



Achieve Your Goals Podcast #103 - Upping Your Likability (Interview with Michelle Tillis Lederman)

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 taught possible. In each episode, you will learn from someone who has achieved extraordinary goals that most haven't. He's the author of the number one bestselling book "The Miracle Morning", a hall of fame and business achiever, an international keynote speaker, ultra-marathon runner, and the founder of vipsuccesscoaching.com., Mr. Hal Elrod.

Hal: Hello, and welcome to the Achieve Your Goals podcast. Goal achievers, how are you this week? This is your host, Hal Elrod. And today I've got an interview. It's an author interview. She's definitely an author, but she does so much. It's hard to call it an author interview. She really is a Jack of many trades and a master of just as many trades. Her name is Michelle Tillis Lederman. Michelle is an accomplished speaker, trainer, coach. She is the author of three books, including 'The 11 Laws of Likability', which I definitely have some questions about that one, and her latest book, 'Nail the Interview, Land the Job'. Now you can imagine what that's about and if you are someone looking to change careers, you've got a job that you want to land, that is the book for you, 'Nail the Interview, Land the Job'. It was recently named, Michelle was recently named by Forbes as one of the 25 professional networking experts to watch in 2015. I don't care who you are, Forbes names you anything, that's pretty cool. I've never been named anything by Forbes.

Her clients range from Target to Sony to Citi, and she's been all over T.V., radio, and print. Her live program, The Relationship Driven Leader is now open to the public. Actually, I think by the time the interview airs, it might have already happen. So let's beg her to do it again if it's already gone by. But Michelle, I'm excited to have you on. I'm excited to dig in. You've got some expertise in the areas

of likability and some of these other areas that I really believe our listeners are going to benefit hugely from. So welcome to the Achieve Your Goals podcast.

Michelle: Thank you and you've already put a smile on my face because I just love your energy, which is one of the laws of likability.

Hal: Aha! Maybe that's why some of the people like me. That's good. Okay. Yeah, I'll tell you. Likability is, I read a book long time ago, 'The Likability Factor', by Tim Sanders. Probably you have heard of it.

Michelle: I know Tim.

Hal: Oh, you know Tim? I'd imagine that you...and whenever, by the way, I see books that are on similar topics or the same topics, I almost always look at the one that has come out most recently because I assume that any smart author is going to have read any book on their topic. Right? And then they're going to be incorporating the most important parts but then adding a lot of new information. So I'm making an assumption, but I'm guessing that your book is fantastic in that way. So before we get into the book and some of those aspects, I want to know who you are a little bit, for our listeners. We are all born with unlimited potential, yet somewhere along the way most people resign themselves to settling for a life of mediocrity. And you have not done that. You are one of the few who has risen above mediocrity and really achieved extraordinary results in your personal and your professional life. So what was your life...what were you like growing up? Did you always know you'd be successful? Were you successful in an early age? And if not, what was your earliest, most significant experience or realization that gave you evidence that you could become highly successful?

Michelle: Oh God! Scrappy. What was I like as a kid? Scrappy.

Hal: All right. I love it.

Michelle: People can't see me. And for those who have not seen me in public, I am four feet ten. And I share that because when you are small, and I was significantly smaller growing up. Always. People were head taller than me. One reason was because I was the youngest in my grade. When your mom pushes you ahead a little bit, just...things are a little off. And so growing up, it wasn't easy. It wasn't easy socially, it wasn't easy financially. I was in a single parent home. I shared on a recent video I did that I remember three years in a row for the school picture wearing the same exact dress because it was the only dress I owned. And when you

have struggled, I kind of was a kid that was always like, "Well, what can I learn from this?" And I don't think I actually said that in my head, but it was just the way I took it all in. There was always something good I could find in all of the bad. And that had to be my focus or else I would have spent my life miserable.

Hal: Wow. So scrappy from a young age?

Michelle: Yes. And you're gonna laugh at me, but there was an interview with Oprah Winfrey in 1984. And I was, I guess, in high school maybe. Middle school? Something like that. I won't give my full age away, but I was some kind of teenager. And Oprah said to Barbara Walters, "I always knew I was meant for great things." And I remember hearing that and thinking me too. I don't know what or how yet, but yeah. I feel that too. I feel like I was given some gifts of that potential, that unlimited potential you referenced. And it was my responsibility to live up to that potential and to use it in positive ways to the people around me and to the larger world. And it sounds really arrogant, but I don't think I knew that. So I just keep going as if, well, that was my responsibility.

Hal: Yeah, I don't think it's arrogant at all. I mean, I really, I just wrote an article today or posted something today in The Miracle Morning community in our Facebook group. And I talked about how we have...it is our responsibility to fulfill our potential, not just for ourselves but for everybody that we know. Because if you don't fulfill your potential, if you settle for less than you're really capable of and less than you want, then you set that example for everybody that knows you. And to me, it is our responsibility because if we don't do it, if we don't live to our full potential, we're hurting everybody that we care about and even people that we don't know.

Michelle: I agree with that completely. I really do. And I also think you have impact, large and small. You have impact in your home, with your family, with the people you live with. And I'm raising two young boys and I want to make sure that I am giving them the right mindset of how to approach things, even when they're hard, even when we might not love everything that we're doing but we believe in it.

Hal: How old are your sons?

Michelle: Eight and nine.

Hal: Eight and nine. Wow, it sounds really easy. Must be just a really easy household over there with an eight and nine-year-old angel boys. I've got...my daughter's six and my son is three. So we're different stages.

Michelle: You got your hands full too.

Hal: Yeah, definitely. I want to know what is your approach to failure? To me, I think that the average person really avoids failure. And I think that prevents a lot of people from even attempting success, is that fear of well, what if I don't make it? What if I try and I fail? And either because they're afraid of the failure or they think, 'Well, it would be a waste of time if I put all that effort, and all that energy, and then I fail.'. So I would love to know, A, any significant failure or failures that you've endured, some of the big ones, and how you overcame them? And your approach to failure, and the way you view it.

Michelle: You know, it's funny. I have been asked a few different times on shows my biggest failure. And what I realized when I was posed that question is I don't believe in failure.

Hal: I love it.

Michelle: I don't believe in the concept of failure. And I think that I alluded to that probably a little bit in how I grew up. It was a tough childhood. We sold furniture to pay the mortgage so that we had a house. I mean, I never felt like I was going to be homeless or anything like that. It wasn't that extreme, but you don't know that as a child. And yet I always had this perspective of, 'Well, how can I twist this? How can I reframe this? How can I look at this differently?' And that's how I feel about failure. I don't believe in the concept.

So, and I'll tell you a little story. I was at a coffee once with a woman who had found me in LinkedIn. And she was starting this networking group for successful women. And she invited me be a, I don't know, an original member so to speak. And I asked her 'So, how did you find me?'. I'm like why did you reach out to me?. She said, "Well, I kind of stalked you." Which was the weirdest and funniest thing because I already like been comfortable with her at that point so I wasn't afraid. But she said she was identifying certain types of people. And she's asked a lot of them the same questions. And one of the things she asked me was did I have a plan B when I went off and started my own business? I looked at her and I was like, "Well, no." I mean, I always knew I would succeed. It was just a matter of at what

and how much effort I was going to put in, and how fast it would happen. But no, of course, I was going to be able to do whatever I put my mind to.

And it was at that moment that like I started to realize my perspective on failure. Not every line of business that I have pursued and every program or event or whatever has been a huge whopping success. I've definitely wasted some money on some marketing campaigns and things like that. I've made some choices that could have been more fruitful. But so what? It's all about that path, that journey, that getting there. And every single thing I've done including being an account for 10 years, which you could consider a failure. I'm still recovering from that CPA career?

Hal: You're recovering CPA. Got it.

Michelle: I am. I wouldn't be where I am if I had not had those 10 years in the corporate environment to be able to speak from experience. So I don't view anything as a bad choice. It was the right choice at the time in which I made it. And here's where it brought me to.

Hal: Yeah, that's great. Don't believe in failure. I mean, I think that probably in line with what you're saying is the only failure is in quitting. I mean, if you quit something, if you give up something because you haven't gotten there yet--Air quotes, "yet"--well, then you failed. You gave up, you didn't give yourself a chance. And I love that philosophy. I bring this up quite often. The 'It takes 10 years to be an overnight success'. I was recently interviewing Tony Stubblebine. He's the CEO and founder of coach.me. And that came up, that quote or that philosophy. I don't know who first said it takes 10 years to be an overnight success. But I love what Tony said. He said, "Yeah, so the question is then what are you willing to commit yourself to for 10 years or more until it's successful?" I thought, 'Wow! That's a really interesting perspective'. Because what if you're going to succeed in year 9 and you gave up in year 5 or 2 or 3 or whatever? So, I like it.

Michelle: But, I would want to say one thing about the quitting because there's a lot of people that might be doing something. And sometimes there's also a saying, 'Throwing good money after bad'.

Hal: Yes. I love your talk on this. Yes, please go.

Michelle: The time-cost benefit. I think there is absolutely perspective taking. But, so you have to think why you're making the choices you're making. I love what I

do. I feel like I have a calling. I feel like I have a mission. And although, I will say I do work. They say if you do what you love, you never work a day in your life. I'm sorry. That's not true.

Hal: That's not true.

Michelle: I work my little fanny off and I have the worst boss in the world. My husband said that he would tell me to quit my job if I worked for a person as hard as boss as I am.

Hal: That's funny.

Michelle: So there is a difference between quitting and giving up because you are afraid that it won't work. And there's the other side which is evaluating where you are, the market, the opportunity costs. What could you be doing instead? How do you feel about doing...looking at your options. I had somebody who was in her own business and we were working with each other. And she decided to go back to work and take a job. And she did it for two years. And I was shocked, like, 'How could you go back?'. It was a great move for her. And now she's back on her own and is so much more successful than she was before.

So I just want people to think about there's a lot of different ways to get to your end destination. And just because you pushed in one path doesn't mean you can't backtrack and find a little bit different of a path and tweak what that success look like. I do redefine success often. And instead of thinking about where do I want to be in 20 years, I think about what's my next goal for the next year or my next major big project or...and I always have a new thing that I'm working towards. And then I get that one and then there's a new one.

Hal: Yeah, you and I have a similar approach. Rather than you having...you're picturing where you want to be in 20 years, you kind of approach like I do where you're like I have no idea where I wanna be. Because I know that 10 years ago, what I'm doing now which I love I might have not imagined doing.

Michelle: And it could be very limiting. If I said, 'Well, I want to do this in 10 years.', well, I've limited all the possibilities because I have narrowed my focus. And that could be great. I'm not a good nicher. So I would tell people to really think about...I'm going to backtrack a second because here's some great advice that was given to me once.

Hal: Yes, please.

Michelle: It was by another entrepreneur. And it was when I was still a CPA and I was working in finance and I was doing this on the side. And he said, "You know, Michelle, you don't always know where your revenue's gonna come from. And you gotta follow the money sometimes." And I had eight different business lines at that time. And I started to evaluate where the money was coming from. And then I evaluated it against the criteria of do I enjoy it? Am I good at it? Is it easy for me? Like I had decisions of how do I rank and prioritize these product lines? And yeah, the money was one of them but it wasn't the only one. So I think people need to think to about their decision tree of what do I say yes to and what do I say no to.

Hal: Got it. I think that that...yeah. You make a great point. It's a great distinction that sometimes you should quit if it's the wrong thing, if it's not fulfilling you, if it's moving you in the direction that you want to go, if it's in the alignment with the future that you want or it's not providing you with the lifestyle that you want. Then yeah, you do have to quit it. So I think that there is an important distinction in that regard.

Michelle: Yeah, it's the same thing as failing. I don't use that word. It's redirecting. I'm repositioning, I'm not quitting.

Hal: Yeah, there you go. Some of the greatest, what one might consider a failure is the greatest lesson producer. Pride's the greatest teacher. And it's like, if it wasn't for that failure or so-called failure then I wouldn't have learned that thing that lead me down this different path that now I'm where I'm supposed to be. So I read, what was it, 'Failing Forward' by John Maxwell. I think it was 10 years ago I read that and I just totally shifted. I was like, 'Yeah, failure's...it's not a bad thing. It's not even a thing. It's made up.'

Michelle: You know the truth is, from somebody coming out of finance--I used to do venture capital and investment work. And the first thing we always looked at was the management team and wondered how many times they had failed and look for what other things they had done. Because if they failed a few times, it actually was a positive because we saw, one, their determination, two, what they learned from it. And they maybe got further each time. So failure in that context was not necessarily negative.

Hal: Got it. Yeah, that makes sense. A lot of sense. Similar to failure, fear. You know, I think that one assumption that I used to make before when I was chasing

success if you will and trying to achieve it is I looked at these people that were successful, that I admired, that I wanted to be like, or that I wanted to be where they are and I thought they must be different than me. Like or they look different. They seem so confident. They seem poised. They just seem like they've got it all together. And I assumed that they're not...they must have not the same fears and insecurities and limiting beliefs and self-doubt, all of this I'm trying to work through. And then once I became more successful, I realized, hey wait. Even though I'm more successful, I'm still a human being. I still have fears and doubts and insecurities and all of those of things. Limiting beliefs that I still have to work through. So I wanted to know what's been your greatest fear? And how have you managed to overcome it, whether it's one that you've already overcome or one that you maybe still deal with?

Michelle: By the way, all those phrases of limiting beliefs and self-doubt are in both of my books. Law of likeability book and the interview book because they apply in different ways. So I was smiling at all of those phrases.

Hal: Awesome.

Michelle: You know, and I'm a bad interviewee because I don't answer of your questions because I just don't think about things the same way.

Hal: I love it. No, you're great interviewee.

Michelle: I have, of course, a philosophy about fear. I think fear is great. And again, I probably don't think about it as fear but nerves, like the butterflies. I think that...I teach a lot of people public speaking and I say to them, "I get nervous every time. I mean, I'm sweating, my heart's racing. Like, of course, You know, it's scary." I'm doing a talk for a thousand people in Hongkong in November. I mean, of course, I'm terrified. It's a big deal. But you know what it means when you're afraid or when you have fear or butterflies? It means that you care. It means that you're committed. It means that you have passion for it. And that's why I tell people to embrace the fear. Because that's your driver, that's your fuel. I think that...they talk about that phrase 'Bravery is fear and taking action anyway.'. I have a phrase for that doubt, like that fear is that self-doubt, that inner voice that says, oh I'm a fraud. I'm not good enough. I can't do this. But I've had that voice in my head plenty of times. And my response is that confidence is having doubt and doing it anyway. And so I allow myself those moments of doubt, those moments of fear. And then I talk myself through, 'Okay, what's the worst thing that's gonna

happen? Okay, then what? Okay, what if that happens? And then what are you gonna do about that? All right. Well, you can handle that Michelle. So go.'

Hal: Yeah, I love it. I love that process. I mean, I think anyone listening, that is the process. So Michelle, you're extraordinarily successful. Right? But you still have that doubt, those nerves before you attempt something that you care about. And you coach your...I call that self-coaching. You coach yourself through it. And if I could sum up this kind of this question or this lesson, it's the idea that I think what really separates, one of the big things that separate people that are achieving their goals and their dreams and that are successful by most people's standards and then those that are not where they want to be isn't that one group or the other doesn't have fear, the successful people don't have the doubts. It's that they don't let those fears and doubts dictate what they do. You let your commitments dictate what you do. You let your vision dictates what you do. So the doubts, the fear, the limiting belief, the little voice in your head, all that stuff is still there. It's just that we're...people that really don't want to be there, they let that voice or those doubts determine what they don't do for the day, when they could have done something different.

Michelle: I think it's very well said, and I used to have the duck, a little timer that was like a duck for my kids. And when the timer went off, it would quack. I used this on myself and my kids. When you are in those moments of the pity party or the whining or the whatever, I turn the duck on. How many minutes do you need? 2, 3, 5? You don't get more than 5. And you get to vent and whine and cry and complain as much as you want until the duck quacks and then you're done.

Hal: That's great. And that's something you do with your kids?

Michelle: Oh yeah. When they whine or when they whatever, because you got a three and six-year-old, it's whatever. I'll say look, I'll give you till the duck quacks. Let it out, we got to let it out.

Hal: Wait, this is a duckie timer? Because I'm on Amazon right now and I need to get one of this.

Michelle: It's a duckie timer and I actually have...I do this success shortie videos that I send out to my community once a week. And I actually have a video of me sharing the duck and explaining this to them.

Hal: Dang-it. I don't see the duckie timer on Amazon. I'll have to go search for it.

Michelle: I think it was Target.

Hal: Target! Okay, all right. I'll go check out target. That's funny, the...when I was in sales training, we learn the five-minute rule which I teach. Yeah, like I pay it forward and teach all the time which is essentially the same thing. You get five minutes to bitch, moan, complain, vent, cry. All right, whatever it is. And then after you've gotten it all out, after five minutes like your only choice is then to accept it and move on. Yeah, I got to be better about teaching it to my kids, though. So I think the duckie timer would definitely help.

I want to get into some meat here. You're an expert in a lot of areas. You know, I think, probably...in fact, if there's any challenge for you when I ask you this question, it's probably going to be like narrowing it down to three. Cause I'm gonna ask for your best three goal-achieving tips. And you're welcome to, I mean, you wrote this great book, 'The 11 Laws of Likability'. You've got the new book, 'Nail the Interview'. So, wherever you want to go with this, I'm open, But what are your, you know, for anybody listening that wants to achieve their goals, I'd love for you to at least, one, to touch on likability because it's something that's not taught or talked about and it's arguably the single, most important thing in success and relationships. So, the floor is yours. Top three tips to achieve one's goals.

Michelle: You're right. I got to pick three? Okay. So since you just said likability, I will start there. And what I will say is relationships matter. So my tip for you is to understand that you are always networking, you are always building relationships, and that you really don't understand where your results may come from. Don't think strategically about your relationships. Don't be like, 'I need to know that guy. And I'm not going to talk to the three people that I walked past so I can beeline that guy.'. I don't think that's an effective approach because when you build relationships based on true connection with your neighbor, you don't know who they're married to, you don't know who their best friend is, you don't know who they went to college with. And it's a lot easier to leverage--and I don't like the word leverage cause it sounds like use--but it's a lot easier to ask a friend for a connection and introduction or "Hey, I want this. Do you know anything?", and they'll be like, "Yeah." Because those are real relationships where people want to have that giving and that sharing. So understand number one, above and beyond everything else, that relationships matter and don't think about the ones that you think you should have. Just build the ones that you enjoy having.

Hal: Okay, awesome. Any tips for how to that? I know you've got to have some. So to dive in a little more on this point, your number one tip on building a relationship, being likable. I'd love to hear it.

Michelle: Well, one thing is you can't make anybody like you. And my book is not about how to make people like you. It is about...I'm thinking Stuart Smalley from Saturday Night Live. That reference.

Hal: That's great.

Michelle: But you can understand what drives likability. And that's really what I teach is understanding those drivers, those places and points and possibilities for connection. Because we can enable others to see what is likable about us. And so if you want a couple of really easy, quick thoughts there, one, smile. I don't need you to bare all of your teeth. But a smile is the single most disarming and best reducer of misunderstanding that exists, as long as it's a genuine smile. And a smile can be seen as far as 30 feet away. Another tip is think about how to stay in somebody's mind without getting in their face. Finding that right balance between continuing to nurture and develop and grow a relationship versus hounding and harassing and annoying somebody.

Hal: Got it.

Michelle: And then the third tip there, if you think about the key for me in relationships is to think about giving. That's chapter 10. And I actually gave this chapter away for free, full chapter, because I believe so much in this concept. So if anybody wants to get...

Hal: Where can we get it? Where can we get it, Michelle?

Michelle: I'll just tell you right now.

Hal: Please.

Michelle: Just go to my website. It's my full name Michelle with two Ls, Tillis T-I-L-L-I-S, Lederman, L-E-D-E-R-M-A-N dot com. And you can download the full chapter because this is what makes the results come. When you have a philosophy of giving and giving first and giving often and giving because you can and giving you want to and giving without expectation of anything in return, results happen. And as I said before, they're not linear. You don't know, 'Oh, I gave and you're

gonna give to me.'. It's not quid pro quo. It's not you scratch my back and I'll scratch yours. It is not reciprocity in its narrow definition. It isn't reciprocity in the broader definition of paying it forward as you said. You know, I had somebody who gave to me, and I wasn't able to give back to her. But what she gave to me, I ended giving up to, literally, 500 other people across the last 10 years. I used to say a hundred, and then like I said it once and like five people in the audience said, "I'm one of them. I'm one of them. I'm one of them." And there were 20 people in the room. And I was like, "Okay, I think I need to up the number of how many people I've done that for."

Hal: Wow! I think that's so powerful. I mean, we could leave it at that but I want to get a couple of more tips. But relationships are arguably, and I used that word earlier, but arguably the one of the single most important things that we can focus on. And like you said...I mean, almost, you have to come to this point where you realize that nobody achieve success on their own. And the bigger the success you see from someone, the more people that were involved along the way. And I think that sometimes we feel like we have to do it all by ourselves but if we really focus on building relationships, really powerful relationships, and up leveling our circle of influence, then that's how stuff tends to happen. I look at the like 'The Miracle Morning'.

The greatest leaps and bounds and quantum leaps of our impact in the amount of book sales and things happened because of a relationship I developed with someone that had a big audience or relationship with other people. It is all like you said, it's not this direct 'I do it for you, you scratch my back,', back and forth. And I think that we've got to just where we show up to every relationship with how can I add value. Or as you said, how can I give? And you just do that with every human being that you ever come in contact with, including your waitress and including the cab driver and including every human being that you ever come in contact with. You just add as much value as you possibly can and that to me is the one of the secrets to success that you are defining...one of the authorities on that topic.

Michelle: Oh yeah. I can wax poetic on that for a while but I promised you two other big tips.

Hal: Yes, two other big tips.

Michelle: So one of them is you've got to talk about it. And the question is what the 'it' is? If you are working on something, if you have a BHAG, a big hairy audacious goal, if you, whatever it is that you are working on that is your definition

of success, you need to talk about it. Because we don't know, we can't read your mind, we can't guess how we can help you. And you have no idea when you start talking about something, when you are passionate about it, when you have conviction about it, people get excited and people get inspired and people want to help. And I will tell you that's how I landed my first client. And that first client was J.P. Morgan. Not a bad first client.

Hal: No, not...yeah.

Michelle: And it was when I was at an animal rescue event. I was chairing, I mean, I love animals. I was chairing an event to raise money for an organization that I had volunteered for. I had 200 volunteers helping me at this event. And one of them, I had never met them before, came to up to me and he had worked with my co-chair. And he said, "Donna told me what you were working on. Would you like to meet my boss?" And I said, "Who's your boss?" And he was like, "Oh, the head of investment banking and trading at J.P. Morgan". I was like, you know, as soon as I picked my jaw off the floor, "Yes, I would love to." You know, and so because I was talking about it while I was doing something else and sharing and being excited, someone else shared it. And then some person that I never even met came over and made that offer. So talk about it. Don't keep it to yourself.

Hal: And too many people do that, they keep it to themselves. So I love that. I love it. You never know who you're going to be talking to that's going to, again, whether it's directly from them or someone that they know that can have a huge impact in your life. So, awesome. Keep on.

Michelle: And here's the third one for you and it's simply three letters. Ask. And it really goes hand-and-hand with talk about it. I once did a talk, and I'm talking about giving and you know how excited I get when I talk about giving. And a woman in the front row very loudly heckles me and said, "I'm tired of giving. Where's mine?" I mean, the whole room went silent. It was like, oh, can't believe she said that. How's she gonna handle that? And my head is going the same thing. "I can't believe she said that. How am I gonna handle this?" And I just went into this place of curiosity and I said, "Well, maybe she got...no that's not it. Is she... no, that's not it." And I looked at her and said, "Well, what did you ask for?" And she looked at me like I was an alien and said, "Nothing." I said, "Ah. Now, I understand. You gotta ask."

People do want to do. People do want to give, because when people give, they feel valuable. And people feel good about themselves when they can do for others. It is,

I believe, in people's nature to want to do good things and nice things and help others. But they don't always know how. And you have to help them help you. You have to be clear on what you're working on, what do you need, what do I want. So more and more people are saying, "How can I help you? What do you need?" I'm somebody who believes that everybody should be asking that question. But you always need to always have an answer to that question. You need to always have, "Oh, you know what, here's what I'm working on right now. And here's the kind of person I want to met." Or here's how you can help you. "I'm promoting this event," or, "Hey!" You have to ask. And I actually have a whole blog post and you can probably find it on my blog, same website where I give you the five types of asks. Because asking is difficult and we need to find different ways to make those asks to make it more comfortable for us and for them.

Hal: I love it. And you're so right, that those last two tips that you gave. One is give, one is ask. They're kind of two sides of the same coin because some people are good at either. They're either takers and they don't give or they're givers and they don't receive. It's like you've really got to be both. So I love that. Really good. Well Michelle, I am...I don't know if you have any last thought or anything else that you want to share. You've given so much value. I'm on Amazon right now getting your book 'The 11 Laws of Likability'. I hope our listeners are too. If, like I said, you are in a position where you want to get a job and nail an interview, Michelle's new book just came out. And Michelle, why don't you give your website one more time and spell your name out for our listeners?

Michelle: Sure. It's Michelle, M-I-C-H-E-L-L-E, Tillis, T-I-L-L-I-S, Lederman L-E-D-E-R-M-A-N, dot com. And on there you can find me on Twitter, on Facebook, on LinkedIn, on YouTube. You can find my blog. I have loads of content out there. I would love for you to download a copy of the book. I have other things and goodies out there as giveaways. Networking assessments, and things like that. When you join my community, you will get a one-page five success accelerators. And each of them has a video. So I've turned to video. It's gotten a little easier than me writing a lot.

Hal: Yeah. You just turn it on and talk. That's why I started podcasting because I thought, I can talk but writing is so hard.

Michelle: I know, and then we have to have grammar and that's not my thing.

Hal: Then you have to edit the writing and then...I'm with you. Just turn on a recorder, whether it's audio or video and then I'll talk. That's great. Well, Michelle,

you've been an absolute delight. This is so much fun. I really, really...you're brilliant, you're fun, you're sweet, you're authentic. Thank you so much for coming on the show.

Michelle: Thank you. It was a pleasure.

Hal: Awesome. Well, goal achievers, thanks for tuning into the Achieve Your Goals podcast. I appreciate you. I love you. Please leave a comment, halelrod.com/blog is where you find all the podcast episodes. There's lot of past issues. Not issues, episodes. And until next week, take this episode, listen to it again, work on being more likable, work on giving more to every person that you come in contact with and be willing to ask for what you want and you just might be surprised when you find out people will give you what you ask for. I will talk to you next week. Until then, make it a fantastic, goal-achieving week everybody.

Nick: And thank you so much for tuning in to this episode of the podcast. So now, hopefully you're ready to go out and increase your likability. But we want to know what were your biggest takeaways from this episode. So simply go over to halelrod.com/103 for episode number 103 and leave a comment there on the 'Show Notes' page. Just let us know what that big takeaway was. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to halelrod.com/itunes, clicking the little "Subscribe" button. And then if you would please leave a rating and review. If you haven't had the chance to go leave a rating and a review yet, we would greatly appreciate it because this is truly the best way to show your appreciation for the show because it helps other people find out about us and decide if this is the podcast for them. So now, until next week, it's time for you to go out there, take action, and achieve your goals.

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