



Achieve Your Goals Podcast #91 - How to Quintuple Your Income (Interview with Dana Malstaff)

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.

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

Hal: All right, goal achievers. Welcome to the Achieve Your Goals podcast. It's the afternoon for me, which is like the evening for most people which is like I'm tired and my brain is winding down. Thanks for tuning in, though. This is our second in a...I don't know the exact number...in an eight or ten week series of interviews. Best Year Ever interviews, essentially, of attendees from last year's Best Year's Ever Blueprint event, which we've got coming in December. So we thought this was a cool way to keep the event top of mind for everybody and chat about it

without trying to sell you on it. Just showcasing people that were at last year's event and the extraordinary results they've had since the event largely as a result of themselves. But a lot of them will tell you that the event last year was a catalyst for this.

Our guest today is one of my favorite gals. I don't know how to put it. I told her last time we spoke, I just go, "I just like you." I guess it's that likability factor that sometimes is hard to explain. In fact, you might recognize her. She's actually in the Best Year Ever video. This is actually where she really caught my attention. I was watching the Best Year Ever Blueprint video from last year, the highlight video, which I've watched, I don't even know, a hundred times. I love that video. It fires me up. In the video she says, I'm going off memory, but it's something like, "There's just a level of engagement here where you feel like you're being talked to instead of talked down to." Something like that. Dana, was that close?

Dana: It was pretty much it.

Hal: That's how Dana really caught my attention and there's something about you can look at a person sometimes and you just sense their authenticity and their intelligence and Dana has both in spades. She is a mother. Dana Malstaff, by the way, in case you wanted to know the full name here. But Dana is a mother. She is a business and content strategist. She is coach, a speaker, a writer, a podcaster, a brainstorm facilitator, and a blind spot reducer. That's how I feel when my bio is read. "Oh, I'm doing too many things." Right? But she's the founder of the Boss Mom movement and she serves Boss Moms who yearn for more time and less guilt when it comes to building their business and starting raising their family. She provides the tools they need to get more out of their content, their business, without sacrificing their family goals. For over 10 years, she's had experience in process and program development, graphic design, content development, sales, marketing. I know my clients that work with her that rave about her. She's a jack-of-all-trades and a master of just as many trades.

When she is not creating new courses or building new strategy tools for creative entrepreneurs she can be found chasing her son on the beach, rubbing cheeks with her new daughter, or thinking of the next fun new adventure with her husband, past ones include fencing, rock climbing, whitewater rafting, and scuba diving. So Dana is somebody you could have conversation after conversation after conversation with and never get bored. She's always got something either to contribute, to add, or she's doing something fun and intriguing and interesting and exciting that you want to know about. Dana, thank you so much for being on the podcast.

Dana: Thank you. You make me sound awesome.

Hal: I know. Actually your mom sent over that intro and she said, "Read this word for word, young man."

Dana: No doubt.

Hal: That's what she told me. Anyway, let's dive right in. Before we go into what you learned last year that you've applied this year and how you've gotten these amazing results, I want to know specifically what are some of the results that you've accomplished because they are pretty freaking extraordinary. Especially considering you are an awesome mom. You're not just a full-time entrepreneur. And the way that you're able to balance both, I think, is really inspiring. Spell out for us specifically what are the positive and/or measurable outcomes and results that you've achieved since last year's Best Year Ever Blueprint, which was 10 months ago.

Dana: Sure. And keep in mind I was three months pregnant when I went to your event. So I have since then had a baby.

Hal: How is your baby now?

Dana: She is 11 weeks today. And my son turns two tomorrow. So that's definitely a handful. I did all of this while pregnant. So if there are any women listening, you can too.

Hal: And if there's any men listening, suck it up. What is your excuse? All right, Dana. Let's hear about some of these results.

Dana: Sure. When I was at your event, my very main goal that we had to repeat a goal, repeat a goal, repeat a goal, was to start my own podcast. Since then I did the first season of the Expand Your Reach podcast, which has seen some really great successes. You were actually interviewed on there. So, thank you. I have then since also started a second podcast called the Boss Mom podcast. Before I go into that, I basically was able to triple my income and I'm looking to do a really large product launch next month. So if people talk to me at your event in December, it will hopefully be astronomically larger increase in revenue from that as well. The big thing for me is that I started to write a book. If I can jump right into, I think, how you helped do that, I think it will show people how amazing I think it is that I've

accomplished this. And that is I got invited to your event last year. And I'm going to be brutally honest to tell you that I did not know who you were when we went.

Hal: What? I'm so offended.

Dana: I went. I know. I actually was like I'm going to find you and tell you I apologize. Everybody who's talking about this book and I've never heard of it. But you seem amazing and I'm going to buy it immediately, which is part of why when you said, "Hey, go do the testimonials and I'm going to give you the first so many people give you this book." I was like, "I've got to be the first person to do this because I need to read this book while we're here." The person that invited me...you know, it was amazing. She was in... I run your Live Your Legend group here in San Diego. She was there and basically told me, "You're the only person I think would really appreciate this event." Took me to your event and from that I met somebody who is she runs the...oh my gosh, how am I blanking on it? It is the Wellness podcast.

Hal: Epic Wellness. Nicole Keating

Dana: Epic Wellness. Oh my gosh. Yes, can I say pregnancy brain for that?

Hal: Totally. I claim brain damage all the time so it's okay.

Dana: The Art of Epic Wellness is her podcast. It's awesome.

Hal: Yes.

Dana: I met her. From her, I ended up meeting several other people. We started a mastermind group together. One of the people in that group ended up being a book coach. He became my book coach and we sat down to do a mind-mapping of what I'd want to write, which I thought was going to be about content strategy. And from there, I was able to figure out really the fact that I'm a Mom and an entrepreneur and I went through all this guilt about being both and being passionate about both was something I really identified with, and I had a lot of experience behind how I moved past that. So we decided, "Hey, let's go with this." He helped me engage with the community about it and it was just amazing wildfire of people being interested and wanting to jump on board and wanting to know more about it and connect about the guilt and everything of wanting to be a mom and an entrepreneur.

When you have a spark, man, you fan the flame. That's what entrepreneurs do is you see something good and you run with it. So that's why I started the Boss Mom community and it's a website. Basically, we have guest bloggers every week. We have guest podcasters, people that we interview on the podcast. We have a Boss Mom of the week. We celebrate a Boss Mom. We created a community so that other Boss Moms could work with each other because we're empathetic to the certain uncertainties, I guess, of being a mom and things coming up. It's just worked out really well. And the book that I'm so oh so close to finishing is called Boss Mom, and it's the ultimate guide to raising your business and nurturing your family like a pro. If you really trace it back if I would not have gone and if I would not have met Nicole, I may not have ever started that or started this book, which has really changed my life and not just my business but how I see my passion and the future of what I want to accomplish in the world. That's huge, I would say. And on top of that then, I've also created three different courses. I'm featured on Udemy and Skill Share with collectively over 2800 participants. I have been interviewed on multiple different podcasts for the Boss Mom movement. And, like I said, I've over tripled my income. So there is a lot that has happened including having a baby in there.

Hal: Yeah, including having a baby. And, yeah, the tripled your income, you just slid that in there. That's a pretty big deal. Do you mind if we share? Because it's more than tripled. It's almost quintupled. Do you mind if we share where you were at before The Best Year Blueprint and where you're at now in terms of your monthly income?

Dana: Sure. I was pulling in about two grand before when I went and now I am pulling in about 10 grand a month.

Hal: Holy Cow. That is amazing.

Dana: Yeah. So not quite where I want to be. I'd like to have my husband retire and have us go spend our summers in France. We'll get there. But I think in 10 months having a baby, growing the business, we've done pretty good.

Hal: I say if you more than quadrupled, if you quintuple your income every year, then when we have this conversation 10 months after this coming Best Year Blueprint you'll be at \$50,000 a month. That's exciting.

Dana: That would be lovely.

Hal: Yeah. That would take a little pressure off.

Dana: I'll bring a bottle of champagne over and we can celebrate if that happens. I should say when that happens.

Hal: Heck yeah. When that happens, exactly. Cool. Amazing results. Let me ask you, Dana, how does it feel? How does it feel to achieve these things?

Dana: Well, it's a little bit surreal. But it's really amazing because you work a lot as an entrepreneur and you just try to do the best you can and you have this dream and you see Facebook ads where everybody goes on and they're like, "I make so much money in less than a year or 10 days and whatever it is." And you want to buy into that idea that it can happen to you. And I think, ultimately, when I look back, I have worked a lot. And I worked a lot and then I would sit down and assess. I said no to a lot of things. I made a lot of hard decisions and, ultimately, went with what is important to me and I think, most important, tried to grow my business and my community in a way that felt right to me and was the right pace for me. And so I feel really great about where we are to know that you can do things in a way that works best for you and you can still grow your business and reach the goals that you want to reach. It doesn't always have to be on someone else's terms. And I think we often think that we often think that in business and the more true you are to yourself I think the farther you can go. At least that's what I've seen.

Hal: Sounds like you've aligned your expectations with what you want versus often we let expectations of what other people either what they want or the way we see them, the pace that they're going. And we think, "Oh, well, I've got to go faster." Right?

Dana: Absolutely.

Hal: It sounds like you're settling into your own rhythm.

Dana: Yeah. Absolutely. When I started to allow myself to do that, to not worry about everything else, not worry necessarily about the numbers and just go in and try and add value in the best way that I can and build the community in the best way that I can, that's when the magic starts to happen and things actually start to really move forward for you. Because a lot of my clients are through recommendations. It's not even through social media. Just last week we had 11 different people ask to guest post on the Boss Mom site. We're getting some really great momentum of people who just love what we are doing because we are doing

it to celebrate other people and that's really helped build that brand and then that brand brings me clients as well. So it just works really well to grow the business and it feels really good.

Hal: So real quick. Just walked on my mind. You Periscope regularly now and my wife watches your Periscopes. We'll all be sitting on the couch...

Dana: She does?

Hal: She comments. And I'll hear your voice and I'm like, "Oh, it's Dana." And I'll go sit next to her and we'll both watch you. I love Periscope. It's like a reality TV show.

Dana: It is, isn't it? I know.

Hal: It's pretty cool.

Dana: It's a little bit scary except for that it goes away after 24 hours which makes you feel good about it.

Hal: Yeah, then nobody...if you do anything horrible, it can't be saved. But you know that an app's going to come out really soon that you can other people's Periscopes and there's nothing they can do about it. That's probably around the corner. So, just very quickly, you've got the Facebook group. I normally wait till the end to say, "If people want to get a hold of you how do they get a hold of you?" But before I forget, Periscope? What's your handle on Periscope? How do they find you there?

Dana: It's just @DanaMalstaff. Pretty much everything I have is @DanaMalstaff except for the Boss Mom site which is Boss-Mom.com.

Hal: Okay. So you have amazing results. You've started two podcasts. You've started a book, almost finished the book. That's a lifetime achievement for some people. You did it the same year, in less than a year. You tripled your income. You have a two-year-old. You had another baby. What are your keys to success? What were the keys...if you had to narrow it down to your top three, what were your top three keys to success since Best Year Ever?

Dana: Sure, I think number one is asking for support. And that's one, I went into a couple groups that I just really wanted to be in and connected with people. Offered

my expertise. Offered my support. Asked them for help. Asked them questions. They're just the place I go. It's my community. That has just been hugely helpful not only just to help me find direction when I need it, but a lot of those people have become clients or colleagues or collaborators with me. That's huge. And then also hiring help. In that whole support is I've realized I can't do everything, and I can't grow my business always doing everything. So what are the things that I either know somebody's better at than me or I just don't love doing it and I'm getting more support in those areas. That's number one.

Hal: That's huge.

Dana: And the second one, which feeds into that, is that I've invested back in my business. In a lot of ways, I'll look and I'll go, "Whoah, it doesn't feel like over the last couple of months I've made a ton more," but that's because I've invested so much more back into my business, especially since I'm going to be doing a course launch in the next couple of months so that I can make sure that that brings in a huge amount of where my goals are and that's been huge. So I know when I need to be reinvesting back into my business because the way to grow is to make that you're reinvesting back into the ways to grow. So now I've got really great processes set up for my VAs and hiring somebody to help me do that. Hiring somebody to help me put in things to do better project management. Hiring someone to manage my social media.

I have a VA that basically manages the whole Boss Mom site for me so that I'm able to focus on the things that really help grow my business.

And then the third one is simplifying what I offer and what I do every day. I get up every morning, and I look at what I have to do and then I look at it and go, "How does this helping my business grow and is it something that I need to do or I can have somebody on my support team do?" And I realize not everybody might be at the spot where they can start bringing people in, but I was exactly where you were and I was working tons of time to get these going. The first thing I'd tell you is start setting good processes. Start documenting things because I've tried to hire a VA twice and I didn't have everything organized. So you can't hand things off. The second you get organized, now I have this new VA. I've sent her over the documents, the Dropbox share, all that kind of stuff, and now we're just off and running. And now I don't have any of that on my plate. Simplifying what I'm doing, organizing it in a way that makes sense and is logical, and making sure I'm only doing things that grow my business has been a huge help.

Hal: So staying productive versus busy it sounds like, right?

Dana: Absolutely.

Hal: Really focusing on highly leveraged activities that grow and part of that is by bringing in help you're able to make sure that you are working on the productive activities while some of their's might be busy.

Dana: When even simplifying down to what you offer. I used to offer all these different things in my business that I thought I needed to do because I could do them and people asked for them. And I finally said, when I was pregnant, No, I wasn't going to be able to work for the first period of time that she was alive. I went in and I said, "No, I can't do these things anymore. They take too much time. It doesn't make sense. I'm going to focus on these two things or these three things that I'm really amazing at and those are the only things I'm going to offer. And if someone wants me to do something outside of that, I'm going to build a community of people where I can refer them out. And then those people refer business back to me." And by simplifying that I get really amazing at the things that I'm already good at. I get known for those things and it's been amazing. That has been one of the biggest factors for why my revenue has grown because I actually stopped doing things that didn't make sense because I could do them. And I only started doing the things that I'm really great at and those are the only things I offered, and I charge more for them because they are the only things I'm really great and it's worked out wonders. And I've heard from a lot of other entrepreneurs that that is a huge reason for their growth as well.

Hal: Specialists can ask for a lot more money for their specialty. One of the things that you mentioned too in your first tip here, asking for more support, getting more support, hiring support. For anybody listening that you're in a position where you want support, but maybe finances are tight. Your business is new. You're still growing your business. Get an intern. That's something that, for me, my personal assistant, Tiffany, she started as an intern. And she was an intern for five months which means, if you're not familiar with an intern, she didn't get paid. She got college credit. She was paid in college credit, essentially, which didn't cost me anything.

And the other thing to consider too is you mentioned, Dana, that you are building what are known as an operations manual or workflows where you're documenting your processes. What I did is...for me, we were talking about that before we started recording that if it's something that I don't have to do then I'm like, "There are a

million things I could do to generate results and this documenting the processes is like a long-term investment that doesn't generate anything now." So sometimes I'm immature when it comes to that kind of stuff. So the point is when I got my intern, from day one, I'm like, "Hey I'm going to have you learn these processes, and I'm going to have you document every single one." She was my accountability. I would sit her down and we'd go to InfusionSoft and I'd go, "Here's the domain. Write that down. Here's login info. Write that down. Click on this." Right? We built it and once it's built once it's there forever. She can reference back to it, but also anyone that you bring on: a new intern, a new assistant, etc., building your team or if your assistant starts doing more focused activities than some of the things that she was doing, you want to pass off to somebody else, you've got to have all of those processes documented. I just wanted to highlight that because I think it's such an important thing.

Dana: A really easy way, too, to do it if you don't have anybody yet is when you're doing something you always do, say it's posting a blog post and you have a process, just screen capture it. Start to video tape it and talk through what you're doing and then when you bring somebody on you give them that video and you say, "Now I want you to document this on paper so we that we have a process." But I was able to do it in real time on video and now you have both video and print form once they come on and translate that for you. So that's another easy way to do that without feeling like it's extra time even before you have anybody that would need to watch it.

Hal: I love that. For someone's that's not familiar with screen capture video what service or software do you use for that?

Dana: I use Camtasia, but I also make online courses so if you are going to make coursework then Camtasia is great because it does everything for you you need to do in terms of video capturing and editing.

Hal: And then another popular one is Screenflow. If you're not familiar, we don't have time, we're not going to go into detail on that. Screen capturing is where you can video tape your screen while you're talking and it records your voice. So you say, "I'm doing this then I'm doing this then I'm doing this then I'm doing this" and then someone else can watch that video. I think that's what Chris Ducker, the author of Virtual Freedom, who I had on a while back, said that's how he does all of his training of his assistants is he screen captures everything he does and then sends them the videos.

Dana: Oh yeah. That's where I got the idea. I saw him. I was at the One Day Business Breakthrough they had here in San Diego...

Hal: Yes, I saw you there. Remember? I was there.

Dana: I know. And I was like, "That's brilliant." And it's funny because you, as well, you and the intern...I have an intern now and she's doing all the writing for my sales pages and things like that. I got that idea from you and listening to one of your podcasts and then also you saying that you wrote your book, but you designed the cover before you started writing. I did that and actually sent it out to the community and had them help me choose which cover. That helped build the whole actual Boss Mom brand. Super motivated, built up my list, and I'm able to now connect with them and multiple number of those people are reading my book in draft form and giving me in-depth feedback about everything as I'm writing. Giving that little bit of advice that you just sort of threw out there non-nchalantly, I think, on stage at the event has totally changed the process for how I did the book. So there you go. Little nuggets of genius you've got there.

Hal: Wow. I didn't even know it. That's cool. Tell my wife that. Periscope about that or something. I'm just kidding.

Give us some Best Year Ever Blueprint lessons. What were some of the...we spent the weekend together at Best Year Ever last year, Best Year Ever Blueprint, in San Diego. Was there anything specific that you learned or experienced during the weekend, during the event that helped you to have your best year ever this year?

Dana: One of the big ones is...and I've been to events. And to be perfectly honest, I don't normally like to go to a ton of events because a lot of times they are very salesy. It's a ton of networking, but it's not necessarily comfortable networking. You end up finding a clique of people and sticking with those people kind of thing. So what I really loved about the event that you put on is one, it was not salesy. It was salesy but not salesy in the sense that you weren't selling, but we were totally buying it.

Hal: There you go.

Dana: What you did is you had us first decorate the room which was so much fun. So, immediately, you made it fun. You made it not about just sitting there and learning. You made it about motivation. We were talking to people. It was an icebreaker to chat with people. We were writing a quote and we each put them on a

different seat and you had us changing seats so we were seeing other people's motivational quotes. So right off the bat, your guard is down. You're just there enjoying yourself. That was huge.

The second one is you had us get up a lot of the time and almost do a speed dating where you would find somebody and you'd say, "Okay, I want you to say what's the one goal that you have next year and I want you talk about it for 30 seconds with this person." And then you'd make us do it again and again with five different people. What you were doing is you were making us verbally commit to things. You were making us manifest what we wanted, what we were thinking, what was important to us, how we talk about our business. And we did it on all sorts of different topics throughout the weekend and it was hugely powerful because not only do you walk away having internalized that and starting to really believe it but you've actually helped verbalize and clarify what the hell you're doing. Which hopefully I can say that word here. I don't know if you have a clean podcast or not.

Hal: You can say hell.

Dana: It's really important because we don't do that enough. We don't say out loud what we want or what it is what we're trying to accomplish and we certainly don't repeat it over and over and over again right after each other. That was an exercise that not only helped me make really great connections and connect with people because I was talking to more people than I ever would before. But it also allowed me to really understand more of what I wanted in my business and internalize that so I could walk out going "Man, I'm going to get this done. I'm going to do it."

Hal: Wow. Powerful, really powerful. Speaking of internalizing things, how did your beliefs about yourself need to change and how have they changed in order to achieve these new levels of success?

Dana: I think it's funny. I hear a lot of people talking about how do you change your limiting beliefs? And how do you learn how to ask for what your value is? I think I looked at them going like "I don't need to listen to that. I know what my value is. I'm a relatively confident person." But totally not true. I think anybody starting out in business you just get worried about whether or not what you're charging makes sense to how much value you're bringing. You get worried when you do get a client. You sabotage yourself about whether you can actually deliver what they need, all of those things that just get you worried.

And going to your event was so helpful because I was able to meet so many different people and tell so many different people in this sort of structure that you put together what I was doing, what I believed, and what I wanted to accomplish. Getting such amazing feedback from those people about how valuable that was or how they connect me with somebody or making friends with them or understanding what they're doing and how it works with what I'm doing helped me see the value in what I am creating. And helped me see that I can go out and be confident in what I'm offering in my business and what I'm charging and how I'm structuring my business. It just gave me that support that I needed in such a really short amount of time and it felt authentic. It felt real. It didn't feel networky at all. That I think that really helped break down some of those beliefs to help me get home the next day and just go, "Man, we need to get stuff done. Let's get started." I've made some promises and I got to keep those promises and let's just make it happen.

Hal: Awesome. Speaking of getting stuff done. Because there's the beliefs which is the internal stuff. It's foundational, but obviously it's the behaviors, the habits, that need to change or improve in order to improve our results. Are there any specific habits that you've developed that have helped you?

Dana: Yes. Yes is the answer to that, Hal. I'm going to jump in. I start my day with a quick overview of what I want to accomplish that day and then I make sure that those tasks are aligned with what I really want to get accomplish in my larger long-term goals and that they're helping to grow my business and if they're not then I don't do them. And that's been huge. I don't lie to myself about what I write down in terms of things I need to get done. So I'm really...I may have a list of 20 things that I need to get done and I will just start to checking things off of things that just "No, I don't need to do that. No, I don't need to do that. Yes, this one needs to get done. Or I'm going to send it to send it to somebody to do." And before I start anything that way I don't waste any time doing things that aren't helping me reach my goals and get me where I want to go.

And that's not just revenue. I mean that's also the amount of time I want to spend on my business doing the things that I enjoy doing, who I want to be working with, all of those things to grow your business and grow your brand, I gauge them off of that. So that's number one. I've also gotten in the habit of saying no to clients that aren't a good fit. I think this is one of the things that's hardest for new entrepreneurs. We want to say yes to everything, but you end up getting clients that are never satisfied. They don't understand your value. They nickel and dime you so they don't understand financial value.

Hal: They drain your energy.

Dana: Drain your energy, drain your time, all of those things. I've started saying no and I've started getting really good about knowing when it's not a good fit. So a habit is to really...I would suggest put some questions together about whether or not they are a good fit or not. How would you know? What are the things that they would say? For me, if they don't have kids and don't appreciate children, we're probably not a good fit because sometimes if my son gets sick, I may have to say, "We need to postpone this meeting because I have to take care of this." I want to work with people who understand that. I'm really clear on who I want work with and I say no. I've gotten in the habit. It has to become a habit because it's really hard to say no. I'm not going to lie.

The next one is that I make sure that I'm helping those around me as much as I can. In the community that I'm in, I really try to just add value, add my expertise, add my insight, add my support, and help wherever I can. I want to make sure...like in the Live Your Legend group we're helping people that are just starting out to get the resources that they need to do what they love. So making sure I'm giving back the community in a way that helps fuel my passion for what I'm doing. And it's also actually has helped grow my business because those people come back and give you great testimonials and they introduce you to people. Never underestimate the power of going out and being helpful.

And then the one last thing I do that as a habit is I change gears in terms of my location when it's something that needs 100% of my brain power. For instance, writing my book, I never write my book in the same place I do my business because I can't focus 100%. I'm always thinking about something else for my business because I'm in that spot where I always do business. So I make sure I always go and write in a different place and it's a Starbucks. I go and I sit there and I write two hours a day and I make sure that I do that there and then I can be in that place to focus in the way that I need to. If you find that you're not focusing 100%, get up and move somewhere and make that other place the spot for you for that particular thing. It really helps.

Hal: I love that and it does. Environment is so important. It plays such a crucial role that we're not even aware of. I don't do my miracle morning in my office. I tried it and then I was like "Eew. It feels like my office." You've got all these unconscious anchors, just visually, when you look at a wall or a bookshelf or something that you're used to looking at when you're in a certain emotional space,

it takes you back there. I love that. Starbucks is great. When I used to be in sales, I would go to Starbucks to make my sales calls. There's nothing else to do there. I was just there to make sales calls. I would go, make sales calls, and then I would leave. I like that tip. Has anything surprised you this year about how much you've accomplished since the event last year?

Dana: Yeah, I think I used to think that you have thousands and thousands of followers in this kind of community that had to be huge in order to be successful. And I found if you have the right people in your community, it doesn't have to be like that at all. It'll grow organically if you stop worrying about it as much. But you're just engaging and contributing in a way that's valuable. It's amazing because I don't have a million followers by any means, but I have a very successful business just because I'm being thoughtful about who I engage with and how I put myself out there. And by doing that, the people that are there are super engaged. So don't think that you have to have a huge following in order to have successful business. That's one of the delightful things I've learned.

Hal: You ever read the article 1000 True Fans?

Dana: No.

Hal: You've got to read it. You'll probably want to share it. Yeah, there's an article called 1000 True Fans. Tim Ferriss shared it years ago. But I encourage anybody listening that has that issue because I had that issue, too. It's like "I don't...all these guys that I'm comparing myself to have bigger followings or these women whoever these people in my space have bigger followings than me and I can't be as successful." Yeah, 1000 True Fans essentially breaks down, it breaks down the metrics of why you can have a very successful business and it even talks about if you're an artist or you're a musician or an entrepreneur, it doesn't matter. It talks about how you really want to just focus on getting those one thousand true fans that love you, that appreciate you, that value you, and from there you can accomplish anything. It's pretty cool.

Dana: Absolutely. Amen.

Hal: Amen. That's right. Any advice that you have for other's so that they can have their best year or even between now and the end of the year finish the year strong.

Dana: Yeah, I actually was doing a Periscope about this this morning. Don't try to be everything to everybody. Don't do everything at once. Figure out what you want

to accomplish and then make sure everything you do moves towards that particular goal. Don't try and overdo it and conquer all of the world at once. Keep it simple and you'll absolutely succeed. And make sure you're talking in benefits and not features. And really what that means is when you're talking to people don't talk about what you're doing talk about how you're changing lives. Talk about the problem and the transformation that they have and that you're going to solve. If you begin to really practice and to think that then it's going to do wonders for your business. Those are the main ones that I think would be really important. Keep it simple and talking benefits, not features.

Hal: Really good. For me, that's my background in sales where we learned that when I was 19 in sales training. Most people don't learn that and you ask them what they do and they talk about what they do. It's like but people don't care about what you actually do when they say, "What do you do?" It's really, "What do you do for other people?"

Dana: Yes.

Hal: How do you improve...when I sold Cutco knives, it's like people don't care that they're made of stainless steel. They care that they are dishwasher safe. They don't care that there is a three-way recessed cutting edge. They care that these knives stay sharp for seven years and then they get sharpened for free by the company. They care about features, not benefits and I think that for most people we think in terms of...or they care about benefits, not features. We think in terms of features.

Dana: Absolutely.

Hal: When we're explaining things we're like "Oh, it has this and this and this and it does this and this and this." So you really have to think one step further and go, "Well, if it has this why would someone care? How will it add value to their life, make their life easier, save them time, etc., etc., etc?"

Dana: And it allows you to give a personality to what it is you're selling. So, the Apple example is just the best example. They don't say, "We make computers." They say, "We create simplicity. We upset the status quo. If this is you, if you yearn for simplicity that's easy and amazing and beautiful, then this is what you want." And so people, it speaks to their personality to say, "I want beauty and I want simplicity in my life."

So when you start thinking about what you do in ways that it can have a personality...I have women that go, "I do feel guilty. I do feel like I'm trying to do all these things, and I have all these ideas and I can't accomplish everything I want. And it's really stressful, and I want that to go away. I want to feel excited about loving my business and loving my family." I speak to that emotion. I speak to that personality type and that's what draws them to the community is because you're not saying, "Hey, do you need to create a strategy for your business?" That's not it. That's what we do to help you get you there. It's, "Hey, I'm going to help you feel excited and amazing about loving your business and loving your family. I'm going to help you run them so efficiently that you're going to be able to do both with less time and less guilt. Doesn't that sound awesome?" And they're like, "Yes, I want that." Give what you do a personality and a personality type and that same kind of personality type will be drawn to you.

Hal: That's great. I think that's something you've gotten on Periscope. I watched your...I don't know if it is your first Periscope, early on, and you were all...like most of us on Periscope, you were kind of like "Hey, guys. I'm trying this for the first time." But what you find is that if you're just yourself and you're authentic and you look for ways to add value, you'll find your people or they will find you and they'll be attracted to who are and the way that you explain things or the stories that you tell or your personality or whatever.

Dana: Absolutely.

Hal: As of the recording today, this will probably air, I don't know when exactly, in a couple weeks. But we're about three months out from Best Year Ever Blueprint 2015, the event in San Diego. I know you'll be there. You signed up at last year's event for this year's event which was cool. What are you most looking forward to the Best Year Ever Blueprint for this year?

Dana: I think I would say definitely who I'm going to meet, who I'm going to be able to engage with. And I think the biggest thing that if I narrow it down to one thing that I enjoyed the most about last year was just the energy. It's something so nice about going to a place where normally you come out feeling deflated and exhausted because you've been trying to engage so much and the difference of coming out from your event and feeling just energized and excited. I think I look forward to that in motion. As a mom and a business owner, I get a lot done and I have a lot of responsibility of keeping people alive and things like that.

Hal: Little things like that.

Dana: It's nice to go someplace and come out and feel revved up and just excited and energized and motivated and inspired. I think your event does that in amazing ways. I'm excited to have that feeling again, Hal.

Hal: Cool. And you're going to get have it earlier. By the way, I don't know if you know this yet, Dana, and if you're listening, tune in her for a second, we are doing something...I don't know, I think I might have mentioned this before maybe on the podcast with Berghoff. Did you hear that we're doing the Best Month Ever Challenge leading up to the event?

Dana: I didn't but tell me more.

Hal: Well, I'll tell you, so perfect, everyone can listen. I'll tell everybody simultaneously. Before I forget you can go to BestMonthEverChallenge.com to register and in total authenticity and transparency [SP] that is not actually a website yet. But by the time this airs, there's my accountability....I'm going to email Steven and Christopher. "Steven, dude, get the website up. I told people on the podcast it's coming out next week. Tens of Thousands of people are going to go to this site. It better be up." So, BestMonthEverChallenge.com. People you can go register. This is totally free.

And what we're going to do is a 30-day challenge in November, November first through the end of the month, to lead up to the event. I'm so excited about this the more I think about it and talk about it. The idea that most people slack off. They're like, "Well, I got the Best Year Blueprint coming up so I'll just be easy on myself until then that event will be like the catalyst to take my life to the next level." And we thought how amazing would it be if 300 hundred people that came to Best Year Ever Blueprint in San Diego they had just come off of their best month ever. The ideas will be at a higher level from each person. Everything, physiology, mentally, emotionally, physically, in every way people are going to be at a whole different level which is simply going to take the impact that the event already had last year. It'll just take it to a whole level for this year. So that's the Best Month Ever Challenge. Register at BestMonthEverChallenge.com and details will follow.

Dana: I'm in.

Hal: Are you in?

Dana: I'm in.

Hal: Awesome, awesome, awesome. And then I do want to ask you one more question but before I do I want to let people know something that was literally just set up today by our good friend, Nick Palkowski. This has not been available up until this point, but we've gotten a bunch of emails from people saying how I want to attend the event whether it's....there's different levels. There's the regular, standard registration. There's enhanced where you can bring somebody, and then there's entrepreneurial registration where it adds an extra day to the event.

It's a three day event and the Friday is dedicated to entrepreneurs. You probably don't know this, Dana. Nobody really knows, but Chandler Bolt is going to be there speaking on how to create a passive revenue stream and build your brand with self-publishing. Nick Palkowski will be speaking at the Entrepreneur Day event on the power of podcasting which, obviously, you've got two of them now. So you're full aware of how powerful podcasting can be. I'll be speaking. Jon Berghoff, the man, the myth, the legend, he'll be training and speaking. We've got Entrepreneur Day, but the point is that's not the announcement. The announcement is the three pay. Nick just set this up today. If you want to go to the event but you're like the cost has been a challenge for you, go to BestYearEverLive.com. That is the website to get the details. Watch the video from last year if you haven't seen that. I always tell people it's like the greatest video, little tree minute video. Dana is in there.

Dana: I think I'm in pink.

Hal: You're in pink. Yes, you are. There's a three pay option. You have to put in a code, though. So here's the deal. If you go to BestYearEverLive.com and you want to register for one of the three options, this works for all three, you click on the option, you type in VIP3PAY so V-I-P the number 3 and the word PAY, P-A-Y. I don't know if it's all caps or lowercase. I have to ask Nick. You can try both. So VIP the number 3 and the word PAY". That's the promo code and when you type that in, I just tested it earlier, it works, a little thing pops up and it gives you an option to do a three pay. Hopefully, you will join us in San Diego. You're hearing it from Dana today. You heard it from Steven last week. The results for the people that attended, hundreds of people went out and had measurable, profound improvements in their income and their lives. They lost weight, and on and on and on. We would love to have you. BestYearEverLive.com and enter the promo code VIP3PAY to do a three pay for the event. Dana, I know you've got a book coming out. Tell us about what you've got going on right now. What's coming up that you're excited about?

Dana: Yes, the book is Boss Mom: The Ultimate Guide to Raising Your Business and Nurturing Your Family Like a Pro is set, hopefully, this all goes well, to come out about the second week in October. So if you go to Boss-Mom.com, you can actually sign up to get a free copy of it right when it comes out. So I encourage you to do that.

Hal: Nice. I'm going there right now.

Dana: The main goal is really to spread the word and writing the book is to help you get rid of that guilt and know that you can build a thriving family and business and love both and do awesome at both. There's that. I basically release a new course every month on Skillshare. So if you haven't used Skillshare, you can go on there and do a quick search for me and you can get my courses. I think if you sign up you get a whole first week for free. So you can sign up for free and then get my courses on there. And then I'm going to be doing a course launch in the very near future, but I don't have the title for it yet. I won't give too many details but if you are on the Boss Mom list, you'll definitely find out more about it as it comes out and unfolds. So there's always definitely stuff coming out. And then come back to us and let us know what can we do to really help and make an environment for you that thrives when it comes to being a Mom and an entrepreneur. We listen to everybody and if you want to guest post, tell your story on our podcast, or nominate a Boss Mom of the week, you can do all three of those things in the collaborate tab on the Boss Mom site because it's all about the community for that page.

Hal: Awesome. And I just signed up for a free copy of your book although I put in my wife's e-mail address so she'll get it. Dana, again, I love you. Thank you so much for being on the Achieve Your Goals podcast. I really, really enjoy every conversation that I have with you.

Dana: Aw, thanks. And you're pretty darn likable yourself.

Hal: Aw, thank you. I'm glad it's mutual. Goal Achievers, thank you for tuning into another episode of the Achieve Your Goals podcast. Hopefully I will see you in San Diego. I know that there will be hundreds of goal achievers at the event. It's just going to be life changing. So go to BestYearEverLive.com. Check it out. If you want to do a three pay, put in the promo code at checkout, VIP3PAY. If you have any questions for me, feel free to e-mail me. Go to my website, HalElrod.com/contact and if you put in the message there, it will go directly to me or my assistant depending on who is up first and checking their e-mail which is usually me. I'll

probably read it first. Love you guys and gals. Thanks for tuning in and I will talk to you next week.

Nick: And thank you so much for tuning into this episode of the podcast. So now, hopefully, you are inspired to go out there and to really make this year your best year ever. And, hey, you still have about 90 days left of this year. The 2015 year is not done yet. So you can make some huge progress just like Dana did. So we want to know, actually, what were your big takeaways from this episode. Simply go to HalElrod.com/091 for episode number 91 and leave a comment there in the show notes page just letting us know what those big takeaways were.

Also, if you haven't done so yet please go subscribe to the podcast on iTunes by going to HalElrod.com/itunes, clicking the Subscribe button, and then also leaving a rating and review because ratings and reviews are really the life blood of this show. They help other people find the show and decide if it's the one for them. And also if you are ready to really take 2016 to the next level, you need to head on over to BestYearEverLive.com and register for the 2015 Best Year Ever Blueprint Live event. So until next week, it's time for your 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 is 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.