



## **Achieve Your Goals Podcast #125 - What do Richard Branson & Tim Ferriss have in common? (Interview with Nathan Chan)**

**Hal Elrod:** All right, goal achievers, welcome. It is good morning to you. It's 5:30 am where I am, yet it's 8:30 pm where my guest is. 5:30 am where I am, 8:30 pm where my guest is and I'm excited for today. Nathan Chan, I'm going to introduce you to the man, the myth, the legend, Nathan Chan and I met Nathan at an event that we were both speaking at called tropical think tank. Good friend Chris Ducker, who was on the podcast quite a few episodes ago puts on an event every year in the Philippines, in Cebu, Philippines at this really cool resort and Nathan and I both got to speaking. That was the first time I had met him, but had heard of him and his work and we actually had breakfast together and he shared his story of how he founded his magazine, Foundr magazine. I was so inspired, I literally right there said, "Nathan, can I interview you on the podcast? That is such an inspiring and fascinating story. I would love to share that with our listeners. I think that it would inspire them on their journeys and also there's a lot they could learn from what you've accomplished at such a young age and how you've accomplished it."

Without further ado, let me give a bit of a proper introduction to Nathan Chan. He was in his mid-twenties and he felt there was no business magazines that he could relate to. He wanted to

read something that delved deep into the world of a successful entrepreneur and would actually show their processes and failures, obstacles and challenges, and one that ultimately taught others straight from the mouths of the best in the world. Wanting to personally discover the answers to all the questions about daily struggles of starting a successful business, Nathan began to go out and interview world changing entrepreneurs in the hope that he could learn from them and it was the point of no return. He was still working a full time job and he created Foundr. If you're not familiar with Foundr, it is spelled F-O-U-N-D-R, who needs an E right. Foundrmag.com and since it's inception Foundr has quickly become a top ranked 10 business and investing magazine in the app store. It is currently supporting hundreds of thousands of entrepreneurs across multiple platforms and resources and I'm so excited to introduce you to Nathan and his story and if you're not familiar, Foundr Magazine. Nathan, you there buddy?

**Nathan Chan:** Yes, man, thank you so much for the kind introduction. You made me sound like an absolute super star.

**Hal Elrod:** That's how you are, brother. That's how I felt when I met you like, "This guy is a super star."

**Nathan Chan:** Thank you.

**Hal Elrod:** You're humble, you're not flashy. You're just down to earth and just somebody that has figured out what works to be successful and start this huge global magazine with literally hundreds of thousands of subscribers around the world. It's incredible. I'd love for you to share, I don't know if you remember which story you shared with me, but I'm sure it's your story so you've shared it before, but share with me, what were you doing? I know you were working a day job when you had the idea for Foundr. Talk about that, what were you doing before? Where did the idea come from and what was the transition into doing this full time?

**Nathan Chan:** Yes, sure, I'd love to. I've been running Foundr now for about 3 years and 2 months, or 3 and 3 months. I launched the magazine March 2013, so if you rewind back to then, I was working as an IT support guy at a travel company and what my role was at the company was essentially fix anyone's bullshit problems. If someone's got a mouse that doesn't work, their mouse isn't working, they can't log into their computer, somebody's just started and they need a new computer set up, somebody's computer is broken.

**Hal Elrod:** Super glamorous activities?

**Nathan Chan:** Yes, super glamorous activities, you know, crawling under desks, setting up network cables, like networking and plugging computers together.

**Hal Elrod:** You were how old at this time?

**Nathan Chan:** How old? I'm 29 now, so I was 25 or 26?

**Hal Elrod:** Okay, so founded a magazine at 25 or 26, I love it. All right, so you're working at an IT job and how did you feel about it? You just weren't fulfilled? What was the itch that got you to do something else?

**Nathan Chan:** Yes, I wasn't fulfilled, nowhere near there. I was on that path, even at that point in time, I was on that path to try and find work that fulfilled me and during that point in time I was also studying and doing a Masters in marketing, so I went back to university and was doing a Masters in marketing part time and I was looking for a job in marketing, but unfortunately no one would hire me. I went from many different job interviews in marketing, as just a graduate marketer. Even at the company I was working for I went for two or three job interviews there in the marketing department and nobody would give me a shot. What happened was, a while before that I read this book called

"The Four L Work Week" by Tim Ferriss. That book really opened up my mind and I really saw the matrix. I saw that I didn't have to work this shitty job that I hated. I didn't have to be so depressed in the mornings when I go to work and catch the train and sit there for an hour to commute to my day job. I didn't have to hate the work that I did for a big period of my life and it kind of opened me up to think, "Well, maybe I can start an online business, maybe I can do something entrepreneurial."

A little bit before that I didn't even know what an entrepreneur was. I remember I used to see someone, like a friend of a friend, his title on his LinkedIn was entrepreneur and I didn't even know what that meant. That's how green I was. That's just where I was at.

**Hal Elrod:** That's where you were at and by the way, I want to hear the whole story, but I'm looking at, I'm on Foundrmag.com and just for our listeners in case you're not clear the scope of this magazine. You've interviewed, Nathan, and looking at the covers of Foundr Magazine, Gary Vaynerchuk, Guy Kawasaki, Tony Robbins, Damon John, Barbara Corcoran, Tim Ferriss, Seth Godin, Deepak Chopra, Marie Forleo. I'm looking at these covers of the magazines and by the way, also for our listeners, you do the podcast as well as the magazine, so you're interviewing these individuals, Richard Branson, for the magazine and then you're turning those audios into podcast interviews, is that correct?

**Nathan Chan:** Yes, correct.

**Hal Elrod:** Sorry, I just wanted to insert that because I'm visually going, "Wow, look at all these world class leading entrepreneurs that you have interviewed is incredible." All right, so you're 25 years old, 26, you're in IT and you're not happy, you got a degree in marketing, no one's hiring you and you're now

learning, "Okay, I can become an entrepreneur. I'm figuring out what that actually is." Take us from there.

**Nathan Chan:** Yes, at first I had a crack at creating a website and trying to make money online and this is before I launched the magazine. It's a very small plot line into online business and it was this website called bestsmellingcologne.net, it was absolutely ridiculous.

**Hal Elrod:** You started this?

**Nathan Chan:** Just as a little side thing, just playing around, but there was optimism in it.

**Hal Elrod:** Bestsmellingcologne.com, that's great.

**Nathan Chan:** There's optimism there that one day this cologne review site might actually become an e-commerce store and I'd sell men's aftershave. I was playing around, I was stuffing around with a few bits and pieces and what happened was an opportunity came about to create my own digital magazine. At first, I was on someone's email list and they created this software that allowed you to do it. It was off the shelf publishing software, it was called magcast and I thought, "What a brilliant idea." At first, I was actually going to create a magazine in horse racing. I'm not sure if you know how, but horse racing is really big here in Australia. You guys have the Kentucky Derby, right?

**Hal Elrod:** Yes.

**Nathan Chan:** Yes, you have the Kentucky Derby, well here we have the Melbourne cup and that's a public holiday and I love going to the spring carnival. During spring everyone goes to the races, it's really fun. Yes, horse racing is a really big thing and I was going to start this horse racing magazine with one of my best friends and house mates at the time and he actually ended up

getting a job. He graduated and he got a job in horse racing as a journalist and he couldn't take on any projects, so I went back to the drawing board because I said that was enough. No one would hire me, I couldn't get a job in marketing, I was hating what I was doing. I just had enough. I just wanted to try new things. I just wanted to find work that fulfilled me. I didn't want to do the work that I was doing anymore and somewhere inside of me, the thing is we choose the path that we're least afraid of in life, whatever path that may be. For me, I wasn't scared anymore about creating a business that might fail, I wasn't scared anymore of caring what other people would think if I was trying to create an online business or whatever. I just had enough. I just was so frustrated with my current situation.

I ended up going back to the drawing board and thinking to myself, "What kind of magazine can I create? I don't want to create a print magazine, I think print's dying. I know digital, this is what's coming. I know that podcast interviews are really hot." I started listening to the Pat Flynn podcast and all these other podcasts and I was listening to these podcasts and was getting super inspired by all these interviews and I thought to myself, "You know what, there actually really isn't a magazine out there for young entrepreneurs or necessarily tagged in young, aspiring, novice stage entrepreneurs and start up founders." That just kind of not even a light bulb moment, but I was like, "Maybe there's a market here. Maybe I could create a magazine that I could relate to and just trust in my gut." Ended up launching this thing. First day we went live, March 5th, 2013, made \$5 on the first day.

**Hal Elrod:** Nice, a sign of things to come. More \$5 coming in after that.

**Nathan Chan:** Yes, that's right.

**Hal Elrod:** Three years ago, you launched Foundr magazine and you launched it as a digital magazine and to this day it still remains a digital magazine, is that correct?

**Nathan Chan:** Yes, in the app store and Google Play store.

**Hal Elrod:** App store and Google Play store, so it's green, right? You're doing good for the planet.

**Nathan Chan:** Yes.

**Hal Elrod:** Publishing content, but not taking down any trees, which is cool. Let me ask you a question, I don't know that I can consider myself a young entrepreneur anymore. I'm getting up there, mid thirties, right? Does this apply to me if I'm a mid thirties entrepreneur? Is Foundr for me? I know your niche is young entrepreneurs, but talk about that, is there any one reason it would appeal to one over the other?

**Nathan Chan:** Yes, of course, man. The thing is it's for young people, it's for people that are just new to entrepreneurship, fresh, green, novice, whatever you want to call it. To be honest with you how I have had a few people write to me saying that we should take away that tagline because they don't consider themselves a young entrepreneur. It's just been our thing ever since the beginning and still to this day, a lot of people identify with that, but we have plenty of people in our community that might not consider themselves young and we definitely don't want to discriminate, but I think more the plays around really targeting and helping and making a difference for aspiring novice stage entrepreneurs and founders.



**Hal Elrod:** Yes and if you're interviewing Richard Branson and Tony Robbins and Tim Ferriss, these people can teach a thing or two to an older entrepreneur as well, right?

**Nathan Chan:** Yes, that's exactly right and they're not exactly the youngest blokes going around either, or females, ladies or not, you know.

**Hal Elrod:** Yes, sure. Here's where I want to go with the story. A lot of our listeners, the majority are entrepreneurs, the shows not targeted just for entrepreneurs though, so it's for everybody, but what inspires me about your story and I want to actually keep going with it because I think this is an episode where, some episodes I try to get real tactical, but I think that the tactics really come out with a lot of it was your mindset and I think that's what a lot of our listeners can learn from and then some of the strategy you've implemented. When I say implemented, to turn it into a profitable business, right, so it started out as a free magazine and now you guys charge a pretty small monthly fee for it, but you've launched products and services and programs that you can monetize to your audience and also serve them at a very high level. One example, your Instagram, you personally on Foundr Magazine, you guys are up to 774,000 followers on Instagram, which is just huge. Your subscribers, you've got hundreds of thousands of subscribers that you get to deliver content to every month, so I know Instagram domination is one of your course. You did \$5 the first month. Where did that \$5 come from?

**Nathan Chan:** Two people purchased the magazine.

**Hal Elrod:** Got it, and you were selling it for \$2 or so at that time?

**Nathan Chan:** Yes, so because you have to charge in US pricing, sometimes it's a little skewed on how much you actually make.



**Hal Elrod:** Got it, okay. \$5 the first month, what did you guys bring in the second month?

**Nathan Chan:** No, that was \$5 the first day.

**Hal Elrod:** The first day? Wow.

**Nathan Chan:** First day we made \$5, the end of the month we made \$80. The second month I think we made about \$120 and then the third month it was like \$300, 4th month it just slowly kept growing.

**Hal Elrod:** Slowly but surely, right? \$80 for a month, that's not going to pay the mortgage, pay the rent.

**Nathan Chan:** That's right, that's why I didn't leave my day job. I think that's a rookie mistake a lot of people make. I know some people that have their way of doing it, but my way is the best way to do it and that's what I recommend to everyone is build up your business first. See if it's got traction. Have a savings in the bank before you leave your day, don't just leave your day job with nothing and have it all on the line and then you're only focused around making money and you're stressing out and you're not really concerned about the value you're providing to people with your product or service. I think, get paid to train. Get paid to work on your business while you're getting off the ground.

**Hal Elrod:** I agree completely and there's that whole, "Burn your business, burn your boats so there's no return." I completely disagree, when you're trying to build a business and you have more money going out than coming in or you have no money coming in because you quit your day job. I did a hybrid version. I saved up twenty grand, which back then my rent was like three grand a month, so I could cover myself for 6 months rent wise, but I saved \$20,000 and then I jumped ship and even that wasn't ideal. Ideal would have been building the stream of income to replace the current income. I'm totally on the same page as you

and I tell people the same thing, build your entrepreneurial business on the side. Get up an hour early, work on it in the morning, work on it on Saturdays and once your entrepreneurial income replaces your day job income then you easily, smoothly, and have a stress free transition.

I've seen people burn through \$100,000 and they have to borrow money and spend all their savings because it usually, as you can attest right, it takes longer typically to get where you want it to be than you thought it would or you hoped it would?

**Nathan Chan:** Yes, that's so true. It took me about a year to build up Foundr to leave my day job, and even during this 3 to 6 month period I was just struggling. I didn't know, I wasn't effective and I had to work it out and find my way. It's a totally different to wake up and know you don't have to be anywhere, you don't have an alarm clock and no one's telling you where to go or what to do. It's really difficult.

**Hal Elrod:** Yes, I know. Exactly because we're trained that if we don't have anywhere to be or anything we have to do then we don't have to do anything or be anywhere. So often, the only reason we got out of bed that day was because I had to be at work, so yes, I got out of bed. When you lose that, it's this challenge of you become an entrepreneur because you want freedom, but then we take advantage of that too much and we abuse the freedom and it becomes a problem, right?

**Nathan Chan:** Yes, I feel you.

**Hal Elrod:** You start monetizing the magazine through subscriptions. How are you marketing it? I'm curious, how are you getting the word out there, even the first day to get those first two subscribers or bring in that \$80 the first month. How are you getting the word out?

**Nathan Chan:** Here's the thing, Steve Jobs did an amazing thing with Apple. He taught people to pay for content. People still pay for music when they go and use Apple devices, just on I tunes or whether they get you on a subscription now with I music or whatever, apple music. That's the same for apps. People pay for apps, people pay for content, so to get our first paying customers we produced something of worth, a quality product on a marketplace with hungry buyers. There's billions of people, so all we had to do then was be where people are when they're looking for content around entrepreneurships, start ups, stuff that founders want to read.

That's how I marketed it, that was the lowest hanging fruit that I could find was app store SEO and that held us in very good stead, so I didn't have to spend any dollars on marketing for a very long time. This company is 100% bootstrapped. I own 100% of the company, I just got really creative with my marketing and the biggest thing was, the lowest hanging fruit that I found was app store optimization. Right now, if you open up your Ipad or Iphone, in particular Apple, because we don't get many downloads or readers on android, but on Apple, that's our bread and butter. You pull out your phone right now and type in entrepreneur magazine, we come up next to it. You type in Forbes magazine, we come up next to it. You type in fast company, so we're piggy backing off not only a lot of other magazine brands that people might be potentially in Foundr, but also we're piggy backing off a lot of heavy key words that people might type. If someone types in entrepreneur or start up or starting a business or all these kinds of key terms, Foundr comes up and that's always held us in really good stead.

**Hal Elrod:** Got it, that makes sense.

**Nathan Chan:** Especially in the early days.

**Hal Elrod:** Leveraging SEO and the app store. How do you figure that out? If somebody's listening and their like, "I want to launch an app or I have an app?" How do you get SEO in the app store? Is that something they can just Google to figure out how to do it or you have a course on how to do it? How does somebody figure that out?

**Nathan Chan:** Here's my thing how anything that I look to focus on and master, like we mastered app store SEO, we mastered putting together an amazing monthly issue every single month, so much to the point now that I don't even oversee that whole process or anything to do with the magazine and we just put out an amazing issue every single month. I speak to people that are doing it. I speak to people in every single area that we're trying to master and crush. I speak to them and I find out how they're doing it. I work out some mutually beneficial exchange in value. When I network and catch up or reach out to that person, I always seek to serve first and ask later and from there, we help each other out. That's a massive piece that I'd love for your audience to take away is anything that I've done whether it's branding, whether it's how to get interviews with hard to reach people, whether it's podcasting, whether it's content marketing, whether it's magazine, whether it's app store SEO, whether it's Instagram, anything, you name it, if I'm focusing on mastering it, I've spoken and I've found the best in the world at it and I've tried to help them and I try to get help from them as well.

**Hal Elrod:** I love it. I'm writing that down. I'd love to hear the story of Richard Branson on the cover of Foundr and you interviewing Richard and I know people can get that issue for free if they go to Foundrmag.com but tell the Richard Branson story. How in the hell, you're this brand new start up, you're this young kid if you will, how do you get Richard Branson, he's obviously in demand, he's wanted, he's featured in every kind of magazine like Forbes and all these established magazines. How did you

get Richard Branson interviewed in and on the cover of Foundr mag?

**Nathan Chan:** It was quite simple. You said it yourself. He's been featured on every single business magazine, established business magazine, or any business magazine on the planet, there's pretty much no decent size business magazine that Richard Branson hasn't been on the front cover of. I thought to myself, "If other people can get him on the front cover of their magazine, why can't he be on the front cover of Foundr?" Here's where it gets interesting, when I first started the magazine, it actually wasn't even called Foundr, it was called something else. I can't say the name of that magazine that it was called because I was sued for trademark infringement by one of the business magazines in the States.

It's funny because we had Richard Branson, front cover for issue number 8 and I was pitching him four months in and I was pitching under a different magazine name and the way I did it was I tracked back how to find the publishers. If anybody is looking to get interviews with hard to reach people, always, always, always look for when they're looking for press and always, always, always look to find the gate keepers. A lot of these book publishers, they want PR, they want press for their books. A great example, Robert Herjavec, one of the sharks off Shark Tank, one of the guys in his team contacted me because their looking for press because he's got a book coming out. What do you know, interview, cover story, lined up. Same with Damon John, or Barbara Corcoran, all of these guys with the books, it's an easy hanging fruit because they're looking for press. You're not taking up their time because it's part of their goals.

I know if you're looking to promote one of your books, you're more than likely going to take a lot more interviews as opposed to if you're focusing on something else because it might or might not be in your goals and people work towards whatever is in their goals and whatever their focusing on. That's how I worked with Richard Branson and I knew that these publishing houses want press for their books and I ended up tracking back so Richard Branson's head of PR and I'll never forget that feeling in that point of time, it feels like yesterday I was calling her up.

I remember I was getting really mad at my housemate and his girlfriend, I was like, "Guys, can you just please be quiet, I've got to make an important phone call." I ran to my room and you're not in the biggest house and I ran to my room and the phone was dialing. I tried calling this lady, the head of PR for Richard Branson, I tried calling this lady about 5 times, left so many voice mails, never got back to me. I was trying over a few weeks and I said, "Guys, can you just please be quiet." My heart was beating and I was so sweaty and nervous and she actually picked up. I was like, "Oh my God, she's picked up." I placed so much pressure on myself to get this interview because we're four issues in and the first issue of the magazine we didn't even have a successful person on the front cover because no one would get back to me. We hadn't scored a Richard Branson, let's put it that way, the Richard Branson one was our big break. I put so much pressure on myself to get this interview because I thought it would be such a game changer for the business and it ended up being a massive game changer.

I remember, I spoke to her and I was like, "Hello, my name's Nathan from this magazine." I was just really stumbling all over the place and I was really nervous and wasn't speaking very clearly and she goes to me, "Look, how long have you guys been around for?" I was like, "4 months." She's like, "Oh wow,

you're really new." I was like, "Yes." She's like, "Okay, look, I'll tell you what. I'm on the tube, I'm just choosing London, I'm on the tube, I'm about to jump on the train, do me a favor and send me an email. It might take me a while to get back to you, but I promise I will get back to you."

I ended up writing up this email and it was a really good email and I played on the fact that his first business venture was a magazine. It was a student magazine and I played on the fact also that we're trying to educate the next leaders of today and I know Richard Branson's really big on helping young entrepreneurs and all those kinds of things. I sent that email and actually about a week later, she actually wrote back to me and she said, "You know, thank you so much for your email. I've had a chat with Sir Richard Branson." I pitched for a Skype interview, I never ended up speaking to him over Skype and stuff like that. It was only an email interview, she said, "Look, he's happy to do an interview. He's got a lot of travel going on at the moment, so can we do an email interview and we'll still do the cover story?" I just took that and ran with it.

**Hal Elrod:** I guess so.

**Nathan Chan:** That's the whole story and that piece as well has been a massive game changer because it's really helped the brand because we've got all these ambassadors for the brand. You were reeling off all these rock stars and influences in the entrepreneurship market and everywhere you see Foundr, you will see these faces and that just builds instant trust and instant credibility for the brand and that's what we did with the magazine. We give away one of our most popular and best issues away for free, so people get a taste for it, they see the design, they see the contents great. It's really cool and funky and fresh and that builds trust and it causes people to want to subscribe.



**Hal Elrod:** I love it. So many lessons embedded in your journey and some of them, just the ones that we've heard before, but often we don't do, the one that stands out for me is your persistence. Despite being completely nervous and terrified and to try to reach out to Richard's people and thinking, "Why would he talk to me? I'm this new magazine." Not having your calls returned, I think you had said called her more than 5 times, her being the PR person for Richard and didn't hear anything back but you just kept calling. You kept calling and finally got that call back and I think there's such a valuable lesson and so often we don't persist enough. "I tried once, I called, didn't hear back, that was it." You decide you want something and then you go after it and one of my mentors, Dan Casetta, used to say, you ask him, "How long do you work towards a goal that you have?" He says, "Until." I think that was from Jim Rowan, but until. Until you achieve it. It might take you a year, it might take you 5 years. The only failure is in giving up and I think that you really are a living example of that, Nathan, which is so cool.

**Nathan Chan:** Thank you, brother.

**Hal Elrod:** Yes, then some other things that I wanted to highlight. You mentioned that anything you want to master, you find people that are doing it, that are the best in the world at it and you find a way to learn from them and often that's why figuring out a way to add value first and then ask later in terms of what you're trying to get out of it and then the other thing that I had written down here is that the way that you got to Richard is that you were strategic. It wasn't just a, "Hey, will you help me?" You did your research on Richard and you knew that he had a similar start to what you did and he had been in your shoes and you were able to focus on that and kind of a soft spot if you will for any person, if you are where they were and they know what it's like to be there and you're striving to get where they are, I don't know about you, but I'm going to help that person. I've

been there and I know what it's like and if I were in their shoes or when I was in their shoes, I would hope that somebody would give me a shot.

**Nathan Chan:** That's right. It's all about that mutually beneficial exchange in value. Any good biz dev, you're a sales guy you told me about cut co. Every no gets you closer to a yes.

**Hal Elrod:** Absolutely, that mutual exchange of value and the more value you add to others, the more valuable you become. Really good and the last thing you said is give your best stuff away for free. That's something that often we're so afraid to do. We hoard our best stuff and we protect it. If you can give it away for free then people go, "Wow, if this is the free stuff then what does he charge for?" Really, really good. What is the best way for people to get ahold of you, where do they get that free issue of Foundr and then I want to close by asking you one more question about your goals and the one that you're most proud of, but what is the best way for people to get the free issue of Foundr and get ahold of you?

**Nathan Chan:** Yes, if people want to get ahold of me they can ping me on Twitter @NathanHChan or you can email me Nathan@Foundrmag.com and if you want to find out more about Foundr, just Foundrmag.com or if you want to download the free Richard Branson issue, you can just go to Foundrmag.com/Branson

**Hal Elrod:** Nice, so Foundrmag.com or Foundrmag.com/Branson to go directly to the free issue and to get ahold of you on Twitter, you said it's @NathanHChan, is that right?

**Nathan Chan:** Yes.

**Hal Elrod:** Okay, cool. The last question I want to ask is, of all the goals you've achieved, Nathan, some pretty impressive ones, what's the one you're most proud of and why?

**Nathan Chan:** Wow, this is a tough one. I didn't get to tell you my whole goal setting process did I?

**Hal Elrod:** No, I've got some time, if you want to go through that, I'd love to hear that.

**Nathan Chan:** I'd like to share it with you because I think this has been really incremental for me to achieve my goals every single year and really crush it.

**Hal Elrod:** Let's do it.

**Nathan Chan:** This is something that one of my early mentor's taught me when I first started Foundr in the early days. His name's Matthew Mickiewicz, and he wrote this amazing book called ...

**Hal Elrod:** Toilet Paper Entrepreneur or Pumpkin plan?

**Nathan Chan:** No, that's Mike Michalowicz.

**Hal Elrod:** Okay.

**Nathan Chan:** This is a strange dude from Adelaide and his book is called "Life in Half a Second." Super successful entrepreneur, he sold his last company for over \$50 million and I met him in the early days when I first started Foundr, and I actually ended up catching up with him. I live in Melbourne and he lives in Adelaide and he said, "Nathan, where are you going with Foundr? What are your goals?" I said, "I don't really set goals." He said, "All right, let's work on your goals right now." He pulled out this napkin and he said, "How much money do you need to make to leave your day job? How many issues do you need to produce to be able to get to \$4000 a month and what

other things do you need to do in terms of marketing to get to that \$4000 a month?" We broke it all down and what he described and what he taught me was this way to set goal by using this goal pyramid and you have your top goal, the goal you want to achieve, the number one goal you want to achieve. Usually when it comes to your business it's either impact, or numbers, customers, revenue, turnover, profit, et cetera. That's your top goal when it comes to your business and pretty much he helped me work out what I needed to do, not only to leave my day job, but how to keep growing the business.

At the start of every single year, this is the same process I go through and every single time for the past three years that I've done this process, I've hit my goal every single time without a doubt. This goal pyramid, I have it on my bedside table, I look at it every single day and at the start of every year when I write down and set this goal pyramid up, I go to this website called Futureme.org and I actually write a full letter to myself one year from now, like one year ahead of time. I write down my goals that I've got for my goal pyramid and I write a little essay just being extremely transparent with how things are going in my life or get really emotional and talk about things I'm excited about and all sorts of things like that and when I hit send, I know that that email is going to come exactly one year from when I sent it ahead of time. Just knowing that, having that goal pyramid, attacking those goals, anyone that asks me any questions, or needs any help, any opportunities that come away, unless it's on my goal pyramid, I say no.

That's how I do my goals. To answer your question, probably my most accomplished goal to date is just launching Foundr and one of my goals at the end of last year was for us to serve over, I know you said 100,000, but across all of our channels now we serve over a million people every single month across all of our channels, like all of our content every single month

and that was one of my goals at the end of last year, so that's probably my most accomplished goal that I'm most proud of.

**Hal Elrod:** That's fantastic. I'm proud of you, Nathan, at relatively a young age, not even 30 years old yet and have already created and contributed so much to the world and for yourself it's really impressive, congratulations.

**Nathan Chan:** Thank you, brother, you know, I feel like I'm just getting warmed up, but thank you.

**Hal Elrod:** That's the cool thing, too, for anybody listening, wherever you are on your journey, you're just getting started. That's encouraging both if you're where you want to be to go, "Wow, this is the beginning, it's going to get better?" If you're not where you want to be, either way you go, "I'm just getting started, so that's good, right?" Either way.

**Nathan Chan:** That's so true.

**Hal Elrod:** It can only get better from here, I'm only getting started, so I love the goal pyramid and writing yourself a letter at Futureme.org and I'm actually at Futureme.org, I've never heard of that before. I'm definitely not in the process of writing myself a letter but this is a cool way to make it automated and you can pick the delivery date, so you could technically do this every month, right? This whole Futureme.org, whenever you want everyday, there's no limit to the frequency. That's really cool.

**Nathan Chan:** Yes, super cool.

**Hal Elrod:** Right on, brother. I appreciate you taking time out of your day to share with the goal achievers, our listeners and goal achievers, thank you for tuning in. Once again, I hope you got as much value from Nathan and his story and his journey and

his strategies and what he's done to accomplish his goals and I hope that you'll apply those to secure your first Richard Branson in your world, whatever that is for you. That big, scary, audacious goal that you're scared of that maybe you haven't gotten the response that you wanted right out of the gate, keep persisting until you succeed.

Thanks for tuning in to the Achieve Your Goals podcast, this is Hal Elrod, I appreciate you. Love you guys and gals and I will talk to you next week when we'll bring you another guest who is achieving extraordinary goals that you can learn from. Take care. Appreciate you and I will talk to you next week, take care. [audio loop 00:44:37]

**Nick Palkowski:** Thank you so much for tuning in to this episode of the podcast. We want to know now, what were your biggest take aways? Simply head on over to [HalElrod.com/125](http://HalElrod.com/125) for episode 125 and leave a comment in the show page, also if you haven't done so yet, please go subscribe to the podcast on I tunes by going to [Halelrod.com/iTunes](http://Halelrod.com/iTunes) click on the little subscribe button and then if you would please leave a rating and review because rating and reviews truly are the best way for you to show your appreciation for the show because they help more people find out about the podcast and decide if this is the one for them. All right, it's time for you to go out there, take action and achieve your goals.