



Achieve Your Goals Podcast #116 - Exclusive Interview with Four-time Emmy Award Winning Director, Nick Nanton

Nick Palkowski: 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, ultramarathon runner, and the founder of VIPSUCCESSCOACHING.COM, Mr. Hal Elrod.

Hal Elrod: All right, goal achievers. Achieve Your Goals Podcast listeners, this is your host, Hal Elrod. I am pumped for today's interview because talk about a fascinating individual who has accomplished some extraordinary goals, and I'm sure has a lot of value to teach you. I'm really just curious to the story of this gentleman, and what's it like to be him, and to be in his world. I'm just going to dive right in.

I want to give ... Our guest today is Nick Nanton, and I want to give him a very formal introduction. It's funny. His bio, as I'm reading it and trying to cut ... What am I going to include? What am I going to leave out? He's done so much that it's like even when I cut his bio in half, I'm like, "It's still pretty long." I really think it's valuable, so I want you to know. It's worth taking 60 seconds for you to really know who Nick is and what he's done. Then we'll dive in and have a cool conversation with Mr. Nick Nanton.

Nick Nanton is a four-time Emmy Award winning director, producer and filmmaker. Nick serves as the CEO of The Dicks + Nanton Celebrity Branding Agency, which is an international branding agency and media agency with more than 2,200 clients in 33 countries. He has produced large scale events and television shows with the likes of Steve Forbes, Brian Tracy, President George H.W. Bush, Jack Canfield, Michael E. Gerber of The E-Myth, Tom Hopkins and many more.

He really is recognized as one of the top thought leaders in the business world. He speaks on major stages internationally. He's co-author, get this, 36 bestselling books including the Wall Street Journal Best-Seller, StorySelling, which I actually just got in the mail the other day.

Nick has been featured and seen in the USA Today, Wall Street Journal, Newsweek, BusinessWeek, Inc. Magazine, New York Times, Entrepreneur Magazine, Forbes, FastCompany, and appeared in ABC, NBC, CBS, FOX television and on and on and on. Most recently, he just released a new documentary Visioneer, which is the story of Peter Diamandis, the founder of X Prize. It

featured the likes of Richard Branson, Tony Robbins, will.i.am and many, many more.

Again, talk about a fascinating life. I'm just curious of what's it like to be Nick, and what he can teach us that will help us to rise to even a fraction of the level that he's playing his life, and his work, and his career, and living out his mission. Nick Nanton, are you on the line?

Nick Nanton: I'm here, my man. Thank you so much for having me.

Hal Elrod: No, I'm excited to have you like I, hopefully, just expressed.

Nick Nanton: Hey, man. We got lots to talk about. It should be fun.

Hal Elrod: Yeah, for sure. Take us back, man. How did you get into the work that you're in now? What was the point in your childhood or that defining moment in your teen years? At what point did you have the vision for what you're doing now, and then how did you kind of close the gap between that vision and now it becoming a reality?

Nick Nanton: That's a fine question. Man, I would say one of the defining moments in my life ... I will disclaim it as a ... I'm not sure it exactly happened exactly this way, but this is the way I remember it and the way it kind of makes it concise.

My family moved to America when I was one. I'm from Barbados originally. My family has been there for 300 years. We actually came to Barbados as Welsh pirates in the 1600s so that was fun, but we came to America legally. Thank you. When we got here, my dad started a furniture store. My uncle started like an electronic store. In the mid '80s, they brought one of the very first Suzuki Jeep, Suzuki Motors Dealership, not the motorcycles, but the jeeps.

Life was really good, man. My dad was doing really well in like '86, '87. Then a bunch of bad press came out about Suzuki's flipping. In the end, no one really knows exactly where it came from. Certainly, if you drive a small jeep like that, lift it and go 50 miles an hour and yank the wheel to the right, it will go with the wheels. Anyways, a bunch of bad press came out about it. We, essentially, went from doing great to, quite a few years after that, of like my parents literally were just trying not to file for bankruptcy and just trying to keep us in our home. My dad was doing great, and my parents built their dream home, 2,400 square feet with a tennis court next to it because my dad used to have to walk uphill both ways, that sort of thing, to play tennis.

Just to tell you, we didn't get everything we wanted. My dad certainly was doing great on paper, and we had money and stuff. I didn't go without but I wouldn't say I was spoiled. If I needed something, I could get it. By the time I hit like 12, 13, 14, we've been a few years into kind of this financial crisis for us, if you will. The weirdest thing was that I went from ...

My dad kind of sat down with me. He's like, "Hey, Nick. Here's the deal." Like at 12, things start to matter, the clothes you wear, everything just starts to matter. He kind of said it this way, and

that's why I say I don't know if we ever had this one specific conversation, but essentially it was like this. Nick, you can have anything you want in life, but you're going to have to earn it because I can't give it to you. I'm trying to fight to not go bankrupt, to feed the family, to figure out his position in life then as well as what he was going to do next, and trying to find success again. I really started working from then because I wanted things. I wanted experiences.

I wanted to play tennis. I end up getting very competitive in tennis. I've been playing it for years. I was trying to play for the Olympic team of Barbados was my goal, but I tore my knees and all that fun stuff. We couldn't afford to train at the place that I wanted to train. It was the best training center in town, so I agreed to do yard work and other things for them in exchange for playing. My parents, a lot of times, would come up and help me dig ditches and stuff, too. They were fully, fully, fully supportive.

I then started teaching tennis lessons at our own ... Like I said, we have this nice modest house with a tennis court next to it. I figured out, I'm like 12, 13 years old, that I could charge \$10 a kid, and I could put five or 10 kids into a half an hour, hour lesson. I could make a hundred bucks an hour teaching tennis. Then-

Hal Elrod: I suppose you were how old at this point?

Nick Nanton: I was like 12.

Hal Elrod: Nice.

Nick Nanton: I started to realize that there is no correlation between your age, really, and what you could make. At the time, money was very important to me because I didn't have any other way to get it. It wasn't like I was worshiping it, but I needed ... I turned 15 and turned 16, had to buy a car, needed gas and all that sort of stuff. That's how I got my first businesses.

Actually this is a funny story. I was 15. I was really trying to figure out how I can get some extra money to get my car. Like a lot of kids, I kind of grew up liking ... I bought some magic tricks. I somehow got a balloon animal book, so I can make some balloon animals. That was fun. I remember opening up the phone book and calling clown services. I was kind of like ... I was 15. I was like, "How much ... I mean, how much is it to hire one of your clowns for my kid's birthday party?" They're like, "\$150 an hour." I'm like, "Done." I hang up the phone, and I went and printed business cards. I became a clown. I became Binky the Clown. I'm making \$150 an hour at 15.

All those things are just the back story just to share with you I learned early that if you could create value, something other people wanted ... If they wanted their kids to learn tennis, they will want to pay for that. If they wanted to entertain their kids at their party and have something cool, they would pay for that. There was a value to that, a social value, an economic value, whatever. I learned that pretty quickly.

Just to kind of finish up part of that story so we can move on. I started playing guitar at six. I started songwriting at 16. Put out my first record at 18, and so I really got heavily involved in music at

16, went off to college. Because tennis was kind of over for me then because of my knees, I got heavily involved in music and started producing records, started working with a bunch of people.

I had a studio in Gainesville where I went to school, University of Florida, where ... Sister Hazel, the band, came out of there, so I did some work with those guys when I was there. I had studio with the three-time Grammy Award winner who's back from the 80's rock band Petra. We had a bunch of bands come through. I worked with the drummer from Tom Petty and the Heartbreakers, Stan Lynch, who's still a friend of mine today. I really kind of start moving towards music, and I started managing bands.

I then reconnected with my now business partner because I met him when my cousin dated his daughter when I was 15. I knew he was a lawyer who didn't practice law and was very entrepreneurial, and so I reconnected with him because a friend of mine in college started dating his daughter. We ended up starting a music company. After a couple of years of really not making any money in music ... We could pay the bills. That was it.

I just finished law school. My wife had our first son a week after I took the bar exam. She hasn't been back to work since. That same son turns 11 next week. He basically said, "Nick, if you did the same thing you're doing for musicians, and bands for business people all the promotion, and the marketing, and the positioning, and the media creation, all that stuff, I'll teach you direct marketing. If you do all the same things for business people, you'll feel like you're babysitting a lot less. You'll make a lot more money and you'd be a lot happier." I said, "Yes, yes, yes." We did that.

We first out started by positioning me as one of the top entertainment lawyers in the country. I was fresh out of law school. It worked really well. I was billing at a thousand dollars an hour in my mid 20s, which is more than most guys in LA or New York, and I'm in Orlando, not the place matters, really, but I made more. Still, that's where the high dollars still comes out of. I never wanted to practice law. I just went for the education because I want to be the president of my record label.

Then to finish that story, essentially, I said, "Hey, I don't want to practice law anymore, but I do want to teach people this sort of formula we figured out." That's when we wrote our first book *Celebrity Branding You*, my first book. He had plenty before that. I spent the better part of the last 10 years kind of travelling around, and consulting, and teaching, and coaching people on how to become the best known in their industry. That's the long short story.

Hal Elrod: No, I like that. *Celebrity Branding You* was the first book?

Nick Nanton: Yup, that's the first book. If I can tell people anything, write a book. Man, that changed my life overnight. It took a lot of hard work along with it. You know the story. You have it yourself. It's amazing what a book would do for you that really nothing else will.

Hal Elrod: I feel the same way. I can authentically ... I tell people that there's nothing's impacted my life more positively than writing a book. I am curious what kind of music were you putting out at age 18 when you had your first album out?

Nick Nanton: I'd say now you would call it singer-songwriter. Back then, they were probably classified kind of as folk, which it wasn't really. It was very acoustic-driven but full band stuff. Then I started writing a lot of country music.

I produced a rock record when I was back in law school, too. My band called Longwood. We got a single that I wrote with them. It was on 50 stations and 20 states.

I've really kind of based my career around pop rock, and country. I still write country music in Nashville. I have several songs that are actively being shopped right now that I think that we're going to get [a shot with 00:12:20] a couple of these. The guys who I write with have had numerous, numerous, numerous number ones in the country world with guys like Chris Young, and Billy Currington, and Rascal Flatts, and all that sort of bands.

Hal Elrod: Now, are any of your songs available like remastered and put up on iTunes?

Nick Nanton: That's funny. I have to look. I don't know. Certainly not from my original album because I don't want anyone to hear that.

Hal Elrod: Fair enough.

Nick Nanton: As I said, I have 800 copies of that album under my parents' bed because I didn't know how to market. Now, that I do know how to market, I know I want them to stay there.

Hal Elrod: That's great.

Nick Nanton: There's some stuff on my website. If you go to NickNanton.com, you click the ... It's either a media or music page. You can hear stuff I produced, stuff I've written. There's even maybe something of me singing on there so lots of fun.

Hal Elrod: NickNanton.com, good. All right. You write a book called Celebrity Branding You. You become an expert in the space of helping thought leaders or people become thought leaders, brand themselves. Were is the transition into getting into making documentaries and becoming an Emmy Award winning documentary filmmaker?

Nick Nanton: Funny story. A couple of different things. I still had the bug. I wasn't going to do as much music as I would like at the time. I really had a ... I love just visual stuff. I've done a lot of graphic design. I don't know. I just love it. I was like, "Man, I really want to make ... At some point, I'd love to make some sort of short story, film, movie, something maybe ... " I think a lot of people will say that but I was like, "No, I'm really just looking for the right story."

Actually, I've been a Grammy voter now for, I don't know, over a decade. I was looking at the major awards one could win. I'm like, "All right. A Grammy seems further and further off although

maybe it's getting closer again. We'll see. I'm not going to win a Tony for musicals. An Oscar, man, that's probably impossible. Man, maybe I can win an Emmy. Maybe that's my deal."

I've told you this story. I googled how to win an Emmy. I found a document that basically said, "Look, here's what you got to do." Everyone now is capable of making good productions, but you got to have a great story. That is where it all starts. You have to have a great story. I was like, "You know what? I'm just going to keep my ears out for a great story."

Well, six months after that or so, I got an email from a guy who ... I had met him on an airport maybe a year earlier. I don't remember the exact timeline. In Chicago Midway Airport, I was waiting for a flight, kind of crowded airport. Guy sits down next to me. He flips open his laptop. It's got a really cute picture of a little boy with a tee-ball, kind of little portrait from baseball. I said, "Is that your son?" He said, "Yes." "Man, he's a beautiful kid." He said, "Thanks so much. He's our third. He's our youngest. He has Down syndrome but he's been such a blessing to our family." I said, "Yeah, I could tell by the features. I have some members of my family with Down syndrome. My mom has been a special needs kind of teacher for years. I have a cousin who has Down syndrome. They're just really unique kids."

We started talking. We kind of became fast friends. I'm easy to get to know. He's like even easier. We became fast friends. We kind of exchanged some information. He said, "by the way, with what you do in music, could you get me ... " They live in Floyds Knobs. They still live in Floyds Knobs, Indiana. He said, "We have a Greater Indiana Down Syndrome Banquet. Is there anyway you could get

me some celebrity memorabilia, autograph stuff that we could auction off?" I said, "Sure. I'll try." I did end up sending him some autograph stuff from Rascal Flatts, and Wynonna Judd and a bunch of people. He was really thankful. Then we kind of sort of kept in touch.

Then he sent me this story, like I said, six months after I read this Emmy article about his son from his wife's point of view how they were really worried because they had a daughter in softball and a son in baseball, but they weren't special needs. What is this going to be like? She was really worried. How the coach really embraced him. They ended up making to the championship game. They didn't win but everyone really learned a ton from Jacob, the kid. She was really hoping that he learned a ton from them, but really it was an outpouring from the community of how much they have learned from him and how much everyone loved him. Just a mother's great story, I don't know, a couple of thousand words. I read it and I teared up. It was just a great moving story.

He's like, "Hey, this is going to be published in the Floyds Knobs newspaper," whatever that is. "Don't share it publicly but I just wanted you to hear it, whatever. I wanted you to see it." I said, "This is cool." I emailed it to my dad and my business partner Jack who certainly, at the time, I didn't even know they knew how to use email practically. They definitely didn't have a lot of friends on email. I get CC'd by both of them. I didn't even know they know how to CC. Each of them must have sent it to 20, 30, 40, 50 friends like, "Hey, you got to read this story." I'm like, "Crap. I wasn't suppose to share this." It's not like you can get out.

Hal Elrod: Wow. Yeah, sure.

Nick Nanton: I just didn't even know they knew how to use a computer. I said, "This story is viral but, sadly, no one is ever going to see it just in that newspaper." I decided, hey, maybe I could tell this story. I hold a mastermind event every year. The Grammys is right around that time. I used my mastermind time to read the story. I read the story. Not a dry eye in the room. I said, "Here's the deal. I want to make this movie. I need some help and I'm going to try to win an Emmy. I have no idea what that looks like but I'm going to try. I need some of you to support me. Would you give me this much for an executive producer? This much to be a producer. I'll go make this movie. I think the story needs to be told." A lot of big names in the room, you'd be shocked at who actually ... Everyone said they'd help, of course. You'd be shocked about who actually did and didn't follow through but that's how life is.

I ended up making the movie. It's a 7-minute short. We got two Emmy nominations. We actually lost for the movie but won for directing. I've never been to the Emmys before. When you lose for the movie, I think there's no way in hell you can win it for directing. As it turns out now, three of my Emmys are for movies that didn't win, but I won it for directing. I only have one movie we won for the movie and I directed it, but I didn't win for directing. Who knows how these all works?

Hal Elrod: Which film was that one?

Nick Nanton: It's called Jacob's Turn. You can see it at JacobsTurn.com. It's just a really cool little inspirational short. Actually, your Miracle Morning folks would love it.

Hal Elrod: Yeah, JacobsTurn.com. Fantastic. This is fascinating. I want to pause, Nick. I just want to share this with our listeners. You heard Nick say ... How did he win an Emmy? He googled how to win an Emmy. I cannot stress enough that just about anything you could ever want to do, or accomplish, or experience, or achieve is ... Google is the starting place. It's so funny. Nick, I get questions all the time from people, emails or web forms from my website. They always ask, "Hal, how do I do blank? How do I accomplish this? How do I do it?"

Nine times out of 10, I always copy their question. I pasted into Google. I hit enter, and then I copy that link, and I send it to them. It's kind of like teaching a man to fish versus giving him a fish. I'm like, "Well, I could give you an answer but here's 11,000 articles that popped up in .02 seconds."

It's funny. My assistant, she has ... When I brought on my assistant, I told her the same thing. You're going to get questions all the time for all sorts of random stuff. 80% of which we have no idea the answer to. That's the procedure. Google it. Send them the link and let them know. I love that, man. Nobody would ever think ... Winning an Emmy seems like such a specialized thing. I got to find someone that won an Emmy. I got to find a way to get a hold of them and pick their brain. Nah, you just Google it, right?

Nick Nanton: Yup.

Hal Elrod: You just Google it. I love it.

Nick Nanton: [inaudible 00:20:21].

Hal Elrod: What is it like though? I'd love to hear what it is like going and accepting the Emmy which you've done multiple times now. What it's like to win an Emmy and to be recognized for your work in front of your peers?

Nick Nanton: It's surprisingly emotional. I've been going to the Grammys for years, never had a Grammy nomination but I've always ... Like everyone says, "What a pleasure and a gift to be nominated." Well, that's true but it really does suck to lose. You know what I mean? There's just so much of you wrapped in ... It's not your identity but you spend so much time, and you really hope people get to understand and experience that emotion, that story.

The last one I went is really funny. I think I took 18 of our friends with us. It was really fun, but then I didn't realize how much pressure I was putting on myself because if I didn't win, I basically just dragged all these people. That wasn't the point. We're just going to go have a weekend away and have some fun. It's a bunch of friends we hang out with, my kids' friend's parents and all that. I didn't win for ... We had two movies in and I think six nominations. Four nominations were mine. I didn't win the first one. Didn't win the second one. I'm like, "Oh, man." You're sitting there all night. It takes forever. Then I won the one for directing. I think I screamed, not like a little girl. I think it was a nice deep man scream.

Hal Elrod: Yeah!

Nick Nanton: I started kind of walking up to get it. I just had to cry. I think a lot of it was just that emotional pressure. That was like, "Gosh, I dragged all these people here. If I don't win, this is a real downer." You have fun for the weekend but the night is kind of over. If you don't win anything, you're just kind of like, "Well, that was fun," but it's kind of a lame kind of just mellow night. When you win, it's like a party. We just went and partied. It was a lot of fun. It's quite an experience. It's really neat that people who are in the industry that they value what you do.

I would say it's funny because the whole story is like that. I never did it for the award. I did it to tell the story because I'm passionate about telling the story. I want to see if I could do it. The awards are certainly a nice sweetener. They're hard. I have to look. I think I have 18 nominations and four wins. It's not like they're easy.

Hal Elrod: Sure, sure. I love that you're authentic and honest about it's an honor to be nominated but it sucks to lose. You always hear actors and actresses all humble. "It's just an honor to be nominated, right?" Well, why don't they follow up with, "But it sucks that I haven't win." You know?

Nick Nanton: Yes.

Hal Elrod: I'm sure they all feel that way. [inaudible 00:23:07] Let's talk about the new movie. Let's talk about your new film Visioneer. I watched this the other day. Absolutely loved it. You saw I was promoting it on social media like, "You guys to see this." Talk about the film. Take a minute, synopsis of the film. Then I would love to hear how

it came to be because I think that to me is a story that I'm intrigued to learn about.

Nick Nanton:

Sure. The story is really the story of Peter Diamandis, the founder of X Prize. Sadly, not enough people know who he is, especially by name or even X Prize. They get it confused with SpaceX. Although the first X Prize was launched in 1996. Peter decided, he want to go to space. That's all he want to do his whole life, and he went to MIT, and got an undergrad, and a master's, and went to Harvard to get an MD just so he can maybe have a shot of being an astronaut. This guy is committed but he realized that the space program was really not heating up. It was actually kind of slowing down. He thought, "The answer is privatized space flight." He launched a \$10 million prize for the first person or team who could build a sub-orbital space vehicle that could be flown, tested twice within two weeks and can be reused.

One of the biggest problems with space has always been everything is ungodly expensive because NASA had to build its own ... It's literally impossible to fail. When you have to build something that literally is not a possibility they can fail, the cost becomes astronomical as opposed to something that's got a really good shot. You got to be careful, of course, for people's lives or anything else, too. It's just a different motivation.

He launched a \$10 million prize. It was won in 2004 by a guy named Burt Rutan, who's one of the legendary aeronautics engineers ever, funded by Paul Allen, who's a billionaire. Anyway, when Peter announced the prize, he didn't have the \$10 million. As you come to learn later in the movie and it's a public story, not enough people know that he ended up getting hole-in-one insurance

for golf tournaments. There's a million dollar hole-in-one, that's an insurance policy. They ended up getting "space insurance" from a hole-in-one golfing tournament company. Anyway, he's a fascinating guy.

I got to meet him through Joe Polish. Then he and I joined Dan Sullivan, who's one of my mentors, his Strategic Coach group at the same time. Me and Peter were like in Strategic Coach once a day, once a quarter. I was always kind of intimidated by him because that dude is just amazing.

Hal Elrod: Sure. It's Peter Diamandis, yeah.

Nick Nanton: Yeeah, right. I talked to him. "Hey, man. I really love to make a documentary about your [inaudible 00:25:46]." He's like, "Man, I appreciate that but someone else is already doing it." I'm like, "That's cool." [inaudible 00:25:52] I came to him. "How is that documentary coming along?" "We're supposed to start soon." Eventually, it was maybe two years later, he's like, "Yeah, man. That's not happening." I'm like, "Well, can I make a movie on it?" He's like, "Let me think about it." We went back and forth. I just basically kept asking until he said yes. Then we started making the movie. Then I went to clients and said, "Hey, again, I'm doing something cool here. I'll give you the opportunity to meet Peter." They funded the executive producer and producers. That's how the movie came to be.

By the way, I'm making ... Because through that process and with the X Prize, I joined the board. I met Dean Kamen, the man who invented the Segway, the portable dialysis machine, the portable

insulin pump, and actually that Coca-cola Freestyle machine where you can make any flavor ever known to man.

We're actually making a movie with Dean that we're funding right now. It should be fun. It's called The Battle for North Dumpling Island. It's all about his private island and how the government was trying to screw with him. He was trying to put a wind turbine on his private island to get power that was fully self-sufficient and how much crap, as he calls it, the people's republic of New York made him go through. He tried to secede from the union. He has his own currency there, his own units of pi on his private island because everyone is an engineer and is backed by Ben & Jerry's Ice Cream. They made a special flavor for him that is in two freezers in the basement that are never the same place at the same time. His currency is backed by Ben & Jerry's Ice Cream. It's led me on some fun chases to get to tell some of that pretty cool stories.

Hal Elrod: I love that you get into just some really fascinating people.

Nick Nanton: That's really what it is. It's really funny. My whole career has been built on building up people, and positioning people, working with people. When I go to people about these movies, they're like, "I don't just want you to make a movie just about me." I'm like, "Well, here's the deal. I'm going to cover the things that you've done in your mission. That's really what's it about. People are the most fascinating thing on earth. We're all fascinated by successful people or unusual people, people who have done unusual things. We want to know, do they eat radioactive corn flakes? What did they do? How did this happen?" The same way on a much smaller scale, my story, you asked me my story because people have to know you before they want to hear you, and listen to you, and trust you. It's so

funny how much push back I get from the most freaking interesting people in the world, how they're like, "I don't want just a vanity film about my story." It's not going to be that first of all. Dude, you're missing the boat. Your story is everything.

I build my whole career on that. It's funny. Even the higher I get up the flagpole, the more I would think people would get that, but they really don't. Anyone listening, dude, tell your story. Really, at the end of the day, it is the only thing that you have that's different than everyone else on earth because there is no one who has your story.

It's funny. I speak at events sometimes. People really don't kind of get it, so I do an example called The \$10,000 Exercise. I say, "All right. Here's the deal. Everyone take out a piece of paper. Write down the city you were born in. Write down the name of your secondary teacher. Write down the name of the person who gave you your first kiss. Write down, whatever your favorite song and maybe where you graduated from college or where you graduated last from high school, whatever." Everyone writes it down. I say, "Now, if you can find anyone else in the room that has the identical papers to yours, I'll give you \$10,000." No one does because we all have a different story.

It's not all about talking where you went to high school, but there are elements throughout your life that really makes sense why you're on a path. God put you on a path to do what you're doing. The elements in your life, the pivotal points in your life like I told you the story about my dad. That was a pivotal story in my life and it makes sense to people why I would be as "driven." What drives you? I was like, "I never want to be in a position where I couldn't ... My parents have done amazing things for me, but they were at a

point where they immigrated to a new country. They did everything they could and they were put in a position of weakness, not by their own doing. I never, ever, ever wanted that to happen to me."

Thankfully, in a healthy way, I've been running from that monster my whole life. That's what drives me. I think that it's important to share your story with people so they understand why you're doing this. What drives you? Is it just for money? Are you just trying to make your own personal gains, or are you on a greater mission to do that? I think that's what kind of started me off.

What we talk about now and our mission here in the agency is to help the most people, help the most people. I want to help people like you, Hal. I want to help the world know great people because I can't reach a billion people. If I can help a million people, they can. If you don't share those stories, share your passions, it's impossible to get people to that place.

Hal Elrod:

Well, everything you just said for the last couple of minutes ... You're speaking directly to me right now because I am dealing with that insecurity around ... We're doing a documentary, *The Miracle Morning*. My director Nick Conedera keeps pushing it for it to be kind of wrapped around my story and how my story is fascinating. I'm going, "I don't want it. I don't want it to be about me. I don't want to be this vanity film," as you said. Which is part of the reason that I'm courting you, **Nick Nanton**, right now to be involved,

Nick Nanton:

We'll figure it out. Don't worry.

Hal Elrod: ... in the making of The Miracle Morning. Yeah, we'll figure that out for sure.

All right. Let's wrap up with some actionable advice. You have achieved goal after goal after goal. What's beautiful is you're just getting started, right? Your best I really believe is ahead of you. What's the best advice that you would give to our listeners on achieving major goals? You've achieved some big goals, not our little minor goals like lose five pounds. What's your best advice on achieving some major goals?

Nick Nanton: First of all, you have to set goals that's kind of high.

Hal Elrod: There you go.

Nick Nanton: That's a part of it. We don't always do that. I think one of the ... I'm not the brightest guy in the world. I'm kind of like a dog. I've got ADHD like mad. Squirrel, squirrel, squirrel. One of the things that I ... By the way, I think the H in ADHD stands for hustle, I think. Anyway, I'll prove that later.

The point being that I have been blessed with this simple mindset of looking for the win in everything because I just hate negativity. I think what I do is kind of inherent based on my personality. I'm constantly looking at how do I bring value to others. I think a lot of people say that and don't do it. I don't mean to sound cliché. What's the value we can have?

Look, you can vouch for me. We had a call with you and your director. I'm just trying to ... How can I help you? I'm sure there's a way you can help me. I'm sure there's a way, but we'll figure it out later. If there's something I can do for you, let me do it now. I try to serve others and bring value. Then I always look for the win, man. What are the wins? What do I really want to do in life? Whether it's a money making venture, mostly it's not. It's usually something really creative.

When I want to get on TV, I was getting some media pick up with my book and stuff, but I really wanted some TV. I figured out the best way to get on TV would be to help a bunch of other people get on TV. I would just ride along with them. That's what I did. We created a whole get on TV program. I don't know.

I try to find things that is something that I personally just am driven to do. Then how do I bring people along with me to give them value so that I can achieve that? We can try to get simpler but that's kind of where I start from.

Hal Elrod:

I love it. Set goals that scare the hell out of you, number one. Number two, look for ways to add value. Number three, focus on your wins. No, man. I think that's a great formula. I think the bigger the goal you're going after, the more those all become relevant. You're trying to get with Peter Diamandis, you better find a way to add value, right?

Nick Nanton:

Right. I took no for a while. You got to be ... I ride the line between persistence and annoyance when I need something. I'm sure you do, too. I get these emails from people who ... All sorts. There's some

people, basically the tone of their email is like, "You need to do this for me because you're so successful. You owe this to me." Those just gets deleted. At first, you get those in music. I also get the ones that are like, "Yo, this is the dopest jam you have ever heard in your life, or the best music you ever ... " I delete those. I don't even listen. I know because you're so lacking self-awareness, there's really nothing I can do to help you.

Now, the people who just say, "Hey, man." Usually people are complimentary which is nice. "Is there anyway you can help me?" I always try to connect them with someone, or respond to an email, do something to help them. When I go to other people, I'm always trying to see why would they want to work with me.

Peter. Why would Peter let me make a movie on him? Well, first of all, he's not going to have to pay for it. Second of all, I'm going to dump all my time, energy and effort into it. I had to build a case for it. Here's some other movies I made. I made this one on Nido Qubein. Check this out. You can see how I presented him. That got an Emmy nomination. People love that movie. I have to build a case of why ... I'm trying to convince him to let me spend \$250,000 to make a movie. This shouldn't be a hard sell, right? I still have to bring the value to the table and I did.

I think it's all about just being persistent. Someone said this to me the other day. I thought it was great. They're like, "I never fail. Successful people never fail. They just learn from it and do something with it. They do something with that knowledge." If you say you failed, that means you've given up. You're not doing this again. If you are not willing to admit defeat but you want to learn and learn to move on, then you will always win because I never

lose because I never quit. If I lose that deal, if I lose that option, I use that to go get another one. Again, it's just a small brain thing, I think. I'm constantly looking for how do I make this into a win because I'm unwilling to lose.

Hal Elrod: I love it. I love it, man. Fantastic advice. I'd love just for you to share for our listeners if they want to learn more about you, where do they go? Specific to Visioneer, where do they go to watch that film?

Nick Nanton: Sure. You can opt-in, excuse me, to our list and gets all sorts of free downloads, and the Celebrity Branding You book, and StorySelling, all that stuff by going to CelebrityBrandingAgency.com. You can also find me at NickNanton.com. You can find Visioneer, the movie, at VisioneerMovie.com. There are times when we do some free screenings and some other stuff. Just sign in there. Then when we have the next free screening, which we'll be in a couple of weeks, don't worry, we'll let you know about it.

Hal Elrod: Cool, man. Thanks for being on, Nick. What's cool is you and I, we've just started to kind of get to know each other. I feel like I got to know you a heck of a lot more on this interview. Thank you for that.

Nick Nanton: My pleasure, man. Thanks for the time. Let's hang out again soon.

Hal Elrod: Yeah, for sure. Well, Achieve Your Goals listeners, thanks for tuning in. I love today's interview. I'm sure that you did, too. I hope

you got as much value out of it as I did. Until next time. Go out there and set some big exciting, scare the hell out of you goals.

According to Nick's advice, man, look for ways to add value to every person that you come in contact with. The more value that you add to the lives of others, the more valuable you become to them and to the world.

Until next time, make it a great day. We will talk to you next week and take care.

Nick Palkowski: Thank you so much for tuning into this episode of the podcast. Now, we want to know, what were your big takeaways from this interview with Nick, simply head on over to HalElrod.com/116 for episode 116 and leave a comment there on the Show Notes page. Also, while you're there, 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 a review. Rating and reviews truly are the best way for you to show your appreciation for this show, because they help more people find out about the podcast and decide if this is the one for them.

Now, until next week's episode, it's time for you to go out there, take action, and achieve your goals.

If you're looking to grow your business using podcasting, but don't have the time to edit the audio, insert the intro and outro, write up the show notes, post the episode to all the different sites, and do all

of the ridiculous backhand 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.