



## Achieve Your Goals Podcast #137 - Way Better than SMART Goals (Author Interview with Kris J. Simpson)

**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 in Business achiever and 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. Fair warning, I just got Invisalign and (a) my head hurts and (b) I might have a little bit of a lip when I talk with this Invisalign, but 8 months from now I'll be glad I did it. All right, welcome to the Achieve Your Goals podcast. This is your host, Hal Elrod, and today I'm bringing on a friend of mine, Kris Simpson. He is a veteran of the weight loss, fitness, and physical rehabilitation industry. When surveyed, the people, anybody ... When you survey people, losing weight is usually the number-1 or number-2 goal or getting fit, the number-1 or number-2 goal. The next goal, typically most popular answer,

Family Feud style, "Survey says," making money or losing weight. Those are number 1 and number 2.

With that said, I'm bringing Kris on today. He's an elite personal trainer, former national body-building champion, and present CEO and founder of Bodies by Design Fitness Studios. He really is recognized as a weight loss and fitness guru, and his expertise and wisdom is in high demand. As a weight loss coach and seminar leader and speaker and author, Kris found his calling really to help other people restore balance and keep the weight off, as he did for himself.

I want to read this message from Kris. It's kind of a note from Kris. This is actually from his website, Kris, K-R-I-S, KrisJSimpson.com. Kris says, "In this life, my epic mission will lead me to a deep yet simple understanding of human emotion, mentality, and physicality, the totality of the human experience. I want to be known as a teacher, leader, and caregiver of this newly discovered knowledge and wisdom, sharing through my own personal experiences and leaving behind more human beings that live a life of abundance from the inside out."

I really think that speaks to Kris' heart. I've gotten to spend time with him. He's a good dude, really knows his stuff. He lives in Toronto with his 2 young miracles named Cristiano and Ciara. Last but not least, and I'm sure we'll mention this, but he has a new book out called All Inclusive Diet: Finding Balance and Keeping the Weight Off. Really pumped to have you, Kris. Thanks for coming on, my friend.

**Kris:** Hal, my physicality, let's go through this. My heart is pumping right now. I got goose bumps. A few reasons, because that was just an amazing intro. My coach actually made me, or asked me to come up with my epic mission statement, which you told all of your listeners just now. Wow, hearing it, somebody else basically saying it to me, my heart's coming out of my chest. It's like wow, that's it. That's my legacy. It's so cool.

The other reason why I'm so excited today is because you and I, we've known each other for a few years now, and you have been integral in me designing the program that I have now, my 13 Weight-Loss & Wellness Program, specifically with the morning rituals, which I have my own morning rituals we could probably talk about on this call. It's something that I really reinforce with all of the people that I coach, getting off on the right foot. I end up giving them your book Miracle Morning, and it's helped me. It's helping them, and here I am, I'm live with you. This is just amazing, so thank you, Hal.

**Hal:** Awesome, man. I receive that and I really appreciate it. Right back at you. Kris, let's do this. There's really 2 things that I want to do today. Number 1 is I want to learn a little bit more about you and for our audience to learn a little bit about your background and how you came to do the work that you do and what your own experience was in your own physical, mental, and emotional transformation that led you to the work you do. I want to hear a little about the story, and then I want to talk about what you teach, the S.M.A.R.T. shift.

We've all heard of S.M.A.R.T. goals, and the acronym S.M.A.R.T. being kind of the framework there. You talk about what's called a S.M.A.R.T. shift versus S.M.A.R.T. goals. While there's some overlap, I like the way that you approach it. I think it's more tangible for people, and since it's the Achieve Your Goals podcast, what's neat about your acronym, your S.M.A.R.T. acronym, making the S.M.A.R.T. shift, is that people can, of course, apply it to the weight loss, to getting fit, but it really is a universal approach to all goal-setting, which I like.

Let's start out with you, man. Tell me about your background. How did you get into the work that you do now? What led you and your heart to do this?

**Kris:** Yeah. I actually have sort of a back route, sort of strange, weird story in the sense that ... As you know, I'm a personal trainer. I own a health club, a rehabilitation center here in Toronto, Canada, ex-body building champ, national champ. If you look at that at face value, you can see somebody obviously that's very dedicated to health and fitness, and I certainly looked the part until probably about a decade into my career, where everything sort of fell apart. I was living 2 lives. I had a lot of emotional baggage that I had not sorted out yet in my life.

Running a small business, being an entrepreneur, and managing day-to-day stress, I took the easy way out and I basically started abusing substances, became a full-blown addict, alcoholic before too long. I basically had a good 10-year sort of dual career that way in the sense of basically at night, I was doing

things that a body builder or somebody in the health profession really should not be doing and sort of living that fraudulent type of lifestyle. I felt like an imposter. Eventually, it came to head where I had to deal with this and had to go to rehabilitation.

I'll tell you, Hal, it's about 5 years in now, actually coming up to the anniversary of me being sober and clean for about 5 years now. It was really the after-care program that really straightened me out and got me to deal with life on life's terms, because that's not what I was able to do before. When life got tough, that's when I looked for the back-door exit, and, hey, that worked for a little while, using drugs and alcohol as an escape, but it did catch up with me, as it does with everybody.

I had to pay a big price, but I can really say now that I almost feel born again in the sense that my true authentic self shows up every morning before 8:00am with my morning rituals in place. I basically have really stepped into my life. As you know, I just wrote a book. That was a decade-long dream, and there's no way in heck, hell, that I could actually pull that off with the state that I was in before.

Yeah, that's sort of my story. What it's allowed me to do now is I've still got my health club and my rehabilitation center, and that's basically being managed. I've been able to step away and start this weight loss and wellness business. Now the reason why I got into this particular part of the business, the coaching part, the real digging deep kind of stuff that I do as a coach, is because I can finally understand now what people are going through when they're suffering from chronic obesity and having

overweight problems on a long-term basis. I totally get it now. My life as an addict and also being overweight myself as sort of the byproduct of the way I was living, now I have a complete understanding and appreciation, and I can truly help these people that are suffering from being overweight or being obese.

**Hal:** No, that's powerful, and I think that's interesting, your mindset, and I relate to that where when I went through that economic crash in 2008, I got really depressed for the first time in my life. I was actually grateful because I was able to be more in touch with what people went through that I wanted to help. I was like, "Oh, this is what it feels like to feel like you have no control over your life." Right?

**Kris:** Yeah, yeah.

**Hal:** There's a lesson when anyone who's listening to this that's going through a difficult time in life to realize that there is, as Napoleon Hill said, that "Every adversity carries with it the seed of an equal or greater opportunity."

**Kris:** Yes.

**Hal:** Yeah, so trying to take your adversity and turning it into an advantage is great.

**Kris:** Yeah.

**Hal:** That led you into what you do now. Anything else to share on it? Of course, you've got, I'm sure, lots of your story, but anything else to share on your story before we get into the S.M.A.R.T. shift?

**Kris:** Yeah. You know what? What really happened, Hal, is I started weight training at 14. I've been weight training and in the fitness business, recreational and amateur body building and also as a business person for 30-plus years now, and, as you know, that really focuses on the body, on the physique, on the health. What I needed to explore, and this is really sort of the pivotal change that I made in my life that's allowed me to show up sober now is I started working on my mind. There is such a parallel between working out your mind and working out your body. You know?

**Hal:** Yeah.

**Kris:** That's one thing that I really neglected, Hal. I was just trying to keep up to the Joneses in the fitness and trying to be a leader in the business of fitness and make money and expand my business and do all of those things. I got completely caught up in that, and I really stopped growing and developing mentally and, more importantly, spiritually, and that's been the biggest shift for me. Back to crediting you for my morning rituals, that's really what I'm doing. I'm practicing and I'm working out

my mind each and every morning, and I'm doing that on a very spiritual level.

**Hal:** Wow.

**Kris:** Right? With things like morning meditations and the tapping that I do and the mantras that I do and all of the like, so that's really been the biggest change for me. You know, Hal, so many people are talking about meditation now and all of the benefits, and if you look at the highly successful people in the world right now, one thing that they have in common, the common thread, is that they're all meditating, but that's really sort of counterintuitive. It's the do-nothing kind of approach.

From a guy that was doing lots, lifting lots of weights and doing lots of cardio and all of that stuff, it was very counterintuitive for me to make that pivotal change, but since I have done that, not only am I clean and sober. My business is flourishing. My weight loss and wellness coaching business has taken off. I just finished a book, which was a decade-long dream for me, and I really attribute that all to me training my mind and getting in touch with myself on a very deep, deep spiritual level.

**Hal:** Wow. That's something that, to your point, I think that most people, but especially in the fitness world, you're not being rewarded for your mind. Right?

**Kris:** No, not at all.

**Hal:** Yeah. I could see others, not really the motivation or the drive to read books on spirituality or to meditate when you're like, "Dude, I just got to get fit. I got to get cut. I got to get big." Right?

**Kris:** Yeah, exactly. If you've ever been backstage at a body-building show, there's nobody meditating, Hal. I'm telling you now.

**Hal:** Until Kris Simpson, new ...

**Kris:** You know what, Hal? I'd never even go back there. It was great to sort of explore my body and push my body to the absolute limit with the sport of body-building, but, again, since the shift, the mind and spirituality that the universe is, is expansive. It just blows my mind, and I'm at it every day. I'm practicing every day. Of course, I'm still moving my body. I'm still out in nature. I think those are sort of the 3 components of a perfect day, spending time in nature, meditating, and then doing some sort of movement, even if it's walking, for example. I talk a lot about that in the All Inclusive Diet, my new book. Yeah, those 3 are the criticals. If you can get those 3 accomplished every day, then you're going to be centered, grounded, focused, and ready to take on just about anything or, like I said, deal with life on life's terms, even when they're not the terms that you wish or desire.

**Hal:** Yeah. I'm looking at your website right now. I clicked on Programs and just this before-and-after picture, you in your Calvin Klein boxers, looking unfit and unhappy.

**Kris:** Yeah, exactly.

**Hal:** Now, you're not the same person. You're shredded. In fact, you and I shared a moment in a restroom, I think. Remember at our Change Role Academy?

**Kris:** We did, yes. Yeah.

**Hal:** I think that was the first time we really connected, in the men's restroom, in Los Angeles at the hotel. Yeah, it's funny.

**Kris:** Deep, down and personal in the men's change room. That's [crosstalk 00:14:44].

**Hal:** That's right. They say it happens on the golf course. No, it happened ... Maybe business happens on the golf course, but men connecting at a deep level happens at the urinal. I don't care what anybody says.

**Kris:** Exactly.

**Hal:** Dude, so S.M.A.R.T. goals is the old formula. It's been taught forever. It's something that's tried and true. It's something that we can all follow specific measurable, attainable ... I don't even remember all of the acronym. Let's talk about what you teach, though, the S.M.A.R.T. shift, because I like your approach to goal-setting and I think that our listeners can learn a lot from it, so let's go through the acronym S.M.A.R.T. with your S.M.A.R.T. shift.

**Kris:** Okay, first of all, Hal, when I'm bringing somebody through a weight-loss program, let's just say that they have a goal of losing 100 pounds, for example, that's one mammoth of a goal. It truly is. That's going to require a lot of shifts in order to get to that ultimate goal. I find that when it's intrinsic-type goals versus extrinsic, we have a real bad cycle going on in the sense that we seem to always overestimate. We overestimate, for example, how much weight we can lose in such a timeframe, and what it's going to take to lose that weight. Then when we don't accomplish it, we basically take the bat and beat ourselves. We beat ourselves down, and I see that over and over and over again.

What I did was I said, "Listen, let's keep it small, simple, stupid." That's what the "S" stands for in S.M.A.R.T. Let's not even look at the big picture yet. Let's just look at what you think it'll take to sort of make that first small, simple shift, and let's do it for 7 days and let's treat it like an exploration or an experience. Okay, so you're not even going to commit to it on the 8th day and forward. It's just 7 days. Let's see how it goes. Let's really keep this simple. That's what the "S" stands for.

The "M," just like the other S.M.A.R.T. acronym is measurable. For example, let's just say that you want to eat more vegetables. The measurement would be let's just say you want to eat 5 cups of vegetables per day. Right?

**Hal:** Yeah.

**Kris:** The "A" is accessible. Back to the vegetables, accessibility would mean that you have it in your fridge.

**Hal:** [Brass 00:17:06].

**Kris:** Exactly, because I find a lot of people, that allows them to stay stuck when they don't have the tools that they need to get started. "Hey, I don't have any vegetables, so, therefore, I'll start tomorrow," or, "I'll start next week," and next week never comes.

**Hal:** Yeah.

**Kris:** Having everything you need right here, right now, let's go. After the "A" would be the "R." This is a really important but forgotten part of this acronym, rewardable. It's so funny, Hal, I always have a smirk and it's sort of a chuckle, an inside

chuckle, when I ask people, "Okay, so if you accomplish this 7-day S.M.A.R.T. shift, if you eat 5 cups of vegetables for 7 days, how will you reward yourself? What will you do that is nurturing for yourself? That could be taking a hot bath. It could be buying a pair of Lululemon pants, whatever, tangible, intangible, small, big, it doesn't really matter, but what are you going to do to nurture yourself?" Then I just get this blank stare. They do not know how to reward themselves, and they're not the only ones. I actually have a hard time with it as well. It's sort of a very strange human phenomenon, that we don't know how to nurture ourselves. Right?

**Hal:** Yeah.

**Kris:** It's so important, because we need sometimes to be forced to nurture ourselves. We need to sort of be forced into that hot tub and take 30 minutes to ourselves. We need to be forced to read The Miracle Morning, for example, as a reward, for example. That's the "R." The "T," and this makes it or breaks it, team up. That's what the "T" stands for, co-accountability. We've all heard about that. It works. You know that, Hal.

**Hal:** Yeah.

**Kris:** If you and I, we teamed up to do the S.M.A.R.T. shift. They could be totally different shifts, but the fact that we would be communicating every day, "Hey, how did you do today? What's up? What's going on?" That kind of accountability keeps us true. I've teamed up with people, Hal, and I'm waiting for them

to reach out to me, to let me know that they've made their shift for that day. It's not even a competitive thing. It's like I'm counting on them to complete their shift for that day because I know that I'll complete mine, and the next day, and the next day. If they drop out, Hal, I'm afraid that I'm going to drop out. It's such a really cool approach to shifting, to getting things done, to getting closer to your goals by teaming up.

**Hal:** Yeah, I love this acronym. I want to dive into each of these and kind of go back and forth with you a little bit and maybe contribute some ideas to these concepts.

**Kris:** Do.

**Hal:** Yeah. We'll just go right in order. The first one, I love small, simple, stupid. You and I, before we started recording, were talking about stretch goals, that that's often what we're taught is set these goals that challenge you, that scare you, that stretch you. I think there's certainly pros and cons to that. There's value in that, but I think that no matter what, no matter how big the goal is that you set that's going to stretch you, challenge you, scare you, etc., your approach, Kris, is crucial, which is the small, simple, stupid. I liked what you said, which is don't even worry about the big picture. Just focus on the next 7 days, focus on, set these many goals and then you can have these small wins that aren't overwhelming. It's not overwhelming in terms of the scope of the goal. It's not overwhelming in terms of how far off it is. Right?

**Kris:** Yes.

**Hal:** In fact, it creates urgency that it's short, that it's soon. Right?

**Kris:** Yes, that's right. That's right. Like I said, Hal, sometimes when it's extrinsic goals, maybe you're looking for a promotion or you want to land a deal, have work or with a client, that kind of thing, I find it's a different type of goal in regards to when it's a goal for self and it's a goal for health, for wellbeing. We just treat it differently and sort of stretching it. It never seems to work for us. I think that's one of the problems that people have with losing weight is they approach it that way. They approach it the same way they would approach a promotion at work, for example.

**Hal:** Yeah. We got small, simple, stupid. If you're listening to this right now, I want you to think about what's a goal either that you're working towards right now, maybe you're not making progress as fast as you want, or what's a goal that you have put on the shelf or a goal that you started and then you stopped. I want you to think about that right now. What is a goal for you that you can bring back to the forefront of your life, of your mind, of your focus, and that you can approach it with the first "S" in the S.M.A.R.T. shift that Kris teaches, the small, simple, stupid? What's something really simple, really easy that you can do?

I'll give you an example for me. I used to play basketball every day at lunch, and that was my ... because I love it. I got

sunshine, Vitamin D, and 20-30 minutes of cardio on my lunch break. Then I just moved to Austin, Texas, a few months ago and I can't find a basketball court near my house, so I haven't been doing that mid-day exercise. I finally, I think 3 days ago ... I have a pool now at the house, and I thought, "Why am I not swimming every day at lunch?" I don't have to drive anywhere. I just walk out. I get some sunshine and swim some laps, and so I thought, "I'm just going to start with 10 laps, super simple." The first 2 days, I did 10 laps. Today was the third day. I did 12 laps. The point is, I was like, "I'm just going to start small." The funny part is, is this is a goal toward eventually playing basketball 3 days.

**Kris:** Amazing.

**Hal:** Totally unrelated, but I'm like, if I'm committed to do something ...

**Kris:** Yes.

**Hal:** So often, don't we do that ...

**Kris:** Yes, yes.

**Hal:** ... where we wait until it's perfect, exactly as we would want it to be before we do anything?

**Kris:** Yeah, yeah. You know what happens, Hal, is I'll have a client that says, "Okay, well, I'm going to eat these vegetables, but I need to work out, but I need to get my evening ritual started. I need to get my morning ritual." All these things that they think they need to do right now. I say, "Those things will actually be focused on even though you're simplifying your focus on just eating vegetables, because it creates momentum. It creates confidence."

**Hal:** Yeah.

**Kris:** That moves you forward, and you actually focus on all those other things ever so much more, even though you're single-focused. It's completely counterintuitive. I want to mention, actually ... You just shared your S.M.A.R.T. shift.

**Hal:** Yeah.

**Kris:** I'm going to share mine this week.

**Hal:** Please.

**Kris:** It's a shift back, actually, Hal. I was getting on my e-mails. I was getting on social media. I was getting distracted each and

every morning, and I know my day is probably going to be at least, if I could put a number to it, at least 50% better. It's going to be 50% more productive. I'm going to have 50% more energy, etc., etc. if I get my morning ritual done. I've been sort of shifting away from that. I've been distracted with deadlines, etc., etc., so what I've been doing is the shift back this week.

For the 7 days, I'm actually doing my morning ritual first thing out of bed. I grab my water with lemon. I grab my coffee. When that's done, I'm in a deep meditative state for 20 minutes, which is the first part of my morning ritual, along with gratitude and some other things that follow. I'm getting that done, first things first. I've got 2 people that I've teamed up with, 2 accountability partners, which actually are clients in my program. It's just an example of sort of a shift back. Like you said, you want to play basketball, and that's something that you used to do, something that you love.

**Hal:** Yes.

**Kris:** That's some of the shift back, too, but what you've done is you've got sort of this intermediate shift, which is activity. It's swimming.

**Hal:** Little bit, yeah.

**Kris:** Yeah. It's something that you know how to do. It's small, simple, stupid. You got the pool there, perfect, 10 laps I think it was.

**Hal:** Yeah.

**Kris:** Awesome. Yeah, it's sort of a shift back as well, because let's face it, Hal, when we get it all together, that's great, but it ain't going to stay together. You know that. Our morning rituals aren't going to stay together, especially someone like you. You do a lot of traveling, for example.

**Hal:** Yeah.

**Kris:** It must be challenging. Shifting back sometimes is just as advantageous as shifting forward.

**Hal:** Sure.

**Kris:** Yeah.

**Hal:** That's a great point, asking yourself. I think that's a great place to start is, at the high points of my life, what was I doing?

When I was the happiest, most fulfilled, felt the most successful, what was I doing?

**Kris:** Yes.

**Hal:** How was I living, because so often, we're on point. Life, just it's the seasons of life. You're on point for a bit and then you're off point. Then you're on point, and then you're ...

**Kris:** Yes.

**Hal:** You're drowning. Right?

**Kris:** Yes.

**Hal:** Then you're average and whatever. Yeah, man, I love it. There's that strategy around, like I've heard before, if you're not working out at all, instead of trying to get yourself to go, "Oh, I've got to lose all this weight," or, "I've got to do," like you said, "100 pounds," or whatever, just go, "I'm going to do one pushup today, and I'm going to increase it by one pushup every day."

**Kris:** Good.

**Hal:** That's it, right? Then in that moment ... In fact, everybody, if you want to lose weight, right now pause and drop down and do a pushup or a crunch or a whatever, a step-up, something. Just one.

**Kris:** Yeah. It's just amazing, Hal, what happens when you start doing that one pushup. Your whole mind shift changes. There was an old saying. It says, "Move your body, your mind will follow."

**Hal:** Yeah.

**Kris:** Yeah, and that's sort of that psychological, physiological type of effect. When we start moving like that, then our mind starts moving as well. That person that's doing that one push-up, all of a sudden, the late-night snacking is going to be curbed. They're going to get to bed on time. They're going to get up on time. It's just amazing the momentum that happens when you just start shifting.

**Hal:** Yeah. It reminds me the difference between very successful people and people that are unsuccessful or unfulfilled or whatever. It's really small. It's just simply that the things that make you successful, they're not that hard to do. They're pretty easy to do. It's just that it's easier not to do them, and human nature is always to do whatever is the easiest possible thing. That's just human nature. I think we've got to defy human nature a little bit, but start small, simple, and stupid.

**Kris:** Yeah.

**Hal:** I love it. The "M" is for measurable, and you borrowed that one from S.M.A.R.T. goals, but it is so important because I think that so many people, they want to get better or do more or have more money, lose some weight. If it's not specific our brain doesn't know how to attack it. Right?

**Kris:** Yeah. Exactly.

**Hal:** It has to ...

**Kris:** Exactly.

**Hal:** ... generate. I love that.

**Kris:** Yeah. Hal, I was just going to mention ...

**Hal:** Yeah, please.

**Kris:** That is sort of that stereotypical mindset that allows you to stay comfortably stuck, because you haven't sort of put any measurement to it. It's very vague, it's very gray, so it's like putting one foot in the water. That's all you've done. You can't really win or fail or measure that success when there's nothing to measure. Again, when I hear that, I remind my clients, "Hey, listen. That's basically your ego stepping in to try to protect you by keeping things vague and uncertain, but that's exactly why you are in the place you are right now, and that's why you told me you are stuck."

**Hal:** Yeah.

**Kris:** Yeah, let's make some definitions here so that there is no way out. It's sort of like burn the ships. We have landed and we're not going home. This is it. You told me about it, and you told somebody else. You've teamed up. Now, there's double the amount of accountability, and that's scary, Hal. It is. Don't get me wrong. It's scary. I still get scared when I get shifts, because I know I've got to do it or I'm going to look stupid. Whereas if there's nobody looking, Hal, there's no one over my shoulder, nobody saw, nobody noticed, I can go on my merry way and stay stuck.

**Hal:** Yeah. It's easy to let ourselves down or let ourselves off the hook, but, yeah, like you said, if anybody else ... We've given our word to somebody. We don't want to let others down that we care about or that we value their opinion or whatever it is. In terms of measurable, I just wanted to insert this. I think that arguably, the most important first step in creating a measurable,

the whole S.M.A.R.T. shift, is that the first thing that needs to be measurable is the start date. I think that is number 1, measurable start date, because otherwise, it's like, "Oh, I need to do this, I should do this," but, no, no, no, no. When is the date and time that you're going to start? I think that's the first measure of making this S.M.A.R.T. shift. What are your thoughts on that?

**Kris:** Yeah, 100%. It's a little bit easier, Hal, when we're only looking at 7 days, and that's where that accessibility, which I'm sure you're going to get to, but the "A" in S.M.A.R.T., where again it's another opportunity for people to say, "Well, hey, listen. I don't got my gym shorts. I don't got my gym shoes. I can't start the gym tomorrow" kind of thing. Having those definitions set up, the measurements, is really what it's going to take to make that shift, and it's probably what was missing before.

**Hal:** Yeah. I agree, and as far as accessible, let's just kind of dive into that for a minute. I think that is such a great point, and it's setting yourself up for success. You said keep your vegetables in the fridge, and I think the opposite is true. Don't buy shit that you shouldn't eat. Keep the good foods accessible. Keep the running shoes accessible. I do this all the time. I just try to set myself up for success in the simplest ways, like setting stuff out where I have to walk over it.

**Kris:** Yeah, it's true.

**Hal:** Right?

**Kris:** Yeah.

**Hal:** That way, I don't forget. Then not putting food in the fridge that I'm like, "Well, if it's not at home, I can't eat it, and if this is at home and I get hungry, I have to eat it." I'll keep the good stuff in the fridge accessible. I love that part of the acronym. I think it's so important.

**Kris:** It's amazing.

**Hal:** Rewardable, I think this is also so important. I read a book called Follow-Through a few years ago. One of the principles it talked about is that we will ... If there is a short-term reward, like a reward that's right around the corner, the sooner we're getting the reward, the better. The further off it is, the more likely we are to procrastinate or to discount it and say, "Ah, I don't even ..." We don't feel as rewarded when we're thinking about it because it's like, "Ah, that's a year off or whatever."

What I actually started doing is ... I don't know if there's a fitness application for this. I guess there is. I call it half-hours of power. You can call them hour of power, whatever. It's similar to the name that Tony Robbins gives his thing, but it's not a ritual like that. It's simply whatever you need to do. I developed this when I was in sales. What I would do, and this was really a game-changer for me, is I would reward myself for hitting my call goal every 30 minutes with simply a break from making

calls between the time I got my calls done and the end of that 30-minute period. Half hour of power. I hit my timer on my watch or on my phone, and I would make 10 calls every 30 minutes. Instead of dilly-dallying and procrastinating, my goal was to make those 10 calls as fast as I could because then I earned a break for the next ...

After I got them done in 18 minutes, I got a 12-minute break till I was back on the clock. In 12 minutes, play a game on my phone or surf the Net or whatever, and it cost me nothing. I didn't have to go buy myself something. That's an example of how you can literally take rewards down to the micro and reward yourself just for taking quick, urgent, immediate action and rewarding yourself with an immediate ... It could just be a break or it could be whatever, something that you enjoy doing. Delay that gratification until you take the action that you need to take. I don't know if you have anything to add to that.

**Kris:** Yeah. I love that. That is just so cool. It sort of reminds me of the Pomodoro Technique.

**Hal:** Yeah.

**Kris:** Yeah. We have a friend, a mutual friend, Hal and I, UJ Ramdas, productivity planner, something that I use every day. It essentially asks you to do the same, 25 minutes on the clock. When the Tomato Timer time is up, you're down having a tea. You're taking that small break. I like it, too, Hal, because it also could incorporate some movement, going downstairs if you

work at home, or in the office going to the water cooler, having something to drink. It gets people moving sort of every 30 minutes as well, and it is a reward. It's a reward, Hal, because it's nurturing.

You know what I find as far as the reward part of goal shifting is that, again, people don't really want to honor themselves. They don't want to acknowledge themselves. In fact, most of them say, "Well, Hal, the actual reward is that I actually got it done. I made those sales calls. I scored the deal," or whatever. That's not really what it's all about. I really think that they should be separated, the goal from the reward. What that does is basically it highlights the reward. I have some shorts and some shirts that I had bought on different shift rewards over the past few years, and they're symbolic to me, Hal. I remember, oh, back when, back when I got on my mountain bike for 7 days, for example. I ended up buying a shirt afterwards. It's a 10-buck shirt.

**Hal:** It's a trophy. It's your trophy.

**Kris:** It's a trophy. It really is. We need that because it's honoring yourself and it's nurturing yourself. It's not just good enough just to hit the goal and have that feeling. I think we need something outside of that goal to, like you said, be a trophy, have some symbolic-ness about it, to be recognized of an achievement.

**Hal:** Yeah. No, I agree. It's something that I learned when I started selling in sales, selling Cutco. All the company records that I broke were because I was trying to get the rewards that you got at each level. If I broke the all-time record, I got to go skydiving. I got to go on a limo trip. I wasn't calculating how much money I was going to make. I was like, "I need to get to this level because ..." Every time I got to an incremental level, I'm like, "Ooh, I won this. Ooh, I won this knife. Ooh, I won this."

**Kris:** Yes.

**Hal:** I really learned that at that early age of my life, and I think it's so important for all of us. If you don't have built-in reward systems for the things that you're doing, which most of us don't, then you've got to create those for yourself.

**Kris:** Yeah, well, Hal, let me ask you a question. You probably run into this a lot with people that you've met and you've coached. In the sense that there's a lot of guilt and shame sometimes for taking rewards, for taking time off of work, for sort of going and buying something that perhaps isn't really necessary, because what are people going to think? What is my husband going to think that I spent \$50.00 on a new pair of shoes, for example, or what is the boss going to think that I left work early on Friday as part of my reward? There's a lot of guilt and shame when we nurture ourselves. I think that's just another reason to sort of get out of that, where you feel comfortable, where you think you're pleasing everybody else and start pleasing yourself.

**Hal:** Yeah. Yeah, I think you're right, and I think that we all do it. There's Secrets of the Millionaire Mind by T. Harv Eker. I read that 10 years ago. He talked about having a play account where at least 5% of your income went into that account, and it was only allowed to be spent on stuff that you didn't need.

**Kris:** Wow. I love it.

**Hal:** Frivolous stuff. He was like, you deserve to just ... You work hard for your money. Why not enjoy it? Even if you're like, "Well, I'm not where I need to be financially," and you're delaying, that some day you're going to actually enjoy the money when you make more. He was like, "No. You can live off 95% of your income just as well as you can live off 100%." Yeah, I actually call it my guilt ... To this day, it's been 10 years, I still have a guilt-free play account.

**Kris:** I love it.

**Hal:** That percentage of every dollar goes in there, and then when I want to buy something, I'm like ... That also creates discipline, because if I want to buy something that I don't need, that's just fun or clothes or whatever, but I check that account, I'm like, "Oh, it's at zero," because I already spent it. That actually, there's the discipline, so I'm like, "I got to wait till I get my percentage back in there that gets it up. Then I can buy the thing that I don't need." It kind of works both ways.

**Kris:** That's amazing.

**Hal:** Then last but not least, I know we talked about this quite a bit, but it's teaming up. I think you're so right, getting support, accountability, is so crucial, and commit to that. Find somebody else who you will add value for them by supporting them and holding them accountable and it'll be mutually beneficial, whether that's a friend, a family member, a colleague, a coach, etc., etc. I think that without the accountability, it's just so easy to take everything that we learn and then just scrap it all and justify mediocrity for ourselves. We all do that.

**Kris:** Yeah. As I was saying there with that one S.M.A.R.T. shift that I had done with my friend, it was actually 7 days of videos, so just Facebook videos. You and I being entrepreneurs, we're on Facebook quite a bit and we're promoting what we do and spreading awareness and all that great stuff that we do, and videos, for a lot of people, including myself, Hal, there's still a lot of fear and anxiety about shooting these videos, staring into your phone and having this conversation with it.

Yeah, I still have a lot of reservation and a lot of resistance. It just happened that a person that I work with, a psychosomatic practitioner, was also having that same resistance. We know we're supposed to be doing more videos. It would be great for our followers to be able to listen in and share our wisdom and our knowledge, but we just weren't doing it because of that fear. The universe is sort of nudging us to do it, and that's what we did. We teamed up and, like I said, I think it was 11:30 on day one. It was a Monday of the 7-day S.M.A.R.T. shift, and she

hasn't posted her video yet. I wasn't laying in bed and thinking, "Ah, I won because I did my shift this afternoon." I was like, "Damn, I really hope she does it, because I don't know what's going to happen for the rest of the week with my videos if she's not producing her videos."

**Hal:** Huh, yeah. That makes sense. That's teaming up in action. I love it, man. You've added a ton of value today. Your new book, the All Inclusive Diet, where is the best place for people to get that?

**Kris:** Yeah. Right now, it's digital only, Amazon.com, All Inclusive Diet. You can also get more information about the book at my website. It's Kris, that's K-R-I-S, KrisJSimpson.com. What I'd like to do, Hal, is actually offer all of your listeners a free copy, a downloadable copy of All Inclusive Diet. Just e-mail me. It's Kris, again, K-R-I-S, Kris@KrisJSimpson.com. Shoot me an e-mail. I'll shoot you back a Dropbox link. You can download the book for free.

**Hal:** Awesome, brother. Thank you, sir.

**Kris:** Love to share with your listeners. Yeah, 110%.

**Hal:** That is rad. That's Kris@KrisJSimpson.com, S-I-M-P-S-O-N. By the way, ladies, if you want some eye candy, go look at Kris' pictures on his website. Fellows, if you want to be inspired

by what's possible, go look at Kris' pictures on his website. Yeah, brother, thank you so much for being on. I loved this episode. I really enjoyed it.

**Kris:** Thanks, Hal. So much energy and, yeah, I love you, brother. This is just amazing.

**Hal:** Yeah, man. Achieve Your Goals podcast listeners, thank you for tuning in. I hope you got even a fraction of the value that I got from Kris and hopefully just as much. That S.M.A.R.T. shift, really apply it. Set those small, simple, stupid goals, just something for the next 7 days. What are you going to do tomorrow? Do one of something for one minute and then add a minute each day. Just keep it really simple. Make sure it's measurable, most importantly, the start date. That's it. I would say what's better than today to create your first measurable start date.

Make sure that it is accessible. Whatever you need to follow through with the actions to achieve those goals, make sure they're accessible, make sure they're easy, they're in front of you, they're nearby, you're not going to forget them. You've got an alarm on your phone. You got to step over it, whatever it is. They're rewardable. Set some short-term rewards that you get excited about because you're going to get them quick for just taking a little bit of action. Then, last but not least, team up. Find somebody that you can share this podcast episode with, that you can team up with and get the support, the encouragement, and most importantly, the accountability to ensure that you follow through.

Goal achievers, I love you. I appreciate you. Thank you for tuning in, and I will talk to everybody. Talk to you next week.

**Nick:** Thank you so much for tuning into this episode of the podcast. We want to know what were your big takeaways from this episode. Simply head on over to HalElrod.com/137 for episode number 137, and leave a comment there on the Show Notes page, letting us know what your 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. Go there and subscribe [inaudible 00:43:07]. Then, if you would, please leave a rating and a review. These ratings and reviews are the best way for more of you to find out about the podcast and decide this is the one [inaudible 00:43:16]. All right, until next week, it's time for you to go 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, write up 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.