morning, now I'm ready to go right into my morning routine. That is a really important aspect and some people overlook that aspect of they just fall under their bed. They put the boob tube on and they fall asleep with the TV on.

Folks, if there's one thing you could do when you talk about high performance whether it be conditioning of a world class athlete or as a parent with kids or someone that's just trying to find their way in and be the best version of themselves, take a look at your nighttime routine and take a look at your morning routine. If you eliminate some bad practices and increase the number of best practices and you do that religiously, routinely, watch the productivity that happens. I call it with my athletes the edge. The edge. When you're lasered in, there's like a 1%

where your brain chemistry is so lasered in and when you're writing a blog post or a journal or even a Facebook post or you're in a conversation with someone and you're so focused on being aware, that's the edge.

When you look at high performances, we all want that edge in life. I call it wow. That's what my new book's all about. It's called "The WOW Book." It's how you create wow in your life. I talk about best practices. I talk about passion. I talk about hustle and hard work, but I also talk about recovery. I talk about the little things that one can do. Both yin and yang. Yang is powerful. It's high intensity. It's high energy. People are like, "Well, Todd, you're a yang guy. You're a high energy guy." Hell yes, I am.

One of the reasons why is because I spend a lot of time on the yin, on the intrinsic, the quiet side and the journaling, the meditation, the prayer time. These things that actually fuel the spirit and the energy so that when it's time to be yang, when it's time to be vibrant, then I have that energy.

Hal Elrod: Wow. I'm energized right now talking to you. You mentioned "The WOW Book." Before we finish, I do want to talk about this because I know you're pumped about it. I'm excited. I was looking it over right before we jumped on the line. You let me know that the book had come. Sent me the PDF. I'm checking it out. First and foremost, you got to tell the story of how it came to be because it was your brilliant wife who is largely responsible, if not responsible for the idea, the concept and the

execution of "The WOW Book." I related because my wife came up with the SAVERS, the 6 Practice.

You know what I mean. It sounds like we married up which is a cool commonality that we have. Tell us what's "The WOW Book." What is it about? Tell us the story. You got to start with the story your wife in Italy, but who's it for? What are the best aspects of the book? Let's wrap up with that.

Todd Durkin: "The WOW Book" or the "The WHY Book." It could be "The WHY Book" because it is ultimately about discovering your purpose and your passion in life. As I shared earlier, so many times we're often lacking motivation. That's what this book is designed to do. In late 2011, I started creating what was called "The Word of the Weak." It started with just a very small group of people. I coached a mastermind group for fitness professionals and I started writing this wow every week and using one word like a word like the word courage. I would share a short story and then I'd have an action step for them to take this week on how to be more courageous or how to be more adventurous or how to be more loving.

People started resonating with it and loving it and I started doing this every single week. More and more people were liking it and wanted me to share it. I was like well, at the time I was just sharing it with my coaching group. When I was over in Europe, in Italy, and my wife, Melanie ... I remember it like it was yesterday. We were driving from Nice or I'm sorry, not Nice, but from Lake Garda, Italy over to Venice and she says, "These wow books, more and more people are ... The wow

words. Why don't you write your book, on The WOW Book, on the words that most resonate with your spirit and have action steps that people could follow, but make them short. 600 to 800 words where you could digest them in 20 minutes and everyday you could read it or once a week or once a month, but have 52 of them."

It was there on that day I literally got emotional. I felt a connection of if I could inspire the universe with specific words and say, "Okay. Today I'm going to live with guts or today I'm going to live with hustle or gratitude or commitment and I have a very, very powerful story with an action related item to it, then I can help the change the world because my purpose is to inspire millions of people to greatness." That's what I want to do and "The WOW Book" was created. I started writing and writing and it became just a craft for me to say, "How could I make this one book be the beacon that's going to help put more light into the world, a world that so often full of darkness? Here's a book full of positivity and energy," and that's what came out of it. 52 ways to motivate your mind, inspire your soul and create wow in your life.

Who's it for? It's honestly for anyone. As much as for my kids that range from 8, 11, 13 years old on up to athletes. I have Drew Brees and Michael Chandler and Chase Daniel and Zach Ertz are all people that endorsed the book. They read it because they read my wows. In the last couple of years they've had wows every week delivered to them. Then all my clients, the 35 to 65 year old fitness enthusiasts and weekend warriors love it. You know who really loves it? I've shared the book now for a couple of weeks since coming out is a lot of people that right

now are facing adversity or challenge or setback that need a reset and a recalibration of their life that's out of balance.

They're feeling maybe a little blue. They've had some adversity. They're like, "Man, I need a little kick in the backside," and this book is designed to do that and to motivate them saying, "You can take control of your life. You do have big goals." It's the same thing that you talk about all the time, Hal, is when you set your best practices in motion and you have the discipline and the commitment to follow through on them, then great things could happen. I call that wow.

Hal Elrod: Word of the week is where the acronym WOW came from, right?

Todd Durkin: Correct.

Hal Elrod: Then you've got 52 ways here to motivate your mind, inspire your soul and create impact in your life. I've definitely looked through it briefly. Is the way that it's structured, is it designed to be read one of the words a week and then really emphasizing and focusing on that word and implementing it and living it through your life or does it matter? You just go through as fast as you want. Is there a way that you recommend people will take the information?

Todd Durkin: Right. It doesn't matter. 52 ways obviously 52 weeks in a year. What I'm finding is people are reading one a day. They're just liking it because they're short. 600 to 800 words. A couple of pages on each chapter. There's always an action step. Then if people would like to journal about those action steps on what they can do to change in 52 days, then great, but maybe it takes a whole year. To me it's an everyday thing. It's an all life thing that we need. Here the way it was designed is it could be read however you want.

You can read the book and come back to it next year and say, "You know what? I'm going to start with chapter 44 on gratitude or chapter 11 on love." You could read just that chapter and get as much out of that chapter as any other chapter because all 52 chapters truly are impactful.

Hal Elrod: Wow. Well, Todd, it's been really great here listening to you. I feel like I'm in your gym. I've hired you to be my personal trainer. I feel motivated. I'm inspired and I love that you shared not only your morning ritual, your morning routine, but also your nighttime routine. I think that for me there were some components there that I've gotten away from. The electronics being shut down, I'm doing it. The reading, I've fallen off not reading ... I haven't been reading before bed and I am going to recommit to that starting tonight.

I'm actually going to go back to something that I did years ago which was reading out loud to my wife every night. I could do that. In that way she'd be learning the same thing that I'd be

learning. We would be on the same page growing together.
Thank you for reminding me of that.

Todd Durkin: Hal, I think I'd add one thing it just out of my due diligence as a trainer and a coach, I would say to you and anyone else and it's a reminder as me is we have to make sure that we're getting an exercise and eating right. All of us because what happens is by training hard and eating right, the nutrition plays a pivotal factor along with your best practices that allow you to live at your highest and best self. I always ask people if you were coming into my gym or I was training you virtually and you say, "Here's what I eat, Todd," and I'd say, "Okay. Let's clean this area up." If I started texting you and said, "Hey, Hal, what'd you eat for lunch? How was breakfast this morning? I want you to have chicken and broccoli and have this for dinner," whatever it maybe.

Now I'm holding you accountable. If you're out there today and you need more accountability, find a workout partner. Find a coach in your area that can help you dial into your physical and nutritional best practices because it will make a difference. If you have a miracle morning routine per say as Hal recommends in his book and you follow these little aspects, because to me when you have your best practices dialed in, all of your goals and dreams will come true or you're more likely to get closer to what you want to achieve because you're giving yourself the best opportunity for success.

Hal Elrod: I love it. I absolutely love it. For me I'm like you. I'm a very ritualistic person so I eat the same thing everyday. Every

morning it's the same. All my meals are relatively the same all day. I'm huge on nutrition. I work from home so there's such consistency that I'm able to eat the same thing everyday. I'm not out getting fast food or going to restaurants as much. It's pretty much at home.

Todd Durkin: That's the hardest part for people. The nutrition is the hardest part for people because they can go workout for an hour a day or 30 minutes a day and feel good, but then they have 5 or 6 opportunities in a day. They get hungry and they start eating out a lot or they're quick because they got kids. They got to take them to practice and they pick up some bad habits. I know even when I was on the show "Strong," that was a huge impact for me is trying to change someone's behavior and I was immersed with a gal trying to change her life and we were competing. Nutrition plays a pivotal, critical role when you're looking to maximize your performance.

Hal Elrod: For me it's about energy too, right? It's eating for energy. People will wonder, "God, why am I so tired at 1 or 2 in the afternoon?" It's like because you just went and ate a huge unhealthy lunch and you're digesting all this white bread. Yes, I'm on the same page with you with that.

Todd Durkin: Hydration, water, increased protein, making sure that if you're eating processed foods, you have to eliminate it. You have to do it. I always ask myself this question, "Do I want this or do I need this?" If I want it, I don't need it. Right? Do I need it? Yes, okay, if it's healthy, if it's good. If it once had a mom or a dad or had a life, it's probably good. If it's processed, then it's not

good. I ask myself even as a coach and as a trainer the same thing all the time is, "Do I want this or do I need it?" I joke around. I open the cabinet and there's foods that talk to me and say, "Come on," that piece of chocolate.

"Come on. You want me. You know it." It's that relationship that you have with food. We all love food. It's just making the right choices on a consistent basis. You don't always need to be perfect, but when you're 90% good and you can make these things happen and watch the performance that happens and all energy of your life.

Hal Elrod: Awesome. Todd, what is the best way for people to learn more about you and definitely get "The WOW Book?"

Todd Durkin: Easiest way is just go to my name www.ToddDurkin.com. It's [ToddDurkin.com](http://www.ToddDurkin.com). I love Twitter and Instagram. It's @ToddDurkin. I'm on Facebook. I have a Facebook fan page is Todd Durkin with FQ10 after Todd Durkin. [ToddDurkinFQ10](https://www.facebook.com/ToddDurkinFQ10) is my Facebook fan page. I love connecting on social media. [ToddDurkin.com](http://www.ToddDurkin.com) is the host where all that stuff including my new "WOW Book" is located.

Hal Elrod: [ToddDurkin.com](http://www.ToddDurkin.com). Well, Todd, it's been a pleasure and an honor to have you on the show my friend.

Todd Durkin: Hal, thanks so much. Keep up the great work.

Hal Elrod:

All right, brother. Goal achievers, thank you for tuning into another episode of the Achieve Your Goals, Podcast. I love you and appreciate you and so grateful that you take some time each week to tune in and listen and get some value and hear from some goal achievers out there to help you achieve bigger and better goals in your own life. If there's anything else I can do to serve you, please don't hesitate to reach out and let me know. Until next time I will talk to you next week. Take care everybody.

Nick:

Thank you so much for tuning in to this episode of the podcast. You can find links to all the resources mentioned in this episode as well as all the past podcast episodes over at HalElrod.com/podcast. Also if you haven't done so yet, please go subscribe to the podcast on iTunes by going to HalElrod.com/iTunes. Click in 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 more people to find out about the podcast and decide that this is the one for them. All right. Until next week it's time for you to go out there, take action and achieve your goals.

If you're looking to grow your business using podcasting, but don't have the time to edit the audio, insert the intro and outro, write up the show notes, post the episode to all the different sites and do all of the ridiculous backend work that's required, then you need YourPodcastGuru.com where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit YourPodcastGuru.com right now to explode your audience and crush it in the podcasting world.

