



Achieve Your Goals Podcast #86 - Why Everyone Should Write a Book

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. Here's the author of the number one bestselling book, *The Miracle Morning*, a hall of fame and business achiever, and international keynote speaker, ultra Marathon runner and the founder of VIP SuccessCoaching.com. Mr. Hal Elrod. Hal, thank you so much for joining me on this episode of the podcast.

Hal: Nick Palkowski! Welcome my friend. Thanks for welcoming me. We'll welcome each other I guess. But yeah, I'm looking forward to today. I feel like we haven't talked in a little bit.

Nick: It has been a little while, and I know you've been hard at work with you gearing up for the Best Year Ever Blueprint. So, how are things going with that?

Hal: Yeah, it's quite a few months away, but my goal is that we have the event sold out with months to go, so that it's not like last year, where I'm trying to wear every hat up until the last day. I'm excited. Last year was such a cool... we had 220 people there last year. This year, we can fit about 300. This time last year, we had nobody registered, and this year, we have over 100 people registered at this time. So, I'm excited. We're combining with the Front Row Foundation and I think by the time this podcast airs, we will have the new, full-blown, BestYearEverBlueprint.com website. The faster, shorter way to get there is BYEB, as in Best Year Ever Blueprint, BYEBlive.com. Yeah, you guys go check it out and watch the video from last year. We're doing a really cool partnership with Front Row Foundation, and between now and the event in December, I'm sure I'll mention it on every episode and I'll probably be interviewing some of the people that are involved. It's going to be really cool. But the Front Row Foundation, who

I'm a huge supporter of, they are having their 10 year anniversary this year, and so we decided to combine the two events. We're going to have Best year Ever by day, Front Row Foundation 10 year celebration by night, and it's going to be really powerful, so I'm excited.

Nick: Yeah, I'm super excited, too. I actually already booked my hotel, so I'm going to be there for sure. I've got to book the flights yet, but I'm excited. I can't wait. It's going to be an awesome, awesome event.

Hal: Nice. Nice, man cool. I'm excited. Let's dive into the topic today. Are you ready to go?

Nick: I am. What are we going to be talking about?

Hal: I was just going to ask you that. What should we talk about today? I don't know.

Nick: Cheese.

Hal: Alright, cool. You're from Wisconsin?

Nick: Yeah. Can you tell?

Hal: Yeah, all right. So, here's the deal. We're going to talk about why everybody should write a book. Why every single person listening to this should write a book. Obviously, one could always argue, "I don't need to write a book," or "I don't want to write a book." And you don't have to write a book. But here's why I think that the benefits for every person listening to this call... this isn't a call, what is this Nick?

Nick: This would be a podcast.

Hal: Podcast, that's what it is. Everybody listening to this podcast... and the funny part is we're recording it on a micro-call, I'm not even on a phone recording this. That would make sense. So, why everybody should write a book. This is true if you are an entrepreneur, if you are an employee, if you're a mom, if you're a dad, if you're just about anyone and everyone. So, we're going to talk about the various game-changing benefits for what happens when you become an author, and how it would apply to people in different circumstances. So, we'll break it into three. We'll say if you're an entrepreneur, how

it will benefit you in a significant way. If you are an employee, how it would benefit you in a significant way, and if you are neither, if you are like my wife, if you are a stay at home mom, right, then how it would benefit you in a significant way.

So, any questions, comments, for anything that I didn't explain to set this up?

Nick: No, I think this is going to be good. I'm excited to hear about it, and hopefully we'll dive into a little bit of how people can actually get started writing that book. But I'm sure you'll dive into that too.

Hal: Yeah, absolutely. In fact, my buddy, Chandler Bolt, has this self-publishing school, I think it's called. We'll have to figure out the link. So, I can talk more about that. I'm just hanging out with Chandler the other day and they're doing some really exciting stuff, so that might be the resource that I recommend. So, as far as why to write a book, first, let me just share... I'll spend the first few minutes talking about my story. In 2000... My car accident happened in 1999. The Dr. suggested, "Maybe you should write a book about this experience and your positive attitude and how you've overcome it," and all of those things. So, that's where the seed was planted. It was actually in December of '99 when I came out of the coma, right into January 2000. I thought about writing a book. But I thought, "I could barely get an essay done in high school. I'm not a writer." Six years later, I had written about six pages in six years. I had a conversation with my good friend, John Berghoff.

I was actually doing a network marketing opportunity working for a company. And I pitched my buddy John on buying some grooming products or something that would be a monthly recurring auto ship and he said, "Hal, what are you doing?" I said, "What do you mean? I'm selling grooming products." And he said, "Nah, but man, why don't you write a book?" He said, "If I were you, I would write a book. I'd focus on taking your life experience, which for me was overcoming that car accident. I'd focus on taking your life experience," he said, "and extracting the lessons and sharing that in a way that could help a lot of people." Hundreds, thousands, millions, who knows. So, he had that conversation and I realized I have a responsibility. In that moment, I have this feeling of responsibility that I had to use my life experience, to share it, to leverage it in a way that could serve others. And in that way, I could argue that every single one of us, at some level, has a responsibility to take our knowledge, our life experiences and to transform those into a book that could help infinite amount of people. It will outlive us. Right? There are authors that have passed away, that have died, yet their books still sell thousands of copies every year. Some of them sell tens of thousands or even hundreds of thousands of copies every year, and these are individuals that are no

longer with us in physical form, yet they're still making an impact from a book that they wrote so many years ago.

So, for me, I wrote my first book. It didn't sell that many copies, it didn't make me that much money on the front end. However, I remember once I booked a \$6500 speaking engagement. It was the most, about double what I had ever been paid for a speaking engagement. It was at a high school in North Dakota, next to Wisconsin. Right? Aren't you guys bordering each other?

Nick: There's Minnesota in between.

Hal: Yeah, whatever. Don't get all technical on me, Nick. So, at a North Dakota high school when I went out there to speak, I had dinner with this woman after we spoke. And she said, "Hey, that was so smart that you sent me your book," and this was my first book, *Taking Life Head On!* Again, it didn't sell that many copies, it didn't really make me that much money, but we get into the benefits here, there are a few of these benefits that it has generated, even though income was not one of them. At least not directly from book sales. This is the example of how indirectly. She said, "It was really smart you sent me that book." She goes, "I talk to quite a few speakers and they all sent me brochures, business cards." She said, "You're the only one that sent me a book, and it sat on my shelf for about a month. I kept looking at it, kept looking at it, kept looking at it. I finally cracked it open a few days before I called you. I finished the whole thing and I was so inspired, I had to bring you in to talk to my students. So, that was my example with the first book I wrote. It got great reviews on Amazon. We don't have any negative reviews on Amazon.

Taking Life Head On! has, I think, 80 something reviews. Almost all of them are five stars with a few three star reviews... I'm sorry, a few four star reviews. And then no three star, two star, one star reviews. I don't say that to brag. I say that to set the context that it's a book that people loved, really well-received. It made me some income on the side through getting speaking engagements, sending it out to potential coaching clients, Right? Kind of like a brochure, if you will. But not much money directly from the book. So, that was my first experience with the book and the point of it being highly rated, even though people loved it, it didn't sell that many copies. So, there's not a direct correlation between writing a phenomenal book and selling a lot of copies, getting your name out there, making a lot of money from it. It's important that people understand, because most people think when you write a book, that's it. You're done. You wrote a book. It's out there in the world and it's a good book. You're going to be a famous author and make

millions of dollars. Right? The point is those don't necessarily correlate. Great book, great income, and great impact don't necessarily go together, so just something to be aware of.

So, my first book came out in 2006. Fast forward six years later before I wrote my second book, which was *The Miracle Morning*. Similar situation, I never planned on writing another book.

And I'm not going to go into another story. Everybody knows the story. I lost my income in 2008. I lost my house, I got deeply depressed. I created this morning ritual and in two months I doubled my income. I went from being in the worst shape of my life to deciding to run a 52-mile ultra-marathon. And went from being deeply depressed to confident, unstoppable, happy within 24 hours of doing my first *Miracle Morning*. So, that was the second component. And again, it wasn't ever going to be a book, but after I shared it with other people, and they had amazing transformations in their lives, namely my coaching clients, I felt this sense of responsibility to share it with other people and that's why I wrote "*The Miracle Morning*."

So, that lays my experience and foundation. Here's the deal, *The Miracle Morning*, it has become the biggest impact that I've ever made in the world. No work I've ever produced before, not a book or a speech, not even my live event, not even close, has impacted as many people and as profoundly... And here's the important part, it has generated a multi-six-figure income just from the book sales. And again, I don't share that to brag. I want to give you a context of what is the difference between these two elements. Right? That you write a great book that doesn't sell very many copies, and then you write another book that maybe isn't even as good, I don't know, but it sells tens of thousands of copies. In fact, I think we just hit 100,000 copies, Nick, which is a cool milestone.

Nick: Yeah, that's awesome.

Hal: Yeah. And so, about 100,000 copies. So, it's made a huge impact in a lot of lives, and then a great income. So, what is the difference? Well, before we go into the difference, I want to talk about the three reasons that you, the listener, may want to, or in my opinion, should absolutely write a book. And there's three. Now, if you are an entrepreneur, there are a couple of reasons. Number one is personal branding, Right? Expanding your personal brand, expanding your brand as an expert in whatever it is that you teach. If you have a book on your subject matter, all of the sudden you are the expert. If you have a website on your subject matter, that promotes your stuff, that says, "Hey, I'm an expert," that doesn't have the same level of credibility. It's just perceived that way in society. Even though anybody

can write a book now, and you can self-publish it, and you really don't have to know anything... It used to have to be that you actually... here's the interesting thing about the self-publishing industry, anyone can write and self-publish a book, even if their book sucks or if they don't have a lot of knowledge.

So, back in the day, and even today with traditional publishing, you had to know what you were talking about and write a really good book or a major publishing house isn't going to sign you. So, that's the one kind of... I don't know if I'd call it a negative, but just something to be aware of is anybody can write a book, and it doesn't mean that it's good. Whereas, with a traditional publishing house, not necessarily that it has to be good, but at least you had to jump through quite a few hoops. You had to impress an agent with your content. Then your agent had to pitch it to a bunch of publishers and impress a publisher to get that deal. So, there's a few levels of credibility and quality control with a traditional publisher. With self-publishing, there's not. Now, it doesn't mean your self-published book can't be phenomenal, but just something to keep in mind.

So, if you're an entrepreneur, you're building your brand, building your list. The number one of everything that I've done to build my community, the amount of people that I can reach, that I have a direct line of communication with whether it's via email, via this podcast, via social media, nothing has built... They call it your platform, right, the amount of people that you have a line of communication with that know you, like you, and trust you. Nothing has built my platform more than the book. So, again, if you're an entrepreneur, and you want to build your platform, and grow your community of people that know you, that like you, and that trust you, then a book is a great way to do that. If you want to establish yourself as an expert in your field, a book is a great way to do that. If you want to send it out and use it as a brochure to potential clients, a book is a great way to do that. Or, if you just want to have people buy it on Amazon that become your clients, right? I've booked more speaking engagements, in the last two years, from people that were leaders that read the book that then reached out to book me to speak.

Now, you might go, "I'm not a speaker, I'm an entrepreneur that sells online products and programs. Or I sell skin care, or I sell whatever." Well, the amount of people that read your book, if you have a way for them to connect with you, whether it be just to email you or you have an opt-in page where they can give you their name and email address in exchange for some value, now you've got a direct line of communication to those people. And then income is another one. As a self-published author... And I'm recommending, by the way, this is about self-publishing a book. This is in no way about traditional publishing, not because I'm

against it, but because my only experience with traditional publishing is deciding not to do it. So, that qualifies me at a very low level. Right? So, this is a self-publishing book. As an entrepreneur, it can be a great income stream. And by the way, even if you're an employee, this could be a great income stream as a side income stream, and then all of a sudden, you're an employee that becomes an entrepreneur, because now you've got that extra income stream.

But just to give you an idea on the map, if you self-publish a book, you'll make, on average, from paperback sales... And by the way, I should say if you self-publish through CreateSpace.com.

Createspace.com is Amazon's self-publishing arm. It is who I use for The Miracle Morning, and The Miracle Morning for Salespeople, The Miracle Morning for Real Estate Agents, Taking Life Head On! All of my books now are done through CreateSpace. I've explored every other option I'm aware of, and the pros of CreateSpace, to me, outweigh the cons. So, to do the math on income... Again, anybody who wants more income. It doesn't matter if you're a stay at home mom, or if you're a CEO, if you're an entrepreneur, whatever. As far as income goes, you can do the math. You make about, depending on the length of the book, size of the book, what you charge for it, you make about \$7 to \$8 per book that you sell. And then you can put it on Kindle by just clicking a button when you're in create space, it's no extra charge, and you make up to \$7 a book on Kindle.

So, let's say you make \$7 a book. If you sell 100 books a month, which any author could do with a very small amount of promotion, that's an extra \$700 a month. That's a nice car payment. If you sell 1000 books a month, then that's an extra \$7000 a month. And then obviously it scales from there. So, you sell a few thousand books a month, you're making 10, 20, \$30,000 a month. So, it's a significant income source.

Now, to be very clear... Nick, what's the disclaimer that they always have whenever they're presenting an opportunity, an infomercial like, "Hey, make money on selling houses." Right? The fine print always says, "Results are not typical." Right?

Nick: Exactly.

Hal: Whenever there is a student giving a testimonial, they're like, "I made a million dollars my first year," and then it's like, "Results are not typical." So, that's the thing, is most authors, self-published or not, don't get rich off their book. But I also think it's because most self-published authors think that in the beginning they just write the book and think it's going to take care of itself, that the marketing and selling is just going to happen automatically. Whereas, I've been hustling for the

last two and a half years. I've done over 170 podcast interviews. If you do the math, let's say each podcast interview takes an average of 45 minutes... I should've done a half an hour or I can't do the math on that. But that's give or take about 100 hours of podcast interviews that I've done. So, no lack of effort on promoting the book.

So, Nick am I talking too fast? Should I slow down a little bit? I feel like I'm talking fast.

Nick: No, I think you're good. I think this is a lot of great information. This is definitely something I think people need to think about. I know this is something I'm in the process of working on right now, not necessarily get those book sales. I think that's the issue with a lot of people, they think, "Hey, I'm going to sit down and write a book and it's going to be the top of Amazon. The checks are just going to come rolling in from all these royalty payments, but that's simply not where most people, who write, actually make their money. You're the anomaly actually in that, but even you mentioned you get booked to speak. All those things have come from the book basically.

Hal: Yeah, I have two coaching clients in Australia that both read the book, and that's how they both reached out to me through my website, through the book. I have a coaching client in the Netherlands, though, who caught me through the podcast. So, we'll do an episode soon on personal branding. The podcast has been a huge element in personal branding. In fact, Nick, let's use this as an opportunity, since I just mentioned it. You have a new podcasting course? I don't even know what it is. Some sort of podcasting online training or course, correct? If you want to just mention, tell people where they can get more info on that, that would be awesome.

Nick: Yeah absolutely, and it's a course that basically teaches people my system of podcasting. And they can go to HalElrod.com/podcastingforprofits and they'll find out more information there and get a few training things as well.

Hal: Beautiful. HalElrod.com/podcastingforprofits. Okay. So, with that said, so if you're an entrepreneur, this is a great income stream. Now, let's say you are an employee and you have no desire to be an entrepreneur, or maybe you have a desire, but it's not what you're doing right now. Writing a book really feeds personal branding. And when it comes to personal branding, like I said, this is a whole topic in and of itself. But the element of personal branding, what it is, if you will, it's the practice of people marketing themselves and their careers as brands. And most people don't think of themselves this way, but it's the idea that the

personal branding concept suggests that in addition to your self-improvement, you've got to focus on self-packaging. It's, "how do you want people to view you?" So, every person has a personal brand. And if you are an employee, you could even say... I don't know if it relates to the non-professional world, but it's how you're perceived by other people, whether it's your prospects, your colleagues, your peers, etc. So, that's what personal brand is about.

Well, when you write a book, it's amazing how people perceive you differently, even people that know you. Like, "Oh my gosh, you wrote a book? Wow. You're an author? Wow." I think I've told this story before of when I was at the airport and I saw Suge Knight, the founder and former CEO of Death Row Records who, whether or not you're a fan of Suge Knight, I'm not a fan of his business practices that I've read about, but I don't know him personally, so I can't really speak on him as a person. But anyway, I met Suge Knight. And I was like, "No way, that's Suge Knight?" Because when I was in high school, Snoop Doggy Dogg, Dr. Dre, Tupac, those were my jams. So, I was a little starstruck like, "Oh my gosh, that's Suge Knight." But I had a copy of my first book, *Taking Life Head On!* and I realized that. And I pulled it out and I signed it. And it was funny, I reached across the aisle, I was waiting for a flight and I saw him sitting across from me. I said, "Hey. You're Suge Knight, correct?" He said, "Yeah, what's up?" I said, "How do I spell your first name, sir? I didn't want to mess it up. I've got a book here I'm going to sign for you." This was my conversation. He's like S-U-G-E. I'm like, "Oh, okay. Thank you very much." And I was like, "Suge, thank you for inspiring me with your music over the years," and I gave him the book. He looks at it and he looks at me and it had my picture on the cover back then, and he looks at it, looks at me and goes, "This is you?" I said, "Yeah." And he said, "Oh, no way," and he wanted my phone number. It was crazy. So, it just goes to show that when you write a book, your personal brand is escalated to a different level.

And if you think about this, let's say you are an employee, and you want to get a promotion, and you write a book that is on your area of expertise or that is related to the area of where you want the promotion and you go to your boss and you say, "Hey, I really want this promotion." And hopefully it will be one that pays a lot better than your current position, but you hand him your resume, and you hand him an autographed copy of your book. That positions you as an expert in the position you are applying for. That is going to be the game changer. Or if you want to leave companies and go apply for others, think about this, once you have a book, the way that's perceived by all people is that you are either A, a celebrity at some level, B, you're an expert. So, that book, it's a one-time effort that pays you not just financially, but it pays you for a lifetime in terms of benefit. If you go for a job

interview, odds are you're probably the only one turning in a book with your resume, right?

Nick: Right.

Hal: And that's going to make you stand out head and shoulders above your competition. So, the first reason to write a book is income. That can range from a few hundred dollars a month, to tens of thousands, hundreds of thousands, or even millions of dollars of income. The second reason is your personal brand, and whether you're an entrepreneur or an employee. I think if you're an employee, it's even more important. But that element really serves you for the rest of your life. You don't know what the future holds. You don't know when you're going to get laid off. I don't mean to be Debbie Downer, but the reality is, when the economy crashes, things happen. The economy is cyclical, so things are going to go in ebbs and flows. There's going to be another winter before there's a summer and spring and all of that. So, you want to have a book. And it can be a short book. It can be, Here's the deal, it can be 100 pages long, but it can be double-spaced, so it's really only 50 pages long. And it can be a small book, so it's really only like 40 pages long. It's not about quantity, it's about quality. If you have a book that is short, but it's got a really professionally designed cover, maybe your picture is on the front or the back, and in those short amount of pages, it gets across a very powerful message that positions you as an authority on your topic, then you're going to have absolute, an advantage over everybody else.

If you want a book that's relatively short, it's actually a phenomenal book. It's called Anything You Want. It's by Derek Severs, Anything You Want. You can buy it for \$3.74. Oh, is it not in print any more? Interesting. Well, good luck with that you guys. It says, "See all buying options." You might have to buy it used, or you can buy the audio CD new, or you can get it on Audible. But great book. Anything You Want, by Derek Severs. It's a very short book, but it's powerful, it's phenomenal. That's a great book to buy, and get an idea of, "Wow, this guy just shared his life experience. I can do the same thing." And then, last but not least, I personally believe this is the most important reason to write a book. And I saved the best, if you will, or the most important for last, and that is legacy. Legacy, and impact in fact, and if you're taking notes, I would say legacy and impact is the most important. The impact that you make changing people's lives, you can't put a price on that.

The legacy that you create, meaning, this is a book that not only makes an impact on the lives of complete strangers, but your friends, your family, and for me, my

children. Knowing that if something were to happen to me tomorrow, I've got my most important life philosophies summed up, really, in two books. Taking Life Head On! and The Miracle Morning. If my kids read those two books, and I've told my wife, it's in my will, they have to read them 10 times each. They really have to master those two books. But that's the greatest wisdom that I could ever impart on them in a lifetime of parenting. I'm not saying it's a replacement for that, that I could check out as a parent as long as they read my books. Whenever they want to play, I'm like, "Hey guys, I'm tired. Just read this."

Nick: Just read the book. Just read the book. Here's the audio book, just listen for a while.

Hal: Read the books, and then I'll buy you a toy if you read the whole thing. No. but the impact that you make in the lives of other people is priceless and I think there's nothing more fulfilling, at least for me, than when I get an email from someone that says my book changed their life. Or specifically, it saved my marriage, it got me off of my depression medication. This gentleman, Mike East, said, "I lost 60 pounds since reading your book, and I attribute it to reading The Miracle Morning." I can't put a price on that. And again, the legacy component... to me a legacy just means a lasting impact. So, it's really impact. If I had to pick on word, it's impact. That's really the third benefit of writing a book. And the legacy component, that just means it's a lasting impact that's evergreen, that outlives you. So, I'd probably say the impact, while I'm here, is probably more valuable to me because I get to see it, and I get to feel it, and I get to experience it. It has to do with people that I love and care about and get to connect with. But those are the three reasons is income, personal brand, and impact. Those are really the three reasons that I believe everyone should write a book.

And here's the thing, whether it takes you six months to write a book, or six weeks, or whatever. If you google, "How to write a book in a weekend," you'll find some pretty cool courses. Probably my favorite, Chandler Bolt wrote a book called Book Launch, and he launched a self-publishing school. In fact, I don't even know the website. Nick, do me a favor. I know you did the same thing with the podcasting. Let's do HalElrod.com/selfpublishingschool. And then in between now and when this goes live, I'll get the URL because I don't even think it's selfpublishingschool.com. I tried to go there before the episode because I knew I'd mention Chandler and I don't think that's right. Anyway, HalElrod.com/selfpublishingschool, and then, between now and then if I give you the URL, you can just link it up to that, right?

Nick: Absolutely. We'll have it redirect right to the page, so everyone just go there and you'll be taken to the right spot.

Hal: And I've been blown away. Chandler launched this self-publishing school and I don't even know the number now. I think it's over 50 people, maybe even over 100 now. I don't know the number, but it's quite a few. I know it's over 50 that have gone through that program. And I think it's like from no idea to best-selling book within three months or something like that. He has over 50 people that have best-selling books now, that when they joined, some of them had ideas, but many of them had no idea. They just wanted to write a book because they understood all these benefits that I just mentioned. They knew that the benefits far outweighed... think about that.

You commit to something for a few months. It's not 8 hours a day for a few months, it's like an hour in the morning for a few months, and then you have a book that can generate you a passive income for the rest of your life, that can expand your personal brand for the rest of your life, and that you can leverage to gain a competitive advantage over other people in your company, your industry, etc. And you have something that can create an impact in the lives of other people for the rest of your life. How could you argue against a three month commitment for those three benefits for the rest of your life? I think that you can't. So, that's why I feel so compelled that everyone should write a book. Any thoughts, comments, questions? Did I miss anything?

Nick: I think this is great. I would like to eventually at some point, or maybe just your answer is to go check out Chandler's school, but maybe we should talk a little bit on the process of actually launching a good book at some point in a future episode.

Hal: Yeah. When we have the Beyond the Best-Seller program down the road, which is something that I've started working on. Yeah. We'll record a podcast episode that coincides with that, for sure.

Nick: Awesome, awesome. Because, yeah, I think this is such an important topic. I know that it's something that I've been actually working on here behind the scenes, not necessarily to sell the books, but in order to help sell my podcasting services. That's where I think people need to be a little more creative than just thinking, "Hey, let's just sell a bunch of copies." But see how it strategically fits in your business, because personal branding and that lead magnet basically is so huge.

Hal: Yeah. Exactly. It allows you to... I'll just share with people, in The Miracle Morning book, there's quite a few different bonuses that you can download. You're just required to put in your name and email address. I think that since the book came out, we've had 40,000 people opt-in for the bonuses. So, I now have a direct line of communication with roughly 40,000 people. I'm sure a few thousand of them have said, "Don't ever email me again, I just want the bonuses." Respect that. But, still, quite a few folks. Now I'm able to reach out to, and I can add value, I can share ideas, I can share new podcast episodes, when the Best Ever event is ready to go, we'll be able to launch that. All of the above.

So, if you're listening, I encourage you to strongly, strongly, strongly consider writing a book for the reasons that we discussed here. Your ongoing income, your brand, and the way you can leverage that, and expand that, and improve upon that, and enhance your personal brand, and the impact that you can make in the lives of people, from those that you care about and love, like your children, to the legacy that you can create that can impact thousands, or hundreds of thousands, or millions of people long after you are gone.

So, thank you everybody for tuning in to another episode of the Achieve Your Goals podcast. We will be back, of course, next week. And until then, set some big scary but inspiring goals, and wake up every day and work towards achieving them because you deserve nothing less. We'll talk to you soon. Take care everybody.

Nick: So, what do you think? Is book in your future? Hopefully now you see why it is important that you actually sit down and write a book. And I know I have definitely challenged you to outline and figure out, get started in the process here this week. Figure out what your topic would be, even create a quick outline so you can start moving down that path. Why don't you let us know what the topic of your book would be by going to, halelrod.com/086, or episode number 86 and just leaving a comment there on the show notes page, letting us know the topic and maybe the title of your potential book.

Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to halelrod.com/itunes. Clicking the little subscribe button. And if you haven't done so, please leave a rating and review, because this helps more people find out about the show and decide if this is a podcast for them.

So, now it's time for you to go out there, take action, and achieve your goals.

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