



Achieve Your Goals Podcast #84 - The Power of Personal Coaching (An Interview with the CEO of Coach.me)

Nick: Welcome to the Achieve Your Goals podcast with Hal Elrod. I'm your host, Nick Palkowski, and you're listening to the show that is guaranteed to help you take your life to the next level faster than you ever thought possible. In each episode you will learn from someone who has achieved extraordinary goals that most haven't. He's the author of the number one, best-selling book, *The Miracle Morning*, a hall of fame and business achiever, an international key note speaker, ultra-marathon runner, and the founder of vipsuccesscoaching.com. Mr. Hal Elrod.

Hal: Alright. Achieve Your Goals Podcast listeners. I'm laughing here. Me and my guest are having some technical fun. But welcome. Welcome to the Achieve Your Goals Podcast. This is your host, Hal Elrod, and I am excited for today because my guest that's on the show created a tool that can truly help you achieve any goal. So this is very unique in that I've definitely had authors on the show before where yes, their book could help you achieve your goals. That sort of thing and obviously, the advice we give you, everything is designed to help you achieve your goals. Well, what's neat about our guest today, again, is he created a tool, an actual tool that you can use that can truly help you achieve any goal.

So our guest is Tony Stubblebine and he is the founder of coach.me, formerly Lift, which is an app that has helped hundreds of thousands of people achieve their goals, ranging from, you name it, productivity to fitness to stop drinking to meditation to you might've guessed it, the *Miracle Morning*. Yes, that is a topic on there that you can get coaching on and no, it is not coaching from me. But coach.me, which was actually backed by Tim Ferris and the Twitter founders, Ev Williams and Biz Stone. There's some heavy artillery behind this thing. It was recently featured as the best new app by Apple and it offers a combination of free daily reminders, community support, and advice. And then you can also choose

prepaid...I'm sorry, pre-made plans from coaches or for as little as \$14.99 a week you can get one-on-one coaching. So coach.me is this really, really cool tool. It's a way for you to have immediate and affordable form of coaching that can help you achieve any kind of goal. And I'm excited to have the founder of coach.me, Tony Stubblebine, on the line for you guys today. Tony, you there, my friend?

Tony: Well, Hal, I'm excited to be here but I was almost ready to just let you keep going on. I love that explanation of coach.me. Yeah, definitely. We've done a lot to help people achieve their goals and I'm looking forward to talking to you a little bit about what we learned along the way.

Hal: Cool. Yeah, me too. This is going to be great. And you've got a sampling of hundreds of thousands of people, which is not a lot of coaches, so to speak, and I know you're more of a CEO probably than a coach. But I know you're a coach as well. And not a lot of coaches can say, "Here's what's worked for my hundreds of thousands of clients," right?

Tony: Right. It is actually kind of an amazing thing about moving coaching online. This is what we're really excited about is the paid piece where you actually have a personal coach working with you because coaching is the secret weapon of so many elite performers. But coaching is so inaccessible because you can't find a good coach, you don't know how to tell if they're any good, and then, usually, you can't really afford them. So by bringing the price down, bringing them online, the main thing is that we can measure what works. And it turns out that what works is a little bit surprising. When we launched we were shocked to find that professional coaches were often out-performed by peer experts who were doing a couple of things differently than the professionals have been trained to do. Or like, "Ah ha! We have learned something important about how humans work." You know?

Hal: Yeah. Very interesting. You're right, though. I'm a coach and I became a coach because when I hired a coach he changed my life and not just made me feel better but, I mean, I doubled my income that year. It was profound, measurable results and I wanted to pay that forward for other people but you're right, it's hard to find a good coach. In fact, my friend and I used to joke when we were brand new coaches that we were probably better at selling coaching than actually coaching. So we were good at explaining the benefits of coaching in a very compelling way so someone signed up and then we were going, "Man, are we as good as we are thinking we are?"

Tony: It's good that you started that way because I feel like a lot of coaches have the opposite experience which is they have no ability to sell themselves as coaches but a lot of innate ability. Either way there's a lot of problems in the existing coaching industry. But if you solve that problem you have something truly amazing. Did you ever read the book "Talent is Overrated?"

Hal: I did not but I like the title.

Tony: It is basically a take down on the idea of innate genius which some people find threatening because it's kind of judgmental in some ways. Like if you haven't achieved anything it's not because you were born dumb, right? I read it as very optimistic because you get the secret back story of all sorts of successful people and realize that they had this unfair advantage, some sort of really expert level coaching. I was shocked to find out that Mozart's Dad was a music teacher. Not every child of a music teacher goes on to be a child prodigy. But what an advantage that most people don't have. You would say the same about Tiger Woods. His Dad was probably the best coach of three year old golfers that the world has ever seen. So congrats to Tiger for....not so much these days but earlier in his career, for working hard and being really diligent about his craft. But he had an enormous advantage that most golfers don't have. And just like that ends up being true over and over and over. If you get the back story there's this team of coaches. Even Michael Jordan had his own personal team of coaches beyond the ones that we know about. It wasn't just Phil Jackson running the Bulls. It was behind the scenes Michael was paying this guy, Tim Grover, for, really at the time, pretty innovative strength and fitness work that a lot of other NBA players weren't doing at the time.

Hal: Interesting. I think, and I don't remember the exact quote, but I definitely saw in print once Jordan attributed his success to his coaches from early on all the way to the end of his career. So take just a minute or two to tell us a little bit about....or three or four or five, don't feel limited to one or two, but Tony, tell us a little bit about you. How did you get into becoming the CEO of one of the top apps in this platform that's changing a lot of lives, coach.me. How did you get into that?

Tony: The thing that I always try to lead with...because I think this is really the most important story to tell is that there's always a career ladder and even if someone looks like they're an overnight success there was always something that led up to that. So one of our investors, Biz Stone, has this phrase, "It took me 10 years to become an overnight success."

Hal: Yeah, I love that.

Tony: I love that. In Silicone Valley there is this idea that you can get funded like people will just throw you millions of dollars just for having an idea and nothing beyond that. There's one way to look at this company which is after Evan Williams stepped down as CEO of Twitter, he was looking for projects to do and I invited him out to coffee and pitched him on this idea and he said, "This sounds really fun. We should do this together. Why don't I fund it and help you design it?" And I literally had nothing to show for it. I had, maybe a prototype, but I was the only person who used and liked that prototype. I had no traction, nothing going for me and this top, high-level investor and product designer said, "This will be my next project after Twitter."

Hal: Now, Tony, I want to pause right there because I'm curious and maybe some of our listeners are. How'd you get coffee with the co-founder of Twitter?

Tony: Well, this is the 10-year plan.

Hal: Okay.

Tony: Right? This is the much better way of looking at it. Is that when I graduated college I was a computer science major. I got a really boring programming job doing trivial work and I decided I didn't want to do trivial work for the rest of my life. And so I moved out to California to work for the most exciting tech company I could find, which this was in the down turn. So it wasn't that exciting but it was this company, O'Reilly Media, which was the hub for a lot of innovative tech people at that time. And then from there I worked myself up to be Lead Engineer where I was managing a team of engineers and then I went looking for a start-up. I had impressed the people at O'Reilly enough or people in that O'Reilly community that they made an introduction in 2005 to this guy, Evan Williams, running [SP] a podcasting start-up called Odeo. And he was already pretty famous at the time because he had started Blogger, which back in the day was the fifth or sixth most trafficked website on the internet. Like a huge deal at the time. He's actually amazing because he's created two of the top 10 most trafficked websites in the Internet.

Hal: Twitter and Blogger?

Tony: Because Twitter also broke into the top 10 for awhile. And they had been interviewing for a Director of Engineering and they'd been interviewing all of these

really senior people and the team was just like, these people are so rigid and outdated. We want someone much younger and more current. And so I came in and I was like the young guy who seemed to get it and everyone seemed to like and so I was the head of engineering at Odeo. Odeo failed as a podcasting start-up but it succeeded wildly in that Twitter was incubated there and we spawned Twitter out of Odeo. So it took a lot of work just to get that job and then I had to do good work in that job and then I had to be friends with these guys for this multi-year period while they were at Twitter. I went on to do other things, to start a different company for myself after Odeo. When they were leaving Twitter they were like the prototypical angel investors because they made a ton of money at Twitter and they wanted to pay that forward and I have always been someone they had liked working with and so, absolutely I have no problem giving myself some of the credit. I took advantage of my opportunities and I did good work. But it's also just the value of time. Having done 10 years of good work in tech and start-ups put me in a position where I had a friend who I could call on for coffee.

Hal: Wow! Very, very cool. I love...what you said that quote from Biz, and I've heard it said from a few different people, but "10 years to be an overnight success" is one of the truest statements and of course, for some it might be five years or three years or eight years or twelve years. But it's that idea that you got to be committed for the long haul. So you had lunch with Biz and then, continue.

Tony: Or with Ev. They were putting together an incubator and I was winding down my previous company, just a big life lesson. If you think about it takes 10 years to be an overnight success, kind of begs the question, what are you willing to put 10 years of effort into? At my previous company, I built social networking software and then I bootstrapped it. I had no investors. One of my big goals was to just to become profitable. I ended up selling it to events and conferences. It did a lot to boost the networking experience for attendees of events and a lot of conferences were wanting something like that at the time. And so I turned it into a business and I was just hustling for three years and the only thing I would tell myself every morning is "I can't let this fail." But I just had so much pride wrapped up into it. And then the second it was profitable I just scratched my head and I was like "Wait a second. Do I want to spend the rest of my life becoming the world's expert in conferences and events?"

That was like my big "Ah ha." Like, "Oh. No. In no way." I have no innate interest in that. So I had to really back up and say, "What would I spend 10 years or really, to my mind, 50 years, the rest of my career really focused on?" And I have always loved human potential. I mean, I love it in every single way. I love it as a sports

fan. But I also....I grew up playing Dungeons & Dragons and I think the two things are absolutely related. In Dungeons & Dragons, you're always getting experience and leveling up. That mindset was so drilled into me as a kid that that's just what I thought life was. When you look at an athlete it's like they practice and get better and level up. I'm a Warrior's fan. They just won the NBA title. Huge Steph Curry fan, right?

Here's another example of his dad was a basketball player. He learned things about playing in the NBA that your average kid is just not going to learn. He just practiced and practiced and practiced and he had to level up a couple of times in order to make it at each new level and no one was looking at him and thinking, "Oh, this guy is definitely going to make it." In a way, to me, he's the most honest athlete right now because there's so much suspicion about performance enhancing drugs. But no one can look at Steph Curry and go, "Whoa! That dude, he's on drugs." Right? He's like too short, too skinny, not really all that fast. But he's killing it and it comes back to practice.

Hal: Yeah. I love it. Your success is impressive. What about failure? You know, for me, that's always a big part of success and I think it's human nature to avoid it. People avoid failure like it's the plague when successful people...you look back on your journey and you go, "Wow! There were tons of failures." And often the average person is avoiding the failures so they never go through it to get to where they want to go. So for you personally, what's been a notable failure and how did you overcome it and what did you learn from it?

Tony: To me it's almost the hardest part about really devoting your life to self-improvement is that you can never reflect back and not consider the old you a failure. It's just really hard. The glass-half-full way is everyday you're going to be a little better and that's a really optimistic way to live. But whenever I look back at me a year ago or two years ago or three years ago or ten years ago, I can't believe that I wasn't as good as I am today. I wish I had known then what I know now. But I think the thing that really hurt me as a failure that was really emotionally tough was in college. I had grown up convinced I was lazy. I don't know if other people...This goes back to it. I always think it's important to tell people that successful people weren't just born that way. If you're not doing well in school it doesn't mean that there's not hope for you. I was completely convinced that I was lazy until I started running in high school.

I started running in cross country and track. And then I got more and more into it and one summer I came back from the summer and it turned out I had run more

miles that summer than anyone on the team. And I really had to reflect and say, "Well shoot. I'm not lazy." No one who's lazy would've won the mileage competition for the summer. So what's really going on? It had dawned on me, "I think I'm lazy because I don't really like doing homework. Maybe I'm not lazy. Maybe I'm apathetic." To my mind running had saved me. Finding something that I was passionate about and had completely changed my self-image and I felt so much better about myself. It dawned on me if I find something I'm passionate about I can really throw myself into it. So I ran and ran and ran. I got the chance to...I just improved a ton my senior year. Every race was a personal best. I was running faster and faster. I thought, "You know, I'm going to a small school for college."

I went to this Division III school, Grinnell College in Iowa, and in Division III, often, they have really liberal policies for who can make the team and so I was like, "Oh, I'm going to run in college." My senior year was such a success. Just personal best after personal best. I just assumed that would continue. And what college was for me, instead, was injury after injury and after every injury I came back thinking I got to run more miles. I gotta get faster. I gotta run more miles in order to get in better shape. Then I'd get injured again and I had I'd have a setback. And so it's actually my expectation for college was that I would get faster and the reality is I did not improve my time at any distance in college. I was slower in college than I was in high school and this was shocking to me. And what it did is it lead me to a concept that people call deliberate practice.

A lot of people believe in hard work. That's a really natural thing. The realization is not just that you have to work hard. It's how do you work? How deliberate are you about how you practice? So in hindsight, with more experience, the thing for me is that I stayed very healthy in high school because I was also training for basketball. So a lot of the basketball training, especially for my calves which were the things most often to get injured for me, actually kept me healthy as a runner. And so when I got to college and sort of gave up on the weight lifting and a lot of the leg exercises that I think were really keeping me healthy, that was actually the practice that I needed to be doing. I never really examined what's the smartest way for me to train. So that's something that I think about a lot whenever I'm training. Now I'm much more likely to be training for business. How can I be a better CEO? How can I be a better product designer? How can I be a better coach? I think not just about putting the work in but what is the smartest way to put the work in? And that field is usually called Deliberate Practice.

Hal: Deliberate Practice. Okay. Let's transition from there into your best goal achieving tips. Give me your top three or, give or take, but with the experience through being a CEO, starting multiple companies, and then really through this coach.me app and the hundreds of thousands of people that have been impacted through the coaching, what have you learned about human beings and what they need to do to achieve goals beyond what they've ever achieved before?

Tony: We're really applied psychologists. So we look at what other people are writing about and we say, "Well, does that fit? Does that actually work? Let's see what happens when people put it into practice?" I almost feel like coach.me is like if you've ever seen the old Hair Club for Men ads or the guy at the end that goes, "And I'm not just the President, I'm also a member." And he shows himself back when he didn't have hair. I'm the same way. I'm not just the CEO, I'm also a member. I'm super. This is very much an app for me.

There's three things that are a big part of the process that I go through with a goal on coach.me and often for the most important ones, I'm working with a coach. So I'll explain the role that the coach does. The first is I like to write so I usually start with my ideal plan. So when I revise my morning routine, I write an essay and that essay is really about articulating really specific decisions so that they were made rationally and that I won't have to negotiate with myself in the moment. So if I'm like "Do I brush my teeth before the shower or after the shower?" I shouldn't have to debate that. Just make the decision and live with it. This sort of epic idea of what my morning routine is or how do I manage my priorities for the day or what is my workout routine? I think of that as research that comes from this book, *Thinking Fast and Slow*, where a lot of your worst decisions are made at a kind of subconscious, emotional level.

I usually use the example of lunch. If I don't have a lunch pre-planned for me or a lunch delivered to me, a lot of times...actually I have a couch right now who picks meals for me and has them delivered. But what will happen instead is that I'll walk out of my building and I'll have to choose a restaurant to go eat lunch at and that choice will be 100% decided by my stomach. It will see, "We need fried food." I'll be too hungry to really be thinking about it rationally. The majority of our decisions are made that way and a lot of times the way to overcome them is to just name them. The second you apply language to the decision it forces the decision into what Daniel Kahneman, the author, would call the slow part of your decision making which is the rational, effortful, little bit slower world.

So I like to write this plan because that's a big part of me pre-planning it. But that's not the same as adopting the plan and the thing that we've learned over and over again is the most important thing you can do is have momentum. If you don't have consistent action towards your goal there's really...you're not going to will yourself to be great in one day. It's that consistent action, builds the habit, gets you started. You start to figure out what's hard, what was wrong in your plan, you get a lot smarter, everything gets easier, you start to build the infrastructure around yourself that lets you be successful. And that's a B.J. Fogg thing at Stanford. He calls it Tiny Habits. That concept comes up over and over again. The way we train our coaches is to always coach for the habit first because once the habit is there it creates a ton of room to do the growth work whereas if you try to do all the growth work up front, especially in digital coaching, it just ends up feeling like homework and doesn't go anywhere and nothing really ends up happening.

And then, the last, the third, and this is probably the most recent realization I had which is I'm really motivated by fun. I actually learned this by being a basketball fan. I was reading about how the Warriors run their practice. And they start every practice with loud music and the whole team taking full court shots. So basically, it's just goofing off. And Steve Kerr, the head coach, he stole that idea from Pete Carroll, the head coach of the Seattle Seahawks, who were in the last two Super Bowls and won the Super Bowl two years ago. They don't take full court shots. I don't even know what the NFL equivalent of [inaudible 00:25:11] but they do.. it's loud music and it's fun.

A good example then, for me, in my morning routine there's this decision between what's the most efficient thing for me to do first versus what's the most fun thing for me to do first. Because the fun thing will get me out of bed. So actually my first step to get out of bed is to sit on the floor with my dog. It turned out that was the keystone kind of piece of my morning routine that let it work and any other kind of ordering....actually I like to do quick exercises too. Sometimes that gets me excited but that's very personal. But, like, a shower, breakfast even, picking out my clothes, nothing really got me excited to get out of bed and so I would just sort of lie in bed thinking, "Do I really need to get out of bed yet?" Until I found something that was like "Oh no. That's actually better than being in bed."

So that's a big part of my re-evaluation process as I build up new habits. Is this exciting enough? Is this fun enough? Even at work I often start the day with writing because I like to write and e-mail, for example, is more of a mixed bag. So I'll push that off until I'm already hooked in the zone.

Hal: Got it. I love it. So first tip is you write out your ideal plan. You decide everything in advance. I heard you say in an interview with Dave Asprey that, to paraphrase what you said, you said you have a decision budget each day. Making decisions uses up your energy and the morning is where you set yourself up for whether you're efficiently spending your energy budget. Could you go into a little more depth on that?

Tony: Well you must agree that, right?

Hal: That's why I wrote it down.

Tony: Like I said, we're applied psychologists. So we read psychology and we wonder, "Okay, how does that fit into your everyday life?" And there is a great article...it's actually best written up in the New York Times about this concept called Decision Fatigue. It starts with this really horrific study of parole judges in Israel. It turns out that your chance of being paroled goes down the further away the judges got from their last meal. That, essentially, they got fatigued to the point that it was too hard to agree to a parole later in the day which is so awful. I mean you think of the word "justice" in the justice system. There is nothing just about that in any way. So basically, you want your parole hearing to be at 8 am or 1 pm. If it's at 11:30 am or 4 pm, you're really screwed.

The idea is that every decision in your day kind of wears you down. As your day goes on at some point you've sort exhausted your decision budget. So the applied way to think of that is okay, let's say I've got a thousand decisions that I can make in a day. When we talk about decisions we're not talking about what car should I buy. We're talking about what shirt should I wear? So if you have that budget then you can sort of decide where do you want to spend those decisions and for me, I want to spend those decisions at work. And so I look at someone like Steve Jobs, who was a very successful business person and product developer, someone in some ways can be very admired, and he had this habit, which I love, which is he would wear a black turtleneck everyday. And so when he woke up in the morning he would just pick the black turtleneck at the top of his pile of black turtlenecks, put that on and he knew what he was wearing.

When I wake up for the day I wonder what's the weather? Do I have any in-person meetings? And then what's clean? Normally there'd be a bunch of decisions for me to make that really aren't that important. So simple things like only having one type of sock. I have got special occasion socks but my normal socks are the same every single day because I just didn't see the point in having to decide what socks to wear

today. I would rather spend that on a different part of my life. That morning stuff is if you can save budget there then you've set yourself up to spend it more on the things that might matter to you later in the day.

Hal: I agree. If you look in my closet it's very boring. I think I'm up to 27 black v-necks now.

Tony: Yeah. I love it.

Hal: That's the shirt that I like. It's easy. If my hair's already done I can get it over my head without messing up...it's functional. It matches everything. I only have black shoes. I just keep it real simple and boring. One of my friends and co-authors of one of my Miracle Morning books, Michael Mayer, he talks about the four enriching rituals that he does before bed. And that is, one of them, is pick out your clothes for the day or for the week so that you don't have to think about it and waste that energy in the morning.

Tony: Yeah. That's a good one.

Hal: And then your second tip. Focus on habit first and then the growth work. I want to make sure I understand. Are you saying just identifying which habit do you need to put in place to achieve the goal that you are wanting to achieve. Is that what you mean by that?

Tony: A good example right now, something that has been exciting that's going on in our company is a lot of people have been approaching us for business coaching either for themselves personally or for their entire team or company. Often what they want, sort of the end result that they want especially when they're offering business coaching to their entire staff, is they want their staff to be more entrepreneurial. They want their staff to be more creative if there's a problem. They want their staff to step up and just solve the problem, right? And the default thinking of most people who work at companies is do what I'm told, get my job done, but if there's a problem it's not necessarily my job to solve it. Because, honestly, most companies have so many problems it's like if you thought that way you might end up really frustrated.

So we've had to kind of talk through what is the best way to coach that and traditionally, an executive coach would meet with a person once a week and kind of strategize and talk through and assess and go really, really deep. And what would happen is if the person had a specific problem that they talked through in

that meeting, a specific problem would get addressed. But a lot of times these things are coming up on a daily basis. So our coaching tends to be very daily where you hear from your coach everyday and the way that we found that's more successful is to say, "Why don't we instead of talking through how can you be more entrepreneurial, why don't we build a habit of set priorities for your day?" So you and I have probably been setting priorities for our day for a really long time. Your average staff person, that's new to them. Most people make a transition at some point from "I have a to-do list and I want to complete as much as possible" to "I need to be really hyper diligent about doing the most important work." So instead of tracking tasks they switch over to prioritizing.

If we build that habit, you sit down at your desk and you evaluate and write down your priorities. That's a habit. But then it creates this space for a conversation. What is your top priority? Are you going to get it done? If you didn't get your top priority done yesterday why not? And hurray, if you did get it done, was it a good priority? Did it matter? And that's sort of the "Ah ha" for leaders in a company is they're like "Wow. I did this work and it wasn't really the thing that moved the needle. There must be a different way to do it." Once you start evaluating your priorities that way you start to see entrepreneurial opportunities within your company. And so it all starts with this really simple habit and if you do that everyday it creates this force in function where you are then able to start achieving the much bigger things. And we just found that starting habit first leads to much bigger successes than coaching epiphany only which is how I feel a lot of once-a-week, traditional coaching ends up.

You do a lot of coaching so I'm curious how you describe the....I have an exec coach too that I work with and I've had these major epiphanies with him which is a lot of the reason that I'm in coaching. You can kind of see that there's this gap in the coaching that he does for me and I wonder if you've ever thought about it in your own coaching, how you wish you could kind of extend the impact of what you're teaching people.

Hal: Yeah. I think that you know.. there's different opinions that I have about it. For me, I usually coach most of my clients twice a month. I usually tell new people that are reaching out wanting coaching that if once-a-month isn't enough, four times a month because I used to do weekly. I had mixed opinions. I thought, for me, two is the sweet spot and it's the sweet spot both for me in terms of how much time I want to be able to commit to my coaching practice every month but also, I look at it as it gives the client an opportunity where they one week they're still kind

of reeling off, they're on the emotional high of the coaching session then they've got a week where they've really got to develop some self-reliance.

But, I definitely think that accountability is the... literally, it is the gap closure between how we are living our lives at the level of potential that we are fulfilling and the level of potential that we have within us because having that other person. For me, *The Miracle Morning*, when I was writing the book, I think it was three years of trying to write it and then it hit, as a coach, I went, "Wait a minute. I don't have anyone holding me accountable to finish the book. That's why I keep failing year after year. It's my number goal. I fail." I was like, "Dude. I've got to get an accountability coach." So I hired an accountability coach and it went from three years of being a goal that I failed to achieve to four months later it was in print and a number one best seller on Amazon. And that's the power of coaching and that's the power of accountability.

Tony: That's like the core thing that a daily coach provides is the accountability. We found this other thing which goes back to the comment from *Thinking Fast and Slow* is it's not just that you feel this desire to do what you promised you would do to this other person, by reporting into this person you end up articulating what happened to you in a way that forces you to think about it at kind of your fully conscience level, your rational level, and a lot of things that maybe you'd never address that sort of sitting below the surface just ends up getting addressed. That's where a lot of the epiphany stuff comes from. It's like everyday you're taking... you're evaluating this experience consciously and you might not have done that otherwise if you didn't have an audience. So everyone kind of treats coaching a little bit differently but for me a lot of the value I get from it is just is the audience. I report in to my coach and I say, "Okay, here's what I did." And then, as I'm reporting it, I'm like banging my head on the table going, "Oh, I know how I could've done that so much better." Accountability is not like just carrot and stick kind of stuff. There's a much higher intellectual level going on there that can be really, really powerful.

Hal: It's that self-awareness that's prompted through the coaching that often creates it's own momentum for you to make changes.

Cool. And then the last tip you gave is make it fun and I love that because I think that's one thing that, especially achievers, we forget to make it fun. For me, everyday I go play basketball for half an hour because I love it, it's good exercise, I get some sunshine, and this reminds me, I stop in the middle of my work day where I'm stressed out or focused or whatever, and I just get to relax and remind

myself that life is about playing basketball for these 30 minutes. You know what I mean?

Let's wrap up with one piece of advice. I call this a writer downer. What's the best piece of advice? It could be a quote, a mantra, a guiding principle that's significantly helped you that you can share with our Achieve Your Goals listeners.

Tony: Oh, you know, I prepped for this but then I ended up giving it away.

Hal: You gave it away.

Tony: I mean, that 10 years to become an overnight success is a really important piece of expectation setting.

Hal: I'm actually...go ahead.

Tony: Actually, I've never heard anyone frame it this way but a lot of failure, a lot of times when I see failure, it just comes down to mismatched expectations. And I have a really clear cut example of this. We've helped 85,000 people start a meditation practice which is just one of the important or popular goals on the platform..

Hal: Sure.

Tony: ..and so we got really personally interested in meditation as a performance practice. So not for spiritual reasons but it's just like how can you treat meditation as push-ups for your brain if you're smarter, more focused. All of the reasons that you see athletes or hedge fund managers adopting meditation. Even the military is adopting meditation practices sometimes. And so we were interested in that reason. We wondered why some people are able to adopt it and other people claim that meditation is impossible for them and in our research it was incredibly clear cut. People who failed to pick up a meditation practice had incorrect expectations about what meditation was, sort of impossible to achieve expectations. And the fundamental expectation is just that your mind is going to be calm the whole way.

Hal: Clear, no thoughts. Sure.

Tony: But, that's not what meditation is. Meditation is becoming aware of when your mind wandered and then often bringing it back to a point of focus like your breath. And so we always train meditation the opposite way. We train it as

repetitions like you're doing weights or push-ups. So every time your mind wanders and you notice it, become aware of it, put that thought down and bring your focus back to your breath. That's one repetition and if your mind wanders a lot that just means you get to do extra repetitions.

Hal: I love that perspective.

Tony: It's a much healthier way to think of meditation. And the people who are failing, they always say, "Oh yeah. I sat down for just 30 minutes but my mind kept wandering so maybe I'm just not good at meditation." And I'm like, "Oh!" One of the meditation gurus we talk to he says, "Look, if you sat down for 30 minutes and your mind didn't wander, we should take you to the hospital." Something is wrong with you there. That is an example of expectations getting in the way of success because actually the people who are succeeding were sitting down for three for five minutes and their mind was wandering all over the place. Meditation is nearly impossible to do wrong if you have the right expectations going in. It's really the easiest practice you could do. I meditate on the train. I'm surrounded by a crowd. I just close my eyes and I do my breathing exercise and it totally works and it sets me up for my day in a pretty impressive way. The people who are failing, bad expectations.

Hal: I've never heard meditation described that way and it is part of the Miracle Morning. There are six practices that make the Miracle Morning. Silence is the first one and meditation is the most popular form of silence. So you and I need to circle back. We're going to do a Miracle Morning updated and expanded edition of the book. I'd love to include that from you in there.

Tony: Would love to. For sure.

Hal: Cool. It's funny. Your One writer downer, your piece of advice, you had mentioned you already said it which is "it takes 10 years to be an overnight success." The funny part is that I had wanted to circle back to that and it's in my notes but I had forgotten until you brought it back up. I'm glad you said it because I say that a lot but what I've never heard, a question I've never heard attached to that is "What are you willing to spend 10 years building?" What are you willing to invest 10 years of your life, of your time building? I think it's important for people listening if you're like "I don't know." Sometimes you've got to throw stuff at the wall, see what sticks. So sometimes you've got to just keep trying new things until you find that thing that you are willing to spend 10 years building. But it goes back to expectation, right Tony?

Tony: Yeah. For sure.

Hal: If your expectation is "I tried it for a year and I failed." Well, you tried it for one-tenth of the time that's required, right?

Tony: Yeah. I just saw the Amy Winehouse documentary the other day. I hadn't really paid attention to her first album which was this kind of a jazz piece. It wasn't as pop as the Rehab album that most people know. One thing that really struck me was that she wasn't as good. It wasn't just the genre. She wasn't as good yet. When she really became famous she was much more polished and if she had given up when she was in high school, because she was a high school musician, or given up in this first album that was probably not making a real living for her she never would've made it to the heights of super stardom. It's a sad story. She died. There's also a don't do drugs story here. There's really a practice story that really resonated with me. It's incredibly unfair that we don't see our superstars earlier. We don't see them when they don't matter. We don't see them when they're screwing up. And so we have completely incorrect expectations about where success comes from.

Hal: Got it. That makes sense. Tony, I've got to be very honest with you. This has been one of my favorite interviews. So maybe it's because I just ate lunch. I'm not sure.

Tony: You had a great lunch.

Hal: I did have a great vegan, raw lunch. That might be why but that aside, thank you so much, man. I really, really, really appreciate it.

Tony: Cool, Hal. It was super fun for me too and I hope people got something out of it and of course, anything we talked about is available just straight from coach.me.

Hal: Yeah. I was going to say if people want to get a hold of you or check out the app just go to the app store, Ccoach.me. I'm guessing the website is coach.me as well. Correct?

Tony: For sure. That's correct.

Hal: Yeah, you guys, check it out. If you want affordable coaching, I can't endorse coaching enough. If you want affordable coaching, coach.me might be the most

advanced and practical solution available. Check it out. Tony Stubblebine, thank you so much for being on the episode and Achieve Your Goals Podcast listeners, I will see you next week. In the meantime, set huge goals, give it everything you have, stay committed, stay focused, accept nothing less because you deserve nothing less. We'll talk to you soon.

Nick: And thank you so much for tuning into this episode of the podcast. So hopefully now you can see the true power of personal coaching and you are ready to go and find a coach to help you get to that next level. I would highly encourage you to go to halelrod.com/084 and leave your biggest takeaways from this episode with Hal and Tony. Also, please go, if you haven't done so yet, subscribe to the podcast on iTunes and leave a rating and review. These ratings and reviews are your best way to show your appreciation for the podcast because they help spread the word and help other people decide if the podcast is right for them. If you're looking to make this year your best year ever please go to byeonline.com where you can find Hal's Best Year Ever Blueprint online course and that will help walk you through some of Hal's procedures to help you create a life-changing year. So now, until next week it's time for you to go out there, take action, and achieve your goals.

Commercial: 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 back-end 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.