



## **Achieve Your Goals Podcast #88 - Are Your Goals Too Big?**

**Nick:** Hi, achievers, Nick Palkowski here. Are you ready for one weekend that could change your life? Be sure to register for Hal's Best Year Ever Blueprint Live Event at [bestyeareverlive.com](http://bestyeareverlive.com). Last year's event showed that one weekend can really change your life. Since the event, Tim Cornwell has lost 42 pounds, Heidi Murray [SP] has doubled her income, and Greg Kelly quit his job and became a full time entrepreneur, plus many other amazing results have come from last year's attendees. Don't miss out on your chance to make 2016 your best year ever. Head to [bestyeareverlive.com](http://bestyeareverlive.com) and register now.

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 bestselling book "The Miracle Morning", a hall of fame and business achiever, an international keynote speaker, ultra-marathon runner, and the founder of [vipsuccesscoaching.com](http://vipsuccesscoaching.com), Mr. Hal Elrod. Hal, thank you so much for joining us on this episode of the podcast.

**Hal:** Oh, Nick, I was taking a drink. What's up, buddy?

**Nick:** I'm doing excellent. How are you doing? Nice and hydrated hopefully.

**Hal:** Yeah. Actually it's funny. I've got the water that I just drink but then that was actually a sip of iced coffee, so that's not hydrating me very well, but it's really tasty.

**Nick:** But it's helpful, right?

**Hal:** Iced coffee and a little bit of almond milk, yeah, it's really good. So dude, are you ready for our podcast episode?

**Nick:** I am. I am. What are we going to be talking about on this episode?

**Hal:** The title of this episode... we normally don't have a title. We just start talking and then later you e-mail me, you're like, "What's the title that we should call it?" I'm like, "Oh, shoot," and we make one up. But I actually came into this episode with the title in mind that sets the stage for the whole episode. And the title for this episode is "Are Your Goals Too Big?" The title is a question, "Are Your Goals Too Big?" And this was actually inspired by . . .

This weekend we started filming "The Miracle Morning" movie, which is very, very exciting. And we, meaning me and the other Nick in my life -- Nick Conedera. Nick is a filmmaker and he has been for a long time wanting to make a movie first about my life, about my car accident, that whole story, and then we talked more about doing a Miracle Morning documentary and then we decided to combine the two and make it a docudrama Hollywood style movie mixed with "The Secret", mixed with "What the Bleep Do We Know!?"

So it's pretty cool. We just started this weekend. We filmed Pat Flynn, John Lee Dumas. We had some big Chandler Bolt, Andrew Ferebee, Matt Duce [SP]. We had some of my friends/colleagues that are big Miracle Morning fans. We got to go and then film them, so that was a lot of fun. So the point is, I was reviewing my journals from 2008 trying to figure out, "When did I actually start doing the Miracle Morning?"

I was writing about a bunch of stuff, but Nick was asking me questions for the filming and the script and he's like, "So when did you actually start?" "I have no idea. I don't remember the day." He goes, "When did you start writing the book?" I'm like, "I got no idea." So I have no idea. So I'm going through all my old journals and I came across the goal that I had set when I first read the book "Think and Grow Rich". And the goal that I set was to earn \$2 million by the end of that year. And it was based on this whole law of attraction that nothing is impossible and we can create anything in our lives, on and on. So I thought... My first goal was a million dollars. "I want to make \$1 million this year." And then, "Wait a minute. No. My ultimate goal in life is I want to be able to donate at least half of my money to charity."

So I scratched out \$1 million. I thought, "No, I'm going to make \$2 million so I can donate \$1 million to charity." And it was so funny. I was going through not only my journal but my schedule. And I saw in my schedule, it's like, "Strategize on how to earn \$2 million by the end of the year." I think it was like February or something. The year before that I had probably earned... I don't even know, \$80,000 or \$60,000. I don't know, something nowhere near \$1 million, let alone \$2 million.

It's just so funny because I was looking through my schedule. I remember how much I believed, just this unwavering faith, as I talked about the miracle equation, that I could do it, that I would do it. And when that year ended, I might have scraped over \$100,000 in income. So it wasn't a horrible income year, but it was, again, not even close to \$1 million, let alone \$2 million.

So after that, I reflected, I looked back, and I asked myself, "Why did I not earn my \$2 million as I had set out and I was actually so confident that I would do?" And by the way this brings up a really good point, which I think Achieve Your Goal listeners, you probably heard me say this before, but there is a fine line between optimism and delusion. Write that one down. There is a fine line between optimism and delusion, and personally I cross it often. I don't know. Nick, do you ever cross that line?

**Nick:** Oh yeah, all the time.

**Hal:** Yeah. We're over confident or we borrow confidence from somebody else. We read a book and someone tells us we can achieve anything and then we read that they have this amazing story of how they became millionaires overnight or whatever it is and then we're like, "Yeah, we could do that, too." So as I was looking through that, I realized that that was obviously too big of a goal or at least my approach was not in alignment with how big that goal was.

That then reminded me of another time in my life where my goal was to... I had sold \$100,000 of Cutco back when I was at Cutco. The next year, the biggest year ever, I think, was \$150,000 and I thought, "I want to double it. I want to go for \$300,000 and just blow the record out of the water. Not just beat it, double it." And that year I went for... I set the goal of \$300,000 and I really believed it. I really believed it. I wasn't approaching with self-doubt. I was like, "This is going to happen. It's going to happen." And again, it's that fine line between optimism and delusion. I became delusional thinking it was going to happen. And halfway through the year when I needed to be at \$150,000 to be on pace for my goal and I

was at \$50,000 or \$40,000 maybe, the delusion still overtook me and I thought, "Anything is possible. I'm going to make it happen." And that year instead of selling \$300,000, I sold \$106,000 and made \$53,000 in income.

So I didn't even get halfway to my goal. So looking at that \$2 million goal the other day just reminded me that wasn't the first time that I've done that. And now I was like, "Have I changed?" This is like a self-reflection that led to this call because I'm not the only one. I'm not the only one that crosses that line between optimism and delusion. I'm not the only one that sets ridiculously large goals. In fact, I spoke within someone the other day. It was one of my coaching clients and I'm trying to remember the exact goal that they shared with me. I'm drawing a blank, but basically I gave them the coaching that they were setting. We're going to get into the teaching points today, but basically I was giving them the advice that they weren't ready for that goal. They needed to earn the right to set that goal. They needed to achieve a goal in relation to that to earn the right to set that big, huge goal.

If you're earning \$50,000 in a year and then you set the goal to earn \$2 million the next year, it doesn't just magically happen. And that's the problem with the law of attraction. I'm a big believer in the law of attraction. I think it's visualizing what you want and focusing on it; it's crucial to your success. That was the problem with that movie "The Secret" in my opinion. You saw "The Secret", right?

**Nick:** Yeah, at one point I did. It's been a long time since I've seen it. But yeah, I definitely know the concept.

**Hal:** Yeah. The idea was the law of attraction. The flack of that film took. Oprah loved it, she put it on her show, it sold millions of copies of the film and millions of copies of the book. The problem was they basically just focused on the law of attraction, which is you visualize what you want, you focus on what you want, and you will attract it into your life. But that's not the end of the equation, that's not where it ends, and that's how they ended it.

So people made these vision boards. Millions of people saw the movie, probably hundreds of thousands, if not a million, made a vision board and they thought that was it. They're like, "All right. I did it. I made a vision board. I'm using the law of attraction. It's all going to happen." And so that's delusional. It doesn't happen that way. So for this episode, everybody listening, I want to help you evaluate your goals and look at them. Are your goals too big?

That's the title of the episode. Are they too big? For some of you, they're way too small. I always try to make this apply to everybody universally. So what happens is when I'm going to be coaching, if you will, on whether or not your goals are too big and what would make a goal too big and how you manage your goals so that they're not too big and that they're achievable but they do stretch you on as I coach the people that have goals that are too big, that are unrealistic, those of you that are like, "Man, I don't even have big goals. I don't even have goals. I'm just fond of this podcast. I just go to work every day and come home and watch TV. I don't do any goals."

If that's you, the coaching that you're going to get is going to still be valuable because it's going to lead you to that middle point of... You don't want to say goals that are too big, so how do you set goals that are just the right size, if you will? And we've touched on... I know in the past we've done episodes on what are the right type of goals. This is an area we've approached before, but today we're going to approach it in a different way. Nick, any thoughts, comments, questions, concerns, compliments that you want to pay me? Anything at all before we keep going?

**Nick:** You have excellent hair today.

**Hal:** It's fantastic. I didn't even style it. It's amazing. If people saw me, they wouldn't recognize me. They're like, "Where are your spikes? That doesn't look like Hal."

**Nick:** And actually I obviously have no idea because we're doing this completely audio. But I think, yeah, that's really the key, what you were mentioning before is that people stop at that just thinking, "Hey, let's set this goal. Let's create this law of attraction," but then they forget about those next steps or those precursor goals that they need to accomplish before they set that really, really big goal.

**Hal:** Yeah. And let me just say that to follow up on what you said. There's that whole blind confidence, the law of attraction, optimism, that whole mindset that rarely works for people. Let me first address this -- ow does the law of attraction work -- for those of you listening. I just did an episode earlier today. We recorded it -- I'm not sure when it will air -- with John Berghoff. We actually talked about the UFC Interim Champion Conor McGregor and how he has skyrocketed from obscurity where no one knew his name to now he's making millions of dollars not per year but per fight. He's doing amazing things and he's a big fan of the law of attraction.

So the law of attraction basically, to simplify it, is just you focus on what you want rather than what you don't want. And the law of attraction says that when you focus on what you want, you attract it into your life. That is the essence of the law of attraction. Pretty simple. Now that's really half the equation. When I say half of the equation, by the way, that comes from what I teach is called the miracle equation. And if you've never heard of that before, go to [halelrod.com/blog](http://halelrod.com/blog) and search the archives. You can listen to the Miracle Equation episode, which was a popular episode that we did. But there are two parts of the miracle equation. One is unwavering faith and one is extraordinary effort. Those are the two components of the miracle equation.

The unwavering faith part, that covers the law of attraction where you focus on what you want. You just maintain unwavering faith every day that is what you're going to achieve. You think about it, you dwell on it, you focus on it, you visualize it. That's the law of attraction. But without extraordinary effort, the other side of the miracle equation, nothing happens. And that's where we talked about Conor McGregor in this episode. His work ethic is insane. He's probably the hardest working guy in the entire... He's part of the UFC, the Ultimate Fighting Championship. His work ethic is insane. You can go on YouTube and Google "Conor McGregor workout". You can watch him do a workout. It's incredible. He's probably the hardest worker in the game. And that is the element of . . .

When I set that goal to earn \$2 million in a year, I had the unwavering faith part down. I had the law of attraction part down, but I hadn't actually broken down what it would take to earn that. That's the most important part. And that was the criticism of that movie "The Secret." They didn't say, "Now that you've got your vision, you've got to actually figure out what you have to do to guarantee that you achieve it. What do you need to do each day? Who do you need to talk to? What relationships do you need to develop? On and on and on. What skills do you need to develop?" None of that was talked about.

And so that \$2 million goal, it was definitely... anything is possible. Actually I don't know if anything is possible. Most things are possible. If you set a goal to earn \$2 million tomorrow, probably really hard. I don't know. It's pretty hard. That's an extreme example of in one year, is it possible if you're going from earning \$30,000, \$40,000, \$50,000, or \$100,000 to \$2 million? Probably, but you have to literally figure out what can you do? What value will you add to the world in which they will pay you \$2 million for? And the numbers are arbitrary. Same thing with the \$300,000 sales goal that I had many years before that in Cutco; that

was probably seven before I had that goal. It was possible, but I hadn't figured out what I had to do to make it possible, to make it a reality. I was just doing the same things.

It's been said, there's that saying -- doing the same things over and over again and expecting a different result is the definition of insanity and that's exactly what I did. Here are my three tips on how to figure out if your goals are too big and most importantly what to do if they are too big. In terms of figuring out if they are too big, the question becomes... It's a pretty easy assessment, "How much bigger is what you're trying to do, what your goal is compared to what you've done in the past?"

And I think a good reference point is doubling what you've ever done in the past is about as far as I would stretch my goal. If you've never done anything and you don't have anything to go off of, then talk to someone that has achieved something that you want. This is a timeless principle. You find someone that has achieved the result that you want. You figure it out, you talk to them, ask them what they did. If you're willing to do that, then you have the right to set that goal, if you have no idea.

But if you've been in sales for a while or you've been in business for a while or you've exercised for a while or whatever, then setting a major goal, a goal that stretches you, that scares you is definitely reasonable but it's got to be, like I said there's a certain parameter... For me the most that I earned in a year in terms of income was \$100,000 and doubling it would have been a big goal. I was trying to 20X it. I was trying to multiply it by 20 times and I didn't have any momentum on my side or anything. I was trying to go from 0 to 20X in my income. So I would not encourage you to 20X your goal. If you've ran a marathon before, 26 miles, I wouldn't encourage you to try to run, what would that be, 500 and... I don't even know... something miles or 620 miles, whatever it is, at once. That's a pretty big leap. I would encourage you, if you want to really make a quantum leap, I think doubling a goal is a big quantum leap. If you've run a marathon before, set the goal to run an ultra-marathon. That's a pretty big jump.

It's funny because I'm almost proving the point... Because I went from never running to running a 52-mile ultra-marathon. So it can be done, but for most part, yeah. But I did train actually, but here's a good point. I earned the right. Let me actually... I'm glad I thought of that because I set a goal to run 52 miles. Now if I were listening to this call right now based on the advice I'm giving to everybody, I would have been like, "Oh, then I should set a goal to run two miles." But that's the

thing is I did that. My goal was to run 52 miles in one day so I ran a total of 500 miles to train for that day in 5 months. And first I ran a mile. The first day I ran one mile, the second day I ran two miles, then I ran three miles, and then four, and then I started out this training regimen where I continued to do that.

Now the most I ever ran was 20 miles in one day before the ultra... And I did that, I don't know, probably a month for the ultra-marathon and I really wasn't prepared. I should have run farther than that. I should have done a 20 and then maybe a 30 or whatever. So the point is doubling a goal, I think that is a good place to start if you really want to make a quantum leap. And then of course you can go anywhere beneath that goal. I'm going to start by increasing it by 10% or 20% or 40% or 50% or maybe you go for 100%, which is, that is a quantum leap. Now here are the teaching points.

Once you've figured out whether or not your goals are too big and you've assessed that and obviously it's not a perfect science, but a goal that is... Just ask yourself if you have any idea on how to achieve it. If the goal is so big that you have 0 idea, you just have to do a little bit of being honest with yourself. I think that's the element there that you assess that by; it's not a perfect science. But here are the teaching points. These will help, I think, give more clarity on this entire process.

Number one: you've got to earn the right to set bigger goals by achieving smaller ones. This was advice that Dan Kaszeta, a mentor of mine and a mentor of our friend John Berghoff, gave to John. John had this goal of, I believe it was selling \$300,000. I think it was probably the summer after I tried, I don't even know, somewhere around the same time within the year. And he had this goal of doing \$300,000 and he was like a brand new... I think his whole career, he was at like \$80,000 or something, maybe \$60,000. So his whole career, 6 months he had sold \$60,000 and now he wanted to sell \$300,000 in 12 months. And his mentor Dan, who is a prolific manager and leader and a record breaker, he's one of the best managers in the history of this company, he told John, "I personally, as your manager, as your mentor, would advise you to not set that goal. In fact, I wouldn't let you."

And he said, "Because you don't even know what it means to do half of that." So he said, "If you want to sell \$300,000 in 12 months, focus on selling \$100,000 in 4 months and set the goal because that's what you have to do to be on pace." So after four months, rather than set this... Here's the reason for this by the way. If you were to set a \$300,000 goal, we'll just use John's example, for the year, this was what Dan told him.

He said, "If 4 months into the year, you're only at \$20,000 or halfway through the year you're only at \$60,000 or \$80,000, you're going to be discouraged and go, 'That goal of \$300,000, I'm so far off. There's no way.'" So he said, "Set a smaller goal for the year, but shorten the time frame." I think I slightly misspoke earlier. So he said, "Set a goal to sell \$100,000 this year, but try to do it in 4 months." So he said, "That way, if at 4 months, you're only at \$50,000, you can go, 'Wow, I can totally crush my \$100,000 goal. In fact, I'm going to raise it to \$250,000 because I'm at \$50,000 after one third of the year, so I'm averaging \$150,000.'" In fact he said, "Maybe you even set it to \$200,000 at that point." So if you're not anywhere near on track of the actual, the giant crazy goal you were going to set, you've got this leeway. He says, "You've got to earn the right to set the bigger goal by achieving the smaller goal in a shorter period of time." Does that make sense, Nick?

**Nick:** Yeah, it does. It's similar to... I also have heard the philosophy of set basically three goals. One is a goal, it stretches you a little bit, another one is like maybe double and it's like your home run goal, if you will, and then you set a gigantic goal. So I guess it just reminds me of that, but I guess I can see what you're saying is that, yeah, you're just shrinking down the timeline and building up those stages.

**Hal:** Yeah. To the point that you made, what you're talking about, I learned that from a lot of different managers when I was in sales that you set... they called it set a "will do," a "should do," and a "could do." And the "will do" is like no matter what and the "should do" stretches you a little and the "could do" is doubling or whatever. I don't think that's a wrong way to set goals. But what I found is that more often than not, you're not going to do much more than your "will do" because that's what you're focused on.

And so what ends up happening is if your "will do" is "I will sell \$100,000 this year," think about that. Let's compare the strategy you're talking about, which is a popular one, with the one that I'm sharing that we've learned from our mentor Dan Kaszeta. In the strategy you're talking about, it would be, "This year I will do \$100,000. I should do \$200,000, and I could do \$300,000." But what happens is you're focusing on doing \$100,000 for the year and that's what ends up happening.

One of my first clients that I was coaching in sales and I was coaching around the miracle equation, she came to our call saying, "Hal, I've set my goals and I want to share them with you and see what you think." She said, "My 'will do' for the next

two weeks is \$10,000 in sales, my 'should do' is \$15,000 in sales, and my 'could do' is \$20,000 in sales." She said, "What do you think?" I said, "I think you're going to sell right around \$10,000 because that's what you're focusing on. That's your 'will do.' That's what you're focusing on."

But the difference here is your goal. And some of this is semantics, but it really is a difference in what you're focusing on, which therefore will determine what you create. There's a bigger importance here. And the idea is that if the goal is \$100,000 but it's in 4 months and that's what you're focused on, then that's what you're going to create.

**Nick:** And I think probably the biggest thing is that timeline because I know you're this way, I'm this way. We tend to put things off until the last minute, put things off as long as we can. So having that shortened time frame... Because a year is just way too long to look into the future, to be honest.

**Hal:** Yeah, you're absolutely right. You're absolutely right. That's another benefit is that short-term urgency to get it done. And by the way I will tell you that that year John, he... let's see, going into the fall, going into the last 4 months of the year, in the first 8 months of the year, I believe he was at \$180,000 in sales and he needed to be at \$200,000 to be on track. So he was right there and then Dan said... He basically made him earn the right to set the bigger goal every four months of the year. What ended up happening was he ended up selling \$263,000 that year. And that record still had stood, which was \$151,000, so he did just crush it. So John did accomplish much closer to what I was trying to accomplish. So that's the first point.

And let me give a few other examples just because you're like, "What if I'm not in sales? How do I relate this to another area of my life?" Let's say it's a fitness goal, an exercise goal like a weight lost goal. You go, "I want to lose 50 pounds or 20 pounds or whatever, and I want to lose it in a month." The most you've ever lost in a month is zero pounds or two pounds, then lower the goal. So if you want to lose 20 pounds in a month, lower the goal to maybe 10 pounds in the month, but try to lose it in 15 days. And then at the end of 15 days, if you've only lost 5 pounds, now you're like, "I've got 15 more days to lose the other 5 pounds and then next month I'll take on the other 10 pounds." But if your goal is to lose 20 pounds in a month and 15 days in you're only at that same 5 pounds, it's simple human psychology.

The further away we are from a goal, the more discouraged we get. And not that you can't override that with strong mental focus and this and that, you can override

it, but you might as well set yourself up for success. So the idea is if you're only at 5 pounds lost and your goal is 20 and you're halfway through the month, you're like, "Oh my gosh, 15 days I only lost 5 pounds. In the next 15 days how am I going to lose 15? There's no way." And then you go binge eat because you're depressed, you're discouraged.

So the idea is any area of your life, whether it's writing a book, whatever it is, it's really about you've got to earn the right to set the bigger goals by achieving smaller ones and in a shorter period of time. The second point, and this is much in alignment with what we just talked about and Nick what you brought up is yeah, break that bigger goal into three smaller goals. And I think I actually already got ahead of myself and covered that. But it's the idea that you take that goal of whatever you want to earn in the year and then you divide it by three and you go, "Okay, for me to be on track to earn that amount, that means in the next four months, I need to earn this amount or I need to write this many pages of my book or I need to lose this many pounds or my wife and I need to go on this many dates or I need to take my kids to the park this many times."

Whatever your goals are, break them into thirds. And it's not breaking them, but it's breaking the time frames into thirds. You're breaking the goal into thirds and equally you're breaking them into equal time frames based on one-third. So it's not like Nick's, what you had brought up about the whole... You're not going, "Well, I'm going to break goals into three smaller goals, where my 'will do' is this much." It's not that. It's basically the next step to be in alignment with that step number one, which is earning the right to set bigger goals by achieving smaller ones. The way to do that is step two: take your goal, break them into three smaller goals, and break them into incremental time frames.

And if it's not an annual goal, let's say you have a goal for the month, then, that urgency is an important part. The shorter of a time frame the easier it is for you to understand that you've got to take action. You can even do this on a daily or weekly basis. In fact, I used to do this when I would have my sales goals for the week. Every single week, I tried to get to half of my goal. Actually I tried to get half of my goal in the first two days of the week. That was my goal every week was to get to half the goal in the first two days of the week and that created urgency.

So instead of just having my seven-day goal where I'm like, "It's okay if I don't work today or tomorrow. I'll make up for it over the weekend or whatever it was." The way I created urgency is I always had a goal and I had accountability. I told my accountability partner or my manager, my mentor, whoever, I would say, "I'm

committed on my goal to sell half of my weekly goal, my seven-day goal, in the first two days of the week." And then sometimes I got there, sometimes I didn't, but it created that urgency that gave me momentum to keep moving forward. And the same thing goes... that's part of what the step two is, breaking your goal into three smaller goals based on those incremental time frames is you're creating urgency and that urgency gets you off your butt so then you get some results and you get some movement happening, some action being taken and that creates momentum to continue carry you forward.

So even if you don't quite hit after one third of the way, you're not quite on track for you goal, at least you've got the momentum and you can start to see what you need to adjust, what adjustments you need to make to increase your performance so that you do get back on track for your goal.

**Nick:** I like that. Awesome.

**Hal:** And then the third teaching point in terms of how big your goal is, and this might be the most important one: extend your time frame. Extend your time frame. In other words... and I encourage you to write all of this down. I hope people take notes on the podcast. I guess some listen in their car.

**Nick:** They probably don't take notes while they're driving. We genuinely tend to discourage that.

**Hal:** But repetition is key. So go back and listen to it again and take some notes. Even if you want to fast forward to the first half, if you know the teaching points come toward the end, fast forward to the first half, re-listen to them and write them down. That magic happens when you put pen to paper. Actually I was at John Lee Dumas' place yesterday, his home/home office. We were interviewing him for the documentary and asking him about the Life SAVERS in the Miracle Morning, which of the SAVERS were the favorite. And he said of all the SAVERS, scribing is his favorite. He's big on getting ideas, goals, thoughts, challenges out of his head and on paper.

It's so true, your level of clarity and commitment is heightened when you put pen to paper and you put down your commitments or you put down you goals. It gives you more clarity because you can see and it increases your commitment because it's not just an idea bouncing around in your head. It's now real, it's physical, it's on paper. So extend the time frame is the third teaching point. And I encourage you to write this down, "Commit until" and underline the word "until" and underline it

twice. And I believe that's a Jim Rohn philosophy, "Commit until." Commit until you have achieved your goal.

And there's another philosophy, and I don't know if it comes from Tony Robbins or who, but it's the idea that most people overestimate what they can accomplish in one year. They underestimate what they can accomplish in 10 years or in 5 years even. So most people overestimate what they can accomplish in a year -- I'm writing this down -- and underestimate what they can accomplish -- I don't type very fast, you can tell -- in 10 years. And so if you think about that, most of us, we set ambitious goals each year and most people fail to hit their goals year after year after year, but most people don't even set 10-year goals. They don't even think what they can accomplish in 10 years and then work back from there. So most people set these goals, they fail and then they start over. What are you working on that is going to take you up to 10 years to achieve?

I interviewed out recently on the podcast, and again I never know what order these are going to come out, but I recently interviewed Tony Stubblebine who is the founder of coach.me, which was voted by Apple as one of the top apps in the App Store. And I was talking to Tony and he talked about... and I've said this a lot of times on the podcast, about how it takes 10 years to be an overnight success.

But he asked the question that I had never heard before which really was interesting and I would... Whether you've heard that episode yet or it's coming up, I'll repeat the question that Tony said. He said you've got to ask yourself what are you excited about enough? What's meaningful enough? What's beneficial enough for you to dedicate 10 years of your life to? If it takes 10 years to be an overnight success, which I can attest to in most people that are really successful can attest to, it's a grind. It's a long time. What are you willing to commit 10 years to? Because most people, the answer to that is either, "I don't know." And it's okay if you don't know now, but write that question down. What's important enough for me to commit 10 years to? Maybe it's a monetary goal where it's earn a million dollars or build a net worth of a million dollars. Maybe you don't know how that's going to happen yet, that's fine, but if you're committed to the next 10 years, I guarantee in 10 years, as long as you're committed every day to working towards that, you can't fail.

Now can you fail to make \$2 million in 10 months? Yeah. I failed at that easy. But in 10 years, I don't care who you are, I don't care where you are. You could literally be homeless right now and if you committed that in the next 10 years, I will be worth a million dollars and every single day I will do something that moves me

closer to that, that might start out by just reading books to learn how to do that, books like "Secrets to Millionaire Mind", "Think and Grow Rich", "The Millionaire Fast lane," these types of books.

There is nothing that you can't accomplish in 10 years. So extend the time frame, commit until. And I'll tell you my goal in life, my number one goal is to reach millions of people with the "Miracle Morning". And Nick, you know this, but I'm committed until. I don't know how long it's going to take. In fact I think I did probably... I don't remember, but two and a half years ago when the book came out, I probably said, "This year my goal is to sell a million copies of the Miracle Morning".

And that year I think I sold 20,000 and I was like, "Okay, once again I fell short." This is also the bonus. The side lesson here is I fail all the time. Achievers fail to achieve their goals all the time, but they just keep learning and growing and adjusting and keep moving forward. So that idea of committing until, I don't care if it takes me one year or a lifetime to reach millions of people with the "Miracle Morning". I am willing to dedicate not just 10 years as Tony Stubblebine asked, but the rest of my life to do that. So what do you believe in? What's important to you enough? What will benefit you, your friends, your family so much so that you're willing to dedicate 10 years to making it happen? And I would encourage everybody to set your 10-year goals and I think that brings a close to the podcast is the title of this podcast "Are Your Goals Too Big?"

The solution to that is take any goal, I don't care how big it is, and give it a 10-year time frame and see that you can accomplish anything in the next 10 years. And I don't think there's any goal that becomes too big. Earning \$100 million, I don't think... and I never use them, I'm using financial examples, but losing 100 pounds, whatever it is. Did you see that gentleman in the Miracle Morning community, Nick, that has lost 70 pounds since he started the Miracle Morning?

**Nick:** Yeah, I saw that really quickly. I didn't read into it too much, but yeah, that's awesome.

**Hal:** Yeah. I think I'm going to get him to the documentary. I believe his name is Mike Eaton, I believe. But he posted a couple of months ago and he said, "I've been doing the Miracle Morning." I think he had done four months at that point and he said, "Because of the Miracle Morning I'm applying..." Think about the Miracle Morning and the Life SAVERS is it's universal. You can apply it to any goal. You want to make a million dollars, you want to lose weight, you cater your

meditation and your affirmations and your visualization, your exercise, your reading, all of those practices, you just point them at any one goal. You align them with any one goal. So you're reading books that are in line with that goal. Your affirmations are in line with that goal. Your visualization, on and on.

His goal was losing weight and he lost 60 pounds in 4 months. I think now he's at 70 pounds and he said he'll be at 100 pounds... lost 100 pounds in less than a year of doing the Miracle Morning, which is just crazy. So that's it. That's it. Your goals, they're only too big if their time frame is too short. So either follow those steps, earn the right to set the bigger goals by achieving the smaller ones, break your goals into three smaller goals based on three smaller time frames, and finally extend the time frame overall.

Just commit until you achieve it no matter how long that takes and what are you willing to commit 10 years of your life to that's so important and so meaningful that you'll do whatever it takes to get there within reason and ethics and integrity and all of those things. So Nick, any final thoughts, comments, compliments?

**Nick:** You have excellent teeth.

**Hal:** My teeth are nice, too. Got it. I did after... You just opened a wound. I had braces for six years and I didn't wear my retainers and then my teeth got all crooked. I'm going to go cry now.

**Nick:** Oh man. That was my goal. Goal accomplished for the podcast, make Hal cry by the end of this.

**Hal:** All right. Achieve Your Goal listeners, thanks for tuning in. I hope you got a value today that helped you, that will continue to help you to achieve your goals. I sincerely appreciate you. I love you. I mean that very much. And if there's anything I can do to serve you, please don't hesitate to reach out. I do my best to answer all of the e-mails. I don't do the best at it, but I'm getting better and better. So feel free to reach out or leave a comment on this episode underneath the show notes. Nick, thanks for being a part of the Achieve Your Goals podcast in this episode, buddy. I appreciate you.

**Nick:** Thank you, Hal.

**Hal:** All right, everybody. We will catch you next weekend. Until then, set big goals, not too big, but set big goals and go out there and work towards achieving them every day because you deserve nothing less. We'll talk to you next week.

**Nick:** Thank you so much for tuning in to this episode of the podcast. So what do you think? Are your goals too big? Hopefully now you have an idea and are able to adjust the goals if need be and achieve some amazing results through the rest of this year. So let us know your biggest takeaways by going to [halelrod.com/088](http://halelrod.com/088) for episode number 88 and simply letting us know by leaving a comment on the show notes page there telling us your big takeaways from this episode.

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**Male:** 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 right up the show notes, post the episodes to all of the different sites, and do all of the ridiculous backend work that's required, then you need [yourpodcastguru.com](http://yourpodcastguru.com) where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit [yourpodcastguru.com](http://yourpodcastguru.com) right now to explode your audience and crush it in the podcasting world.