



Achieve Your Goals Podcast #95 - The Real 4-Hour Work Week (Interview with Jeff Latham)

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 best-selling book, *The Miracle Morning*, a hall of fame in business achiever, an international keynote speaker, ultra-marathon runner, and the founder of vipsuccesscoaching.com, Mr. Hal Elrod.

Hal: All right, goal achievers, welcome to the Achieve Your Goals podcast. I got it right that time. I always...I usually mess it up, but...welcome. Today is another, I think it's our fourth or fifth in this series that we're doing on Best Year Ever. And these are all special interviews in that they are attendees of last year's Best Year Ever Blueprint event. So, yes, we're interviewing people that have great success stories and we're taking a tiny bit of the credit, not much, a little tiny bit of the credit because they attended Best Year Ever Blueprint last year.

And today's guest, Jeff Latham, he is the founder of a real estate empire, if you will, called Latham Realty Unlimited, where he sells over two hundred homes a year. And if you're not in real estate, if you don't get that, that's a lot of homes. But what's more impressive is he does that while working one day a week for four to five hours. And I know Jeff; it's not an exaggeration. He literally goes into his office one day. He gets his team set for the week, and then he goes home and he spends time with his family. He spends time traveling, buying toys, playing on the toys that he's bought, really has an amazing, amazing lifestyle.

And I don't know about you guys, but for me, that's the most important thing. Like, I'll give up...financial freedom's important for me because it's what contributes to

that lifestyle, but for me, I would rather than make...if I could choose between making, I don't know, ridiculous amounts of money and just enough to support the family and the lifestyle, I would choose that because to me, how you spend your days and who you spend them with, at the end of your life, that's what you look back and that's what matters.

Jeff is also the founder of Freedom Evolution Coaching, where he kind of is paying it forward. He's reached his level of success in his life where he's able to work one day a week and generate...I think this year they're up like two million dollars in revenue. And now he's paying that forward where he's helping other people, entrepreneurs and business owners and people in his industry of real estate, to gain freedom and get to spend that time with their family, get that time back to spend with family.

And Jeff has two daughters, Ellie who is four, Stella who is one and half, and his wife. Those three girls are his world. If you follow Jeff on Facebook, you'll notice that probably 80% of his posts are pictures of one of, if not all three, of his girls. So, he is definitely a family man, and I respect that a lot about him. But he's a brilliant business guy and I'm excited for him to just bring...he's just a goal achiever at a very high level. So, Jeff, are you on the line, my friend?

Jeff: I'm here, brother. Can you hear me?

Hal: I can hear you, dude. You ready for this?

Jeff: Absolutely, let's rock and roll.

Hal: I'm excited. I'm excited for you to be here. So, all right, since last year's event, you've had some amazing results, and it's one of those where it's not like you came to the event like, "Oh, what do I do with my life?" Some people come at that place that they don't have clarity. We actually had someone email me today. They go, "Hal, I'm going to the event. I'm coming from Sydney, Australia. It's a long way. I don't know what I want to get out of it. Is that okay?" And I told her, "Probably half the people that come don't know what they want out of it. They just know they want to improve their life and they want to have their best year ever." So, before we dive into your secrets to success, if you will, share some of your specific, measurable results. What are some of the results that you've had since last year's event, Jeff?

Jeff: Okay, cool. So when we went to the event, I didn't really know what to expect. And I can tell you, without a doubt, it was probably one of the...it was the best event I've ever been to year to date. The way you had it lined up with the powerful speakers and the amazing people, it was just absolutely fun. And I just want to give you credit for that. And it was very powerful. And so, since going there...

Hal: Thank you, thank you. I don't take that lightly.

Jeff: Yeah, there's a couple of things that were really significant in my life, that made a big shift. And one was the focus wheel that you had there, where it talked about leveling up in all areas of your life: faith, family, fitness, finance, your business, your fun. That allowed me to look at my life from a 30,000 foot view and see where I was able to level up. And that was huge.

Another thing that's happened since going there to that event, my revenue has increased from about 1.6 million to we'll do a little over 2 million this year. And the biggest thing I feel is, you guys posted this video of this gentleman that took his son through an Ironman in Hawaii.

Hal: Ricky Hoyt, yeah.

Jeff: Yes. And that just struck a chord with me. And when you and John took us through this guided visualization process, I wrote down in my journal that I was going to complete an Ironman. And so when my buddy reached out to me and challenged me about two months ago, he said, "Hey, you want to do this Ironman in Coeur d'Alene in 2016 in August?" I instantly was like, "Yeah, let's do it." And so my fitness has really started to level up in a massive scale now as well, and I don't feel I would've done that if I didn't go to that and get inspired down there.

Hal: Wow. So, business is good; income's good; fitness is good. Let me ask you a question. So, your lifestyle, speak to this. How is it that you work one day a week and generate massive results, massive income, massive impact for your [inaudible 00:06:19]? You're a leader, so it's not just you're generating great results and income for yourself, but you're empowering your team to go out there and create amazing results so that their lives are better. So, I'd love it if you could just speak to any aspect of that that you want. How is that you're able to work one day a week and make such great success for yourself?

Jeff: Okay, you ready for this?

Hal: I'm ready.

Jeff: I hired amazing people. And there's a book called Good to Great by Jim Collins, and he talks about first who, then what. And so when you focus on the who, when you focus on bringing the best people into your world, then your possibilities become unlimited. And it's really that simple. And then I guess to piggy back off that, then you help them achieve their goals, and you hold people to account and make sure that you're focused on them hitting their goals. And when they hit their goals, then naturally your business will hit its goals, and that's kind of zigwarish [SP] as well.

Hal: Yeah, it's simple, but it's true. And it's a recurring theme on the podcast that...I interviewed Dan Caldwell yesterday, the founder of TapouT, and his interview actually won't air until long after ours does. But asking him for his keys to success, and he talked about relationships. He talked about how important it was to not just hire the right people, find the right people, but also of course, surround yourself with the right people.

That's that recurring theme, is that the quality of the people in your life significantly impact the quality of your life, and that's true across the board. So the people that you surround yourself with personally and professionally, if you're a business owner, that you hire, but a lot of our listeners aren't business owners, so it's just your circle of influence. Finding people that you can spend time with and mastermind with, that are going to raise your level of thinking. So, I love it.

Jeff: Yes, show me your friends and I'll tell you your future. And here's the one I trademarked: "Show me your coaches, and I'll tell you your future."

Hal: Ah, TM, I love that one. I like that one, dude. As a coach, I resonate with that and I completely agree. So, before you give us your keys to success, how does it feel? Really, I want to know that. How does it feel to be where you're at right now in your life just nine months since we saw each other in San Diego?

Jeff: It feels free. When you're vibrating at a high level and everything's in alignment and you just let go and just work on becoming the best version of yourself that you possibly can be, life actually becomes friction free. And it gets easier and it gets better. And it just gets better and better and better.

Hal: As you become more, right? That's what I keep going back to, is that it's not about doing more; it's about becoming more. And in fact, Jeff, you're like...now that I'm in the middle of this sentence and this thought, I'm going to start using you as the example. Like, you have been relentlessly focused on personal development since you and I met, I don't know, a couple of years ago. From joining Masterminds, to attending events, to working with Jessie Elder and hiring coaches, you've been invested in yourself at a very high level. And the point that I often make, the philosophy I try to share, is that the secret to success is not about doing more; it's about becoming more. And when you become more, you can actually achieve more by doing even less. And I just realized, as I was saying that and we're having this conversation, that you are the epitome of that, dude.

Jeff: Oh, thank you. I give you the credit, because your book has really inspired me to level up. And it's that whole Jim Rohn [SP] quote, "Your level of success will seldom exceed your level of personal development, because success is attracted by the person you become." And I appreciate you shining a spotlight on this, Hal, because I don't take that lightly. I have five coaches right now, and I invest over \$100,000 a year in coaches. And the reward is amazing.

Hal: Yeah. And by the way, most people, if they had an extra 100 grand to spend, it would go into travel and cars. You buy that stuff too, but...

Jeff: Yeah, we do that also.

Hal: Yeah, I always tease Jeff. He'll send me a picture, "Hey, check out our new motorcycles, and four-wheelers, and boats, and RVs, and my new jeep, and my new truck." So, yeah, you enjoy that money. Well, so let's talk about keys to success and what are your top three to five keys to success that have enabled you to go from where you were to where you are in a short amount of time?

Jeff: You know, The Miracle Morning, of course, has been very effective for me.

Hal: I'll take all the plugs I can get. Keep going, yeah.

Jeff: Yeah, man. I think that's been really instrumental to me setting my day up correctly and then just being focused. Public commitment, when I commit to a big goal, when I commit to it publicly, I have no choice but to level up, because I don't want to be a liar. And so, for example, my goal is, by November 4, to be down to 15% body fat. And I made that public commitment, declaration. I don't have a choice but to show up that way - the same thing with the Ironman. And then I

guess one of the biggest freeing keys that I've recently acquired is when you learn to really care enough about people to not care about what they think about you, it allows you to be free in your authentic self and not have to live life through this filter of this lens where you're just publicly - what's the word I'm looking for? - correct, public correctness or whatever that's called.

Hal: Politically correct.

Jeff: There you go. That's the word I'm looking for.

Hal: Where you're trying to live to please other people, or to appear a certain way for other people, that sort of thing?

Jeff: Yeah, man, you can't make everybody happy, and I just don't try to do that anymore. I don't worry about what others think about me. I just try and be the best version of myself. Not that I don't care about people, I just...a lot of people are trapped by that, and I'm free.

Hal: You just realized that some people are going to love you. Some are going to hate you. Some are going to judge you. You've just got to go, "Well, the ones that love me, those are the ones that I wake up and work for everyday. And those that don't like me, I wish them the best." That's kind of the attitude?

Jeff: Yeah, brother, absolutely. And so that's been really freeing. And then I guess the biggest key to success that I just hire coaches faster than anybody I know. It's a time machine. It helps you compress time to get from where you are to where you want to be a lot faster.

Hal: I like that. Hiring coaches as a time machine, that's great. And you're right, get where you are...because you're cutting your learning curve. And not only your learning curve, but the accountability piece accelerates your success. There are so many components, that I hire coaches as well. It's funny, actually, now that you think about it. You have five coaches. What have I got? I've got one, two, three...I think I have five coaches, too. We've got to compare notes, dude. Yeah, no, I think I've got five coaches. I've got my financial coach. I've got a couple of business coaches. Yeah, interesting.

So, talk about your beliefs and habits as they've changed, and let's take them one at a time. They're both very significant. I look at it as the inner world and outer world. We'll never achieve beyond what we believe we can achieve. And then of course,

our habits really tell the tale. It's like your habits determine the results that you create everyday of your life. So, starting with the internal piece, how have your beliefs, how did they change at Best Year Ever Blueprint last year, or how have they changed or evolved since then?

Jeff: I think seeing people play at a larger scale than me has challenged me to realize that I can do more. And what the mind of man can conceive and believe, it can achieve. And so I always equate that to, "Well, if this person has done an Ironman, then I can do it. If this person has achieved these goals, then I can do it. If Hal's ran 52 miles, then I can do it."

Hal: Especially if Hal's done it.

Jeff: Especially if Hal's done it.

Hal: I can do it backwards and without training, yeah.

Jeff: But that's how I look at it. I'm like, "This person..." not this person, but "somebody's already done it, then I can definitely do it." And then I think the biggest belief is realizing, "I am enough."

Hal: Expand on that. What do you mean by that?

Jeff: Sometimes we just compare our insides to other people's outsides. And we have this insecurity where we just worry whether or not we're qualified to speak on that subject or to coach on that subject. And our life experience has shown us that we are more than qualified. Right? The fact that we're here is just a miracle in itself. We're put here for something special. And so, when you have that confidence and realize you're enough, you become fearless and everything gets easier.

Hal: It's interesting, Steven Christopher, who I know you know from the event last year. It's interesting, that was the belief that...I think he said the exact word for word, he said, "The belief that I shifted is that I realized I am enough." And I think you're right, because when you realize that you are enough, enough being enough to do anything. We're all born with unlimited potential, but somewhere along the way, we trip, we fall, we fail, we get hurt, and we get jaded. And we develop these limiting beliefs about that unlimited potential. We start to really limit it, and limit it some more, and limit it some more.

And the idea that I am enough to do anything. And if you're listening right now, you are enough. You are enough to overcome any challenge that you're facing right now, this too shall pass. And you're enough to achieve anything that you want. And Jeff, such an important belief, which is "Hey, if another human being has done it, that's evidence of what's possible for every single one of us." I love that. What about habits? Are there any habits that you've changed since the event?

Jeff: I think really just getting more physically fit has been very big. One thing I noticed with all the speakers that you brought to this event, including yourself, is you guys aren't just dialed in on business. You're dialed in on fitness, which gives you the energy to perform at a very high level. It's all connected. And so leveling up my fitness has been probably one of my most important habits. A lot of people exercise to lose weight, and when you realize, that's just a by-product. When you exercise, you actually have more energy. You're more appealing to your significant other, which leads to other benefits.

Hal: Yeah, yeah, it does. For sure, for sure.

Jeff: You make more money because you have more energy to work. You're more confident, which in turn allows you to achieve more goals and make more money. And so when I equate going for a run to the fact that, "Hey, I'm going to go and be able to go on a vacation or buy that boat or have a stronger relationship with my wife, or make more income because I'm running," well, then that makes it easier than, "Hey, I'm just going to shed some weight." You follow me there? So, my biggest habit is exercise.

Hal: So, let's get specific. So, give us your weekly exercise regiment. Since you went to the event, what results have you improved in that area? What do the habits look like now?

Jeff: So, since I've been to the event, I've ran four half-marathons; I train MMA three days a week; I hit the gym every single day. And then on top of that, I'm training for my Ironman, whether I'm running, biking, or swimming pretty long distances another three times a week.

Hal: When you only have to work one day a week for four hours, I guess you've got time to do that, yeah.

Jeff: It helps alleviate any business challenges and just makes my mind clear and relieves any potential stress that could be.

Hal: Yeah, the physical aspect is so important. Anything surprised you this year, when you look at all you've accomplished? You look back over the year, any surprises?

Jeff: I think the biggest surprise I guess is, one of my coaches told me that he would build these great teams, and the teams would build the businesses. And he would go on vacation for months. And when he would come back, he'd have more revenue, more employees, more business. And so I wanted to test that theory and see if that was true after building my team. I went on a 42-day road trip, and my team sold over 40 homes, hired 3 people, continued to coach and grow itself. And I realized that this isn't some kind of mythological creature like a freaking unicorn; this can actually happen. And this year alone, I think I've vacationed over 70 days, and my business has actually grown by 20%.

Hal: Vacation 70 days. So that's the secret to success, go on vacation more, right?

Jeff: Well, Hal, a lot of people, they're scared. They're scared to sell more homes. They're scared to increase their business because they equate it with having to do more work. Because a lot of people, a lot of entrepreneurs, it's kind of an epidemic, are working 50, 60 plus hours a week. And when I say, "Hey, let's increase that," they're like, "I don't want to. I don't want your lifestyle." And they must not know. I'm trying to be humble, but the more homes I sell, the less I actually have to work. And it's really strange, when you hit this tipping point where you bust through the ceiling and your team takes over and your work load scales back.

Hal: Awesome, fantastic. Is there any other advice? You've already shared a lot of nuggets here. Any other advice that you have for others?

Jeff: Just toughen up and go for it. Don't get paralyzed by thinking of how you're going to do it. A lot of people say, "Work smarter, not harder." Well, sometimes people start working too hard on working smarter and they're just getting ready to get ready to get ready to get ready, and then they take no action and nothing happens. So, go take action, fail forward, and fail fast.

Hal: You took the words right out of my head. Fail forward. I was thinking that as you were saying it.

Jeff: Never, never, never quit. That's the only time you really fail, is when you quit.

Hal: Jeff, you and I must have had a conversation before, because we share a brain. I like this.

Jeff: We do.

Hal: Which is actually a scary thing, and it's positive too. So, what do we got? Two months away from Best Year Ever on this year, first weekend in December. What are you looking forward to for this year's event?

Jeff: What I'm really looking forward to, Hal, is cage fighting you.

Hal: Oh, okay. That will be like a bonus evening session where we'll set up an eight-sided octagon and have a little MMA fight. I think you would absolutely destroy me. I wouldn't even step in the cage with you, mister training MMA three days a week. Yeah, I'm not in your league.

Jeff: I'm a lover, not a fighter, brother. What I'm really actually excited about, Hal, is bringing my team. I'm bringing some crucial team members with me, and I'm just so excited to see their eyes just light up and watching how it's going to improve their lives. I did that last year; I brought some of my team members. And they came back on freaking fire and high on life. And so, this is just a gift. It's such an amazing event. I just want to let you know that what you're doing is awesome.

Hal: Thank you, Jeff. Ditto, brother. You're leading by example, man. You inspire me, seeing the way that you work and the videos that you post online. Last thing I'll ask you, just if somebody wants to get a hold of you, what is the best way to reach out to you, to look into your coaching? What's the best way to get a hold of Jeff Latham?

Jeff: If someone wants to get a hold of me and just have a free strategy session on, we can...

Hal: Oh, I lost you, Jeff. You there? Pop back on.

Jeff: I found you. I found you.

Hal: I knew it! All right, buddy. So, you were just saying, "If you want to get a hold of me or set up a free strategy session..." and then nothing.

Jeff: Someone beamed through on my phone. I got it fixed. If they want to have a free strategy session and get a hold of me and see how they can compress time from where they are to where they want to be faster, they can just fill out an application at applyforfreedom.com, and we'll be happy to have a free consultation.

Hal: I like that. That's a good domain: applyforfreedom.com. Nice work. I like that. Cool. All right, well, Jeff, I appreciate you, buddy. Thank you for being on the podcast today, and I can't wait to see you in San Diego, my friend.

Jeff: I appreciate you, brother. Have a great day and thank you for being awesome, Hal.

Hal: Ditto, man. Achieve Your Goals podcast listeners, thank you for tuning in again to another episode this week. I hope you got as much value from Jeff as I did, and the focus on your goals, making those public commitments, not concerning yourself with what other people think, and realizing that anything another person can do, you can do as well. So, go out there this week and focus on your goals everyday, take just one step, one step in the direction of making them a reality. And there really is no failing, only quitting. So, you cannot fail. Make it happen, and we will talk to you next week. Take care.

Nick: And thank you so much for tuning into this episode of the podcast. So now hopefully you are ready to go out there and really create the real four-hour workweek. We want to know what were your big takeaways here from this episode with Jeff. Simply head on over to halelrod.com/095 for episode 95, and just leave a comment there on the show notes page, letting us know what those big takeaways were. And also while you're doing that, be sure that you are subscribed to the podcast by going to halelrod.com/itunes, clicking the little subscribe button, and leaving a rating and review. Ratings and reviews are definitely the best way for you to show your support for the podcast because it helps more people find out about us and decide if this is the show for them.

I also really want to encourage you to head on over to bestyeareverlive.com, and check out this year's 2015 Best Year Ever Blueprint Live Event. This is going to help you make sure that 2016 is your best year ever. And lastly, it's time for you to go out there, take action, and achieve your goals.

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