



Achieve Your Goals Podcast #104 - The Art of Work (An Interview with Jeff Goins)

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

Hal: All right, Achieve Your Goals podcast listeners. How are you doing? This is Hal Elrod. I'm excited. I'm excited for a few reasons. Our guest, which I'll get to in a minute, but we just came off the Best Year Ever Blueprint Live experience. More than an event, it really is an experience. And we had over 300 people from 11 countries join us in San Diego for two, actually three life-changing days. And yeah, it's hard to even explain.

But we'll have the new video up for you soon to see a summary. In fact, it might be up by the time this is up. Go to BestYearEverLive.com, BestYearEverLive.com. And the event, yeah. So first weekend in...sorry, I'm speechless...first weekend in December next year as well, 2016. And you can register now to grab your spot. It did sell out a month early last year. I'm sure it will again. So BestYearEverLive.com. Check it out. And that's it for that.

But excitement today really is focused on our interview. And I don't know if you've heard of this gentleman. I'm just going to throw his name out there and you might instantly have an image of this really well-done hairstyle and this nice suit, right? I see him all over the Internet. But I'm talking about Jeff Goins, who is right now

really known for his new book...known for a lot of books...but "The Art of Work: A Proven Path to Discovering What You Were Meant to Do."

And Jeff Goins, he has a lot of fans, including Seth Godin and Jon Acuff amongst them. And he is someone who is a full-time writer now. He lives just outside of Nashville, Tennessee, with his wife, his son, and a border collie. He's authored four books at this point. And he frequently speaks on writing, creativity, and making a difference. And his website, GoinsWriter.com, has been visited by more than four million people from all around the world. And again, I've just been observing Jeff from a distance and I'm really impressed with the impact that he's making.

Today we're going to talk with him about him. We're going to talk with him about his book. And we're going to talk with him about, of course, his secrets, his strategies that have allowed him to overcome adversity, as we all have to do. And really just achieve extraordinary results and goals in his life. Jeff, you on the line?

Jeff: Yes, I am here. Thanks, Hal. That was a wonderful introduction.

Hal: Yeah. Your mom sent it over to me.

Jeff: I know.

Hal: Word for word.

Jeff: She's good at that.

Hal: She's good. No, man. It is an honor and a pleasure to connect with you. It's our first conversation. The audience is actually eavesdropping on me getting to know you and vice versa, right?

Jeff: Yeah. Absolutely.

Hal: Cool, cool, cool. Well, let's start here. Typically I like to give a little bit of back story. One of my mentors always said, "I don't expect you to trust me or listen to me or learn from me until you know me. Or know a little bit about me." So under that premise, just give us a little bit of your background. I like to have that defining moment where you went from average...we're all born with unlimited potential but somewhere along the way, most people resign themselves to settling for mediocrity...and that point in your life where you went, "Hmm, wait a minute.

Maybe I am capable and worthy and destined for greatness." Was there a defining moment? What was life like before that? And then after that?

Jeff: Love that question. Before I answer that question, I just want to acknowledge that one of the reasons we're having this conversation is, I have been impressed with you from afar for so long. And the thing that impresses me the most is not how many books you've sold, which is amazing. And not how many people you're reaching and not how successful and famous you are. All those things are great. But I just love how often I see you loving your family.

Hal: Oh, thanks.

Jeff: Frankly that is the most inspiring thing to me about you. And I'm sure I'm not the only person. We all have limited amounts of time and I want to connect with the people who I feel like are just doing good stuff in the world for the right reasons. And you're one of those people, Hal. So really thanks for having me.

Destined for greatness sounds like such a big thing. And yet at the same time, I've always had this gnawing feeling that I was missing out on life. I remember reading an author one time who said, "Life is like a movie that you've arrived at 20 minutes late." In other words, you're going, "What is this about? Who's the hero and who's the villain? Why are there these people who are chasing them?" And I feel like our lives are that way a bit. We understand that we're living a story. And yet we aren't quite sure what the story is about.

And I felt that way in my mid- to late-20s. I was working for a nonprofit. I'd been there for about five years at this point. I was a marketing director. Every year, my boss gave me a raise. Told me I was doing a great job. And I just felt like, "Oh, great. This is just going to go on forever." But the more I did this...every year this went on, the gnawing that I think we all have started to grow. I started to get really worried that maybe I was missing something.

I had a good job. I was working for a nonprofit. I was doing good work. This isn't like the story of the guy stuck in a cubicle who hates his life. I had a lot of freedom and independence and opportunity to grow. And yet I was worried that I was settling. And I had a conversation with a friend and he asked me what my dream was. And I said I didn't know. He looked at me kind of funny and said, "Really? Well, I would have thought that your dream was to be a writer."

Now it was so strange that he knew this thing about me that I didn't know myself. But I've come to find that I think this is fairly normal. And as soon as he said that, I felt something hit me. It felt tangible. Like something moved me, it stirred me. And I said in defeat, "Well, yeah. I guess you're right. I would like to be a writer someday." He just looked at me. Kind of stared into my soul and said, "Jeff, you don't have to want to be a writer. You are a writer. You just need to write."

That was a critical moment for me. That was the turning point, where I asked myself this question, what if this thing that I wanted to be true about myself maybe in some way already was? Maybe I was this thing. I was a writer and I just now needed to become it. Which I know sounds sort of like, I don't know. Paradoxical or something. But that's what I believed in that moment was, "No, I am a writer." Because the back story is, I had been writing on and off for years. Elizabeth Gilbert said once in a TED Talk that, "Writing is my home." And your home is not the place that you're from necessarily. It's the place that you keep returning to.

So if you have a passion, you have a fixation, an obsession, this thing that you can't help but do in the margins of your life, that might be your passion. That might be your true calling. Writing for me was always that thing. People ask me all the time...I just got off a phone call with another writer and he said, "Did you go to school for writing?" Of course not. No. What writer goes to school for writing? Some people do, I guess. But no. I had never thought this was a legitimate career choice. It was just this thing that I always did on the side.

So this friend said, "You are a writer. You just need to write." I realized this is true. And I have been running away from myself my adult life. And now I need to just go home. I just need to return to this. The next day, I got up at 5 a.m. and I started writing.

Hal: Hashtag "Miracle Morning." Sorry, go ahead. [laughs]

Jeff: [laughs] Yeah. No, I mean, it was powerful. And I had heard all these people say, "Get up early. Get up early. Get up early." I was like, "Oh, that sounds painful." And I just didn't have any other time to do it. I started going to bed early. I realized, oh, I do watch two hours of TV every night. I suppose I could cut that. This was before Netflix, though. That would be much more difficult.

Hal: Now it's down to six hours.

Jeff: Now I just deprive myself of sleep. I stay up late and I get up early.

Hal: There you go.

Jeff: No, I got up at 5 a.m. and I started writing every morning. I did that for an entire year. By the end of that first year, I had a book deal. I had 10,000 email subscribers to my blog. And I was on the way to building this business that would allow me to quit my job. Allow my wife to quit her job and stay home and be a mom, which is something she wanted to do. It was the beginning of all this stuff that would happen that I had no idea about. And it all began with this phrase that my friend said to me, "You are a writer. You just need to write."

Hal: Wow. I love that. It's true for all of us, right? Fill in the blank. Whatever any of us dreams of being, but maybe we have some limiting belief or something. It's just owning that it's already inside of you. Right?

Jeff: I think so.

Hal: Yeah, that's powerful. How many years ago was that, that that distinction happened?

Jeff: It was five years ago.

Hal: Got it. Five years ago.

Jeff: Yeah. The conversation happened. Then I started the blog and I started writing. And did that for about a year. Then spent another year figuring out how to actually make a living off of it. And then quit my job after that.

Hal: Got it. Fantastic. You've got four books. Which was your first?

Jeff: I wrote two books in the first year. One was a self-published book called "You Are a Writer, So Start Acting Like It." It was just basically my journey of that first year of getting up every morning and writing and publishing and sharing my work with the world and growing an audience. And really what I think it takes to be a writer these days.

And then the book that came out about six months after that was a book called "Wrecked." And it was about my experience of working for a nonprofit and realizing people find their purpose in the context of serving others. Which I know you're a big fan of. And I'd worked with so many people and realized it's not just

about soul-searching. It's really about going out and finding out how you can help people. All of the stuff that I do, there's sort of this thread of personal development through something that surprises you. Those were the first two books that came out in the first year.

Hal: Got it, got it. Okay. I'd love to hear about the new book. I'm fascinated. To be completely transparent, I haven't read it yet. But just reading over it and reviewing it...and it is in my Amazon shopping cart right now, so it'll be headed to my house by the end of the day. But just from what I've read, the reviews, the feedback I've gotten from people that I know that have read *The Art of Work*, people just love it. I mean, it's got a cult following. I'd love to hear, what's the book about? Who's it for? And who's going to benefit and in what way?

Jeff: I appreciate that. I was meeting with my therapist yesterday and he was like, "What is your life's message?" And I was like, "Uh..." And he was like, "Do you not want to talk about this?" I go, "It's fine." I said, "Look, I don't know. I write about the things that I'm dealing with and process them through studying how other people have dealt with this. And then share what I learn." And I think if I had to distill it down to a single message, it is I believe that everybody has a gift that they need to share with the world.

And *The Art of Work* in many ways was the book that I wish I could have written four years ago when I started writing books. And really was the book that I needed when I started this process. But in essence, it is a book about finding your calling. Which I define as the reason that you're alive. And the argument is that the way that we stumble into our life's purpose may in fact surprise us.

And what I did with the book was, I went around and interviewed hundreds of people. Ordinary people doing extraordinary work. Like a banker who became a park ranger. And a widow who started a for-profit enterprise teaching workshops on how to teach people who have dying relatives...or they're dying themselves...how to write letters to their loved ones. It started with her seeing a friend do this. And then her husband died and didn't write letters. And she's like, "I need to teach people how to do this." And now it's expanded into lots of other things.

But all these interesting people that I ran into. And it was a really fun process. Then I compared those stories with...I love biographies, so I read biographies of Walt Disney and Mother Teresa and all these people who we go, okay, they figured something out. They figured out what it takes to live a meaningful life of lasting

impact. The book is about all of the things that those people have in common and that I've experienced in my own personal way, in my journey of figuring out, what is my life about? And therefore what do I need to go do? And this is I think more than a book about how to find your dream job. Or make a million dollars. All those things are great. But I believe they're byproducts of tapping into your personal purpose. That's what this book is about.

Hal: Just kind of a superficial, why-were-you-put-on-earth type of book. [laughs]

Jeff: [laughs] Yes, it is.

Hal: Got it. I love it. One thing that I'd love to know...and I sometimes catch people off-guard with this question, so we'll see if I do that. But the people that are successful...and I would deem you very successful...and often we look at folks and I still do this, where I see people that are living an extraordinary life or they're achieving at a high level or maybe they've achieved something that I want to achieve. And we create this separation like, man, they're so well-spoken. Or if only I was as good-looking as they are. Or gosh, they've got better connections. Or they didn't have my childhood. If they had my childhood, they wouldn't be where they are, right?

So we create this separation. And what a mentor taught me early on when I was 19 is that we have more in common with the world's most successful people, being that they are human beings like we are. Anyway, the point is or the question is, while your success is impressive, I'd love to hear about any fear or failure that you've dealt with. Or are currently dealing with. And how you have overcome it or how you're working to overcome it.

Jeff: I wish I had fear or failure to talk about, Hal, but I am just tapped out. [laughter] It's like the job interview question where you go, "My greatest fault is that I care too much. I work too hard."

Hal: Exactly.

Jeff: "My weakness is that all I have is strengths." No, I so resonate and resemble all of those excuses and questions and reasons that we give ourselves for why we don't succeed. And here's the deal. I think most people don't need a pep talk, right? They need somebody to go, "Yeah, you're right. That's true. You don't have those connections. And you don't have that special opportunity. This person probably did get lucky." And then the next question is, so? So what are you going to do with

that? Just not try? Just not try to figure out what your life is about and do something with it?

The truth is, all of our journeys are unique. And I think that there's something really powerful in that. Where I begin with the book and where I think we all have to begin, we try to figure out, okay, what is this thing that I want to do? A lot of people focus on the what. I think we need to start with the who. A guy named Parker Palmer, who is a Quaker and wrote this great book called "Let Your Life Speak," says it like this. He says, "Before I can tell my life what I want to do with it, I need to listen to my life telling me who I am." And he talks about why we end up in the middle of our lives having breakdowns. It's because we've chased an identity that doesn't belong to us, that isn't ours. We chase somebody else's version of success.

For the record, I'm not anti-success. However, what I have learned and continue to learn is, the most dangerous thing to happen to a person this day and age, especially somebody with the privilege to listen to something like this...so if you're listening to this, you have privileges that people in other parts of the world do not have. You have an Internet connection. You have probably fancy devices surrounding you right now. You have privilege and opportunity that other people don't have.

In other words, there are people that could say, "Oh, I could never do what she does because she has all this opportunity." And if you're squandering that opportunity looking at somebody else saying that same thing, shame on you. But I think that the greatest temptation in this position that you're in right now is to not fail. That's not the worst thing that could happen to you. The worst thing that could happen to you is that you succeed at the wrong thing. I think the way that we not succeed at the wrong thing is, we really figure out, who am I? What do I want? And what is it that I'm really here to do?

Now that doesn't mean that there won't be practice, there won't be failure, there won't be trial and error. We can talk about that. I'm happy to talk about failure, lots of that. But I think we have to begin with that point right there, which is stop being afraid of failure. Start fearing not trying. Or start fearing succeeding at the wrong thing. Because gosh, there's so much information out there about how to succeed at this, that, or the other thing. The real question is, who are you? And who do you want to be?

Then you can pick a track and then you could figure out your way to get there, understanding that your journey is unique. Yeah, some people might get lucky. You might have hardship that other people don't have. I think there are all kinds of uniquenesses to our journeys. We're not all the same. But so what? What are you going to do with the opportunities that you do have? With the place where you are right now and the person that I think you were made to be? There's a responsibility there that you have to respond to.

Hal: Yeah. Oh, man. The last thing you said resonates so deeply with me, which is that I believe that every single one of us has a responsibility to fulfill our potential for what that will do for the people that we love and care about. Right?

Jeff: Yeah. No, I love that.

Hal: It's not even about us. If you want to settle for mediocrity, that's fine. If it were to only affect you. Right? But you're hurting everyone that knows you and loves you. Because you're telling them, "Hey, it's okay to eat unhealthy. It's okay to not exercise. It's okay to settle. And it's okay to be unhappy." Anyway, I'll get on a soapbox here, so let's move on. I love it, man. I love the way you think and I love that approach of, if somebody's making excuses or sharing the reasons they can't succeed, they don't need a pep talk. Just agree with them. "Yep, you're right. You don't have any of those things. You don't have any of those resources. So what are you going to do with it?" Right?

Jeff: Yeah. Well, I talk pretty openly about going to therapy. And people are like, "Oh, I love that you do that." I'm like, "What? I go to a doctor, too." These are things that I think healthy people do. But especially for me, because I need these things. But he always goes, "Well, how's that working for you? How's sleeping four hours a night and not going to the gym and blaming everybody else for your problems? How's that working for you?" I have met so many people, as I'm sure you have, Hal, who have so many different experiences and hardships. I try to be sensitive to that and very hesitant to say, "I'm just like you." That's not true.

I'm a human being and I think we have things in common. But what I learned from writing this book, which was basically a research project for me to figure out, what is life about? More specifically what is my life about? And one of the things I realized is that people who found their purposes, it surprised them. The banker didn't expect to go be a park ranger. The step-mom didn't expect for her husband to die and for her to have to start providing for herself again. And to do it in this very unexpected way, teaching people to write letters.

And yet when they got to this thing that they call their calling, they all said, "Oh, yeah. Now I understand that everything that happened to me in life, good and bad, was preparing me for the work that I had to do. But it was my job to pay attention. 'To listen to your life,' as Parker Palmer would say, and realize what I needed to do to respond." I think we get in trouble when I go, "Oh, I would love to be like Hal Elrod. I'd love to sell as many books as he just sold. Or have this live event. Or do these things."

And it's not to say that you can't have what somebody else has. But I think there's greater power in honoring the opportunities that you've already been given. We've all been given opportunity. I call that an accidental apprenticeship. It's this idea that life has basically been preparing you. Whether you think it's the universe or God or just luck, there are things that have happened to you that are unique to you, that qualify you to do work that nobody else can do. I think that's that thing that you need to respond to. Not, "Oh, I just want to go be successful." I think success is the byproduct that comes, as I said before, from responding to that calling deep within you.

We've all heard this before, that your greatest obstacles are your opportunities. When you look around at what other people have that you don't have, the question is, what do I have that other people don't have? What's the opportunity, the unfair advantage, that I have that in many ways may feel like I've got to dig deep into my pain? I've got to look at the things that have been hard. The abuse, the hardship. All the things that have been really painful for me. And figure out, what's something in here that can be redeemed? That can be applied to a life of purpose that allows me to help other people? That was the very surprising thing, that the secret to somebody finding their purpose was often hidden in their pain.

Hal: Yeah. I think that the most successful people in the world are often those that have had the hardest lives. Right? And that's where they took that adversity and turned it into an advantage.

Jeff: Yeah.

Hal: Fantastic. I'd love to hear...this is the Achieve Your Goals podcast and you obviously are a goal achiever of the highest order. What are your best tips on achieving goals? What have you found? Everybody has their own approach, their own secret. And recently a friend of mine, John Lee Dumas, he has a product coming out called the Freedom Journal. And John being a top podcaster, this was

created where he asked himself...or people would ask him, "You've interviewed over a thousand of the world's most successful people. What's their secret? What's the secret?"

He couldn't answer that question for a long time. Then he realized it was their ability to set and achieve goals. That's what the Freedom Journal is all about. Shameless plug for my buddy John's Freedom Journal. The point being, that being able to set and achieve goals is...we often take it for granted. People that learned it at some point and they do it, it's just the way that we think, it's automatic. But then you realize the majority of people were never really taught how to set and achieve goals. With all of that context set, what are the best strategies or the not-so-obvious secrets? Or the methods that you found most effective in setting and achieving your goals?

Jeff: There are three things that I think work well for me. And I feel like I have to answer all these questions with a caveat. I'm not Tony Robbins. I'm not this Type A, achievement-oriented person. I'm lazy, disorganized. And I don't say this in some sort of condescending way to go, "I'm just like you." I am so opposed to all these things because they feel too boxy for me. And I'm an artist and I'm a writer. I like to just be a free spirit. And yet, that didn't work out so well for me. Being lazy and disorganized and going, "I don't need goals."

What I've had to figure out is, how do I take these concepts that are like goal-setting, productivity, getting up early, having an idea of what you want your life to look like and apply them in a way that feels congruent with the way I live my life? And even my values? And I learned three things about goal-setting is first of all, you have to believe it. You have to believe that you actually can achieve the goal. You have to set a goal that's achievable. It's a reasonable goal.

I was actually talking to John about this on his podcast. And he was talking about the SMART goal system. I love that one of the pieces in that acronym is, it's achievable. You can't set some ridiculous goal and just go, "Oh, I'm going to do that." It can be a big goal. But you have to in your mind be able to visualize, how I'm going to accomplish this. Otherwise, it's just a dream. Dreams are great. But they are not goals. You have to believe it. And I think you also have to believe in it.

That's the first thing that I would say, you have to want to do something that you feel is worth your effort. A lot of people set goals just because it's fun to say, "Oh, I want to make this much money." Do you really believe in that? Do you really believe what it's going to take to do that? The second thing is, speak it and share it.

What I mean is, audibly speak it out loud. I again for a long time, sort of winced at this idea of making audible declarations out in the air. Or in your car. In front of your mirror, whatever. There's something powerful about when we put words around an idea and we say this out loud. Then even share it with other people. I don't think you have to do that thing where people put it in front of the world, in front of the universe.

There are some interesting studies I've read about. When you publicly share a goal with too many people, it's less achievable because basically the thrill that you got of achieving the goal, you got it from people going, "That's great." Like, "That's great that you're going to run a marathon. That's so good." You're getting all this acclaim for something that you haven't even actually done yet. Think about how many times people declared to Facebook, "I'm going to lose 30 pounds," or whatever. I've seen people follow through with that and that's amazing. But I think it's better to speak a goal, share it with a few trusted people who can hold you accountable. But not make this big, public declaration. But the important part is to speak it.

Then the third part, perhaps the most important part, is to break it down and do it. I was talking to somebody today, another writer, blogger who I'm coaching. And he said, "I want 10,000 email subscribers by the end of 2016." I was like, "I love that goal. How many do you have right now?" He's like, "I have two." "Okay, great. That's awesome. So you need 9,998. If I did my math right. Let's break that down. That's 830-something a month. Thirty-something a day. How are you going to do that today? How are you going to do that tomorrow?" And we had to break down daily, weekly, monthly, quarterly strategies to get to that year-end goal. Those are the three things I'd say. Believe it and believe in it. Speak it and share it. Break it down and do it.

Hal: I love it. Believe it and believe in it. I was confused for a second because I was like, wait, I have down four, but I...

Jeff: Six. Believe, speak...

Hal: I separated your first one into...that's great. All right. I have my notes here.

Jeff: Really, I'm real bad at math.

Hal: Nice. Hey, you got the 9,998 remaining followers.

Jeff: Still sweating that. You know, we might have to go back. People don't know that we actually spliced that in with some editing. The first take, I said 7,500. And that was wrong.

Hal: That's true. That was actually your third attempt at doing the math in your head.

Jeff: "Hang on, Jeff, hang on. Do you want to try one more time?"

Hal: Yeah, that's the magic of editing. That's funny. I love it. All right. What's your number one goal, Jeff, if you were to share? What's your number one goal? You can share this in the context of either right now in your life, this year that you're focused on. Or your big goal in life. Or both. But what's the most important thing for you?

Jeff: I think that there's something to be said about when you ask somebody, "What do you want to do," or, "What's your dream," the first thing that comes to mind, there's something to that. That's not always proven true for me. Often, it has. It tells you what you really want. And sometimes we don't know. Sometimes we're so caught up in what people think, what we think people want to hear.

The idea that came to mind when you said that is, what I want to do...the one thing that I want to do is I want to share ideas that change culture. I'm going to spread ideas that change culture. They can be my ideas, other people's ideas. I'm less concerned about that. Obviously it's a nice little ego stroke when somebody reads your book with your ideas and they go, "Oh, this is great." But I think most creativity, to reference Austin Kleon, is just stealing from other people. It's ethical stealing from other people's ideas and putting them together in a new and interesting package. As John did with the Freedom Journal.

Here's the secret. It's a bunch of other people's secrets, but it's the one thing they all have in common. And "The Art of Work" was that experience for me, too. Just going, what is life about? What does it take to live a purpose-filled life? It's not money. It's not this. It's not fame. It's not all these things that we think it is. It's not an accumulation of property. What do all of these people have in common? And it's like, well, they are listening to their lives. Or paying attention to the theme of their stories. Or doing this or doing that.

A major theme about my story is, I love to take ideas and connect them with people. And if I aspire to a legacy, something to leave behind, it's that I will have introduced ideas that changed the culture in some small or maybe even big way.

Hal: Wow. Profound, man. Your answer inspired me. I'm making a note. I need to reconnect and talk with Jeff offline because it looks like there's some work that we could do together. Last but not least, what's the best way for people to get your books? To connect with you? What's the best way to reach out to you, Jeff?

Jeff: I want to start giving a fax number for these kinds of questions.

Hal: That's a Dan Kennedy technique right there.

Jeff: "Just fax me."

Hal: "Fax me." Yeah. He goes, "It's great. Only the people that are really serious will actually reach out." Nobody faxes anymore.

Jeff: Page me. Go to my blog. It's the best place to go. It's sort of the hub. I'm on social media, all those fancy places that the kids are using these days. GoinsWriter.com. If you go to GoinsWriter.com, you go there and we're actually giving away the first two chapters of "The Art of Work" for free there if you sign up for the email list. I saw somebody do that on their website and I stole it from them, ahem, Hal.

Hal: I love it.

Jeff: So GoinsWriter.com, you can find out more about me there. And about the book as well.

Hal: Cool. GoinsWriter.com. Appreciate it. All right, man. Hey, Jeff, thank you so much. I can't thank you enough. Really, really enjoyed our conversation today.

Jeff: Thank you. It was totally my pleasure.

Hal: Cool. Thanks, buddy. Achieve Your Goals podcast listeners, thanks for tuning in. I appreciate you. I love you. I am so in awe. Every time I go to an event and I'm speaking and someone comes up and they're like, "I listen to the podcast every week," and I'm like, "Really?" It's just me in my office, just talking to a microphone. And there's actually real people listening. So you are one of those

folks. I really appreciate you and your loyalty to the podcast. If there is anything that I can do to help you or serve you, go to my website, HalElrod.com. You can contact me there. I look forward to adding value for you in any way that I can. Until next time, set some big, exciting, possibly intimidating goals. Work towards them every day. Because you deserve nothing less. And we'll talk to you soon.

Nick: Thank you so much for tuning in to this episode of our podcast. Now hopefully you have some great takeaways with this interview with Jeff. Jeff is really one of the few people that I follow on a regular basis. And I have been involved in his Tribe Writers program since it very first started several years ago and I can highly recommend that program.

We want to know, what were your biggest takeaways from this episode with Jeff? Simply head on over to HalElrod.com/104 for episode number 104 and just leave a comment on the show notes page there. 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 leave a rating and review. Rating and reviews are truly the best way for you to actually show your appreciation for the show because they help more people find out about the show and decide if this is the podcast for them. Now until next week, it's time for you to go out there, take action, and achieve your goals.

Announcer: 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 out the show notes, post the episode to all the different sites, and do all of the ridiculous back-end work that's required, then you need YourPodcastGuru.com, where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit YourPodcastGuru.com to explode your audience and crush it in the podcasting world.