



Achieve Your Goals Podcast #90 - How To Grow Revenue By 500% and Lose 25 lbs (Interview with CEO, Stephen Christopher)

Nick: Hi, goal achievers, Nick Palkowski here. I have a quick question for you. Can one weekend literally change your life? Well, one weekend changed the lives of over 200 people last year when they attended Hal Elrod's Best Year Ever Blueprint live event. And Hal is doing it again this year. You can get all the details and reserve your spot at BestYearEverLive.com. Last year's event showed that one weekend truly can change your life. Since the event, Tim Cornwell has lost 42 pounds, Heidi Murray more than doubled her income, Steven Christopher increased his revenue by over 500%, and those are just a few examples from hundreds of incredible results created by last year's attendees. Don't miss out on your chance to make 2016 your best year ever. Head to BestYearEverLive.com and register now.

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

Hal: All right, all right goal achievers. Welcome to the goal... No, what's this podcast called? "The Achieve Your Goals Podcast," this is your host, Hal Elrod. And today we're doing something unique. We've never done this before. We're doing it for probably the next eight weeks, so this is the first of the next eight weeks series. And let me explain what we're doing.

Last week's podcast was a special behind the scenes of the, "Best Year of the Blueprint," the live event that we have, we did last year, my first live event last year. This will be the second time that we're doing it here in San Diego. The first weekend in December, John Burghoff and I, on the last episode, it took you behind the scenes on how did these so many people, hundreds of people at that event, what did they experience in two days that literally changed their life, where they went out and had these amazing results?

Well, what we're doing today is I am bringing someone on the show that was at the event last year to share with you their success story. You heard from John and I what we did behind the scenes to facilitate some of these transformations that happened for people that were there. But now, you're going to hear from people who actually experienced the transformation, and hear it from them on what have they achieved since last years, "Best Year Ever Event." More importantly what were their keys to success? what are the lessons that they learned. What are the things that they did; the habits, the mindset, the beliefs? What have they done to go from where they were this time last year to really achieving extraordinary results?

What's unique about this is, normally, I bring guest on that are thought leaders, bestselling authors, people that I've looked up to and admired forever, and not to take anything away from our guest and say that he's not those things. But the point is I want to bring on folks that are all different walks of life. So for the next eight weeks, roughly eight weeks, we're going to bring on eight different people, right? These are civilians, if you will, that have achieved amazing results so that you can learn from them and you can apply what they did to achieve the results that they did into your own life.

Now, our first guest today is a special individual in that he's not just a mere mortal. He is the CEO of Seequs Marketing. You're going to hear how much growth that company, his company, has experienced in the last 12 months. He's the CEO and founder of Seequs Marketing. They focus on website development and SEO, Search Engine Optimization. And I can tell you firsthand, I was so impressed with Stephen Christopher, who we're bringing on today. When I met him at the event, and we started talking, and I'm learning about him, and I'm looking at his work, and he's phenomenal. He's brilliant at what he does. He's the best I've ever seen when it comes to not just creating a website that looks good, that's step one, but creating a website that every element, every graphic, every color, every section is purposeful, designed to generate a result.

Whether you want to get people to sign up for your email newsletter, or you want them buy something from you or book you or hire you or whatever, Stephen is a master at that. And if you don't believe me, or if you want to see it for yourself, he's done two websites for me now. He did halelrod.com. So if you go to halelrod.com, you can see it's a completely brand new, new and improved site. And if you go to bestyeareverlive.com, Stephen and his team, I think two weeks ago, started creating that. In two weeks, they've created this killer website, bestyeareverlive.com, and that's the website, of course, for this year's Best Year Ever live event. You want to go there anyway just to get the details if you want to register, that thing.

So with no further ado, Stephen Christopher, are you on the line, my friend?

Stephen: I'm here, man. Thank you. That was an amazing introduction. I'm going to have you come introduce me anywhere and everywhere from now on.

Hal: Dude, your grandmother actually sent me that yesterday, and she said, "Don't mess this up." I just read it word for word.

Stephen: I love it, man. I love it. Thank you very much. I really appreciate it.

Hal: Yeah, dude. No, you're one of my favorite people. I told you recently, we were talking, and you were like, "Hal, what areas do you see that I can really improve in?" And I was just racking my brain. I'm like, "Dude, you're the man. I don't know. You're a good guy. You're a great communicator. You're really professional." And I'm not just feeding your ego. On that conversation, I was literally struggling to try to tell you what you could be doing better. You know what I mean?

Stephen: Yeah. Thanks, man. It's one of those difficult questions that especially I'm afraid to ask somebody like you, but the feedback was fantastic.

Hal: Yeah. So let's dive right in. I think I've got nine questions for you today. Number one, you've achieved really tremendous levels of success in so many areas of your life since last year's Best Year Ever event; personally, professionally, physically, all of these things. So before we talk about how you did it, what you learned along the way, what caused your improvement, your changes, spell out for us specifically what are the positive outcomes, the results that you've achieved so far in 2015?

Stephen: Yeah, absolutely. It's been quite an amazing year. Really, the year is not even over yet, so it hasn't even quite been 12 months. So by the time I see you again at the event, who knows what could have happened?

Hal: Yeah, it's true.

Stephen: So far, as you've mentioned Seequs Marketing Technologies, my internet marketing company, we've done over 500% growth in revenue just over the last 12 months. We still got a couple months to go, so got a little work left to do until the end of the year. But yeah, it's absolutely amazing. 500% gross revenue increase in 12 months.

Hal: To double your revenue is a big deal. Triple it, unheard of. Quadruple it, that's rare air. But quintuple it 500%? And I've watched you this past year to do that, and it's been phenomenal. So the business is up 500%. Okay, what else?

Stephen: Yeah, business is going great. Since then, I've also lost 25 pounds so far just getting back in shape, feeling amazing. Tons of additional energy just really getting into the physical shape that I need to be, to accomplish the goals that I'm accomplishing.

Hal: Awesome, awesome. So 25 pounds down in about roughly nine or ten months since the event last year. Okay, so lost weight. What else?

Stephen: I just bought a new house, absolutely amazing house just outside of Denver, Colorado. Something that me and my girlfriend have been looking for, for a long time. So we joke and not joke that we say we bought our dream home here in Colorado.

Hal: Nice. Okay, bought the dream home. So far, I would say that 500% increase in revenue, losing 25 pounds, buying your dream home, a Best Year Ever for just about anybody. What else?

Stephen: Yeah, that would have been the top of my best year ever a couple years ago. But even on top of that, I spent a lot of time this year focusing on increasing my circle of influence and just the people that I'm hanging around and who I get to talk to and who I get to spend time with and just really put in a lot of effort into that. And I have met some absolutely amazing people, gained some new friends, become a better friend or had a better relationship with you through some of the things that we've worked through with some of the websites that you mentioned

and just really put a huge focus on that from what I learned from Best Year Ever. And I think that's been a huge part of what's happened in my life.

Hal: Yeah, so upgrading your circle of influence. And then how about the book? I know that was a dream of yours for a long time. Give me an update of the book. That was one of your goals you set at last year's Best Year Ever. Where are you at with the book?

Stephen: Yeah, your original story where I've wanted to write a book for years and years and just never really started it. And finally after Best Year Ever, got the book started, and it will be published, I think, November 5 is the date that I should have the first copy in hand. Just absolutely so excited, and I can't wait for that thing to come out.

Hal: It's funny. Actually now that I think about it, I always share that my Best Year Ever story back in 2005 where...but it's funny, it pales in comparison, like I doubled my income, not 500%. I doubled it. I got in the best shape of my life. I wrote my first book, and I'm looking at yours and it's so many of these things. Actually and I bought my house. It's really, really interesting, the parallels. Dude, we have a lot in common. Then what else? I know you got a few other results that you've generated since the event.

Stephen: Yeah. Also since the event, you and a couple of the new people in my circle of influence have inspired me to also start a podcast. So the first episode, I think, we'll launch in a couple of weeks right now. We're just recording the first ones right now.

Hal: I don't think that you've interviewed me on your podcast yet. What the hell?

Stephen: I haven't yet. I haven't. But don't worry. Now that it's out there, the invitation will be showing up in your inbox soon.

Hal: Nice. Well, I know now the law of reciprocity. You're going to feel like you have to have me on your podcast, because I had you on mine. So that's totally fair. Then what else? I think there was one other thing that you had shared with me?

Stephen: Yeah, absolutely. Probably one of the biggest accomplishments was speaking on stage a couple times in front of a few hundred people. Public speaking is something that I've never wanted to do. I've been scared to death. Even just getting up in front of a group to introduce myself has just been something that

terrified me. After Best Year Ever and some of the things that I learned and took away, I made the leap to say yes to a couple different speaking engagements, and it's absolutely changed. It's changed a lot of things in my personality; the way I look at things, the way I look at fear, and it's also contributed a ton to the business growth and the success that I've had so far this year.

Hal: Wow! Well, first before we move on, congratulations, Stephen. Seriously. Really incredible. And because I know what kind of person you are, the more you succeed, the more everyone around you succeeds, because you're that kind of guy. So I'm excited for you. Really, really excited.

Stephen: Thanks, man. I really appreciate it.

Hal: On that note, before we go into your keys to success, how does it feel? I'd love to hear, dude. How does it feel? You're an achiever. As achievers, we often don't give ourselves the credit that we could or that we should. We don't even enjoy the success often that we experience or create for ourselves, because we're always focused on the next thing. I know you can relate to that, But how does it feel? When you really stop...and I'm giving you permission to feel good right now, be proud of yourself. I don't want to tell you how to feel, but how does it feel to do what you've done in the last 9 or 10 months?

Stephen: It feels absolutely amazing. It really truly is like a dream. And it's funny that you prefacet [SP] with that, because I didn't give myself credit for a lot of the things that I've accomplished in the last 9 or 10 months since the event. And when I was thinking about and preparing for this podcast, as I was going through all these, I was like, "Oh my gosh, I've accomplished so much." And a lot of those things, I didn't even really stop to give myself credit for. So when I was prepping for this, it was probably the first time that I really reflected on it, and I'm just sitting there at my desk and just have this huge giant smile on my face as I'm typing these things out. They just kept going and going, and it feels amazing. It feels like a dream. I don't really know any better way to probably say it.

Hal: Surreal is a word, right? It's a little bit surreal. Wow, very cool. Let's give our audience some tangibles. What are your keys to success? What are the things that you've done this year that have enabled you to experience such physical, mental, emotional, financial growth in so many areas?

Stephen: Yeah, absolutely. One of the biggest things that I attribute most of this to is routine. Here's a good example. We go to events like Best Year Ever, or we read

books, and we pull out all this great information, but we rarely ever, or a lot of the times, we don't do anything with it. So one of the biggest things that I took away from Best Year Ever and brought back home with me was setting up really good solid routines. Whether it's just a consistent morning routine like "The Miracle Morning," whether it's your fitness routine, how often am I going to go to the gym? What am I going to eat? What am I not going to eat? Even down to when I'm going to play? When am I going to have fun to make sure that you get all of these different things in your life?

That routine part has just been huge for me. Taking all of the things that I've learned and creating routines around them so that I don't miss them or so days don't just slip by and blow aimlessly off into the wind.

Hal: I think that it's so fundamental. What you're saying right now is so fundamental. It's sometimes overlooked. But arguably, it's the single thing that determines our success, which is our routines, right? It's how you habitually spend your time or invest your time. If you exercise, if you have a routine for fitness, as you mentioned, and you do it regularly, you're going to be in good shape, right? But if you're doing the fitness, if you're putting that in your schedule here, there, when you feel like it, not much happens, but those routines become part of who we are, and then the results become consistent, right? I love that. The routines have been a big part. What else?

Stephen: Routine and then circle of influence. Really, the old statement. What is it? "Show me your five closest friends, and I'll show you what you're going to turn out like." I don't remember exactly what it was.

Hal: Way to butcher, but keep going.

Stephen: Yeah, just botch it up. So surrounding myself with those people that pull me up and that I strive to be like and that I want to learn from, that's been really big as well.

Hal: One of the things, you joined our Quantum Leap Mastermind, right, which is something that John Burghoff and I launched at last year's event, this Quantum Leap Mastermind. And you've been a member of that, which I think, that you've attributed part of your upgrading of the circle of influence is getting around those people who are investing their time and energy and money into that type of mastermind, right?

Stephen: Absolutely. I would say investing and increasing your circle of influence, both financially and with your time, it was huge for me.

Hal: Speaking of that, I'll share with you. I have not told you this yet, but I'll share it with everybody. I'm a huge believer in that, and I just invested a chunk of change to go to an event. Stephen, are you familiar with Genius Network, Joe Polish's mastermind group?

Stephen: I'm not familiar with the network. I know Joe Polish.

Hal: Joe Polish's mastermind is called "Genius Network." It's a \$25,000 a year mastermind, and then he has this once a year event where non-members of the mastermind for a \$10,000 investment can go to the two-day event that the mastermind members are at. I don't know if it's a fly on the wall or engage or what, but I just had this raved on by so many people, and you have to apply.

I've been all stressed out the last couple days. I applied a couple of days ago to go to the event. I'm telling my wife, and she's like, "Sweetie, you'll get in. You'll get in." I'm like, "I hope so." Anyway, I just got in to that event, so I'm going to go the Genius Network event in October. And then I already told my wife, Ursula. I said, "Sweetie, I think I'm probably going to sign up for the whole yearlong mastermind when I'm there. She's like, "I already knew you would." I was like, "Okay, cool."

Whenever someone says, "circle of influence" or upgrading it, I just resonate. Because I'm like, "Dude, that's been one of the biggest keys to my success." What you've mentioned earlier about the five people, I think Jim Rohn was, to my knowledge, the first person that said, "You become the average of the five people you spend the most time with." I think that is one of the most true, powerful, and yet underleveraged success principles. I think would nod their head yeah, but then they go and hang out with the same people. They spend time with the same people.

You've got to be relentless about putting yourself whatever it takes to surround yourself with people that are playing the game of life and business and whatever areas of your life that you want to improve, fitness, that their playing at the level that you want to play at. Then of course, that influences you in all positive ways to play at their level.

Stephen: Yeah, absolutely. I think for years, I always hesitated at investing money in events like that and masterminds, because it just seemed so expensive, and I never really knew exactly what you were going to get out of it. But now, it's

something that I do all the time. I love being in groups like that, and it's worth every penny. Most of the time, it's worth it within the first one or two meetings or even just one person you meet.

Hal: Yeah. I think that the reason I hadn't told you this yet was I just got accepted yesterday, so it's new. But about the event, because I'm like, "Stephen will just drop the 10 grand without hesitation." I'm like, "I don't want to make Stephen spend too much money on events." I've told you, a lot of events, I'm like, "I'm in! I'm in! Where do I sign up?" You joked once, and I think you're like, "Hal, you've spent a lot more of my budget this year on personal development than I had originally intended," something like that.

Stephen: Yeah. But absolutely, it's been huge for me. It's a perfect testament to it, to both things. One, increasing my circle of influence, but then also investing in programs like that for myself.

Hal: My measuring stick, I always looked at risk to reward. I go, "Okay, the risk of investing in this program or this event or whatever is I invest 1'000 or 3,000 or 100 or 500, whatever it is, dollars, and I get no value. That's the worst case scenario. In fact, everybody listening, because what I'm going to share here, I just thought of further, a bigger picture of what I'm going to share as I started to talk here.

So here's what I've realized. And Stephen, I think this will be valuable for you, too. It's that investing in personal development, professional development, events, masterminds, that sort of thing, that risk/reward, the risk is, "I'm going to invest that money, and I'm going to get zero value." That's the worst case scenario. It's virtually impossible to get zero value, but maybe you're going to end up not getting the value that you felt you invested for that experience. But the best case scenario is often hard to measure. Some of the relationships I have and how they've generated tens of thousands of dollars or hundreds of thousands of dollars, whether it was a relationship or it was one thing, I learned at an event.

I went to an event once, and I ended up signing up for this \$14,000 coaching program. And I was broke, by the way. That was back in 2009, I think. Still recovering from the economic crash, I was broke, I put on a credit card. I called our buddy, John Groman, who also was financially, he was building his business. I was like, "John, dude, we can split the cost. It's only 7,000 each." Somehow, I convinced him, but here is the point. One thing I learned at that event earned me \$20,000 the next month. In fact, I think it was the biggest month I've ever earned income-wise.

One thing that I learned at my first mastermind meeting at that event earned me \$20,000. It paid for itself three times over for me. Here's the point. To wrap this lesson up, the risk to reward, you've got to look at it over the long haul. Meaning, it's not that every event that I go to or every mastermind I go to returns itself many times over. Some I break even, some it might not be what I expected, whatever that is. But here's the point. Over the long run, the reason I still do it is because it's like investing in the stock market. Dollar cost averaging, right? You invest. Even when it's down, you just keep investing consistently month after month after month after month, knowing that over the long run, your return will far exceed your investment. Disclaimer: I'm not trying to give you guys stock advice here.

But the point is for these events and these masterminds, the relationships I've built, the knowledge that I learned over the long run, the ROI has been not only incredible, it's been immeasurable. That's it. I just keep going, keep going, keep going, keep going, and some return more than others. Does that make sense? I don't know if I'm articulating it really well.

Stephen: Yeah, I think it makes absolute sense.

Hal: It's like a long-term play versus just each individual. I look at each event, risk/reward, but then I know that over the long run, that strategy has been really beneficial for me.

Stephen: Yeah, just look at Best Year Ever. What did it cost me to go to that last year? I don't even remember.

Hal: Last year, it was \$497. And this year, the discounted rate, it's \$597 right now, plus travel, so about a thousand bucks.

Stephen: So even better. That investment and a 500% return in my gross revenue in my business, so I'll take that any day.

Hal: Yeah, good point when you frame it that way. So speaking of the event, what are the lessons? What are some of the lessons that you learned, or the exercises, some of the things that the time we spent together at the Best Year Ever Blueprint Event last year, was there anything specific that you learned or experienced during the event that has helped you to have this incredible 2015?

Stephen: Yeah. One of the biggest takeaways that I had that led to me going out on a limb a little bit and doing some of the public speaking was learning that I truly am enough right now. I always spent so much time thinking, "Okay. Well, when I hit this goal, I'll be enough," or, "When I make this much money, I'll be enough," or, "When I buy this car, I'll be enough, and I'll feel better, and I'll be more comfortable around people that have achieved more than me."

What I got out of that lesson from Best Year Ever is just truly, I'm enough right now. We're all on our own separate journey. So it doesn't matter, Hal. You and I, we're very similar, as you pointed out at the very beginning, but I could look at things you're doing and say, "Man, I'm jealous. He's got this, and he's got this great podcast, and I'm barely just starting out." But it doesn't help. It doesn't get us anywhere. So just knowing and being okay and accepting that I am enough right now and that I need to live and enjoy every day that I have to the fullest, because that's truly what it's about. That was a huge lesson for me.

Hal: That's powerful. It's really powerful, yeah. Well, let's actually transition into beliefs. How did your beliefs about yourself need to change in order to achieve these new levels of success?

Stephen: I needed to trust and believe that I'm already an intelligent person, and I'm already doing things to the best of my ability with the knowledge that I have right now. When I do that, it allows me to more freely make big moves, be okay making decisions that are maybe a little bit uncomfortable, make big plays within my company. Just knowing that, one of my favorite quotes, which I'll completely botch as well is...

Hal: I botch quotes all the time. Don't feel bad, I always butcher quotes.

Stephen: I think everyone gets it, but it's, "I wouldn't be capable of having the idea or the thought if it wasn't possible for me to achieve it." Really adopting that belief after the event last year has been huge for me.

Hal: Well, wow. You mentioned routines earlier. Are there any...and this might be a related topic, there might be some crossover, I don't know. Are there any specific habits that you've developed that have helped you?

Stephen: Yeah. So this may sound like a shameless plug for "Miracle Morning" but it's really not. After I went to the event and everybody talks about it so much, I had fallen off of my "Miracle Morning" a little bit. And after the event, I was like,

"Man, I got to get back into my routine of this." So I did, and I've probably only missed a couple days since the event last year, and that's been a huge habit and a huge part of my daily routine that I think has made a giant impact. So morning routine is one. Obviously, to anybody listening, if you haven't read the "Miracle Morning," I highly recommend it. I believe that strongly.

Then another habit is creating my daily plan and creating it the night or the afternoon before. My work plan is created by the time I leave the office that day, so that now, I can truly separate and disconnect work from personal life. So when I leave the office, I'm done with my plan for tomorrow. I don't have to think about the things that were left unfinished on my to-do list, because I've either already moved them or I've gotten rid of them. And now when I show up in the office in the morning, I open my to-do list, I know exactly what I need to do for the day, and I start moving down that list. So that's been a huge habit that I implemented since last year.

Hal: How long do you spend on that habit at the end of a work day planning the next work day?

Steve: Not long. I've got it down to maybe under 10 minutes now. As long as you're doing it consistently, you'll never have a bunch of things that pile up, so it shouldn't take you long at all once you get into the routine.

Hal: Got it. I love that. Fantastic, fantastic habit. What has surprised you the most about what you've accomplished since Best Year Ever, since last year's event?

Stephen: The biggest surprise to me is how much you can accomplish in what seemingly used to be, to me at least, a short amount of time. A year can sound like a long time, but really when we put it in perspective, the years tend to fly by now. But the amount of things that I accomplished in the last year, it's been a huge surprise to me. I did more in one year, and not even a year, than I normally would of done in two or three years, and I would have felt stressed or felt like, "Wow. Okay, I've really made the most of that year."

It's just been a huge surprise to me to how much that I can get done, and that's made me really excited to see what's going to happen next year. Because now, I obviously want to push those limits even more. If I can get x amount done this year, geez, I can maybe double or triple that next year. But a key point to that is the way that I've done it has left me feeling relaxed. I still have plenty of time to travel

and play, and me and my girlfriend go to all kinds of cool places. So we still have a life, but yet we're accomplishing a lot more.

Hal: Any other advice that you have for others so that they can have their best year ever?

Stephen: Absolutely. I have one really key piece of advice that I would give to people. It's stop focusing on the things that you don't want. And this seems so simple, and so many people that I tell this to always say, "Oh yeah, I'm not focusing on what I don't want. I'm busy. I have a lot going on." No. So many people are focusing on what they don't want, and you've got to stop that. Focus on the thing that you actually want to accomplish. Whether it just be to have more fun, start a business, I don't know, buy a new car, buy a new house, when I step back and look at some of the people around me or some of the people that I have helped and really pay attention to how much time they're spending, focusing on what they don't want, it absolutely blows my mind.

So you have a problem at work. How much time do you actually spend thinking about how much that frustrated you or how annoyed you are? How much you hate Bob in accounting? Whatever that is, if you would just stop focusing on what you don't want, let it go and spend all of that time thinking about focusing on and working on the goals that you want, and you're trying to achieve, you'll achieve way more in a day or a month than you ever thought possible.

Hal: I love it.

Stephen: That was huge for me.

Hal: That's been huge for you. And I think it's huge for a lot of people, and I think it's an area that they're not conscious of. We often go through life so unconscious. We just go through the habits and routines that we already have in place. And I think that what you're speaking to a lot of this, it's not like this was things you weren't capable of before Best Year Ever, it's that Best Year Ever was that kick in the butt. It was that reality check. It was that waking you up to what you needed to do to change. And I think that's often...and I go to events so often, people, I leave the event and they go, "So what did you learn at that event?" I go, "Nothing really." They go, "Oh, so it wasn't good?" I go, "No, it was freaking amazing. I got so much clarity on what I need to do differently."

It's not even what you learn, and that's what we always said about Best Year Ever from the very day one. "This isn't about what you learn from us at the event. It's about what you learn about yourself at the event and what you do, what you implement to make significant changes very quickly in your life." That's always been the essence of the Best Year Ever Blueprint. It's not about what you learn, but about what you do that gets the results. Because learning something doesn't change your life. It's doing something differently. Changing your behavior is what changes your life.

Let's talk about last time, just this year, Best Year Ever Blueprint 2016. It's technically in 2015. But since you're planning on your Best Year Ever for 2016, this upcoming event, what are you most looking forward to from Best Year Ever Blueprint this year as well as we're combining it with The Front Row Foundation 10 Year Anniversary Celebration? What are you excited about?

Stephen: Man, that's a difficult question to answer. I'm excited about so much. Seeing all of the people that I've chosen to surround myself with as a new circle of influence or an upgraded circle of influence and seeing what they've all done. Or even some of the people that I maybe didn't keep in touch with after the event and seeing them come back and just how much they've accomplished and other things that they've learned about themselves that even I can learn from. Seeing all those people is just going to be phenomenal. I can't wait, man, especially since once of my big goals was to increase my circle of influence.

This is my circle of influence, I get to be back around those people that helped me change so much in the last 12 months or so. I'm really stoked about that. One of my other favorite things about the event that I'm looking forward to see, put you on the spot, see what new stuff you guys have come up with to teach us this year is way that the event is run. It's not a seminar that you go to, and you're not really an active participant. You're just sitting there listening to somebody teach at you. The whole event is set up as an experiential learning facility or seminar. That's just really, really cool, because you'll never really know which way you guys are going to go with it, but it always ends up being helpful. Like I said, putting on the spot, let's see what you guys come up with as far as that goes to teach us some of those things. John Burghoff, I know he's going to have some great games set up.

Hal: Yeah. We've got a few tricks up our sleeve for this year. Of course, we've got to take it to the next level every time. I love what you said, though, about seeing the people. That, to me, is a big part of any event that I go to. It's like a reunion every year. That was part of my intention with Best Year Ever, not when I first

created it. But once I was at the event and seeing people, 200 like-minded people engaging and growing together and everybody's up to something big. I thought, "Wow, this is going to be an annual thing." Originally, I was like, "I'll do one and see how it goes." But I thought, "This is going to be an annual thing where this group of people becomes this big giant family that gets together every year to plan and prepare to make the following 12 months the best of their life." I'm glad you're on that same page. Anything else that you want to share with everybody listening?

Stephen: If you're not convinced by now just hearing the results that I've gotten and the things that I've learned since the event last year, I don't really know what else to say except for you've got to go to this event. I promise, Hal is not paying me anything to say this. This is just truly how I feel. It really has been the most amazing year of my life. I'm really excited to hear Hal that I may have beat you in one of your previous Best Years Ever.

Hal: It's bullshit.

Stephen: Yeah, right? But in all seriousness, this is a life-changing event, and I highly, highly recommend it to anybody. Whether you have to scrape money together to go, obviously, don't put yourself in financial hardship, but it is absolutely worth it. You've got to go to this event. That's really the only thing I have to add.

Hal: Well, I appreciate that. And if anybody listening, I don't want to do a hard sell or anything on Best Year Ever. It will sell out. Last year's event sold out. This year, we've already sold just under half the tickets, I think. We've got 250 to 300 seats, and we've got 140 spots already taken. So if you're interested, and you want to go, check out the details. Go to bestyeareverlive.com, watch the videos, check it out. And if you have any questions, there's a spot on there on the bottom of the website where you can ask a question. It will go to my team, and we will answer it ASAP.

So Stephen, dude, I freaking appreciate you man. I'm so proud of you. I'm so excited for you, and just think that what you've accomplished this last year is just scratching the surface of what you're going to accomplish in the next 12 months.

Stephen: Yeah. Thanks, man. I really appreciate you and John and everything that you guys have done for me and the hundreds and hundreds of thousands of other people. Thank you.

Hal: Cool. You got it, man. My pleasure. Well, goal achievers, thank you for tuning in to another episode of The Achieve Your Goals Podcast. I hope you got as much value today from hearing Stephen's, not just his story, but the things that led to that success story, the changes he's made, the habits he's put in place, the routines he's implemented, the circle of influence that he's surrounding himself with.

I hope you got as much value as I did. And again, this is designed so that you're able to pull lessons from people that attended The Best Year Ever Blueprint without having to wait until the event. As of today, we're a couple of months out from the event. Rather than wait to go there, you can take what Stephen learned from last year's event and start applying it immediately into your life. There were so many nuggets. I encourage you to listen to this episode again, because that's how you really learn.

The first time you hear something, you're exposed to it. But the second time you listen to it you start to understand it, you start to think how to apply it in your own life. So thank you for tuning in to this week's episode of the Achieve Your Goals Podcast. I love you. I appreciate you, and I will talk to you next week. And hopefully, I will see you in San Diego at The Best Year Ever Blueprint at bestyeareverlive.com. Take care, everybody.

Nick: Thank you so much for tuning in to this episode of the podcast. So hopefully, you got some great takeaways from simply hearing the results that Stephen got from last year's Best Year Ever Blueprint Live Event. We want to know what those big takeaways were. Go to halelrod.com/090 for Episode Number 90 and leave a comment there on the show notes page. Just simply letting us know what your main takeaways were from this episode. And also, be sure to give Stephen a shout out on Twitter or Facebook and just congratulate him on the phenomenal job that he did this year and the results that he's gotten, because he truly is one of us. He is a goal achiever listening to this podcast week after week after week, so let's give him a shout out and say congratulations.

Also, if you are interested in getting your very own results just like Stephen did, you can join us at this year's 2015 Best Year Ever Blueprint Live Event. Simply go to bestyeareverlive.com and sign up today. Until next week. It's time for you to go out there, take action, and achieve your goals.

If you're looking to grow your business using podcasting but don't have the time to edit the audio, insert the intro and outro, write up the show notes, post the episode to all the different sites, and do all of the ridiculous back-end work that's required,

then you need yourpodcastguru.com where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit yourpodcastguru.com right now to explode your audience and crush it in the podcasting world.