



Achieve Your Goals Podcast #97 - Success Strategies from a Self-Made Millionaire (Interview with Rock Thomas)

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.

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Nick: Welcome to the Achieve Your Goals Podcast, with Hal Elrod. I'm your host, Nick Palkowski and your 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 1 best selling 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: Hello and welcome to another episode of the, you guessed it, Achieve Your Goals Podcast. This is your host, Hal Elrod. And I'm excited to bring you a gentleman today, who, well, I guess I could just tell you, he is an entrepreneur, first and foremost. He's like a serial entrepreneur. Everything he touches seems to turn to gold, and he's run some of the top real estate companies in the world, he runs

one of the top masterminds in the world. He's very successful. In fact, he's overcome a lot of obstacles in his life, a lot of adversities to become a self-made millionaire.

And he is the founder of actually a mastermind called GoBundance and a program called M1, which we'll talk about. But you may have remembered a recent interview with Pat Hiban who is the other co-founder of GoBundance. So, I'm a big fan of these guys and this group, and they're becoming colleagues and mentors to me, and so, I thought it would be cool to...

They're all very brilliant. I've heard them speak, and when I hear them speak, I learn so much. I thought, "god, I got to bring these guys on to the Achieve Your Goals Podcast and share their wisdom with you." So today, Rock Thomas from Montreal, Canada is here to give you some values, some tips, some strategies. Rock, are you on the call?

Rock: Yeah. I feel like a little bit of a minority being up here in Canada, but I'm very excited to be on the call, Hal.

Hal: No, we don't discriminate. We do bring Canadians on the podcast now.

Rock: You know what? If you look at Jim Carrey and Shania Twain, Justin Bieber, we have some pretty good people from here in Canada.

Hal: Dude, my wife and I have even considered moving to Canada. That's how legitimate you guys are in our eyes. We have thought about it, so I don't know if we'll make it up there or not, but at some point we may.

So, let's dive right in. You've achieved a lot of success, and I know I just touched on a few things. And for me, self-made millionaire always resonates with...I know how hard it is to become a self-made millionaire, it's not easy. So that alone says, "Wow, this human being that I'm talking with has a lot of value to add, a lot of things I can learn from them, and they've really proven themselves in life because it's not easy."

Now, more importantly you're a great human being. I think that that, for a lot of people, they may be self-made millionaires, but they lose their soul in that process, and you're a very soulful human.

So, I wanted to just talk about this where every person on the planet usually is born with unlimited potential, but somewhere along the way, they resign themselves to a life of mediocrity. And then there's that small percentage of folks who, at some point in their lives, they have a realization or a defining moment where they realized that you don't have to be average, you don't have to be mediocre, you don't have to settle for what everybody else does, that you can live an extraordinary life, that you can achieve amazing goals.

So, I would love to know what were you like, what was life like, up until the point before you had that realization? Were you an amazing, extraordinary kid and it was always going to be in your destiny? What was life like before you had that realization? And then what was that defining moment or series of moments that first empowered you to go, I'm going to be an achiever in this life?

Rock: Damn you for the gut-wrenching question. I'll tell you what. Most people on this call don't remember that, but there was this comic strip where it's like sand got kicked into your face, and you got pissed off, and then you went out, and your worked out, and you built some muscles, and you were the strong guy on the beach or at the gym. I would fairly say how is that...

I was the type of guy who hungered for a great life, and due to my upbringing, whether you want to say divorce or whatever the case would be, is that around the age of, I would say 13 or 14, I had a defining moment where my brother was...I lived up in Canada so I was being, what we call a face wash, where it was snow being shoved into my face with a headlock and I couldn't breathe.

I remember coming out of that, exploding out of that to save my life, and thinking to myself that if I only have enough money, I would not be at the mercy of everybody. And it was from that moment, I became entrepreneurial. I hired people to cut grass, I went and got the contract signed, I sold coffee to people that were coming to ride horses at our farm, and I became very entrepreneurial. And I think the defining moment for everybody, that was definitely one for me.

Hal: Wow. And that was at 14, you said?

Rock: I think it was about 13 or 14 years old, yeah. And it was weird, man. I remember, it was like, "Boom! I am going to be financially free." It was weird experience, but I remember at that age.

Hal: And that you made that decision and then your thinking, your focus, everything just started to align with that vision, it sounds like?

Rock: A hundred percent. I would go knock on doors and asked them if they want their walk way snowed during the winter, I'd go see people, if they wanted to have their grass cut. When they said, "Yes," I'd say, "Great! Somebody will come by and cut your grass on every Wednesday." I hired my friends to cut the grass. I became very entrepreneurial at a young age because I figured, "I'll charge them \$6 an hour, I'll pay my buddies \$5 and I'll make some money." And I started becoming entrepreneurial from that age.

Hal: That's fantastic. And it's interesting, most of the people I interview, and myself included, it seems to be that there was that entrepreneurial spirit that somewhere at an early age, we tapped into it, or it tapped on our shoulder, and that just changed the way you thought about life, and you weren't just going to follow the path and work for somebody else, but you were going to create your own path. So, really, really cool.

Obviously, you're a self-made millionaire, you're really successful in business and in that sort of thing, but how about some failures? Has there been some time in your life, or multiple times, what's like the most notable failure you've had to experience and overcome, and what did you learn or what did you gain as a result of that experience?

Rock: Well, thanks for bringing that up. I mean, my gosh. How I got my pilot's license at the age of 15, I went and picked tobacco in Southern Ontario for six weeks. Worked my butt off to save money to get my license. I bankrupt a restaurant at 23, and then I was motivated to get my next job, which was in Quebec City, learning French to be a flight attendant. Around the age of 29, 30, I paid for my father's backpacks that he haven't paid while he was dying of cancer, and was evicted from my apartment.

I mean, gosh! I didn't tell you how the failures...the failures were everywhere. They were literally everywhere. Whether it was relationships, whether it was business, whether it was jobs, they were everywhere. I think it's not the failure that happens, it's what you do after the failure. And one of my favorite quotes is, "It's not how hard you can be punched, it's how hard can you be punched and get up."

Hal: Yeah.

Rock: And I think that I've managed to do that and constantly get up and keep on going at it. So, it's not your failures. The failures are going to happen, Hal. You know that as much as I do, better than most people. Your story is an inspiration. But we all have our own story and our own relationship to that story, but you got to just keep on getting up and forging forward towards your vision. Create a vision, move towards it.

Hal: Got it, I love it, I love it. And I love that, it's a quote from the "Rocky" movie, the newest "Rocky" movie where he's talking to his son, Rocky Balboa's talking to his son and he says, I'm going to butcher the quote, but something along the lines of, "It's not about getting hit, it's how hard can you get hit and keep going! That's how winning is done!" So, you echoed those sentiments.

I know you worked with Tony Robbins. I love to just hear about this. As a huge fan of Tony Robbins myself, and I would imagine probably a good percentage of our listeners have been impacted by Tony Robbins in some way. I know you weren't expecting that question, probably, but it just came to me. I thought, I'd love to hear just a little bit about your time working with Tony. How did you end up working with Tony, and what did you do with him, and what was that experience like?

Rock: So, great question. And you're right, I wasn't expecting that. But here's the thing, around 1990, late '90s I was killing in business, I was doing really well. My office was number one in the province of Quebec. We were breaking records, we were doing really well. But what I also noticed is that I wasn't centered, I wasn't grounded. And I decided to go and see one of Tony's events. And, oh, my god! I realized that, man, this guy, he figured out that we had a challenge, there's choices, there's decisions you make, there's empowerment.

And I started to follow some of his teachings. I hired him as coach, and I realized that it's not just what you're doing, it's who you spend time with. And he said spending time with people that Tony was coaching and we had a mastermind group. And I watched the results, it's like this one guy in his mastermind group gave me one idea that allowed me to make \$700,000 in 7 years. Wow.

Hal: Wow.

Rock: Because I didn't have that way of thinking, but he had that way of thinking. Tony, probably, I would accredit him with the ability to help me change the conversation I had with myself, and probably the peer group that I hung out with. And you know about GoBundance, you know the impact that's had.

If you change the people you hang with, the people that, their money, their energy, their health, their charisma, whatever the case may be, and you start to change the dialogue you have with yourself, oh my god, what an impact it can have in your life. It's incredible. So, I've been blessed to be now a Tony Robbins trainer now, it's 14 years. I've done over 49 events with him. I think I calculated, at one point in time, I've listed over 1,900 hours of his seminars.

Hal: Wow.

Rock: And repetition creates skill, so maybe I'm either a slow learner or a good one, I don't know.

Hal: Yeah. Or a master, I would say. You could probably run a Tony event on your own with that much exposure and that time with him. That's great. Cool, very cool. Dive into some content in terms of you've achieved such great goals, what are your biggest, most powerful, most influential tips or strategies to help the Achieve Your Goals listeners achieve their own goals, whether they be personal, professional, business? What for you are the biggest three keys to your success?

Rock: Okay, so number one is, I'm going to rip a page out of your book, is you've got to have a morning ritual, we'll talk about that probably later. But god bless, I think you're a genius in putting that together. I lived through the savers, and there's so many other people I know that are successful, so I really believe that the legendary status is going to permeate through the world for you and that.

But I would chunk it up and I'd also say that it's really important for business people to set a weekly goal. Personally, I set my weekly goal on Sunday afternoons. I call it the Sunday System for Success. And what I do is I reverse-engineer the week. So I go, "Okay, what meetings do I have on Friday, what appointments, what things am I going to create on Friday?"

And then I master those, not just from a content perspective. Let's say I have a meeting with my staff or I have a meeting with a potential client, I'd make sure I'm prepared for that. What I do is emotionally I prepare, Hal. So I go, "How do I emotionally want to show up for that event?" And I think that's a game-changer. So I go, "Okay, I got a meeting with my board of directors at 9:30 on Friday morning. How do I emotionally want to show up? I want to show up, I want to be sharp. I want to be prepared. I want to add value."

And each appointment that I have, Thursday, Wednesday, Tuesday, Monday, I reverse-engineer it in a way that allows me to not be stressed out because if you plan Monday and Tuesday, great, that's awesome. But guess what? Thursday and Wednesday will sneak up on you and you're going to be like, "Oh, my god!" You're not going to be prepared. So I guess that thing that's worked for me is begin with the end in mind, Stephen Covey, we all know that.

Hal: Yeah.

Rock: Reverse-engineer it. Plan it from a logistical perspective, but also from an emotional perspective.

Hal: I like that, I love that. And that's the thing, I believe emotional intelligence is arguably the single most important skill for us to master. And to some people, it comes natural. But to some of us, it's a real challenge. And I think what you're doing is, rather than showing up to a meeting, or even just a day of your life, and just allowing how you feel in that moment to dictate your emotions, and your mood, and your focus, you've already decided ahead of time, right? You've rehearsed it ahead of time so that you keep yourself in that peak state through every single day, it sounds like.

Rock: A hundred percent, that's exactly what it is. Well said.

Hal: Cool. "Rehearse," I'm writing this down, "rehearse your peak emotional state," that's what I'm putting down. And I think, for me, when I was in sales, that could've been great advice, I didn't do that. I mean, I guess I did whatever I could to keep in a peak state all the time. But for me, I didn't really rehearse like I should have and that would have been a great tip for me in sales, where before I go into the appointment, rehearse, "How is this going to go? How am I going to show up? How am I going to interact with her or him, the prospect" So, really cool.

All right. And then I'd like to get personal with you for a second, I know we got personal already a little bit. But what's your number one goal, Rock? If you don't mind sharing, what's your number one goal? It could be the present, like right now you're working on it. It could be the future, your purpose in life, what you want to accomplish? But what's your number one goal? Why is it important to you and what is your strategy or plan for achieving it?

Rock: Wow. That's a big question. Being a great father to my children is probably right up at the top. But if I was to choose a business goal, I would say that I'm

really, really excited about mentoring other people to become financially free. I think that pain creates passion, and I watch people go through their life where they're working at a job, or they're trying to be entrepreneurs. Salespeople, I see them struggle.

And I'm like, I'm 52. At the age of 40, I stopped working traditionally 12 months of the year and worked maybe 4, 5 months of the year, and did some pretty cool stuff for the last 12 years, for the rest of the time. And why should more people not be living that way?

Hal: Yeah.

Rock: So we've created a program called the M1, it's the March To A Million. I think that most people want to be millionaires, 1.5% of the population are millionaires in North America. It means that 98.5% are not. Why not? It's not because of the potential. Potential's there. It's maybe they don't have the strategy, the coaching. So we have a program called the M1, we've had amazing results as we have multimillionaires that I know in GoBundance that are mentoring people to become millionaires. I'm really excited about that.

I think the matchmaking of young, raw, thinking, you could be 60 or 20, it doesn't matter. You're thinking is, "I want to create a life of independence and freedom. And I want to connect with people like Hal Elrod, Rock Thomas, Dave Rossborn, whatever. People have done it and I want to model them to accelerate my path." That's what I'm most excited about.

Hal: I love it, I love it. It's great because you've been there to the top of the mountain, so to speak, you've achieved that success, and now you're paying it forward. And the whole GoBundance group, so the GoBundance group, obviously is the high-level mastermind. And then talk about, what is the M1 program? What is the M1, is it connected to GoBundance? I'm not in M1, I'm in GoBundance, so I guess I'm not as clear. So, explain the differences.

Rock: Okay. So we started a mastermind group several years ago, and we realized that the conversations that happens between people that have a net worth of \$50 million versus the person that has \$500,000 is completely different. So we've divided it in three categories, and we went with \$5 million and above, \$1 million to \$5 million, and \$1 million and below.

Obviously, based on the statistics, the \$1 million and below is going to be 90% of the population. However, that being said, Hal, is that if you're hungry, and you want to learn, and you want to be mentored, and you want to tap into that, there's a certain energy that's going to be expelled. So, we're seeking out those people that say, "Hey, you know what? I think I have what it takes but, man, I want to be mentored, I want to know..."

I made my first million at the age of 30. I wish my father was a millionaire, but he wasn't. I wished my neighbor was a millionaire, but they weren't. At 30, I met a millionaire, and a few years later, I became a millionaire. I don't think it's a coincidence. So, what if you're out there, you're listening, you're not a millionaire today, but we could introduce you to several, on a monthly basis, multimillionaires, how would that change your life? And that's what the M1 program is about, is let's bring energy...I mean, if you're not motivated, and you're negative-thinking and you just want to live on welfare, that's a different story.

Hal: Yeah.

Rock: But if you're willing to put in the effort, and you're willing to go for it, and you want to just figure out what is the keys to success, you want to lock into the M1 program.

Hal: Awesome, awesome. And you know what? Normally, I would ask you for the website at the end but, in case I forget, what's the website if somebody wants to learn more about the M1 program?

Rock: Great question. InsideTheM1.com. So, Inside, M, and then the number 1, dotcom.

Hal: InsideTheM1.com, got it. Okay, cool. Rock, by the way, I have to commend you, compliment you on your, one aspect of your communication skills, which is that whenever you are asked a question or someone stops speaking, and I'd imagine it's something you're intentional about it, you're probably not anymore. It's probably automatic now, but you worked on it.

But you always pause for a couple of seconds before you respond, and it's a skill that I have yet to master as I usually interrupt a few seconds before the person has done talking. So anyway, so yeah, thank you for just leading by example. I appreciate it.

Rock: Well, you know what? You probably don't know of the amount of respect I have for you, and what you've created in your life, and how much...probably everyday I talked about to somebody on this planet, and god bless social media, it could be in Bali, it could be in South Africa, it could be in Montreal. And I'm one of your raving, raving, freaking fans. I think you have...I mean, I get up, I set my alarm, I get up and I'm excited, I run to the bathroom, I splash water on my face, and god damn you, I'm thinking of you, you know? It's like you're the little voice in my head.

And I thought I was a leader in life, and then Hal comes in and he freaking takes over my mind, my mindset and...my daughter came over and she was like, it's 6:30 in the morning, she's knocking on the door, and then she came in, and I was sitting up against the wall, and she was like, "Oh, sorry, Dad, you're doing meditation."

First of you all, you're a legend, second of all, you're a legend that most people don't know about yet and you're changing so many lives, I'm just so proud to be associated with you. Honestly, it's a beautiful thing.

Hal: Rock, I'm speechless right now. That's probably one of the nicest things anyone has ever said to me and, coming from you, that means a lot. Thank you, thank you so much. And it says a lot about you that you're willing, you've reached the success you have, but you're still humble and you still acknowledge other people. So, yeah, thank you, I appreciate it.

Rock: Pleasure, buddy, pleasure. And you know what? The fact that you're part of our GoBundance group, and we're going to be doing the GoBundance morning at our Tahoe event, and you've connected with Robert Kiyosaki, it's all synergistic, right?

Hal: The synchronicity is insane. Yeah, I'm excited. Yeah, Robert Kiyosaki being at the GoBundance event, that's how I was able to give him a copy of "The Miracle Morning" and that spun off into so much, so many cool things. So I'm grateful for you guys for that. Well, let's wrap up with what I call your writer downer. What is the best piece of advice, quote, it could be a mantra, a guiding principle that has significantly helped you to be so successful that you can share with the Achieve Your Goals listeners?

Rock: Wow. You know what? There's so many but I'm going to go with one of your buddies, Jim Rohn, I'm going to go with "For every disciplined effort, there's a multiple reward." And I really think that "The Miracle Morning" is exactly that,

is that when you decide that you're going to get up, in fact, you need to decide the night before you go to sleep that you're going to get up in a certain way, and you're going to honor yourself, you're going to honor your lady, you're going to honor your children by getting up at 3, 3:30 like Hal Elrod, or 5:30 like I do, and you're going to go get the life that you want, that disciplined effort and the exercise you do and the way you sculpt your body, the way you sculpt your spirituality and your mind, that has a multiple effect throughout the day.

So, for me, the only thing you need to do is really, and I know this sounds like a suck up, but I'm telling you, I think that Hal is a genius. You need to just follow what he does, make everyday a win. And that's what I tell people in my sales office, "Find a way to win today." Win today, you can win tomorrow. Everyday is like waking up like Christmas, and it's a beautiful thing. So god bless you for those instructions, buddy.

Hal: I appreciate that. And I don't know who said that first, but when you win the morning, you win the day, right? And when you win the day, you just said it well, then you set yourself up to win the next day, and it's perpetual, it continues. So, cool man. Rock, thank you so much for your time and your wisdom and energy today. I really appreciate you.

Rock: Yeah, absolutely, buddy, and god bless. You are a miracle on this planet, and I'm talking about your probably everyday. So, we look forward to seeing you in the near future. And thank you for sharing your wisdom with us.

Hal: Awesome, man. And actually we're bringing the film crew to GoBundance in Tahoe, and we are going to film me leading a guided Miracle Morning meditation on the first day in the morning with 130 men. It was amazing last year, to be in a room with over a hundred men, grown men, and we were all doing yoga together, and then we were meditating together, just such a cool, cool, cool experience, and that masculine energy, but everybody was vulnerable.

It was like one minute somebody's on stage dropping an F-bomb and just being a man's man, and then the next minute somebody's on stage crying, or in their chair crying. That's how I describe it, if you will. It's unreal. I can't put it into words. You have to be there.

All right everybody, listen, to check out Rock's intro program for those that want to become millionaires, go to InsideTheM1 – the number 1 – InsideTheM1.com. And thank you so much, Achieve Your Goals listeners. I appreciate you more than you

know. Thanks for tuning in. Hope you got a lot of value today, I know that I did. And I will see you next week on the Achieve Your Goals Podcast. Take care.

Nick: And thank you so much for tuning in to this episode of the podcast. So we want to know what were the big strategies you took away from this interview with Rock? Simply head on over to HalElrod.com/097, for episode 97, and leave the comment there in the show notes page.

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Also, we are about one month away from the Best Year Ever Blueprint Live event, and this is your chance to really make sure you have the best 2016 you possibly can and really kick-start your year. So head on over to BestYearEverLive.com, and find out more information about the live event. And hopefully there's still tickets left and you're able to actually sign up because we would love to see you there. Tickets are selling out fast so they might actually already be gone by the time you're hearing this, so go check it out, BestYearEverLive.com.

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

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