



## **Achieve Your Goals Podcast #73 - Take a LEAP To Success (An Interview with Dr. Bill Dorfman)**

**Nick:** Welcome to the 'Achieve Your Goals' podcast with Hal Elrod. I am 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'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 and business achiever, an international keynote speaker, also marathon runner and the founder of [vipsuccesscoaching.com](http://vipsuccesscoaching.com), Mr. Hal Elrod.

**Hal:** Hello, and welcome to the 'Achieve Your Goals' podcast. This is your host, Hal Elrod. And today, we have a special guest, that you would call a celebrity guest. I guess everybody on the show is a celebrity in their own right. But today's guest is Dr. Bill Dorfman and you may know him as one of the featured doctors on hit TV shows like ABC's 'Extreme Makeover' and the Emmy nominated CBS show 'The Doctors.' But he is also the founder of one of the most successful dental companies in the world. And his clients include such celebrities as Usher and Jessica Simpson and Ozzy Osbourne. He really is the dentist to the stars, if you will. However, Dr. Bill Dorfman is now best known for his philanthropic work with the LEAP Foundation. He is the founder and really the leader of the LEAP Foundation and for those who don't know about LEAP, LEAP is a nonprofit education foundation that annually organizes a youth leadership program held at UCLA. And each year hundreds of students travel from across the globe to attend LEAP's weeklong program dedicated to helping young adults uncover the real life skills needed to achieve great success or, in other words, achieve their goals. And I am excited and honored. I have known about Dr. Bill's work with LEAP for quite a few years. I have been following it and I am honored that this year I'll actually be able to be a contributor at the event and one of the speakers. So, really, really a neat program. It is really changing the lives of so many youth and I am a huge, huge

supporter. My kids are not old enough to go to LEAP yet. But Dr. Bill, you better believe that, as soon as they reach that threshold, they will be attending the LEAP event. So Dr. Bill, thanks so much for being on the show today. I really appreciate it.

**Bill:** Hal, thanks for having me.

**Hal:** So, you and I actually briefly met... you may not even remember it. But I originally learned about your work at a seminar that I was attending back in 2011, I believe it was, and the gentleman, James Malinchak, that put on that event, he believed so strongly in LEAP that he actually had everybody in the room, he encouraged us to donate to the cause. And I know that I donated, I think... you remember how much we raised that day? It was quite a bit of money if I remember correctly?

**Bill:** Who was the speaker there?

**Hal:** James Malinchak, it was his event. I don't know. I am putting you on the [crosstalk] have to remember that.

**Bill:** Did they have Anthony Hopkins there?

**Hal:** Yes, yes, yes, yes.

**Bill:** Okay, so, yeah, we raised almost \$90,000 with Anthony Hopkins that day.

**Hal:** Wow, wow. Absolutely incredible. It just goes to show, if it wasn't such an incredible cause that you've got here with LEAP, no way to raise that kind of money. So, really, really neat things that you're doing. Let's go back... there're so many things, we could probably spend five hours talking about your career or the foundation. There're different directions that we can take it but let's go back. Before you were the famous celebrity, Dr. Bill Dorfman, how did you get started? What were your ambitions when you were a kid? You can share whatever part of your journey or story that you think are relevant and valuable for us. But where did you get started and what led you to the work that you do today?

**Bill:** Well, a lot of people grow up struggling with what they want to do and why. For me, it was no struggle. I always wanted to be a dentist. I was little kid. I fell down. I knocked my teeth out and when that happened... we just had a great family dentist who put me back together. And I had multiple procedures and surgeries and

whatnot. I kept thinking this is such a cool profession. So instead of being scared or put off by it, I was really intrigued by it. So I actually grew up wanting to be a dentist.

**Hal:** What a weird kid!

**Bill:** Yes, definitely. When all the other little kids wanted to be firemen, I just wanted to fix the firemen's teeth. But it made it easy because I had this clear path. I knew what classes to take in college. Everything was mapped out. Once I graduated from dental school, it just exploded. And it was a really crazy thing. So many of the things that we teach at LEAP, I just did innately. The first thing I did when I started practising was, I went, I found the five most successful dentists in LA. I called them up and I asked if I could chat with them. And I just stayed in their office for a week. And I observed everything that these guys did, from how they greeted their patients, treated their patients, wrote out treatment plans, whatever. And I just kept copious notes. And I took the best of the best. So when I went out to create my dental practice, I basically did it based on these five guys who were incredibly successful. So one of the first things I did was, I looked for mentors and I copied them. It's much smarter to copy genius than reinvent mediocrity, right? This is stuff that we teach at LEAP. But I just innately did that. So I would say that was probably the best entry into dentistry for me.

**Hal:** Arguably some of the greatest advice for anybody listening is that if you want to be successful, and you've probably heard this before, but how actively do you do it, which is you find people that are achieving the results that you want and you learn from them, you model them and, like you said, you innately did that. And it's arguably one of the most important lessons for people to take on. Now, you literally have lived the life of your dreams and what many people... being on ABC's television show and CBS', 'Extreme Makeover,' 'The Doctors,' your success has been so impressive but the one thing that I know personally is, there's no great success without overcoming great failure. So what for you... if you could share, what's been a notable failure or even maybe there's more than one that have been instrumental in who you become. And what are those failures? What did they do to you? What did you learn from them? How did you overcome them?

**Bill:** So, I have a different way of looking at this. I don't fail. And this is where this comes from. To me failure is giving up. If I try something and it doesn't work out, that's not failure - that's practice. I do it again and again and again and again and again, if I have to. But you only really fail when you give up. I don't give up. If there's something in my life that I really want to do, I do it. Now, I may not do it

the first time or the second or the third or third or the fourth or the fifth or the sixth. But I will not give up. So when you say failures, I don't fail. I refuse to fail. I will not give up. And the things that I wanted to do that I still haven't done, I still won't call those failures. I am still practising.

**Hal:** Yeah.

**Bill:** So I will get there. I will be on the cover of Men's Health one day.

**Hal:** Nice!

**Bill:** Okay? It's not a failure. Wait, I am going to just step away for a second.

**Hal:** You've heard it here everyone. Dr. Bill Dorfman will be on the cover of Men's Health.

**Bill:** This is my second cover, just came in the mail today. Actually great timing. World class magazine. So it's not Men's Health but it's a pretty...

**Hal:** It's a step in the right direction.

**Bill:** Yeah, it's a nice brand in there and it doesn't just cover all of the philanthropic stuff we do. You've to check this out. It's nice.

**Hal:** Nice!

**Bill:** Little picture here and it talks just about success and how you get places in life and a big part of... what I feel is important in life is fitness and so we show me doing my famous [inaudible 00:09:00] thing. It's not Men's Health...

**Hal:** It does not mean you are a fitness model on the side, Dr. Bill, come on.

**Bill:** But it's a step in the right direction.

**Hal:** Now, Dr. Bill, you've got to flip through that magazine because I think I might be in that magazine.

**Bill:** You are actually.

**Hal:** Am I, really?

**Bill:** You are.

**Hal:** Yeah, what page? I haven't seen it yet. I knew it was coming out.

**Bill:** Yeah, yeah, yeah, yeah.

**Hal:** How funny that of all the editions that I got featured in, it was the one you are on the cover.

**Bill:** In the same magazine. Check that out. Page 74.

**Hal:** That's awesome.

**Bill:** There you are buddy. Let's see... do you have your flag in here?

**Hal:** What's my flag?

**Bill:** The flag... that pose I am doing on the [crosstalk].

**Hal:** Oh, yeah, no. Although I do have one, I don't know if it's in there but...

**Bill:** That's nice.

**Hal:** Yeah, that is not a bad one.

**Bill:** There you go.

**Hal:** There is a picture where I have of me jumping in a suit that people always comment on. I don't know if that's in there or not. By the way, if you are listening to the podcast right now, Dr. Bill and I are doing a video version of this as well. So if you are wondering what are they talking about or showing each other, referring to...

**Bill:** Yeah, and if you want to know, you could go to [www.worldclassmagazines.com](http://www.worldclassmagazines.com) and you can see Hal's big feature lay out there.

**Hal:** And I didn't get the cover man. I need to have... my new goal is first...

**Bill:** No, that was practice.

**Hal:** That was practice.

**Bill:** You are practising for the cover.

**Hal:** That's right. Actually my new dream goal is to be featured inside of the Men's Health magazine that you are on the cover. I just want to keep that trend. I don't need all the spotlight. I'll just write your total [SP].

**Bill:** All right, let's make it happen.

**Hal:** I love it, I love it. So I love your take on failure because I feel the same that you really can't fail at something. You can only learn, grow and become better from that experience, right?

**Bill:** Absolutely.

**Hal:** When you quit, that's when you fail. When you give up, that's when you fail. I love that. Well, on a similar note, in terms of failure, you are actually the first person that I am going to ask this question to. I recently just got an epiphany and I went, "why don't I ask this question of my guests on the show?" So you are the first person I am asking this question of. And it's simply about fear. Dr. Bill, what is your greatest fear? Either, what's been your greatest fear and how have you managed or overcome it? Or, what is your greatest fear now that you work with?

**Bill:** You can look at that in so many different arenas [SP]. I think the greatest fear you have as a father, once you have kids and I am sure you'd fear the same thing, is for the safety of your kids. That's always my greatest fear in life. You always want your kids safe and healthy. My biggest fear always is that something will happen to my children. Other than that, honestly, I think I can deal with anything in life.

**Hal:** Yeah.

**Bill:** Whatever you throw at me, I will figure out a way to deal with it and that's probably the only thing that I am scared. Things can happen to me, I could deal with, right? Your kids, that's just a whole different thing.

**Hal:** Sure, sure. Were you always that way in terms of being... you sound pretty fearless. And I know that for me, I found that the more successful you become, there's new fears that can show up, like the fear of loss or getting knocked off the

mountain top. But I find that you tend to become more fearless, for some people, once they achieve success, because it's like, "wow, all the things I was afraid of, a lot of those are gone now. I am now living the life that I once feared I might not live." So, were you always fearless along the journey? Or has it taken shape over time?

**Bill:** I think that in life, if you are lucky, you learn to put things in perspective. My daughters are 17. They get a pimple and they are afraid to go to school. People are so obsessed with what they look like, they probably don't even notice your pimple.

**Hal:** Yeah.

**Bill:** You know what I am saying? So, it's just a matter, I think, of really putting things in perspective in life and figuring out what's really important. And public speaking and people say, "oh, my gosh! You go on to stage in front of 10,000 people." What are you scared of? Honestly, you could put me on a stage in front of 1000 people, I am not scared because I know what I am going to do. I've rehearsed it so many times. I'll just go out there and give them a message. So to me, I don't know, that doesn't scare me. I even had a root canal - my first one. That didn't scare me either.

**Hal:** Now, you gave a root canal or you got a root canal?

**Bill:** I had a root canal.

**Hal:** Okay.

**Bill:** I wasn't happy about it. But here's the thing. Yeah, it hurt but you know what? It's just pain. I know I am okay. I know I will be fine. You get through it. Again, it's putting things in perspective and saying, "okay, I will just get through this." There are people that freak out because they are going to get an injection.

**Hal:** Yeah.

**Bill:** It's like, it's just a shot - putting in perspective. So, I don't know.

**Hal:** Yeah. And what I usually do, I try to look at if any other human being has endured what I am afraid of, then what's the big deal? They did it, they lived, right? Skydiving is a great example. Some people... my wife is scared to go sky... I'm

like, "what are you afraid of? Millions of people skydive everyday and nothing happens to them."

**Bill:** Right. And I have a completely different perspective on skydiving. Like, I am not afraid of heights. I am just not into it. I have no desire to get pushed out of an airplane and fall. All right, we do it. To me, I am just not into it.

**Hal:** Now, I do have to ask you, the super dentist that you are, you mentioned that you endured a root canal. Now, did you perform that on yourself or did you have another dentist do that?

**Bill:** No, it would be virtually impossible to do it on yourself. But I will tell you this. And it's funny you should ask that. I was running so late to the appointment and I didn't want to put him behind so I actually did numb myself up when I went in so I could just sit in the chair and could get going. And I had to give me a shot and I will tell you this, I can give a better shot than he does. That's another [inaudible 00:15:28].

**Hal:** That's funny. That's really funny. All right, so let's dive into some expertise here. You have achieved, like I said, extraordinary goals. I won't build your ego anymore. But you've done some pretty impressive things. What are your best most effective goal achieving strategies? Up to three of them. What are the three that you feel like, if anybody listening, these were the three that for you have made the biggest difference and can help anybody listening to the interview?

**Bill:** We've put on a program called LEAP. And I get 500 kids from all over the world come to this program every year. The goal of the LEAP is to teach students the skills they need to be successful in life. It's age 15 to 24. It is at UCLA. It's a whole week, you live there. If you want more information, you can go to [www.leapfoundation.com](http://www.leapfoundation.com) or you can text 54900 and then just write the word 'LEAP' and we'll send you information. And I'll even give you a \$500 discount on signing up since we did this on Hal's show. But the thing I leave my students with at LEAP, this is always the last thing I tell them after a whole week. And this I really believe is... I would say probably the crux of my success came from this. Number one, don't wait for opportunities in life - make them. So many people sit around waiting and waiting and waiting for things to happen. And I will tell you that the greatest things that I've ever experienced in my life that have contributed to my success were not things that just fell on my lap. But they were things that I actively pursued and really helped make happen. So don't wait. And number two, even more importantly, when you are fortunate enough to get an opportunity, don't

take it - master it. And there's a big difference. Let me back up. I can give you an example.

**Hal:** Okay.

**Bill:** I never ever, ever had any desire to be on TV, to be an actor, to do any of that stuff. ABC's 'Extreme Makeover' is something that happened. It happened because I had actually positioned myself in a way where when they were looking for a dentist, I had more TV experience at that time than any other dentist around, anyhow. But that's a whole different story. But I get on the show and I am watching the show and I realized two things. Number one, me being on the show is incredibly productive for my company. We started selling more and more Zoom whitening than we ever imagined. So it was a very lucrative event for me. That was the first thing I noticed. The second thing I noticed was not so good. The second thing I noticed was that, I really stunk on TV. I had no feel for it. I had no attitude for it. I didn't connect the way I wanted to. The way I thought I was coming off in my mind was not what I was seeing on the screen. And I realized that if I wanted to maximize, number one, which was sales for the company, growing the company and getting more exposure, I had to be a lot better at number two. And so what did I do? I started taking classes. I took acting classes, hosting classes, improv classes. Things I really had no desire to ever do but I realized that if I was going to be given this great opportunity to be on primetime TV, I wanted to make the most of it. So my two tips are: Number one, don't wait for things, make them happen. Two, when you do get something, maximize it, don't just take. And then third thing I would say is, once you've done one and two, don't rest on your laurels. Go out and get even better. Never stop learning. Never stop educating yourself. Never get complacent where you just sit back and feel like, you are good enough because you are never good enough. You always have to continue to be better.

**Hal:** I love it. I love it. So don't wait for opportunities in life - create them. And I think that most people... that's it, they are buying lottery tickets, right? They are waiting for their big opportunity. Or they are waiting for someone else to give it to them. And successful people, that's it, they create it. It's out of scratch. I think one of the biggest things is, most people, they are not sure if their idea is the right idea. They are not sure if their venture, if it's going to succeed and so they don't even start because there's so much possibility of failure.

**Bill:** You're right. Hal, I have been interviewed by a lot of people. Probably the one that really is most memorable to me is when I was interviewed by Oprah. And let me explain something. When you do talk shows like us on 'The Tonight Show' or

when you are on 'Ellen' or 'The View' or any of those shows, they bring you back, they put you in a little room and they do what they call a pre-interview. And you're sitting there and they ask you all the questions. And then the ones that you answer the way they like most, they'll ask you again on TV. So when you see people out there on 'The Tonight Show' or whatever, that's not the first time they've heard the question. They just did it an hour ago in the pre-interview and now they are doing it again. So it's a little bit rehearsed, right?

**Hal:** Sure.

**Bill:** There's only two times that never happened to me. One was on 'Larry King Live,' which actually is live. And two is with Oprah. Oprah doesn't like to ask you questions in advance. She wants your raw unfiltered answer - bam! And Oprah said to me, what makes you different, not from other dentists - what really makes you different? And I thought about it for a second. I've never been asked it like that. It wasn't like I had this pre-formulated answer and I thought, you know what? I think the thing that really makes me different is that when I get an idea and I believe in that idea, I execute it. Night light, day light, zoom! There had to be a better whitening system. We grew a company from zero to almost \$200,000,000 in sales from nothing. I didn't have investors. I didn't have anybody believing in me but me and an idea. I brought in my partner. He believed in the idea and we just grew this. And I think the thing that makes me different is when I believe in something, I figure out how to make it happen. So many people sit there and say, "aw, I wish I would have... I wish I could have..." Forget it. This is not a dressed rehearsal for a better life.

**Hal:** Yeah.

**Bill:** You get one life for sure. Who knows what happens after that. But I know I am here, I am here now and I am going to make the best when I have now. And that's one of the things why I am so passionate about LEAP is, I've learned all these things but I am not the end all, be all. I bring in the greatest motivational speakers, like you Hal, in the world to give students the best chance at success. We teach the things that you don't learn in school but things that you really need to know - how to be successful? We teach you how to interview for a job? How to write a job application? How to work with mentor? How to find mentors? We actually even do a whole thing on etiquette. I would say 60% of the students that come to the program don't have male role models in their life. So I do a whole thing called 'How to be a Gentleman,' where I teach job etiquette, eating etiquette, dating etiquette. We do a whole thing for women in business just because there are things

that can help that aren't taught in school. The workplace for women is different than it is for men. I wish it weren't but it is. And there are things that women can do together to unite and really help each other become more successful. So there's a lot of things that we cover that I am really passionate about. And I have never had a student... this is our eighth year. I have never had a student go through this program that didn't love it. And in fact what I normally get is, "Dr. Bill, LEAP changed my life."

**Hal:** Wow.

**Bill:** And I know it did. I see these kids go off and become incredibly successful, getting into Harvard and Stanford and Yale and MIT and Columbia and things like that. One of our young women actually was named, not only young business woman of the year in Australia but the next year, the most influential woman in business in Australia. It's crazy. I have the mayor of Perth, Lord Mayor Lisa Scaffidi comes for the whole week and brings 50 kids from Western Australia because she believes in the program that much.

**Hal:** So, first a question before I forget. What is the age... I thought about this right when I said when my kids are old enough. I don't know what that is. What's the age eligibility to go to LEAP?

**Bill:** So LEAP is 15 to 24. How old are your kids?

**Hal:** Five and two and a half.

**Bill:** Bring them. You know what? And I am not kidding, you should have your wife come and bring them and I will tell why. I did this with my kids. I had my kids start coming and watch me speak from the time they were born and I'll tell why I did it, Hal. Because I try to be as active a father as I can be. I try to attend every single event in my kids' life that are important - from every dance recital to every soccer game to whatever. There were times when I'll make a commitment a year in advance to speak at a program that I just can't get out of.

**Hal:** Sure, sure.

**Bill:** And I want my kids to know what their dad is doing when he is not there. It's not that I am out goofing off. I want them to see what I do for a living because they see me as Dr. Bill in my dental office. But they don't get to see me as a lecturer. They don't get to see me doing a lot of the other things. So when I am on the

doctor's, I bring my kids to watch. When I do all these things, I bring my kids because I think it's important for them to understand the scope of what my life is and what I do.

**Hal:** That's great. And we live within driving distance from UCLA. So I will definitely get my wife and kids will jump in the mini-van and...

**Bill:** I will put them in the back of the room and if your little one starts squealing, your wife could take him out.

**Hal:** That's right. They have actually come... I do that whenever I have local speaking engagements, I always try to turn it into a vacation. I spoke for an event in Palms Springs and part of the deal... I learned this from John Maxwell. John Maxwell has it in his contract - or at least this is what I heard - that he has the option of, they will not only fly him out for the event but they will fly out his wife and children to turn it into a vacation for them. That's one of his stipulations and so I try to model that as much as possible.

**Bill:** Well, take them to Universal Studios. It's not far.

**Hal:** Ooh, great. They have not been to that yet. That's great idea. Dr. Bill, you just laid out my vacation. What are the dates of the upcoming LEAP? It's in July, correct?

**Bill:** So, LEAP will be July 12th to 18th at UCLA. Again, if you want information text right to you, you just have to text 54900 and text the word 'LEAP' and you'll instantly get a text back with all the information and a \$500 discount toward your tuition just because you were here today with Hal Elrod [SP].

**Hal:** Very cool. This is the 'Achieve Your Goal' podcast. I would love to know what is your number one goal moving forward? And I would imagine you've got the business goals and all that. But I would love to hear the vision for LEAP. What's your big picture vision for that?

**Bill:** My big picture vision for LEAP is to grow it from 500 kids a year probably to 1000 kids a year and raise enough money that we have an endowment where kids could actually just come for free. So basically, it just becomes this worldwide talent competition to find the best of the best. We bring in these kids and every kid there won a golden ticket to Hollywood.

**Hal:** Yeah, very cool. Very cool. I love it. So if anybody wants to get... actually one more question. What's the best piece of advice and I will ask this question slowly so that you can formulate the answer in your [crosstalk]...

**Bill:** I already know the answer. But you can ask it slowly.

**Hal:** You know the answer? What's the best piece of advice that you can share with our 'Achieve Your Goals' podcast listeners?

**Bill:** The best piece of advice is go to [www.leapfoundation.com](http://www.leapfoundation.com), check out our website and sign up and go to LEAP. You'll want to have a blast and you'll see how they are in person [inaudible 00:29:07]. I can't tell you how great an experience it will be. You will have a great time. You will make friends for life. And you will learn things that will help you throughout your life. Really, really, really, really.

**Hal:** I love it. I didn't see that answer coming. But I like where you are going with that.

**Bill:** The second you said, I have a last question, I knew that was where I was going.

**Hal:** So if anybody wants to get in touch with you, Dr. Bill... sure, they just go through the [leapfoundation.com](http://leapfoundation.com) website or... if somebody wants to reach out to you or follow up.

**Bill:** Yeah, the best thing to do is they can call the LEAP office and they can help put you in touch with me. If you have questions about LEAP... I know we are in a society where everything's digital and everything... we actually answer the phone. So there's a phone number there. You can call up. You can ask questions and they can certainly help put you in touch with me.

**Nick:** And thank you so much for tuning into this episode of the podcast. So we want to know what were your big takeaways here from this interview. Simply go to [halelrod.com/073](http://halelrod.com/073) for episode number 73 and just leave a comment there on the [inaudible 00:30:26] page and let us know what that big takeaway was. We would love to hear from you. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to [halelrod.com/itunes](http://halelrod.com/itunes), clicking the little subscribe button and you can even leave a rating and a review there. And we greatly appreciate those rating and reviews because they actually help other people find the podcast and decide if this is the podcast that's going to help them achieve their

goals and take their lives to the next level. So help us help more people. So thank you so much for tuning in to this episode. And until next time, it's time for you to go out there, take action and achieve your goals.

**Announcer:** If you are 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](http://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](http://yourpodcastguru.com) right now to explode your audience and crush it in the podcasting world.