



Achieve Your Goals Podcast #129 - Being a Go-Giver | An Interview with Bob Burg

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

Hal: All right. Achieve Your Goals Podcast listeners this is your host Hal Elrod. Thank you for joining me today. It still astounds me that people listen to my podcast. I don't know why. I go to events and people go, yeah, I listen to your podcast and you know, I don't know, it's just interesting. I go wow, really? Because I don't see anybody here right. I'm looking out my window at my backyard. There's nobody here. But I'm grateful for you and I'm grateful that you're listening whether you're in your car or on a run or sitting at home, wherever you are right now thank you for your valuable time and I want to make sure to add a lot of value for you so that the time you're investing listening to the podcast is very much worth it.

I'm excited for today because as always we've got a great guest and the guest today is the author of one of my favorite books. I'll just start by saying I think it's generally agreed upon that entrepreneurship is really the engine that drives an economy upwards and really is primarily responsible for its growth. Of course that's true for our economy as much as anyone's economy and entrepreneurs create jobs, bring better and more affordable products and services to the marketplace, resulting in greater societal health, overall wealth and vastly improved standard of living. However, one needs not start their own business in order to be an entrepreneur. See one can be an entrepreneur or entrepreneurial within a company setting, or an organization, so it's often called intrapreneur and can lead really from anywhere they happen to be positioned.

Our guest today is an advocate, supporter and defender of the free enterprise system, believing that the amount of money one makes is directly proportional to how many people they serve and that's why I resonated so much with the book that we're going to touch on today because I'm all about how can you add more value. I believe what Zig Ziglar said, which is the way to get everything you want in life is to help enough other people get what they want. Our guest today is Bob Burg, co-author of one of my favorite books that I mentioned, the international best seller, the Go-Giver. Bob's also a much sought after speaker at business and leadership conferences and he's committed to inspiring the entrepreneurial spirit in all of us. A side note, he's also an unapologetic animal fanatic. In fact he was just wrestling with his cat right before we started the interview. But he serves on the Board of Trustees of Furry Friends Adopting Clinic in his town of Jupiter, Florida and today we're going to talk about why you don't need to be an entrepreneur to be entrepreneurial.

We're going to talk about the five laws that will bring you both personal effectiveness and professional success. Bob's going to share the one golden nugget of advice from a drive by mentor, totally shifted his perspective and played a big role in his success. He's going to talk about why asking if something will make money isn't a bad question, it's just a bad first question. He'll tell you the one thing to absolutely avoid doing when seeking out a mentor and last but not least, Bob will address why being a go-giver is absolutely congruent with, and even honors human nature. I am excited for this interview today. Hope you are too and Mr. Bob Burg, welcome to the Achieve Your Goals Podcast.

Bob: Hal, it's great to be with you.

Hal: I'm excited. Let's dive right in. You talked about the entrepreneurial spirit but what about those of our listeners who aren't entrepreneurs. Does this message in the Go-Giver still apply to those people?

Bob: Well, sure, because the message at the heart of the Go-Giver, the basic premise is simply that shifting one's focus, and this is really the key, shifting one's focus from getting to giving. When we say giving in this context Hal, we simply mean constantly and consistently providing value to others and understanding that not only is that a nice way to live life and do business, it's a very financially profitable way as well. Regardless of whether you are an entrepreneur and the value you're providing is directly to the end user, if you're within an organization you're still an entrepreneur because you still have clientele. It's just

that the client might be your supervisor, might be the employer, might be the people you're working with, and eventually the end user. But your job is to still provide such fantastic immense value to your customers that you make yourself irreplaceable and that's also how you do move up the ladder, whether it's there or whether you're then recognized somewhere else.

Hal: I love that we're going to end the interview today with how being a go-giver honors human nature because what you're sharing right now, right there, there's an aspect of human nature of what's in in it for me, right, which is the way that we're wired and even being an entrepreneur, most people become an entrepreneur not because they want to serve but because they go, I want to get. I want to get freedom. I want to get money, right? Most people enter into the entrepreneurial world from a selfish perspective and I don't say it as a bad thing, we're just looking out for ourselves, but I'm excited to hear about you know as we go through today, how to shift that focus from getting. How much can I get? What can I get? How can I get the most? To how much can I give. What can I give and how can I give the most. What is the premise of the book itself, the Go-Giver?

Bob: When we talk about why it's important to shift that focus, right, to be what we would call, let's put it this way, we move from an I focus or me focus to an other focus. Looking for ways to create value for others. Now, why is that? Especially in light of what you just said, why is this actually something that is not just soft and feel goody and oh yeah, just be nice and do go things. No, that's not what we're saying at all. It's actually much, much more practical than that.

Hal one of the first things that I say when I speak at a sales conference is, and I say it in a nice way of course, but people get what I mean and that is nobody is going to buy from you because you have a quota to meet. They're not going to buy from you because you need the money and they're not going to buy from you because you're a nice person who really believes that they should have your product. They're going to buy from you because they believe it is of more value in their life to do so than to not do so. The only way that's going to happen is when you are absolutely unabridgeable laser focused on them.

Hal: I love it. Absolutely love it. I couldn't agree more. I'd love to hear the five laws. Give us just a quick review of the five laws that you and John share in the book.

Bob: Sure. The laws themselves are the laws of value, compensation, influence, authenticity and receptivity. Law number one, which says your true worth is determined by how much more you give in value than you take in payment doesn't mean you don't make a profit. Even though it sounds like that at the surface, give more in value than I take in payment, isn't that a recipe for bankruptcy? No, we simply have to understand the difference between price and value. Price is a dollar figure. It's a dollar amount. It's finite. It simply is what it is. Value on the other hand is the relative worth, or desirability of a thing. Of some thing to the end user or beholder. In other words, what is it about this thing, this product, service, concept, idea, what have you, that brings so much worth or value to the other person that they will willingly exchange their money for this and be ecstatic that they did while you make a healthy profit.

It's the same where you're selling Cutco knives or you're selling, or you have coaching services or you're selling computers or accounting services. The key is that there are two types of value. There's the intrinsic value of the product or service, which is why a person believes they're exchanging their money for it but it's also how you make them feel during the transaction. What kind of customer experience are you providing them? How do you separate yourselves. In today's world, where technology has leveled off the playing field and commoditized so much, and you know as well as I do Hal, if a perspective customer sees no significant difference in the product or service it's going to be a matter of who has the lowest price. Unless your last name is Walmart, that is not a good way to do business. Works for them, doesn't work for most of us. We've got to be able to not sell on low price where you're a commodity and instead sell on high value where you're looked at as a resource.

We do this really through accommodation of what we call the five elements of value, which are excellence, consistency, attention, empathy and appreciation and to the degree that you do that effectively at every touch point, from the beginning of the relationship, through the selling process and afterwards, that's where you separate yourself from the rest and you take price totally out of the game.

Hal: I love it. I think it's so true that when value exceeds price that the price becomes irrelevant right, and we find a way.

Bob: Exactly, and you're still making a very healthy profit. Go-givers tend to make a very healthy profit because they don't sell on

price. They're focused on communicating their value in such a way that the customer sees it a value. Because remember value is always in the eyes of the beholder. It's up to them so we need to, that's why when you think about selling, what is, you know selling gets such a bad rap because there's so many, well bad sales people I guess. But so often people think of selling as something you do to someone when it reality it's something you do with and for someone.

The very opposite of selling being trying to convince someone to buy something they don't want or need, which isn't selling, that's called theft, selling can simply be defined as discovering what the other people does need, want and desire and helping them to get it. When you do that successfully both parties profit. In fact the main characteristic of a free market based exchange, which simply means no one is forced to do business with the other, they're doing voluntarily, both parties profit. They buyer profits and the seller profits.

Hal: I love it. All right, what's the next law?

Bob: Okay, and I'll do a Reader's Digest version of these. Because I know I went long on that one. The law of compensation says you're income is determined by how many people you serve and how well you serve them so where law number one says to give more in value than you take in payment, law number two tells us that the more people whose lives we touch with this exceptional value, the more money with which we will be rewarded. Where law number one's about value, law number two is about how many lives you impact with that value. Law number three is the law of influence. This simply says your

influence is determined by how abundantly you place other people's interests first. Which again, like law number one sounds rather counterproductive, but when you think about it, all the great leaders, top influencers, highest producing sales people and the great employees at another person's company this is how they run their lives and conduct their businesses. They're always looking for ways to bring value to others.

Let me just qualify this very quickly because I think is important. It can easily get misconstrued. When we say place the other person's interests first Hal, we certainly don't mean you should be anyone's doormat or a martyr or self-sacrificial in any way. Absolutely not at all. It simply has, several of the mentors in the story told Joe, the protégé, all things being equal, people will do business with and refer business to those people they know, like and trust. There's no faster, more powerful, or more effective way to illicit those feelings toward you from others than by, you know as Sam, one of the mentors told Joe, making you're win about the other person's win.

Hal: To me the by-product of that is fulfillment right? When I'm having a bad day, if I'm just, we all have days where you know we're feeling down or we're stressed or we're overwhelmed or whatever, like what grounds me is I just remove myself and I go, wait a minute, I'm helping other people and I take a deep breath. I'm like, that's all that matters. You know what I mean? Like, that's what matters the most.

Bob: That's important. That's one reason why you're a winner and that's one reason why, you know, one of the things that I loved in the Miracle Morning, which is one of my favorite books and

I could go through tons of notes and highlights, but one of the things, in fact I Tweeted about this I think I just loved it so much, is that the average person lets their emotions dictate their actions while achievers let their commitments dictate their actions. Now if you're committed to bringing value to others, regardless of how you feel you're going to take the correct action.

Hal: I love it. I love it mostly because you just quoted me, but you know. All right, so law of influence. What's the fourth law?

Bob: Well, the next one's the law of authenticity and this simply says, the most valuable gift you have to offer is yourself and in the story Debra Davenport shared the story of, or shared a major lesson she learned, that all the skills in the world, the sales skills, technical skills, even people skills, which we know are important, they're also all for, and they are all by the way very important, but they're all also all for naught Hal if you don't come at it from your true authentic core. Now when you do show up as yourself day after day, week after week, month after month, people feel comfortable with you, people feel good about you, people know you, like you, trust you, they want to be in a relationship with you. It's good business as well as good life to show up authentically, which makes you ask, why do some people then show up as a, I think the correct Latin term is phonus balonus. You know not really as themselves.

We might think, well because they're just not good people or they're dishonest, no I don't think it's that usually. I think what it really is, is that people, a lot of people just don't have the self-confidence. They don't recognize the value they provide, which

is one reason it's so important to really make sure this is something you self-explore because you've got to know, as Mike Litman used to say, your assets of value, what you bring to the table so that you can lead with your strengths. Now, we need to know our weaknesses too, don't get me wrong, and some weaknesses we can ignore, some weaknesses we need to mitigate, some weaknesses we need to turn into a strength by all means. But it's our strengths that we lead with, and this is what allows us to come at it authentically.

Hal: I love it. I love it. What's the fifth and final law?

Bob: Well, this one is the law of receptivity. Now if the law of value is the foundational law, the law of receptivity is the one that brings it all together because this one says the key to effective giving is to stay open to receiving. It's like trying to breath out right, without breathing in. It doesn't work. You've got to do both. Unlike the many negative negative messages of lack we receive from the world around us, giving and receiving are not opposite concepts. They're simply two sides of the very same coin. They work in tandem. The question isn't are you a giver or a receiver, it's you're a giver and a receiver but it always goes back to what we discussed first, the focus. You focus on the giving of value to others. Focus on the giving and then allow the receiving.

Hal: Lets, I love, and these five, I mean it's such a recipe for living. Like for me to be a great husband or a great father or mother or you know, these five laws are so universal. It's not just business you know, it's just being a good human being, coincidentally if you're a good human being in business, right, that works out

well for you. But let's go back to value for a second. How does a person add value to others without costing too much money right? What are some ways, whether it's creative ways or maybe it's obvious ways but that we're not looking at, what are some of the ways that we can add value without having to spend a bunch of money to do it?

Bob:

Sure. Well look at the way that you, and we'll go back to just how you make people feel in every touch point. This is so key Hal. You know, it's when you answer the phone, it's everyone at your office answering the phone by saying, you know good morning, and doing it in such a way that people feel welcomed. I love the Ritz-Carlton Hotel. This is the perfect example, right. When you walk into the Ritz-Carlton Hotel, any of the guest contact employees, they'll never say hi, hey or how are you doing. They might say hey, yo Hal but other than that they won't. They'll say good morning, good afternoon or good evening. When you ask them to do something and you thank them, they won't say hey, no problem or even you're welcome. They'll say, my pleasure. What a difference this makes.

Now, here's the thing. People might say, well that's the Ritz-Carlton, they can do that, they have training, but you now what? Any hotel, motel, conglomerate or independently can do the same thing. The Hyatt, Marriott, the Weston, all fine properties and they could do it and some of them do but not all of them. Super 8 Hotel could do it, Motel 6 where Tom Bodett leaves the lights on for us could do it as well and so could Dave and Mary and their small staff of five at Dave and Mary's Stop and Stay Inn. Someone might say, wait a second, Dave and Mary and their small team they could say good morning, good afternoon, good evening and my pleasure until the cows come home, they're not going to take market share away from Ritz-Carlton.

They absolutely won't, of course they won't but they will own their targeted demographic. They will probably take some market share from Motel 6 and maybe even Super 8. You can do that as a business, not you, I mean you already do, but I mean anybody listening, we could all do the same thing.

It's how we greet people. It's do we answer the phone within three rings. When we have to put someone on hold do we ask permission first and make sure they're on hold no more than 20 seconds. Do we say, my pleasure and make sure everyone they talk to says my pleasure. It's all these little things. It's the attention that we pay. It's asking questions and listening for what they say as well as what they don't say. That way we can be empathetic. We might not understand exactly how they feel but we can understand that they're feeling something that's distressful and we can communicate that we're there to help them through it. It's writing a hand written personalized note as opposed to an email and what a difference that makes. That adds, that adds money to your bottom line when you do that. There's all sorts of things we can do to add value over and above the intrinsic value of our product or service.

Hal:

I think that, yes, even if, just the way, if you think about this, like human beings are emotional creatures right? Really value is how you make somebody feel. I mean at the end of the day right, that's the essence of it. If you make somebody feel good and every time they interact with you or your company, which really talks I think, speaks to what you were just saying a few minutes ago, right? The way that certain companies, the Ritz-Carlton, et cetera, the way that they treat their customers where they make them feel great right? It's simple, easy, costs nothing or next to nothing and we can all do that right? We can all add value in that way.

Bob: Exactly. Well you quoted Marshall Goldsmith, who is just such a fantastic, fantastic guy and great coach, he said the number one skill of influence, what, it's the sincere effort to make a person feel that he or she is the most important person in the room, or in the world, excuse me. I have a saying that I think sort of dovetails that and that is the single greatest people skill is a highly developed and authentic interest in the other person and they can tell. When we do that, wow, now you're nine steps ahead of the game in a ten step game.

Hal: Yes. I love it. One line you know that was in the book that I think raised quite a few eyebrows, it's where you and John wrote, does it make money? That question. Does it make money? You said it's not a bad question, it's a great question, it's just a bad first question. Expand on that. What do you mean by that?

Bob: Yes, because someone who's young and starting a business and getting the funding, it's no Bob, the gig is will it make money? Well, again it's a great question. It's just not a good first question because you're sort of starting with you're looking in the rear view mirror. First ask if it serves. In other words, is there a market for it or can one be developed for it? Because hey, you know Hal, you can have the greatest product, service, idea but if there's no market for it, it ain't making money. If you start out with just will it make money, it's not the most productive way to start out. You also want to make sure it serves in the way, does it create value for others because if you ask will it make money but not will it create value, again you're on two totally different plains.

In Seth Godin's great book *The Purple Cow* he talked about a great invention by Frederick Von Veeder [00:23:04 Rohwedder] back in 1912. It was a machine that actually sliced bread. You could buy your bread, it was already, it was pre-sliced. What an amazing, in fact today, one very common saying is what, it's the greatest thing since sliced bread, so it must have just taken off right? Absolutely not. It sat there for twenty years, until a company by the name of Wonder bought it and decided to use it in the packaging of their bread. Now I'm not saying Von Veeder was just asking will it make money, that has nothing to do, I don't know. I'm just saying that unless a product is something that is perceived to be of value or you have the ability to communicate it's value, it's the question you've got to ask before you ask will it make money?

Hal: I like it. I think that that's, right, it's, people that make money, they add value to other people and in the way of often solving problems, right?

Bob: Absolutely. Absolutely. You look at most of the great fortunes out there and it was the result of someone finding a need in the market place. Often a need they first felt themselves. Look at Sara Blakely with Spanx, that kind of thing. It's, yes, ask first if it will serve then if it will serve, okay now will it make money. Because hey, if it will serve and it won't make money you can still do it but then it will be a hobby. That's a whole different thing. Hobbies are great but that's a different topic. Sure, will it serve and then will it make money.

Hal: Let's shift the discussion a little bit here. Let's talk about mentorship. First what's the best way to find a mentor and perhaps most importantly what should an up and comer not do when trying to find one?

Bob: What a great question because it is so great to have a mentor because they can really cut your learning curve time and give you that guidance. What not to do. Well, what I would not do is ask someone who I'd want to be my mentor, I wouldn't ask, hey will you be my mentor? The reason why is because, assuming this person doesn't already know you but this is someone you admire, someone you've sought out, someone have connected with online or what have you or could be in real live, whatever, and you just say will you be my mentor, basically what you're asking is, hey, will you share thirty or forty years of your hard earned wisdom with me even though you don't know me from a hole in the wall. You're much less likely to get a positive response. Not that it will never happen but the odds are less likely.

Instead what you can do, you can certainly seek someone out who's work you admire and connect with them. Again, whether it's phone, whether it's email, whether it's online, however you do it and just let the person know that you are starting out in business or that you are progressing in business or whatever your situation is. You admire their work and you're wondering if you could ask them one or two very specific questions and I understand you're extremely busy so if the timing is not right or if it's something you would rather not do, that is totally understandable. You're giving them the out with the backdoor. You're respecting them. You're respecting the process.

Now most people, most successful people are pretty nice and want to be helpful so they probably will have you ask a couple of questions. If not, that's okay. You don't know what that person's going through or why not but you move on to someone else. But by and large they're going to come through for you. When they do, at the end of the conversation or what have you, you let them know how much you appreciate it, that you look forward to utilizing their advice right away and you'll keep in touch and let them know how things are coming along. What I would do right after that is that very day I would write a hand written, not a text, not an email, a hand written personalized note, put it in a number ten envelope, hand stamp it, and send it, thanking them for their time, for their counsel. That again, you look forward to utilizing it and you'll keep in touch and so forth and so on.

I would also suggest that you, and by the way, key point, what you want to make sure you don't do is you don't want to ask them something that you could easily know the answer to had you done your research and looked that up. Make sure that these are questions which are real good questions. But you also, when you research them, you can find out their favorite charity or cause and you can make a small, just small, donation in their name. They'll be notified of this and you're not doing it to kiss up to them or anything. You're doing it so that they will know that, what you're communicating is hey, I realize I can't add the kind of value to you you're adding to me right now, but I want to let you know that I, you know, want to do my best in order to do so.

Then again, follow up with them. Let them know how things are going. If you know by the way that they have an interest in roman history, buy a book on roman history and send it to

them. I mean do those kind of things that you can. But when you ask the next question, great, you know and then they'll probably answer again and they'll want to know how you're doing and you kind of, what I'm saying is this, a mentor protégé relationship is just that. It's a relationship. It doesn't necessarily happen over night but in time as you progress with this, that kind of relationship might end up being cultivated.

Hal: Sure, sure. It goes back to adding value. Find ways, right, to add value. I've done this with like John Vroman is one of my closest friends now and he actually connected us, but John is someone I identified as having the values and character traits that I really admired and wanted to align myself with. This was probably ten years ago.

Bob: I agree with you. He's a great guy.

Hal: Great guy right? Listen, everybody if you're a podcast fan, go find John Vroman's Front Row Factor podcast for sure. Subscribe to that. But, John, he founded a charity called the Front Row Foundation. I believe in their work and I started finding, I thought well this is really important to John, maybe the most important thing in his world other than his family and I'm going to find ways to add value and support the charity. I've done that and you know, that's, I'm sure that's been a factor of why John and I have become such good friends is I supported what was important to him.

Bob: Exactly. That's just perfect Hal. You discovered what was of value to him. Again, value is always in the eyes of the beholder.

That's what you did and that's what we always need to remember. Whenever we're dealing with anyone. Whether we're an entrepreneur dealing with customers, and intrapreneur dealing with our internal customers, we always need to remember that value is what the other person deems it to be.

Hal: Got it. Now I want to get to the point here where we kind of touched on in the beginning and that is that you say the go-giver philosophy is congruent with human nature and my first thought is, but it's not, we're looking out for ourselves. How is that congruent with human nature? I think that could be looked at in different ways and I'd love for you to explain how it is that the go-giver philosopher is congruent with human nature.

Bob: Sure. One of my favorite books of all time, and I'll just bet because I bet our library has a lot of the same books and I bet this is one of yours is How to Win Friends and Influence People by Dale Carnegie. What he said in that book of the many things, what I believe was the underlying premise of his book was where he said ultimately people do things for their reasons, not our reasons. Okay? That is to me a perfect statement of human nature. One of my heroes, the late Harry Brown, used to say there are three basic principles in life when it comes to human nature. One is everyone seeks happiness. This is if you define happiness as a mental sense of well being. Everyone defines happiness. Everything they do will be because they believe it will, they believe it will bring them closer to happiness.

Now this is based on number two, how they see happiness. How they relate to happiness because remember, what one

person finds of value would be absolutely meaningless to someone else or might even cause them misery. We all right, we're all different. We all have our different. Then three, they will seek happiness based on how they value happiness and within the confines of what they feel are their choices. It comes down to that. What Carnegie said is absolutely congruent with that. People will do things for their reasons. They're always going to do what they believe has the best chance of bringing them happiness.

Well, as a go-giver, when you focus on them, not on you, when you focus on the other person and what's most likely to bring them happiness they are going to be much more responsive to you. They're going to know you, they're going to like you, they're going to trust you, they're going to be much more inclined to do business with you.

Hal: You know, your philosophy has arguably been the most important and life changing philosophy that I've ever learned and adopted Bob and I will say that there were actually.

Bob: Thank you.

Hal: No thank you. But there, and there, I want to mention there is another book. It was your book and then a book by Tim Sanders called Love Is the Killer App.

Bob: I love that book. Tim's such a great guy.

Hal: Yes. I love Tim. But those two books together really just supported each other and were kind of intertwined and really given this holistic view of adding value. For anybody listening I think that the take away here is this is a shift in the way that you approach everything. Right? The shift from what's in it for me, what can I get out of it, to how can I add more value for other people, how can I give more versus get more and the five laws that you talk about in the Go-Giver for anybody that hasn't read that book, highly highly recommend. What's the best place to get that Bob? Amazon or the book store or what do you recommend?

Bob: Probably if they go to thegogiver.com without the hyphen, thegogiver.com, they can scroll down and they'll see the Go-Giver and they can click on it and get an excerpt or a free chapter and see if they like where it's headed and they if they do they can always click through and that will take them to Amazon or some of the other online sellers.

Hal: It's an audio, I actually have the CD in my car. Yes, it's a great audio book as well. It's thegogiver.com and that website you get a free chapter of the book. You can also, that's where people can find you right? Access your podcasts, all that good stuff.

Bob: Yes, absolutely.

Hal: Cool. Cool, cool. Well Bob, anything else that you're working on or anything to kind of rap up the episode up with and share?

Bob: Well, you know we have things, we have a Go-Giver sales academy that is really, really catching fire right now and that's very, it's just twelve people so it's very very specific. It's over two days. It's a masterminding kind of thing as well so that's been a lot of fun. The podcast and so forth. You know we just try to have fun with the business and add value and do the best we can.

Hal: And just, if anybody's read your book they know, hey Bob's the kind of guy that I would like to do business with because I know, right, everything he writes about is, he's going to be looking to add value for me as his customer, client, partner, et cetera. Well you added a ton of value today my friend. Thank you so much for being on the Achiever Your Goals podcast. It really, really, really was an honor to interview you today.

Bob: Well, the honor is mine. I love the work you're doing and I love the value you provide to so many of us Hal.

Hal: Cool. Thank you Bob. Well, Achieve Your Goals podcast listeners, thank you so much for tuning in. I really appreciate it. I always forget to say this but if you're a fan of the Achieve Your Goals podcast, every review does make a big difference on iTunes so if you could take just literally sixty seconds, head on over to iTunes and leave a review for the Achieve Your Goals podcast, I really really appreciate that and if you don't leave a review I still appreciate you so no worries. But thank you so much and tuning in and I hope you got a lot of value as much as I did from Mr. Bob Burg. Go to thegogiver.com, check out the free chapter of the book, go actually buy the book and check

out the sales academy Bob was talking about on the website. If there's anything that I can do to help you let me know and I look forward to talking to you again next week on the Achieve Your Goals podcast. Take care everybody.

Nick: Thank you so much for tuning in to this episode of the podcast. We want to know, what was your big takeaway from this interview with Bob. Simply head on over to halelrod.com/129 for episode number one hundred and twenty nine and leave a comment there on the comments space letting us know what your're big takeaways were. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to halelrod.com/iTunes. Click on the little subscribe button and then If you would, please leave a write in review because write in 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. Until next week, it's time for you to go out there, take action, and achieve your goals.

Speaker 4: 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 right off the show notes, post the episode to all the different sites and do all of the ridiculous back end work that's required. Then you need yourpodcastguru.com where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit yourpodcastguru.com right now to explode your audience and crush it in the podcasting world.