



Achieve Your Goals Podcast #126 - Why ADHD may actually be an advantage (Interview with Peter Shankman)

Hal:

Goal achievers I have a very exciting announcement for you, the dates and location have been set for the first ever Miracle Morning Experience live event. That's right, go to miraclemorning.com/events to get all the details and to apply for a spot. When I say apply for a spot I mean that very sincerely, we'll have probably 10,000 people plus apply. It is narrowed down, or is limited, to 200 individuals. The reason is this event will be unlike any event in history in that every person there will be working together to literally create history by planning the future of the Miracle Morning movement. Every morning we'll start by experiencing guided Miracle Morning sessions to deepen and expand your abilities, to benefit from the Savers practices, silence, affirmations, visualization, exercise, reading. scribing.

We'll have world renown experts in each of these areas to take your Miracle Morning to a whole new level, and then during the afternoon is where the collaborative part happens. You'll connect and collaborate with hundreds of like-minded Miracle Morning practitioners to brainstorm, plan and execute the future of the Miracle Morning movement, how will we continue to

change millions of lives one morning at a time. You'll be a part of the future.

Every evening we'll celebrate together, not too late of course, we have to be up early. Everything from helping to guide the vision for the miracle morning movie that we're filming right now to initiatives that you literally create right there in the room, that I don't even know about. They'll be created collectively by the brilliance that comes together this June in the middle of the United States. Again go to miraclemorning.com/events for all of the details. I cannot wait to see you at the Miracle Morning Experience live event.

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 1 best selling book, *The Miracle Morning*, a hall of fame and business achiever, an international keynote speaker, ultra-marathon runner and the founder of vipsuccesscoaching.com, Mr. Hal Elrod.

Hal:

All right Goal Achievers, welcome to the Achieve Your Goals podcast. This is your friend and host, Hal Elrod. I'm pumped for today, this is an interesting topic we've never covered on the podcast with who has really become the leading expert in the topic. That topic is ADHD, whether or not you believe in the disorder or the diagnosis, if you think it's made up, regardless I think that it's something that I've been diagnosed with, and I

have my own opinions on the diagnosis and the disorder. There's a quote I have floating around online that says, "I think that ADHD and creativity are pretty much the same thing because it takes a mind wandering to stumble upon great ideas," and then I had a snarky follow up comment to that which is, "They just can't prescribe drugs for creativity so they need a name for it."

But today's guest is Peter Shankman. Peter Shankman actually blames ADHD for most of his success. He is best known for founding Help A Reporter Out, aka HARO. He's the founder and CEO of the Geek Factory Inc, which is a boutique social media marketing and customer service strategy firm located in New York City. I got to spend time with Peter, we met in the Philippines. We were both speaking at Tropical Think Tank a couple of months ago. He attended the first ever Miracle Morning Design Summit. Really fascinating individual.

Peter, he spends most of his time on the road, keynoting corporate events for clients, including American Express, Sheraton, Saudi Aramco, if I'm saying that right, Sysco, SAP, Sprint, the US Department of Defense, Walt Disney World and many more. He is one of the best speakers I've ever seen. Get this, in his spare time, the little that he is, he is a NASA advisory board member, an angel investor in multiple start ups, sub 4 marathon runner, iron man and B-licensed skydiver.

This to me is fascinating, in fact I think I'm going to start with a question about this. A tweet of his was voted one of the top 10 tweets of 2011 by ABC News and Twitter. Finally he recently

authored the best selling book, *Zombie Loyalist*: using great service to create rabid fans. Peter lives in New York City with his beautiful wife and daughter and their 2 psychotic cats. You can check him out at shankman.com and on Twitter @PeterShankman. Peter, my friend, thank you so much for joining me today.

Peter: The pleasure is mine, that was quite the introduction.

Hal: Yeah, no your mom shot it over earlier today. She said, "Make sure you read this word for word son." I said, "All right, whatever you say Mrs. Shankman." My first question man, I've got to know, what did the tweet said that was voted one of the top 10 tweets of 2011 by ABC News and Twitter?

Peter: Crazy story, it said, "Hey Morton Steakhouse, I'm starving why don't you meet me when I land at New York Airport with a Porterhouse in 3 hours, ah ah ah." I sent it the same way you'd tweet like, "Hey winter please stop snowing." Someone at Morton's corporate saw it and I landed and found my driver, and standing next to my driver was a waiter in a tuxedo carrying a Morton's bag. They had a Porterhouse and some potato and jumbo shrimp and all that. I took a picture and I got home and I wrote a blog post about it. 2 days later the CEO of Morton on the Today Show talking about their incredible customer service. It was totally unplanned, literally I didn't expect anything from it, it was hysterical.

It brings up the bigger picture, Morton is great at doing that. Morton is great at creating a great experience for you wherever you go. If they sent me a steak at the airport and then you went there and your steak was cold at the restaurant, how pissed off would you be? They're actually really good at creating an amazing experience for everyone, not just some guy who happens to tweet at the airport.

Hal: You seem to attract, or really create, these experiences like that, unintentional, because there was another story you told me that I heard you share maybe from the stage about a video that you created, which is hilarious. You created this video with again no intention of it doing anything. It was about being a marathon runner, or an iron man.

Peter: An iron man, yeah.

Hal: Right, this woman is asking this guy to hang out, he goes, "I can't, I'm training for my iron man." It was hilarious. Lance Armstrong shared that or tweeted that and now it's been view how many ... Tell us that story, it's fascinating.

Peter: Yeah. I did an iron man and in my training, I was dating this woman, she was a, still is, 6 foot tall Pilates instructor. 6 foot tall blonde Pilates instructors are very much used to getting their way, so when I couldn't have dinner because I had to go to sleep because I had to get up at 3:00 in the morning, whatever, 4 in the morning to train, she never got that. I couldn't go to brunch with her and her friends because I was always training.

After the iron man we broke up and then I made this video. It's like, what it's like to talk to someone who doesn't train when you are.

Yeah, I sent it to some friends and it blew up and has gotten a million views now, Lance Armstrong found it, he tweeted that. You know what I think it is though, honest to God at the end of the day I just like having fun. I like having fun, I don't really think about, "What if someone thinks this is bad." I tend to just do stuff. I'm very fortunate in that it's a lot of fun and sometimes you do enough stuff, things go in your favor every once in a while. It's like, what did ... Was it Babe Ruth? He was the home run king but also the strikeout king.

Hal: Yeah. Yeah, no that's exactly right.

Peter: Yeah, I'm a big believer in that, just having a good time.

Hal: The more shots you take ... Coming from a place of ... It's your personality, right? You were your personality on your sleeve and it's fun and it's entertaining, and some people I'm sure are turned off by it.

Peter: I don't know who else I could be, right?

Hal: Right, exactly. To your point though, I would imagine that one tweet that was voted one of the top 10 tweets of 2011, you had hundreds and hundreds and hundreds of tweets that nobody gave a shit about, right?

Peter: Of course, and I still do. I tweeted a bunch this morning, I doubt anyone saw them. But again it's fun and I think that if you're having fun it's never a waste.

Hal: Yeah, that's it man. That's right. The essence of life is to me to enjoy every moment, what else is the point?

Peter: Amen, amen.

Hal: Cool. The one other question I had to ask you, and this is an interesting start to the podcast, we're going all over the place, which is great, ADHD, right? Where can people find your shirt. I recently, when I met you, you had just launched this shirt. It said, "The entrepreneur life, I've got 99 problems but a boss ain't one." I have that shirt, I bought it. I have it, I love it. I haven't worn it yet, it's one of those shirts where I'm saving it for the right occasion. It's black, I don't want it to fade. Is that shirt still available? Can people get that if they-

Peter: Yeah. I did it at Teespring just for fun, again my life. I think that if Teespring gets enough requests they'll email me and I

can reissue it. Yeah, it's at teespring.com/thugentrepreneur, one word. Because that sounds like fun so thugentrepreneur.

Hal: Yeah, you're totally a thug. Cool man, let's dive in to where we're going. Let's start with you telling about what you're working on, because this is really what led us, or I became fascinated and I said I've got to have you on the show. I would imagine that a large percentage of our audience members have either been diagnosed with ADHD, or they never have but paying attention is a challenge and they've maybe suspected that that might be something they could be diagnosed with, or just again it's the attention span of today's human beings, period, is not quite what it was years ago and that's been conditioned by media and the technology and all of that. Talk about, your new podcast is Faster Than Normal, and it's your website fasterthannormal.com, one of your websites. Talk about that. You can riff on it as long as you want, I just want to hear how did you come up with that? Why did you come up with that? What are your thoughts on ADHD? The whole bit man, go for it.

Peter: Yeah. Long story short, I've always had ADHD. The story of my life, when I was a kid though, I'm 43, when I was a kid and had school it didn't exist, it was called, "Sit down you're disrupting the class."

Hal: Yeah.

Peter:

I assumed that was my last name, Peter Sit-down-you're-disrupting-the-class. As I got older I realized that this actually was a thing. I was very thankful I never went on meds because for me it was easy to be able to create and be myself. It wasn't easy per se, you know, high school kind of sucked because when you're different, especially at junior high, when you're different that's wrong. I was different and it took a long time after school to realize that being different is actually okay. The problem is that now that ADHD has become a thing, you have every single kid the second they show even the remotest sign of not being like everyone else, teachers, administration and school, they go, "He's not focused, he must have ADHD, put him on medication."

I'm sitting there going, "You know he's 5 years old, maybe he's not focused because he's fucking 5. Maybe if you let him run around a half an hour before school, or put him at a desk with a bicycle attached to it so he could pedal and get his energy out ... " I think that we're looking at ADD as a negative and we're putting a lot of kids on meds that don't necessarily need it, as opposed to looking at the positive. Tell you one person who created this world, who created America, who built this country, who founded companies, you've got to be ADD and ADHD to do something like that.

All the creativity and all the amazingness that comes from ADHD, the mentality of our country is to stifle it and to say, "No, no, you're different, let's put you on a medication so you're like everyone else." I don't believe that. I realized that my ADHD was a really ... My success, it wasn't entirely based on ADHD but it certainly had a lot to do with it, being able to come up with great ideas and implement them and think

differently and learn differently and all that stuff. That's a huge reason for a lot of my success and so I wanted to celebrate that. It occurred to me that the more people I talked to who also had been diagnosed with ADHD, I'm finding there are really these successful people everywhere.

Then I realized that I was doing things, which I thought were random but it turns out I was self medicating. Sky diving, iron man, marathons, all those types of things that I do turn out to be self medication. You do them because they either create some dopamine in your brain or they give you a better way to handle the different aspects of your life. What I realized is that I couldn't be the only one doing it. I decided to start a podcast. I launched this podcast about 4 months ago, 5 months ago, called Faster Than Normal. We have about 15 episodes now, we've interviewed everyone from the CEO of DocuSign, all the way to the chief of staff to the mayor in Boston.

People, [inaudible 00:13:48] ADHD, we interview them for about 20, 25 minutes and ask them about their hacks and what they do to make this condition work for you. The premise behind ADD and ADHD for me is that it's a gift, it's not a curse and we need to change the conversation about that. That's what I'm focused on doing.

Hal:

Yeah, how would you define ... By the way, you said you've interviewed everyone from the presidents of the United States to blah blah blah, to Hal Elrod, that you missed one key influencer that you want to ...

Peter: Your post hasn't gone live yet. As soon as it does I'll ...

Hal: All right, all right, fair enough. I'm kidding. How would you define ADHD for someone that might not be intimately familiar with the condition, they're like, "I focus like mad, I don't even know what you guys are talking about." How would you define what is ADHD?

Peter: For me, I think the best to describe ADHD is ... Actually you know what? I'm not going to describe it, I'm going to read my favorite quote on the entire thing. My favorite quote about ADHD comes from a gentleman by the name of Dr. Edward Hallowell. Ned is probably the grandfather of attention deficit. He's written several books, the book that changed my life that he wrote was *Delivered From Distraction*. Opening page of *Delivered From Distraction* says, "Having ADD or ADHD makes life paradoxical, because you get super focused sometimes but also space out when you least mean to. You can radiate confidence and also feel as insecure as a cat in a kennel. You can at the highest level feeling incompetent as you do so. You could be loved by many, but feel as if no one really likes you. You can absolutely, totally intend to do something and then forget to do it. You have the greatest ideas in the world but feel like you can't accomplish a thing."

I've read that probably 10, 12 years ago, I literally started crying. It was like, "Oh my God, this is me." Being able to understand what ADD is and ADHD is is great for people both

who have it and both who don't. God help you if you don't have a good understanding of this disease and then you love someone who has it, [it gets 00:15:40] to be a very interesting life. The goal for me is to explain to people that it's the equivalent of having a Ferrari, no one doesn't want to have a Ferrari.

I've never met anyone who doesn't want to have a Ferrari. But we're all used to driving Hondas. If you drive a Honda for 5 years and I give you a Ferrari and say, "Okay go have fun," you're going to smash it into a tree. You don't know how to do it, you need to learn how to drive your Ferrari. Actually you need to learn how to drive your brain a different way. The problem is that in work environment and things like that we still tend to teach and work old school. We need to adapt to that as a society.

Hal: What are the ... You mentioned that interview highly successful individuals that have ADHD, and you interview them to get the best tips and hacks that they've got on how to turn the, what would be considered disorder into an advantage if you will. What are the most effective tips and hacks that you've learned interviewing so many people about this, on how to manage that condition and turn it into an advantage?

Peter: I think the number 1 thing, and this is what I've learned about for from myself and also from other people, the number 1 thing you have to set rituals and you have to understand yourself. What do I mean by rituals? I have a closet that is full of t-shirts, both long sleeves and shorts sleeves, 4 or 5 buttoned down

shirts, 2 sports jackets and a suit that I keep in the corner. That's it. That's what I wear, when I'm in the office or speaking on stage it's a t-shirt, jeans and shoes. When I am speaking on TV, or in a very important meeting, it is a buttoned down shirt and shoes.

The reason being is because I don't have to think of anything else. I can get up, get dressed, get out and focus on other things. If had to sit there, "I should maybe wear that sweater. I remember that sweater, Laura gave me that sweater. I should ... I wonder how she is, let me look her up on Face- Oh Facebook, wow there's my cat, I should really brush my cat." Next thing it's 6 hours, I haven't left the house.

Hal: Yeah, yeah.

Peter: Right? I set rituals to myself. I sleep in my gym clothes.

Hal: Nice.

Peter: I had a 3:00am run this morning with my friend David who's a teacher, and the only time we can do our long runs together, we're both iron men, the only time we do our long runs together during the week is super early because he has to go to work, so we meet at 3:00am and we run for 2 hours. We ran 11 miles this morning. I slept in my gym clothes, I woke up at 3:05, met him downstairs. He was meeting at 3:15, I woke up 3:05, brushed

my teeth, I was already dressed. All I had to do is put my sneakers and I was out the door.

Creating these rituals and creating situations where you don't have to think is for me the best way to manage and utilize, or structure my ADD and my ADHD. I think that having ... Also knowing yourself, to thy own self be true. My speaking contract, and I speak all around the world, on my speaking contract in any city, anywhere in the world, says, "I will speak, you pay me." It's literally about that simple, you pay for my travel and you pay me. I think my speaking contract is like 2 paragraphs, except in Las Vegas.

Except in Las Vegas, in Las Vegas I have a writer that says, "Speaker does not have to be on the ground from wheels down to wheels up for more than 8 hours," because let's say I have a 9:00am speech, that means I have to get there the night before. I'll take a 4:00pm flight in, I'll land in Vegas around 7:00pm, I'll get to my hotel about 8:00. Shit, I'm in my hotel, it's 8:00 in Vegas, I can't go to sleep at 8:00 in Vegas. I'll just go downstairs for half an hour. Next thing you know it's 4:00, I'm at the blackjack table and even if I haven't had a drink. I used to drink but even if I don't drink, it's not a good place for me.

Learn yourself and don't let yourself get into situations like that. If I'm keynoting in Vegas it will be a 12:30 keynote. I will take a 6:00am flight and I will land at 10:30. I will go right to the keynote, I will speak, I'll be done at 1:30, I'll go back to the airport, I'll be on a 4:30 flight back in New York. The worst that

can possibly happen is maybe I'll blow up \$50 at the slot machines in the airport. That's it.

Hal: Got it. The first tip you gave is set rituals, and it sounds like setting boundaries, right?

Peter: It's setting boundaries, it's setting rituals, it's knowing yourself. I'd say that it all comes out of knowing yourself and knowing what works for you. I've said this publicly and I'll say it again, I believe that on any given day I am 3 bad decisions in a row away from being a junkie in the streets. Because of that ... I've never had a drug problem or anything like that, but I'm well aware of how impulse control works and I'm well aware that people with ADHD tend to have limited impulse control, and that's actually what helps us. It's what says, "Hey, you know what? I think I'm going to start a company tomorrow. Cool. Done," and it 2 years I a multi-million dollar company, awesome.

The flip side of that is the lack impulse control, and somebody would say, "Hey, let's go out and have a drink." I don't drink, when I used to drink, I quit probably about 7 months ago, 8 months ago now, when I used to drink it was the premise of, what's that great line? I don't drink a lot but when I drink I drink a lot. Right?

Hal: Yeah.

Peter: It became that sort of like, I drink water ridiculously fast, I drink tequila the same way I drink water. It's not because I'm trying to get drunk it's just because it's front of me, finish it, okay next. That's the same way I eat pizza. I had a next door neighbor in this office park where I work here in midtown Manhattan and she came in a couple of months ago. She's like, "Hey, we had a meeting last night and we had pizza and there's some leftover pizza in the fridge." I looked at her and I'm like, "What the hell's leftover pizza? What are you, a witch? That's like leftover wine, that's not real." What the hell is leftover pizza?

Hal: That's hilarious. In my world that's an oxymoron.

Peter: [inaudible 00:21:43] crazy. It's funny because the more I do this the more learn things about myself, about other people. The concept of ... I find it very interesting when you live with someone, you're married with someone, you're dating someone who doesn't have ADHD, because they don't understand. I will take out the trash tonight, there is no question. I'm going to take out the trash tonight. I am definitely going to take out the trash tonight. Hey, here we go, let's take out the trash. It's 6:00am, what a lovely- Shit I forgot to take out the trash.

Hal: Yeah.

Peter: It's not that I intend to, it's the same principle when I argue with my wife. The number 1 thing someone with ADD needs, or needs to know, is that they're being heard because if I'm being

heard I can cross off a checkbox, that thing on my list, "Okay, she heard my point," and I can move on. I can't let the argument go. People with ADD can't let the argument go until they know they've been heard because they can't check it off. I was great at ... I was terrible at taking tests, but if you told me to memorize 10 things that I didn't have to memorize them again, done, because I could check it off and it's gone. As crazy and as wild as we are for ADD and ADHD we also love rigidity and we love structure, we crave it. Here's why I am upset. Okay, I understand that. Quick, next topic, let's go have pizza. But if she shuts down, if she doesn't listen to me and I sense that she's not hearing me, forget it, it'll go on forever.

Hal:

That's right. Talking to you Peter I feel so much better about myself, "He gets me, wow. I'm not the only one." That's why your podcast it's number 1 in the category that it's in and I think it's going to keep climbing because there's so many people. I wanted your take on an article that I recently was turned onto, actually I posted it on Facebook, I tagged you in it because you're the ADHD leading expert as I mentioned. It was an article in The Atlantic, exercise is ADHD medication, and then it says, the tagline, "Physical movement improves mental focus, memory and cognitive flexibility. New research shows just how critical it is to academic performance."

You're obviously an exercising machine, so I wanted to hear your thoughts on ... By the way, if anybody is listening ... Hopefully somebody's listening. If there's anyone out there. No, those of you that are listening go check that out, just search, "Exercise is ADHD medication," it's a great article to read. But yeah, I wanted to hear your thoughts on the correlation between exercise and using that as managing ADHD.

Peter:

Yeah, the scientific answer for that is duh. It's like runner's high, it's a real thing. There's a reason that we get high when we run, because we're flooding our body with dopamine, we're flooding our body with endorphins, we're flooding our body with serotonin, all that shit that we love. Adrenalin, are you kidding me? [inaudible 00:24:40] what do you think I started sky diving? I thought I started sky diving because it was fun, I was starting sky diving because it was a drug. I have 400 jumps and you've never seen anyone land from a sky dive and not be ridiculously happy. You're never going to see a sad sky diver. You land [inaudible 00:24:54]. You're also focused as hell.

There's no question that the things we used to do, if you look back to the days of the cavemen, adrenalin, dopamine, serotonin, all that stuff it was given to use by our brains mostly to keep us from becoming tiger food. We'd hear a tiger roar, we'd hear a branch break at night and we would instinctively jump up, our body would be flooded with chemicals that would do the following things. It would make our pupils dilate so we could see better in the dark. It would divert more blood to our legs so we could run faster. All this stuff, and then we started sitting at computers 10 hours a day and we didn't get the same adrenalin addictions, or whatever we needed, the same highs.

What happened? We started getting jumpy, "Can't focus, can't pay attention," it's because our bodies are looking for that high. Our bodies are millions of years of wired to get that high, so what helps you get that high? Exercise. I guarantee, you take a bunch of kindergarten kids and you let them run around outside for the first 30 minutes of their school day, I guarantee you a

minimum of 50% of the kids that are on medication will be off it within a month.

Studies have shown this, I have back up studies on this from the CDC for God's sake. It's obscene, why is our first reaction, "Hey let's throw them on medication," why isn't our first reaction, "Let's get them outside. Let's get them running around." We're trying to make 5 year olds act like 55 year olds and so we medicate them. I'm like, "They're 5. They're 10. They're 12." I guarantee you, what do they do? Think about, they wake up, they go to the kitchen they have 3 bowls of super sugar ... What was the Calvin and Hobbes here? Chocolate Frosted Sugar Bombs, the cereals Calvin always used to eat growing up. Then they go to school-

Hal: They crash.

Peter: Where all the carbs and the sugar crash, around 10:30am, you wonder why they're crazy.

Hal: Yeah. Yeah, and no exercise right? They're cutting exercise out of schools.

Peter: No exercise. You all of people, God, you fed us actually really good, steel cut oats soaked in almond milk, it's actually really.

Hal: Yeah, that's good.

Peter: Why can't we feed that to our kids? I know why, because it's a hell of a lot of cheaper to buy a box of Sugar Frosted Chocolate Bombs or whatever. But the fact of the matter is is that if we just change what we're eating and we exercise a little bit, I don't have the proof to back this claim up but I believe that if all America lost 10 pounds, we'd probably drop like 80% on the medicines we're on. It's just amazing.

Hal: Yeah.

Peter: What's the great line I once heard? Having a headache doesn't mean you have an aspirin deficiency.

Hal: Nice, that's great. Yeah. I actually think especially, I was diagnosed with ADHD when I was 25, it's kind of similar to you. In school I was just acting up and not focused and not paying attention and all of that. Because here's the problem, if you put somebody on medication when they're young because they can't pay attention in class, that creates a limiting belief within that young child. This is my opinion I'm not ... You know. While their mind is developing, they're going, "I'm not normal, I can't function without my medication." Is that true? Maybe, maybe not, but now they've got this potentially life long limiting belief.

Peter: My doctor said something really interesting to me. He said ... Because I take Concerta occasionally, I don't take it every day but I take it when ... I don't take it when I speak or when I go on TV or whatever, because that's a natural high. I take it if I have to, I call it my expense report medication, if I have to do my expense reports and my assistant's sitting there and she's like, "Do them today or you're not going to get paid." "Okay, it's boring let me find everything." Then I'll take and it will give me that concentration, that focus.

My doctor [inaudible 00:28:59] and he goes, "Ask yourself, do you want to be on this in 20 years when you're 60? When you're 63, when you're 73? Do you still want to be taking methamphetamine, essentially, in 20 years?" He goes, "What else are you learning about how to deal with your ADHD so you won't need to take it?" For me I think that's a ridiculously smart statement because if we're putting the kids on at 5, that's it, that's all they're going to know, that's their life. It's going to be known about taking a drug the second they wake up. Who wants that?

Hal: Yeah. Yeah, no I completely, completely agree. To your point, I think that most of our diseases that we suffer from or that we prescribe medication for can be cured by diet and exercise.

Peter: No question about it. I always, this great joke, the ... What was it? The top 20 ... What the hell is it? 80 years study ... It was like USA Today in the year 2080 and it was like, "100 year study," or whatever, "confirms key to losing weight, diet and exercise."

Hal:

That's hilarious. I think that for what you're focusing on with this whole fasterthannormal.com and the podcast, I think that there's a bigger implication of empowering people with any limiting belief or condition or disorder going well. Before there was medication there were people that were thriving, even with what now people prescribe, or doctors prescribe things for, but like you said before there was a name for it, it wasn't a name, it was like, "You have trouble focusing," so then you're like, "I've got to show you how to focus. If I eat really well ... "

I know for me, and everyone listening can relate to this, if anyone's listening, everyone listening can relate to this, which is if you eat a large meal you want to take a nap. Your motivation is gone, your focus is gone. Why? Because all the blood is being sucked out of your brain and it's going in, to digest, your stomach. That's why at Thanksgiving everybody after ... That's what we do every day though, right? We eat a big meal, tired. Big meal, people wonder why 5 hour energy has their commercials, "Ever get the after lunch crash," it's like, "Dude you just ate a huge freaking chicken sandwich, bleached flour, hormone infested chicken, and then you drink a soda and you're wondering why you're tired an hour later."

Peter:

What kills me, and you know this because we speak at the same conferences, you go to the conferences and you're there, and the breakfast's there. Everyone's been out drinking the night before. You come in and then the breakfast is like nothing but carbs, nothing but carbs. Then you go, by 10:30 they're falling asleep on the speaker. It's like, "Maybe if you gave them an hard boiled egg or something." It's unbelievable.

Hal: Yeah, that's why I keep all these organic raw vegan snacks with me at all time. I have all my own food. You've seen walk around with that big computer, people go, "Why do you carry that? What is in there?" I'm like, "Well, first of all an entire buffet of healthy food so I never have to eat what's on the airplane or what's in the hotel or whatever. I want to ask you this, we're getting toward the end, I want to wrap up here. I have to ask you this, you mentioned this in passing but I already know it so our audience may not have even caught this. You wake up every day at, is it 3:30am, am I correct?"

Peter: About 3:30, yeah. Somewhere between 3:00 and 4:00.

Hal: Okay, and I think you might one of the only, if not the only other person, because that's wake up everyday, is 3:30am. I want to know, why do you wake up at 3:30am and what is your morning ritual from 3:30 to let's say 8:00am?

Peter: It has to start with working out. It's working out a couple of ways. It's either I'm going to the gym as soon as it opens. I'm part of what we call a door club, which is the people waiting at the door at 5:30 in the morning [inaudible 00:33:07] guy to come in and say, "Okay, come on in." He hates us. Or, I'm out a few times a week at around 3:15, 3:20 with my best friend David and we do runs. This morning like I said we did an 11 mile run around Manhattan, which is great because, not necessarily what I'd do by myself all the time but doing it with someone else A, makes it a lot more fun, and B, a lot safer.

The first thing I do is exercise. I'm a huge fan of going from hot to cold so I'll take a ridiculously hot shower and in the last minute it will be ice cold. Wakes me up, makes my muscles happy. There'll be some stretching at some point in there. I try to make my daughter breakfast even if I'm not there when she wakes up to eat it. I'll try to put something in the fridge, pancakes or fruit or whatever.

Then usually I'm in the office by 7:30, 7:15, 7:30. Again even though I work in an office with a door that closes and it's my own office because I'm in one of those [inaudible 00:34:04] spaces, it's so nice to get in here and go head down for 3 hours without getting interrupted, without being bothered. I look up it's 10:30, I'm like, "Oh, cool. Okay. Just got a lot of stuff done." For me that's really the rituals that I have every morning. Occasionally, once a week, once every 2 weeks I'll stop by temple in the morning. I never grew up super orthodox, I grew up a conservative New York City Jew but several years ago my grandmother passed away and I wound up going to temple to say [inaudible 00:34:36] and I kind of liked it, so I go once every couple of weeks for morning service.

Funny thing about morning services in New York City is that, I go to a synagogue called the Garment Center. The synagogue is right next to my office and it's like all the people in the [inaudible 00:34:47] business. Basically 15 guys are there, they're all twice as old as me and they're all on their Blackberrys and iPhones. It's hysterical. It's a nice thing to do every once in a while. Yeah, that's usually my morning.

Hal: Cool. Cool, very cool. I love the exercise, is the crucial part of it. In fact why don't share with our audience, if they're not familiar with you and your work, one of the most notable goals you've achieved I would imagine, I'm assuming so I don't know for sure, but you've lost a significant amount of weight after being heavy for I don't know how many years you were heavy. If you could share that real quick, how much weight you've lost if you're comfortable ...

Peter: Yeah. I was the one fat iron man triathlete you'll ever meet in your life.

Hal: You were competing back then?

Peter: Yeah, I actually did an iron man and finished it, and I was probably a good 30 pounds overweight. My favorite story about that is when you're training in New York you wear a wetsuit because outdoor water is cold and of course the number 1 wetsuit is made by a company called Orca. Here I am with a wetsuit with a giant Orca straight across my chest, that made me feel great. Then of course, Sport Beans, they make the jelly bellies, they make endurance training jelly beans. They sent me a shirt to wear during the race, "We love Haro, we love what you built, wear that shirt."

I'm wearing the shirt and waiting by the start line this guy [inaudible 00:36:08] German guy and he's obviously a pro

athlete because he goes, "I see you're a sponsored athlete." He's wearing a shirt that says, "Cervelo, the fastest triathlon bike in the world." I'm like, "No, they gave me the shirt." He's like, "Are you hoping to place?" I'm like, "Sir, you are. I can tell because your shirt is ... You're sponsored by the fastest triathlon bike in the world. Sir if you look at my shirt you'll notice I'm sponsored by freaking candy. I'm just hoping to finish and not die."

Once again, long story short, I woke up maybe 7 or 8 months ago, I had a kid, and I'm not making any excuse, I had a kid and put things on the wayside, it's all about priorities. I woke up and I'm like, "This needs to change, I look like shit, I feel like shit. I hate this, I want to move on." I decided to go back to eating clean and I decided to go back to lifting and back to cardio, and more importantly I quit drinking. All those things together I dropped about 40 pounds, feeling great, feeling happy, feeling faster. I've setup myself for the next 7 or 8 races, New York City triathlon this summer, the Atlantic City half iron man, New York City marathon.

Feeling good, and at the end of the day you really want to ... You can't help anyone else until you help yourself. I run a mastermind group of 150 people in it, and since I started dropping the weight I have not only seen the number of people in the mastermind double because of my efforts but I've been so much more in the group and helping people that it's pretty awesome. I'm pretty happy.

Hal: Wow, that's so cool. Congratulations Peter, really, really great to see.

Peter: Thanks.

Hal: Yeah. I didn't realize how ... When I saw, met you in person and I'd followed your work but it had been so long, and then I Googled you and looked at an image, I'm like, "Wow, that's the old Peter Shankman versus the new." That's crazy.

Peter: I do that before and after next to each other and a friend of mine said, "Wow, you spit yourself out."

Hal: Yeah. The old you could have eaten the new you, yeah.

Peter: Exactly.

Hal: All right, I want to ask you one last question to wrap this up. You've accomplished a lot of incredible goals from building HARO and selling it, and your websites and your speaking career's unparalleled, your media appearances. If anybody goes to YouTube and types in Peter Shankman you'll see him on every TV show you can imagine from CNBC, you name it. Here's my question for you is, of all the goals you've achieved what is the one that you are most proud of and why?

Peter:

It's hard to answer that. Obviously starting and selling a company. Starting Help A Reporter Out, literally single-handedly changing how journalists and sources connect, it's pretty cool. I'll always be amazed by that, but I received an email, I've received a bunch of emails in the past several months from Faster Than Normal listeners, "Oh my God, it's so great to meet someone else, it's so nice to know that I'm not the only one who's weird. It's so nice to know that I'm not that different. It's nice to see people successful, thank you so much for doing this," from high school kids, from parents.

Knowing that I'm helping people is pretty freaking awesome. Finally, just having a 3 year old and seeing her grow and do amazing things. We had a tea party last night. I'm like, "Do you want to invite someone? Do you want to invite your animals?" She's like, "Yeah, I'll invite curious George and I'll Olaf from Frozen." Then she picks up, she has this imaginary cellphone that one of my in-laws bought her because that's exactly what she needs, is a toy that makes a lot of noise that reminds of cellphones.

She picks it up and she dials and she asks for her best friend, this kid named Parker who's a boy, who hugs her a lot, which I hate. She goes, "Hello Parker, I'm having a tea party, will you come?" She hangs the phone later and she looks at me and goes, "He'll come." She looked at me with this ... She said it with this self-assurdness, I'm like, "I am so screwed," and Parker, forget it, he might as well just kill himself because he's ... It's hysterical to watch this thing become a sentient being, and

know that I had according to my wife a good 20 seconds to do with that. It's pretty awesome.

Hal: Yeah, you're a real triathlete in the bedroom, an iron man. That's great man. That's cool. I have no doubt how true that is because the first thing when we met, I saw you working in the Philippines. You were on the beach, on your laptop doing some work. I went up and the first thing you did is bust out your phone and show me your adorable daughter. Of course I ...

Peter: Yeah, I'm that guy, sorry about that.

Hal: No, I love it. No, I countered with showing you my adorable daughter and son [inaudible 00:40:52] No, really cool. Peter, man I appreciate you man, I'm really grateful for the work that you are doing in the world. For anybody listening, if you're going, "Well this doesn't apply to me, I don't have ADHD." If you know anyone that has ADHD, turn them on to fasterthannormal.com, turn them on to Peter's podcast. Peter is there anywhere else on the interwebs for people to connect with you that you're recommend?

Peter: Yeah, shankman.com has [my life 00:41:16] and then my mastermind is shankminds.com, and I'm @PeterShankman on all the socials and I answer all my emails personally. I'm always happy to chat with anyone.

Hal: Yeah you do, and I don't know how you keep up with it but you've got to teach me. [inaudible 00:41:26] separate call for that. Cool brother, thank you so much for joining me. Achieve Your Goals podcast listeners, you guys and gals rock. I love you, I appreciate you. Thank you so much for spending, what are we at, 39 minutes with Peter and I. We really, really, really appreciate you and we'll talk to you next week. Take care everybody.

Nick: Thank you so much for tuning into this episode of the podcast. Now we want to know what were your big takeaways from this episode. Simply head on over to halelrod.com/126 for episode number 126, just leave a comment there on the show notes page letting us know your big takeaways. Also if you haven't done so yet, please go subscribe to the podcast on iTunes by going to halelrod.com/itunes, clicking the little subscribe button and then if you would please leave a rating and review. 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, now until next week it's time for you to go out there, take action and achieve your goals.

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