



## **Achieve Your Goals Podcast #85 - How To Create Your Own Destiny (Like UFC Champion Conor McGregor)**

**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'll learn from someone who has achieved extraordinary goals that most haven't. Is the author of number one best selling book *The Miracle Morning*, a hall of fame, and business achiever, and international keynote speaker, ultra marathon runner and the founder of [vipsuccesscoaching.com](http://vipsuccesscoaching.com). Mr. Hal Elrod.

**Hal:** All right, Achieve Your Goals Podcast. Listeners welcome, this is your host Hal Elrod, and thank you for tuning in to what is sure to be an eye opening and surprisingly fun episode of the Achieve Your Goals Podcast. This will be a little different than anything we've ever done before. I do have a guest. I'm going to wait for a few minutes to tell you who that is. And the topic of the podcast today revolves around my favorite sport and specifically around the number one star, if you will. One of the top fighters in the world. And when it comes to my favorite sport, as many of you may know, I'm a huge fan of the sport known as M-M-A, which stands for Mixed Martial Arts, or what's popularly known as the UFC, which is the kind of the NBA of mix martial arts.

Ultimate Fighting Championship and that's the organization that founded the sport in 1993. Most people that have known me for a long time are surprised when they first learn that I'm a fan of ultimate fighting. I'm a very nonviolent person, I've never been in a fight in my life. I think that actually my guest and I today we've wrestled around a couple of times, but never been in a fight in my life and so...

**Jon:** We never actually touched each other.

**Hal:** We never touched each other, just mind wrestling.

**Jon:** Yeah, I think we threatened to wrestle and then we both kind of wuss out.

**Hal:** Yeah, you do always look at me and you're like, "Dude, what if we were to fight?" Actually we didn't... we should throw that out there. By the way, this is Jon Berghoff, my good friend and the co-founder of... the co-creator, I should say, of the Best Year Ever Blueprint Live Event. And yeah, Jon, when we saw each other a few weeks ago in Las Vegas, we did say that we would hold a charity fight. I think we shook on that, a charity mixed martial arts fight in an octagon to raise money for the Front Row Foundation. So I'm still game if you are. I'm game if you are, although I can see us getting in there and just walking around in circles and poking each other, and going, "I can't hit you, I can't hit you."

Anyway, so I want to dive back in for a second. I am so passionate about the sport of mixed martial arts that, and Jon can attest. I am always trying to convince my friends if they're not into it, if they don't get it, I'm always trying to explain to them why it's such a special sport. And usually, they have the same opinion I had, which is I'm not a fighter. I don't like fighting. I don't like violence. Why would you want to watch people fight? And it's really not about that, obviously. It's mix martial arts. So just for those who aren't clear on what that is, it's people that have mastered about five to seven different disciplines, combat discipline.

So we're talking about they have to master wrestling, they have to master boxing, they have to master submissions and jujitsu, they have to master kickboxing. So there's all these different sports that they master and then when they're in a competition, you don't know which your opponent's going to use. You don't know if they're going to try to wrestle you, if they're going to try to box you, if they're going to try to kick you, if they're going to try to take you down, if they're going to try to submit you, you don't know. And so what makes the sport so special it really is the ultimate form of competition, there's no other sport that tests you physically, mentally and emotionally the way that MMA does.

And it'd be kind of like, here's the analogy I give. It'd be kind of like having to have a sport where you could use it'd be like combining baseball, basketball, hockey. To be the best, you had to be as good as Michael Jordan was at basketball, as good as Tiger Woods was back in the day at golf, as good as Wayne Gretzky was at hockey, right, on and on, and be good at all of them. So that's what makes it so special. And the thing is, you have to not only master many different disciplines but the discipline that's required for you to train. These guys trains six, seven, eight

hours a day, five, six, seven days a week. And then we're going to dive here into the mindset that's required to push through the adversity to achieve the goals that these athletes set.

So whether you're a die hard MMA fan in the UFC, like I am, or you're repulsed by the idea of two people engaging in a fist fight getting into a cage, or you're indifferent. Whatever camp you're in, what we're going to talk about today is relevant for you. It's about the mindset of specifically one man who has achieved extraordinary goals in a very short period of time. You're going to learn how someone has gone from completely broke and unknown to a multimillionaire in under two years, from unknown to world famous, from a 20 year old with a vision of living a life of his dreams to now living that life. And that gentleman's name is Conor McGregor, he's 26 years old, he's the interim champion of the UFC and Jon and I...

By the way, Conor is the individual I showed Jon a video, and by the end of the video Jon was fascinated by this individual and that's what got him interested in UFC. We went and saw Conor fight in Boston, and we sat third row in Boston to watch Conor fight with our good friend Jon... what's Jon's last name?

**Jon:** Vroman.

**Hal:** Vroman, and wasn't Jon Mcgregor, I have a car accident. Yeah. Brain damage. Jon Vroman and then Jon Berghoff and I with our good friend Matt Rekor[SP] and our friend David Osborne. The four of us, we all went to the UFC in Las Vegas, which was just incredible. 16,000 people in the arena. Jon, how many were from Ireland? You remember the number from Ireland?

**Jon:** It was a lot of them, at least 20% to 30%, which felt like a 100%.

**Hal:** It was crazy, I mean the whole. Yeah, every time we got in the elevator to go down stairs, it's a rowdy loud Irish folk drinking beer and yelling and I was...

**Jon:** They were wonderful people.

**Hal:** They were wonderful, it was amazing. Yeah, in fact, that the energy from their culture, what they brought to the experience, was incredible. So Jon...

**Jon:** Hey, Hal. Just to give perspective, I don't have the figures in front of me. But for your listeners, the revenue that was generated I think at the gate, meaning ticket sales, was somewhere over 7 million dollars.

**Hal:** Yeah.

**Jon:** And the pay per view revenue was off the charts, a record setting performance. But just to give everyone an idea, in the boxing world, everybody knows about Floyd Mayweather and some of his big fights. And I believe that this UFC fight surpassed, if it didn't surpass, it's right next to many of the biggest boxing fights that have ever been held in Las Vegas. In fact, I think the only bigger pay per view event was a Tyson fight, so I'm just trying to create some perspective that this is a sport that a lot of people view as it's always been kind of on the fringe. And I don't know, maybe it is. I'm far from an expert. I'm barely even a fan. You just got me into this, but I just...

**Hal:** Why did I invite you on the podcast?

**Jon:** I don't know, I'm not really qualified. But I just want to make sure people get it that this is huge. This is a big deal, what's just happened. And Hal, I also want to add that... and I don't know if you said this directly, but for your listeners, this call and our discussion is really about peak performance. It's about human potential, It's not about fighting.

**Hal:** Sure.

**Jon:** That just happens to be the vehicle through which we're going to be talking about Conor McGregor who has been masterful and wildly entertaining. If there was like a secondary goal to this call, Hal, I think it's to inspire your audience to go... Maybe in your show notes. Why don't you put some links to some of the best Conor McGregor interviews. They don't need to watch him fight, just listen to him speak it makes you want to see more of him.

**Hal:** Yeah, he's incredibly dynamic and we're going to talk about how he's achieved. This is the achiever goals podcast, obviously. That's what we want to talk about is really breaking down this guy's psychology, his mindset, his habits, his focus. What are the keys that have allowed him to go from obscurity, no one knew who he was two years ago when he got into the UFC, to now being the number one draw in the entire sport. And yeah, he broke, as Jon mentioned, he broke the record for, I believe it was, the number one attendance in gate for any fight ever. Even be

at breaking point Floyd Mayweather's record. In fact, he has a funny quote that somebody asked him how he would do in a fight against Floyd Mayweather. And I think he said it would take him 30 seconds to beat Floyd Mayweather in a fight, I think I remember.

**Jon:** That would be great.

**Hal:** Oh, gosh. Yeah. We would go to that one. So Jon, I'd love for you to start. In terms of what makes Conor McGregor so special, what is allowing him to surpass every goal ever achieved by anyone else in his position?

**Jon:** Yeah, well like I said, I don't know if I'm qualified to watch that. Well, let me talk about my qualifications.

**Hal:** Yeah, please.

**Jon:** I'm probably like much of your audience, Hal, that a year ago I had no interest in UFC fighting. I actually, I still don't consider my self a legitimate UFC fan, but I have become really interested, I guess, in Conor, and indirectly, I'm into the UFC. But I can't name more than a few other fighters. I know you're much more connected to it all. But you got me into this by inviting me to see Conor in Boston, and the pure excitement of it was just fascinating. And then we went and saw him in Vegas, as you just described. And so I've come to appreciate him. And I will save it every single highlight video that you've asked me to watch as a requirement before we went to the fight, I've watched. And so I probably spent way too much time.

**Hal:** Hours, and hours, and hours.

**Jon:** Conor McGregory videos. and we should describe Conor to your audience. Because all we've said is, "Hey, he's this like crazy guy that is setting records and has done great things." But let's describe about his personality, because I think it's what got me interested and probably has gotten many people interested in the sport. He has a level of confidence that I'm guessing there's a large percentage of people that watch him, and they don't label it as confidence, they label it as arrogance or cockiness. But what's interesting is, he participates in a sport where I guess some what argue that you have to have confidence that you're going to go into that cage and come out victorious, because any wavering in that confidence could be deadly.

And so I thought at first, when I got to know him, I thought wow. His confidence is fascinating. I think he reminds many folks of Muhammad Ali who would talk as though there was never any possibility that he would ever lose to anybody at anytime. We should talk about how much of that is legitimate confidence, how much of it is Conor an intelligent business person, I think it's both. I think he understands it if he draws people into the business, that he will get rewarded for that. And he actually openly talks about that too.

**Hal:** Yeah Jon, we're on the same page. The first thing that I wrote down in terms of Conor's secrets, if you will, to achieving his goals, is extraordinary self belief and that he manifest, that he verbalizes that extra ordinary self belief in confidence. But it really is, when you listen to the announcers talk about him or you listen to him talk. At first you're almost going, "Ah, this guy is must just be talking." But when I've been studying the guy, watching him for year, and I've never seen him break confidence. I've never seen... you can always, you can see it in someone's eyes, you see UFC competitors fighters talking a big game all the time. But you you can just sense there's an incongruity in their physiology.

They're going, "Oh, I'm going to win. I'm the best in the world." Gulp, right? As they swallow or try to master up, they're faking it until they make it. And Conor, through affirmations and visualization, it's interesting, so many of the miracle morning practices, I mean he does. He talks about the law of attraction and visualization.

**Jon:** He's probably read the book.

**Hal:** That is probably, we got to get him a copy, we got to get him in the documentary. Yeah, good idea Jon. So yeah, that extra ordinary self belief and here's the interesting thing about self belief. You do have to fake it, so you make it, right? You do have to just... you just create it, you just decide. Confidence is something that you just decide, "From this moment on, I'm choosing to believe and say nothing other than I'm going to reach my goal. No matter what, there is no other option." That's one of the elements of the miracle equation. I call it the miracle mantra. Which is just, "I'm going to achieve my goal. No matter what, there's no other option. And whenever you hit an obstacle, instead of going, "oh, my gosh.

What if this means I'm going to fail?" You just decide in advance, that language isn't allowed to come out of your mouth. You're going to reach your goal, no matter what. There is no other option. The reason most people are afraid to say that



because of the possibility they could fail. But people like Conor McGregor, the worlds greatest mind... the worlds greatest athletes. They just made a decision at some point, they're like, "Okay, I'm in this sport or I'm in this life, I've got this goal. Well, what will increase the likeliness of me achieving it is if I make the decision that the only thing I'm allowed to speak is that it's going to happen, regardless of the fact that yeah, it might not happen."

And I think, Jon, I may have seen you from a young age, right? You've achieved these amazing goals. I've talked about you a ton on the podcast. But what's your opinion on how someone listening can develop that type of self belief and confidence that Conor has?

**Jon:** Yeah, I love hearing you talk about it, Hal, because it does come down to that self belief. I think you just described something that there's a lot of truth and validity to what you're talking about, which is that the way that we talk about something, it's kind of a circular effect. And there's almost no point in trying to figure out what happens first, my attitude, my thoughts, or my actions. Because let's just say they all keep impacting each other, and we really have to pay attention to all of them. So I think a lot of it has to do with our self talk. I think a lot of it has to do with how we talked to others about our goals and our beliefs about our goals.

And then it has to do with making sure we align our actions. In how none of us are perfect, I think about a close friend of ours who I remember meeting with not long ago, and I was talking with him about a business venture that he was launching. And one of his challenges is he has one business that is really successful and he's looking to start another, and just in sitting and talking with him, the words that he was using in starting this other business. He was just openly saying, "This might not work. I'm not sure if this will work." And even if his actions are in alignment, which if I had to bet, I would say they're not as in alignment as they could be if just by the nature of that kind of language.

Even if his thinking is in alignment, which again, if I had to bet, it's probably not based on that external language. The point is even if everything is great, if he keeps speaking that way, then that will impact his thinking and his behaviors. And so I think it's what we say to other people, it's what we say to ourselves in how we behave, these things all come together and play into being able to fulfill that extreme belief. I think it's a big deal.

**Hal:** You could sum it up as we speak our lives into existence, right? We speak our goals into existence, whatever you say is what's real. And as far as accepting the

possibility that something might not happen, I think it's important to acknowledge that, but you don't perpetuate the thought. So if I can give an example, I was doing and interview yesterday. They were asking me about my car accident and being told I would never walk again and three weeks later I took my first step. And it really two weeks after I was conscious and I decided okay... I spent a day or two going, "Okay, what's the worst case scenario?"

I might never walk again. Okay, that would mean I'm going to wheelchair the rest of my life, okay. What would be the best way to handle that? Well, I would have to accept it and just be happy and grateful that I was alive, despite being in a wheelchair." And that was it. I went, "Okay, that's the worst case scenario. I've worked through it in my head, I've processed it, I've accepted it. So therefore, it has no more power over me." But then all of my energy, all of my focus, all of my visualization went into walking again. It didn't matter that it was possible that I didn't walk, I didn't think about that possibility. I only thought about the other possibility, which is I could walk again. That's a possibility.

Might have to be a miracle, whatever but everything went into that. And so I think for anybody listening, you accept the worst case scenario, and you accept it, and you make peace with it. You say, "Okay, if that comes to play, I get it. That could happen." But then from that moment forward, all of your energy is focused not on what you don't want, not on what you're afraid of, not on what could go wrong. But literally 99.9% if not a 100% of your energy, your attention, your emotion is focused on visualizing and imagining, and speaking into existence the goals that you have in your life.

All right, so the second thing that I had down...

**Jon:** What they don't know is I can see you in the video and I can tell you were waiting for me to like jump in right there.

**Hal:** Yeah, awesome. It's great. Everyone, I just want everyone really, really tune in because this is the last time you'll ever hear from Jon Berghoff on the podcast. So this is a monumental farewell episode, so really soak it in.

**Jon:** Let's talk about one observation I made, Hal, that you and I were talking about earlier, is Conor's, the way he trains. And I think there's a lot of lessons to learn in this, not just if you happen to have goals related to your energy or vitality or fitness, which is an area that your listeners are the type of people that are probably all attracted to continuously improving those areas. But just the approach



in general, I think is fascinating. And what I'm talking about specifically, Hal, is how Conor approaches his physical training in such a holistic manner. In other words, if you were to ask somebody on the street, like my self six months ago before I got into this.

How do UFC fighters train? I may have guessed or speculated, and I think a lot of people would speculate that they probably do a lot to work on their aerobic training, their anaerobic training, and maybe they stretch and do a few other things. but Conor... and you can actually watch if YouTube. You can find videos where you watch like a 45 minute work out of his, and I've done this. And what's fascinating is you can watch him do exercises for 20 to 30 minutes, that to most folks, even people who workout everyday, they have no idea what he's doing. And the lesson in there is how creative and holistic his approach is to training. This is one of several lessons.

So and I can relate to this, Hal, as you know. In the past, I've run ultra-marathons. And I remember the first time I attempted a 100 mile ultra-marathon, at that time of my life, my business was placing so many demands on my time that the one thing I did was yoga. And it sounds crazy, but I did hot yoga at least once a day, sometimes twice a day. A little bit of running but a fraction of what most ultra-marathon would do, and I did really well completing that first hundred miler. It was 27 hours straight of running, and it's crazy to think about it. But Conor, his approach to training is almost that radical. You don't see him... yeah, he's working aerobically, anaerobically, but he does yoga everyday, he does pilates everyday.

He has three or four different types of stretching routines that he mixes in, that are very creative and unique, and I just want to point that out because it's inspiring. Hal, I think often times we over simplify what it takes to be great. I think we want things to be easy, we want there to be shortcuts, and we want to think that we can be the best in the world by just doing more of what we've been doing. And you go watch Conor workout, and it's a whole bunch of stuff that most people have never seen. And it's a great reminder that we often might make wrong assumptions, too, when we look at people who are successful.

We might make faulty assumptions as to what did they do to get there, and how important it is to really investigate, and really learn how they approach something. So I just wanted to point that out, I think the way that he trains is really inspiring. Just his holistic approach and yeah, his nutrition is exceptional. Oh, one cool thing I think you saw this, too, Hal. One of the promo videos where you get a tour of Conor's house, where you get to see how he lives, and he has this whole team that

he brought over from Ireland. And they lived in Vegas for, whatever it was, two, three months leading up to the event recently. And you get to see how he lives, how he eats and he points out that they have rules that are posted on the refrigerator.

And one of the rules is nothing artificial is allowed into the home. And Conor makes a joke at one point, and he says if there's an apple pie in here, I'd eat the whole thing right now. And so he had these rules, not because he needed to be a superhuman, but because he knew what his flaws were, so they had rules that allowed those flaws to not come in to play. I don't know him well enough to know if he really would have succumb to the temptation of the apple pie, but I thought it was a great lesson, a simplicity in how he managed his environment there.

**Hal:** All right, that's brilliant and I think that yeah, it's so true. I think I kind of a similar thing, when I go to the store, I only buy raw vegan organic foods. Because I know, sometimes late at night, if I'm really hungry or just whenever, I'm weak right? I'm weak. So that's a great point of setting yourself up for success, or removing temptations from your view. The one thing I wanted to mention Jon, and I especially wanted to mention this because you and I have gone back and forth and have such different approaches, which both kind of working our own way. But one of Conor's secrets to his success is unapologetic self promotion, and to the point were Jon mentioned, when a lot of people are turned off by Conor.

I'd say it's probably 60% or 70% love him and 30% can't stand him. I'm making a number up, I have no idea. But he's very brash. He's very outspoken. And it could come across definitely as cocky, I mean you can even say he's cocky but it's kind of in a fun playful way. And the beauty of it in... Jon, you'll probably mention more about this later, but is whenever the competition is over, no matter how much smack he's talked about his opponent to hype up the fight and get people interested. He always goes over and he shakes their hand and he hugs them, and he talks about it how grateful he is and how much he respects them. So there's that element.

But the unapologetic self promotion, he understands that he's got a personal brand. And we all do, we all have a personal brand. And he understands that for him to get noticed, there's a lot of fighters out there that they're great fighters for the UFC, but they're quiet, they're humble, or they're mild mannered, or they're introverts or whatever. And they're not being paid very well because they're not interesting, and no one pays to see them. And so Conor, not just a unapologetic self promotion, but the fact that he's decided that he's going to be dynamic, that he's going to put himself out there, and he's going to promote himself and not apologize for it.

I think that, Jon, you can speak on that, but for me, I've always been... I've realized I don't know where I learned it a long time ago, but someone said, "Look, if you..." I think it was writing my first book. And they said, "No one's going to tell anyone about your book unless you do. You have to not be afraid." And I was really... I was actually very, I still to this day I'm very... I get nervous with promoting myself, but I just realize, I have to do it myself out there. So Jon, your thoughts on Conor's self promotion and any aspects of that?

**Jon:** Yeah, it's really interesting, because when watching him, or I guess you could say, anybody who is promoting themselves or their work. I think sometimes we have a temptation, as the person observing that, to receive it as being very egocentric, being about themselves. And what you're pointing out, Hal, that I think is really valuable and important to recognize is that depending on the line of work that you're in. So in your case, you're an author, many of your audience members are solo entrepreneurs right?

I mean 99.9% of "businesses" or business owners have zero employees. These are people that you are the creator, operator, and you have to be the chief promoter of your business, right? In Conor's case, see I was in the camp of thinking, "Oh, my gosh. This guy is so full of himself."

**Hal:** Yeah.

**Jon:** But over time, I recognize that while there might be some part of that, I recognize that he's really an intelligent business person, and he knows that if he can generate interest, people are paying, they're buying that pay per view subscription, or they're coming to watch him fight, that that's the bottom line for him, right? So I've seen that. And the other thing I've seen that tells me that he really does deep down inside have a part of him, and I now believe that who he really is, is not just about himself. But I notice that when given a chance, even when it's not what's being talked about, he will go out of his way, in an interview or a post-fight interview,

to recognize his fans, to recognize his country, to recognize his team. And I've seen a lot of fighters I've told you, there are certain fighters that I don't even enjoy watching them because I see them win, and they're handed the microphone and they talk about themselves and how great they are. And there's nothing wrong with having pride in what we do, however, when I want to get behind somebody, I love the guy that first will honor everybody that helped him to get there. And so when you see that, you realize, "Wow. Conor might just be that smart that he realizes, I

need to sell this fight, and deep down inside, he's actually really the type of person that recognizes and appreciates all of the people that helped him to get there."

The only place, Hal, where I think people need to be careful with self promotion is, and I don't think this is many in your audience, but I came from a world where I was in corporate America. And I think what's important is to figure out how to make sure that the good things that we do get recognized. That's just an environment where it has to be done differently, otherwise it can be detrimental. But that's not your audience. Your audience, if they're like yourself author, solo entrepreneurs. They have to have that willingness, that Conor has at an extreme level, to go out there and promote what they're doing, right?

**Hal:** Yeah, and I think part of it is not trying to be liked by everyone. That's something that I had to get over is just go, "You know what? I've got to put it out there, and some people are going to not like me. But those aren't my people." You realize that when you're a polarizing figure, but yourself, you're authentically yourself and you're willing to self promote. You're going to turnoff some people, but some people are going to resonate with it. And really, I wanted to respond to what you just said about how Conor acknowledges people and how important that is. Jon, I just want to take a moment to acknowledge you and the role that you've played, not only in this podcast episode, but in my life as a friend and as a mentor. So thank you for that.

**Jon:** I love you buddy. I appreciate it, man.

**Hal:** All right, I was just trying to get people to feel a certain way, like I really... I'm just kidding. So no, beyond that, I want to talk about a couple more things before we wrap up. And one is, Conor has a relentless focus on a single goal. And that is so important, right? A relentless focus on a single goal, and he's had it for a long time it was really interesting. He's 26 years old now, I think might be 27. And they showed a video of him, a black and white video on an iPhone or something, when he was, I believe, 19 years old. And he said to the camera, "Hey, my name is Conor McGregor. I'm a new mixed martial artist." And he said, "My dream is I will one day be the UFC champion."

And he just said it with such conviction at 19. In some ways, he had no right to... He was brand new. He hadn't won that many fights. But that goes back to the self belief, but it also goes with the vision. He had a vision, a single goal, a vision of being the UFC champion that he was committed to until, right? Your mentor, Jon, Dan Casetta, always talked about that philosophy of until. That you don't set a goal

and then try it for a little bit, and if it doesn't work, you give up. You commit to a goal until you reach it. So any thoughts on that?

**Jon:** Yeah, what's interesting is a lot of people who are UFC fans, who've watched Conor in the last two years, rise up from his first official UFC fight, to being recognized as a champion. And people often talk about how it looks like an overnight success, or he's done so much so quickly.

**Hal:** Yeah.

**Jon:** But what's neat is you have the background, and you've seen that he was already seeing this happening eight or nine year ago, which is far from an overnight success. And I think it's just a good reminder for all of us that again, we can sometimes look at somebody who achieves something and we think that we should be able to do something in a certain period of time, because we think that's what others put in to it. And we fail to see, or have the patience to see, that they may have spent two, three, four times the amount of time to get to where they were. So I just think that's an important observation in your point of just being singular in focus. I think that creates energy, it creates clarity, and you go back to who your audience is.

Hal, you have so many folks who are entrepreneurial. And one of the great strengths of an entrepreneur is the active mind and the ability to see opportunities and see ways to create solutions for people. And that active mind can also be the same... it can also be our weakness, right?

**Hal:** Yeah.

**Jon:** And so it's a great lesson for any of us to recognize the power of focus. Hey, if we put our energy into just one thing, what could we get from that, instead of scattering our energy across multiple projects of lesser importance, in the long run, even though they all feel important in the moment.

**Hal:** Yeah. Yeah, I agree. Well, before I dive in to the last point, I wanted to mention, Jon, you mentioned watching videos on Conor. And I thought a great introduction video, for anybody listening, is just go to YouTube and type in Conor McGregor Conan O'Brien. And he was on Conan O'Brien just a few weeks ago, before the event that Jon and I went to in Las Vegas. So Conor McGregor is C-O-N-O-R and then McGregor is M-C-G-R-E-G-O-R. So go to YouTube, type in Conor MacGregor Conan O'Brien and you'll get an idea of Conor's kind of brash

confident personality. I wanted just two things to wrap up, Jon, I wanted to quote Conor.

I was actually watching a video on Conor yesterday, and he was talking about how strongly he believes in the law of attraction. Law of attraction is what you might call visualizing success, right? It's putting your attention on what you want, keeping it there, and then you start to see that you attract either circumstances or people into your life, or you attract yourself. Kind of like a magnet, you pull yourself toward those circumstances that'll help you reach your goals. And Conor said that when things are going good and you visualize more good things happening that's easy, he said that's easy.

But visualizing the good things, the things that you want. Seeing your life as you want it to be when you're going through struggle. He said that's tough but that's the key. You must visualize what you want, especially when you're in the midst of struggle. And I thought that was just such a great quote, such a great philosophy of that when people are struggling, they often just it goes back to their focus. They're focusing what they don't want, what they're afraid of, what their bank account balance is versus seeing at as it could be.

**Jon:** Yeah, I didn't know you're going to share that idea, Hal, but I really like that. When I think about myself, and one of the habits that I have, and can I reflect on this because I look over at one of my walls, and I've got a whiteboard attached to this particular wall. And whenever I get what I would consider to be a lack of focus, or I fall behind, or I don't feel good about where I am in relation to the various goals that I have. One of the first things that I do is I erase the whiteboard and I rewrite what are my quarterly objectives, what are my monthly objectives, what do I want to get done this week, and what do I need to do today.

And the interesting thing is, I don't need to rewrite these. A lot of them are written down in other places, but just the act of requiring myself to write down what it is I'm trying to achieve. For me, it's one of the fastest ways to reconnect with where I want to go. And it's especially helpful, I just got back from a family vacation. I didn't open my laptop the whole time...

**Hal:** Yeah, it was such a pain in the ass to get a hold of you, jeez.

**Jon:** Yeah, it's true. Yeah, see? There are consequences. But I chose to unplug and that's just part of who I am, literally, entirely. And so when I get back, there's a little bit of this overwhelm, this anxiety, which any of your listeners can relate to.



And so just like you said, this is one of those times where it's as easy to think about what I want to achieve, so I force it by making myself write it down.

**Hal:** I love it. Yeah, that magic that happens when you put pen to paper. I was actually visiting with Jon Lee Dumas yesterday, the host of the Entrepreneur On Fire Podcasts. And we were talking about the Miracle Morning and the Life Savers and which of the savers were his favorite, and he said that scribing is his favorite. And he talked about that, "When I put pen to paper, when I write something that's in my head, whether it's a goal or a challenge, and I put it in front of me so I can see it." He said, "Then it becomes real. And then I can either overcome it, or then I can achieve it." So I love that. The last thing that I want to share here, one thing that we didn't talk about at all yet, Jon, is the match that Conor was in this last weekend, or whenever we went to the event here.

So I want to just real quick, give the circumstances and then something, an epiphany that I had, as we were preparing for the main event. So Conor was set to fight the world champion. His name is Jose Aldo. He's undefeated for nine years in a row, he's won like... I don't even know all the numbers but I mean he is one of the best fighters in the world, undefeated. Well, I mean he's been beaten once and it was like his first fight and he's never been beaten since then, so unbelievable. So Conor, they did this world tour over the last... it was like a one month tour, where they went to 16 countries and of course, the champion's a little bit reserved and kind of introverted. And Conor's really a brash and he's talking a lot.

So about maybe two weeks before the fight, the champion gets injured and has to pullout. And they're trying to scramble to find who's the opponent going to be that's going to fight Conor. And they ended up going with a former top fighter Chad Mendez who had gone five rounds and almost beaten the champion. So this guy is one of the best in the world, and he is the best wrestler in their weight class. Now, not to go in too much detail, but Conor is not known as a wrestler and all of the criticism on Conor has been... the UFC has never put him against a really good wrestler, and if they did, he would lose, because he has no background in wrestling.

So this was arguably the worst possible match up that Conor could have, honestly worst than the champion. The odds of this guy, Chad Mendez, beating Conor potentially were more than the champion, because this guy was the best wrestler. And all he has to do is take Conor down and hold him down. First I have to tell you this. When Conor's trainer got the phone call from UFC and they said "Hey, the champion is injured. Conor is going to be fighting Chad Mendez." Now most

fighters, when they got that news, would have freaked out and gone, "Wait a minute, I've only got two weeks notice. I've been training for this other guy, I've got to fight the world's greatest wrestler now? No way."

So the story, as it goes, is Conor was asleep when his trainer got the phone call, and his trainer went into his bedroom and tapped him and said, "Conor, Conor. Hey, Jose Aldo is injured. It looks like you're going to have to fight Chad Mendez in two weeks." And according to his trainer, Conor opened up one eye and looked at him and grinned and said "They're all the same. I'm going back to sleep." And he went back to sleep. And that shows his confidence. And here's what happened, so that leads into this last point. My good friend, Matt Rekor, that was with Jon and I in Las Vegas at this event. Matt and I are die hard fans, right? We're still trying to convert Jon. Step one is over. He's gone to an event with us, he's becoming a fan.

**Jon:** Getting there.

**Hal:** He's getting there. But Matt and I were talking and I'm such a Conor McGregor fan. And I love just he's so entertaining in watching him, I thought, "If he loses, I'll be depressed because I want to see him fight for the championship." And this particular match they made for what's called the interim championship. So I don't want to lose you stick with me, this is going somewhere very important. But the interim championship, which basically like it's like hey, since the champion is out and this was going to be a world title fight for the championship. We're going to make it like an interim championship. And then whoever wins that, they will then fight the real champion to unify the belts.

So I wanted to see that. And I said "Matt, I'm so nervous." And Matt said "Yeah, gosh. Chad is such a good wrestler and Conor doesn't have background in wrestling. I'm afraid Chad is just going to hold him down the whole fight and win the fight. Ah, me too." Then it hit me. Then it hit me, I said "Matt, there's one thing we haven't considered." And Matt said "What's that?" I said "The power of destiny." Conor has designed his own destiny, he's been designing it, creating it, living it, implementing it for seven, eight, nine years. And I said "Everything he predicted has come true." And the destiny he created didn't end with him being second place. The destiny that he's created for himself, not a predetermine destiny that fate created, the destiny that he is creating. He designed it, he's creating it, ended with him being the world champion.

And Matt looked up and looked at me and goes, "You know what? You're right." There's this unbelievable force that is Conor McGregor. Not because he himself

was born special, but because of everything we've talked about on this podcast, the way that he lives his life. The way that he approaches his goals, the extraordinary self belief, the relentless focus, all of these things. And that background noise was Jon Berghoff. Once again, his last episode everybody. But the ah... where was I going with that? Oh, so real quick, and then, Jon, I want you to share any thoughts on this, so get ready. Stop fooling around over there.

So here's what happened. So round one starts, Conor McGregor runs at Chad Mendez, right? It's really intense. Conor's throwing punches, Chad's not doing so well, but then Chad gets him on the ground, and he wrestles him down, and he holds him for the rest of the round. And it was like every Conor McGregor's fan, including myself, it was the worst nightmare. It's like, "No. This is what we were afraid was going to happen." Chad's going to hold him down and there's nothing... Conor's not a good enough wrestler to get up, so the round ends. Now I've got to share one caveat, Conor McGregor, you heard me say he's predicted everything.

He's called everything he's going to do, when he's going to do it. He goes into a fight with a guy that's never been finished, and Conor says, "I will finish him in the first round." And the analysts go, "That guy's never been finished, Let alone, the first round." And then Conor does it. Conor's done everything he said he was going to do, precisely when and how he said he was going to do it. So going into this fight with Chad Mendez, he said, "I'm going to knock him out in the second round." And he actually tried to bet the owner of the UFC 3.5 million dollars. He publicly tried to bet him 3.5 million dollars that he would finish him, he would knock him out in the second round. So listen to how, how prophetic. That's the right word, Jon, prophetic? I think it is.

**Jon:** Yeah, I think so.

**Hal:** How prophetic this is. So round two starts. Chad Mendez takes Conor down, and all of us are going, "No, gosh. This is going to be what's going to happen the whole fight." Chad holds him down. And Chad... now for those of you, I hate to get too violent with you, but Chad's throwing elbows from the top and he's hitting Conor hard, and Conor's talking the whole time and smiling. And we're wondering what is Conor saying? Well, later we found out he was saying things like, "Chad is that all you got? Is that all you got?" So he's still talking, he's joking while he's in the fight. And with 20 seconds left in round two. Remember he predicted he would knock Chad out in round two.

With 20 seconds left in round two, Conor flips Chad off of him, stands up. Now he should be exhausted. When you've had someone on top of you for five minutes, that's exhausting. Sorry. We're on video. Jon is entertaining me. But five minutes is exhausting, so Conor gets up 20 seconds left in the fight in round two. And with three seconds left in the fight, Conor hits Chad, Chad goes down, knock out, fight's over. Three seconds left in round two and Conor fulfilled his prediction, his prophecy, to win the fight in a way that nobody thought possible, and became the interim UFC champion.

And now he'll go on to fight the main champion for the belt. So any thoughts on that, Jon? The idea, the power of destiny. When you decide your destiny and you put everything that you have, all of your life force, into making it a reality, that unstopplability that a human being can create for them self, and any thoughts on that?

**Jon:** Yeah. Well, first of all, Hal, I thought you did an exceptional job of describing the fight. Especially considering everything I was doing to try and heckle you during your description.

**Hal:** Thank you, thank you.

**Jon:** Yeah. My thoughts on the comment of destiny. I'll never forget 17 years ago, when I first sat down in the San Jose office to sell Cutco Knives. I was at my first ever team meeting. And in the middle of the meeting, Dan Casetta is running the meeting, and I'll never forget he looks at me, during the meeting, and he just says, "Look at Berghoff. I can see it in his eyes, he's going to be great in this business." Now, when I looked back and you fast forward from that moment, I went on to be great in the business. However, I will tell you that I'm not the only person that Dan shared that with. And I share that story Hal, what it has to do with destiny is his job, as a leader, was to instill in me the belief that I had some sort of destiny that I should be pursuing or creating.

And whether or not he saw something that others didn't or he was able to speak that into existence, I'll never forget that what he did inspire me to believe in, was that I could control my destiny. Right? And there's that saying in our moments of decision, our destiny is shaped. And I think for your audience members, for them to think about all the time. What decisions do they want to make that are going to be shaping their destiny? And as we talked about earlier, what language do I want to use when I talk with others about my goals? Because it is the moments that I'm discussing that I am redefining and recreating continuously, what future destiny is.

It's not what I wrote on the whiteboard, it's not what I sent to somebody in the email and said, "Hey, here's what I want to achieve." It's what we talk about and think about moment by moment that is creating that future. So I believe in it, Hal, and I love that you brought that up as, not just a reason why Conor was going to win his destiny, but a great reminder for all of us.

**Hal:** Fantastic. Well, Jon it's been a pleasure as always. Thank you for joining me on this episode of the Achieve Your Goals Podcast. I do appreciate it.

**Jon:** I appreciate it, buddy. Anytime, even if it's my last.

**Hal:** Yeah, if we ever do a future podcast, which the odds are slim to none. Whenever I pause for an extended period of time, that's the sign for you to just go ahead and chime in with any thoughts that you have. So I will not pause.

**Jon:** Yeah.

**Hal:** Yeah, I'm not going to pause again the rest of this thing, I'm just going to keep talking. All right, so Achieve Your Goals Podcast listeners, thank you for tuning in. I appreciate you. Hope you got some value today, and really implement it. And if there were anything that I were wrap up and say, it's really just you design your destiny, you design it. What do you want your life to become? Get clear on that, write it down.

**Jon:** And, Hal, just in case anybody completely misunderstood this entire episode. You don't need to go fight anybody to live a great life. Take care everybody.

**Nick:** And thank you so much for tuning in to this episode of the podcast. So now, hopefully you are ready to go out there and to create your own destiny. So we want to know what were your big takeaways from this episode with Jon and Hal. Simply go to [halelrod.com/085](http://halelrod.com/085) for episode number 85. Just leave a comment there in the show notes page, and let us know what your big takeaways were. Also, if you haven't done so yet, please go and leave a review on iTunes by going to [halelrod.com/itunes](http://halelrod.com/itunes) and just clicking subscribe and then rating and review. That is really the best way for you to show your appreciation for this podcast, because it helps other people find out about the show and realize if this is a podcast that can help them. So until next week, it's time for you to go out there, take action, and achieve your goals.

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