



SPI 243

How to Create Your Life Vision Plan with Michael Hyatt

December 7, 2016

- Pat: This is The Smart Passive Income Podcast with Pat Flynn, session number 2-4-3, 243, let's do this.
- Announcer: Welcome to the The Smart Passive Income Podcast where it's all about working hard now, so you can sit back and reap the benefits later. Now your host, he wears t-shirts from startups almost every single day, Pat Flynn.
- Pat: Hey, hey, what's up, everybody. Thank you so much for joining me today in this session of the Smart Passive Income Podcast, so happy you're here with me and my special guest, Michael Hyatt from MichaelHyatt.com. He's been somebody who has been a major inspiration for me over the last couple of years. Back in episode 163 I chatted with him about building a team and leadership because that was right around the time back in mid-2015 where I was really getting focused on building a team. It was because of him actually. He was the reason why I knew building a team would be incredibly beneficial for myself and for Smart Passive Income and since then I've been building my team and building bigger and better things to serve you, the SPI audience.
- It's been awesome, a lot of great things happened this year from the redesign of the website to Will It Fly came out, it became a Wall Street Journal bestseller to the brand new re-launch of the smart podcast player and its brand new look and so many other things that have happened. A lot of that happened not just because of my team, but because of the goals that we set and how we achieved them which is what I wanted to talk about with you in this episode today with my goal and that is goal-setting.
- He actually has a course, it's a pretty famous course that has come out the last three years in a row around this time of year. It's called 5 Days To Your Best Year Ever. It's a course that I'm actually taking myself this year because I need to get even more help with my goal-setting, getting super focused, getting that accountability and all the right things into place to make sure that I follow through on these big, big items that I have coming up in 2017. I want you to do the same thing. Whether you take this course or not we'll share a

link for you at the end on how to get it.

Just this episode is going to be so much gold information for you from how to set the right goals to how to follow through and achieve them to how to even understand whether or not you should change your goals. That's actually one of the biggest questions I get. I get, Pat, how do I know when to keep going with something or stop and move somewhere else? It's one of the best frameworks I've ever heard on how to approach that question delivered by Michael in this episode.

We're going to get right into it, so this is Michael Hyatt from MichaelHyatt.com and founder of the 5 Days To Your Best Year Ever course which is a fun fact, it's actually one of the shortest courses I've ever taken in terms of the length of videos and the content. It really taught me for those of you who create online courses out there, it really taught me the fact that you don't need to create more videos and more content in order to make the best course. Sometimes it's just the quality of the course that really is what matters. That's something I picked up from Michael even just through his example in that course, 5 Days To Your Best Year Ever.

Anyway, we're going to get into that in a little bit, but for now let me introduce you or reintroduce you to Michael Hyatt from MichaelHyatt.com. Hey, everybody, I'm so happy to welcome Michael Hyatt back to the SPI Podcast, back again to just share with us a number of things that are going to help us move forward into the new year. Michael, thank you so much for being here. We always, always love you on the show.

Michael: Oh, thanks, Pat, always a joy to be with you.

Pat: You've inspired me quite a bit. I know a lot of people know I give a lot of credit to you for how I've been able to build my team, so I wanted to thank you publicly again for that. It was truly life-changing. I also know that from watching on the outside you've been doing a lot in your own brand to make some changes as well. I've seen MichaelHyatt.com undergo massive changes. I know that

you've come out with even more courses and platform universities just exploding. I'd love to just have you share with the audience what you've been up to lately and where did this sudden rush of amazing products and stuff under the image brand come from?

Michael: I've really been transitioning from being a solopreneur, then with a small team, and now today we've got 23 full-time employees.

Pat: Wow.

Michael: As well as a lot of key contractors that work with us and the company has doubled every year since I started in 2011. That's been amazing to watch because what it's allowed me to do is to get more and more narrowly focused on the handful of things that I do well. I don't have to dabble at all the things that I don't do so well. As a result of that I've been able to just really focus on creating content and delivering that content.

This past summer I created a new productivity course which we launched. It was a seven-figure launch for a product called Free to Focus and it was really my conviction that productivity is not so much about getting more done, but getting the right things done. Particularly the ability as entrepreneurs to create a life where we can have more freedom, the freedom to really focus on the work that matters, the freedom to really be present with the people we love most and the freedom to be spontaneous, so that we have enough margin in our lives that ... For me when my kids or my grandkids drop by I can stop what I'm doing because I've got that margin. It's fun to share that with people and just see the transformation.

I know this is true for you, but my favorite thing is getting those emails or those video testimonials from people who just had a radical transformation as a result of content that we've been able to produce. It's been really fun for me to be able to produce content in the context of the team, so that I don't have to do everything like I used to have to do it. I've got people that can handle the research and create slides for webinars and all that stuff.

Pat: Now when you were starting out as an entrepreneur, even recently, do you feel with Free to Focus were addressing your earlier self? Is that something you struggle with with trying to prioritize and figure out what to do and you felt sometimes maybe that you were working on things that weren't matterful, or is this something you've always been an expert at?

Michael: It's something I've definitely always had an interest in because on the Strengths Finders I'm an achiever. What that means is that I love checking off boxes, I like accomplishing new bigger goals, but the problem is is that unbridled that could just basically take over your life. What I didn't do so well early in my career is have work-life balance. I really sacrificed my health and my family, thankfully not to a level where it was tragic. Certainly where it was a level where there was an impact because I was pursuing my career just getting productive, so I could do more and more and do it faster and faster and never stopping to ask the bigger question of what kind of life do I want. Where is this all going? I'm in this for the long game and I want to leave a legacy. That takes some intention and some planning.

Pat: Right, and that goes very much in alignment with the recent book that you had co-authored called Living Forward which is great.

Michael: Thank you.

Pat: I have a number of copies that I've given out for free to my audience and they just are loving it. Everything that you do and you touch seems to really have a massive impact on people's lives. I'd love for you to speak a little bit on how do you know what items to tackle that are going to have the biggest effect on your audience. I think a lot of people who are listening to this have a number of ideas, a number of different products that they could create or things that they could do to help their audience. For whatever reason you just always seem to pick that perfect one that starts that domino effect like Jay Papasan and Gary Keller talk about in The ONE Thing. How do you decide what to do?

Michael: Yeah, that's one of the great things about having a blog or a podcast

because you get to test content. I always look at my blog and my podcast as a lab where I try things without a lot of investment. I try to be thoughtful in my podcasts and I try to be thoughtful in my blog posts, but there's a lot of difference between creating a podcast or a blog and creating a course which as you know because you've created them it's an all-consuming thing where you're making a huge investment of time and money and effort.

I'm looking at the blog posts that really resonate. I watch the email that comes in. We get hundreds of messages a day where people are writing in and they ask a certain number of questions. Just what people are saying and what they're looking to me for, so I think if ... My friend Dan Miller says that if you get the same question about two or three times you need to consider creating a product about it. I do it a little more than two or three times, but if we're getting that question over and over again like productivity I realize – and those posts are always some of my hottest posts, I knew that that was a big area.

Then we went from there to a survey and so we do a survey every year on my blog. One of the things that we ask about was we gave him several topics and said if I could create a course for you that would meet a pressing need that you have what would it be? We gave him several examples. For the last year productivity's always been at the top.

Pat: I love that, so you're literally taking the guesswork out of it and you're having your own audience tell you exactly what they need anyway.

Michael: Yeah, totally, and one of the things I did with the course, I forgot about this, but this will be important for your audience is that I created a Facebook group around productivity. I thought this will be the beta group and I'll test the content. We did everything. We tested the outline, we tested the basic conceptual models that we used inside the course, we tested the title, we tested the design, the art, and all that. We had over 12,000 people in that group.

Pat: Wow, and they knew that a course was coming.

- Michael: They did. I said I'm going to create this course and I want you guys to be my test group. If you're willing to do that I'll give you a special deal on a beta addition to the course, so did that over the summer. I sold the course for half price and we limited the involvement to 300 people and what we wanted was their feedback. Then we created another Facebook group where those people were able to give us very specific feedback and then we recreated the course in August and then re-launched it in September.
- Pat: That's when it went big time.
- Michael: That's right.
- Pat: Great. Did you have any issues with using Facebook to command and allow the discussions to happen the way you wanted them to or was that good enough for what you needed at the time?
- Michael: I think it was good enough. The thing I love about Facebook is it happens in the context of what people are already doing. You're not asking them to go to another site where they have to learn the protocol, they know Facebook. I would say the bad part about it was I really intended that beta group, that first group, to be about 1,000 people. I didn't know the difference between a private Facebook group and a secret Facebook group. Anybody that was searching for productivity that group would come up and we had all kinds of people joining it. I think I would limit it a little bit more because we got people that really weren't part of the demographic that were in there, that weren't willing to pay what I eventually charged for the course.
- Pat: I believe and correct me if I'm wrong, private means people know that that group exists, but they can't get access to it unless somebody were to get invited or get accepted into it versus ...
- Michael: That's right.
- Pat: ... a secret one which even if people search for it it's hidden, right?

Michael: Yeah, that's the difference.

Pat: Okay.

Michael: With the secret one they can't search for it and find it.

Pat: Okay, great, and for something like a beta group 4 or founding members for an upcoming course I feel like and I'm guessing this is what you mean, the secret group would be the way to go.

Michael: It would be the way to go because one of the things that we did when I posted about that in my blog is I had them go do a survey, a monkey survey. One of the things that we tested for is we said look ... Or one of the questions we asked was would you be willing, if you were convinced that this program could save you 10 to 20 hours a week, would you be willing to pay \$500 or more? The people that said no then they weren't in the market. People that said yes were in the market, but once it got into Facebook search then anybody could do it.

Pat: I remember seeing a headline that you had posted on Facebook a while back and I think a tweet or two from it. It was really intriguing because the headline was something to the likes of five productivity tips which we're automatically drawn to the productivity tips in the first place, but then here's the kicker, five productivity tips that are actually making you less effective or making you work slowly or slower. That was really interesting to me. Could you share one or two of those things with us? I think that'd be completely helpful before we get into the meat of goal-setting.

Michael: Yeah, you bet. Yeah, it was actually a webinar I did where I did about 10 of those and one of them is sometimes we're encouraged to sleep less. That we could actually use that time, get up earlier, use that time to write a book or accomplish something that we really wanted to accomplish. In fact, when I was the CEO of Thomas Nelson Publishers we published a book. I'm not proud of this, but we published a book where the woman advocated that you could train yourself to sleep on just four hours a night. All the research

says that's the exact opposite of what you need to do. When you're tired you're less focused and you're, therefore, less productive.

If you think about it, when you're reading late at night and you find yourself having to read that same paragraph over and over again because you just don't have the focus and you're tired. Sometimes just a goodnight's sleep will make you more productive and focused. Another thing, too, that ... Another tip is that sometimes we're told we need to write everything down we need to do for the day.

One of the things that I've really found that's helped me is something I call My Big Three. For every day I have three and only three tasks that I have to do, but they're important. They're things that are really important, they're not the trivial stuff. I do have a startup routine when I get to the office and I have a shutdown routine at the end of the day where I handle things like email. That doesn't really go on my to do list, but what I do have on my to do list are the three things that'll really move the needle. I figure if I can do three things a day and I can do that consistently five days a week over the course of a year and accomplish those things, 750 things or so, that's a good year.

Pat: Yeah, absolutely. Do you figure out what those three things are the day prior or a week ahead of schedule? When does that come into play?

Michael: I usually do it the night before and I'll have things that'll show up that maybe I put a reminder on because they have to be done today like got to file my income taxes or whatever, they have to be done today.

Pat: Right.

Michael: Usually I do it the night before. Then as a part of my morning startup routine I just confirm that something else hasn't come up and those are still the big three for that day.

Pat: I love that, so not a super huge to do list, but actually a shorter

one could work out in your favor. If you're consistent with it ... Like you said those things add up and I also have to agree with you on the sleep thing. It reminds me of what I learned with working out and physical exercise where you feel you're losing hours because you're not working and not doing these things to get ahead in your business, but it actually comes back and helps you out even better after you accomplish those things.

Michael: So true and just back on the list thing. I want to share a tip that I got from Dan Sullivan who's somebody I really admire and he said so many people are setting up a game that they can't win. They've got this long to do list when they start the day, no way they're going to get them all done, so they get to the end of the day and they've got less checked off than they have left. They just feel like a failure. You wake up overwhelmed, you go to bed defeated, and you're setting yourself up for a game that you can't win. On the other hand if you do the three things that you're actually going to do today, the big things, the three things, that's a game you could win and you could put your head on the pillow at night and feel great that you got the important things done.

Pat: I love that. Thank you, Michael, for sharing that.

Michael: Yeah.

Pat: Now we are approaching the new year and it just seems like it was yesterday that I was planning out 2016 and here we are moving into 2017 already. I think goal-setting and accomplishing things that we've always wanted to do is on people's minds. Where do people start with this? I think this is a big thing. A lot of people have a ton of goals and how do you know which ones to pick into the new year? I think a lot of people suffer from goal fatigue, goal overwhelm and even just when they start thinking about what they want to accomplish knowing that there's all this stuff already happening in the year. Where do we even start with any of that?

Michael: Yeah, I think we have to start in the realm of possibility where we think about what could we do this next year. If we really wanted

to make this next year our best year ever what would have to be true by the time we get to 12/31/2017? What would have to be true, what would have to have happened this last year for it to be a great year? I think sometimes we're so defeated before we start. Maybe we didn't accomplish the goals that we really wanted to accomplish. I think we have to remind ourselves that this next year is like a blank canvas. Nothing's been done. It's wide open. We can paint it any color we want.

I think that we sometimes have to get past the limiting beliefs that hold us back. I think confronting those limiting beliefs is a really important exercise and one of the things I do in my course is help people confront what are the limiting beliefs that are making them think that certain things aren't possible. I do believe that as we're thinking about this next year, I think it's important to think about the totality of our life, so that all of our goals just aren't business goals.

Where it really gets excited to me is when I think about what could I really accomplish in my health this next year or in my relationship with my wife. I've been married for 38 years and it's our goal always to take our relationship to the next level in the next year. How can we continue to build on what we've already got to make it even better this next year? Thinking about the totality of your life is really important as well. That starts getting me jazzed and excited about the possibility of what could happen.

Pat: What are some of those common limiting beliefs that you're finding from your students in your course? Are there any common ones that are more universal?

Michael: Yeah, I think some of them are just ... The limitations that happen around their failures. Somebody may think I can't lose weight because I'm just a big-boned person or some story that they're telling themselves about their weight, I'm just destined to be heavy. Or I'm just not somebody that's a morning person. I get that there are circadian rhythms and there's a lot of other things that influence that, but those also could be choices.

I have a whole blog post that I've written on how to become a morning person and there's some things you could do. If you want to do it, you don't have to choose to do it. If you want to do it you can do that. Or maybe it's a limiting belief around money, I'm just not very good with money, I've never been able to accumulate it or I can't seem to make anymore or I'm stuck in my career. Any time you start inhibiting your freedom or pulling yourself back from what could be possible there's a good chance that you're running up against a limiting belief that's just in your head.

I'll tell you a story, I used to have this dog, his name was Nelson and we put an invisible fence in our yard because we didn't have ... We have now a real fence, but at that point we didn't have a real fence and I didn't want him to run out onto the street and get killed because we live in a very busy downtown neighborhood. We did the invisible fence and I was a little bit nervous about it, but we trained him over time and literally when he would approach the fence he would just get a little vibration. First it was a vibration and a sound and then it just becomes a vibration. Totally humane, it doesn't do anything negative, but he would back off as soon as he got that vibration. It got so intense and he was so well-trained that I would have my grandkids stand on the other side of the invisible fence and try to call to him with treats and he still wouldn't come. Now here's the question, where was the fence because we turned off the invisible fence and he still wouldn't come across.

Pat: It was in his head.

Michael: Where was the barrier? It was in his head. That happens to us on a lot of different issues where we have this barrier in our head that's holding us back and that's what we've got to confront if we're going to have a great year and if we're going to a new level in the various areas of our life.

Pat: It's so interesting, every time I approach a new year I set new goals for myself. I happen to accomplish a lot of them which is great and it happens for many different reasons, but the one thing I always look back on at the end of the year and the goals that I've accomplished

is that I'm actually very surprised at myself. Sometimes I will hit those goals, but crush them, go way past what I ever thought was possible. Every time I reach those goals I often say to myself, man, I keep underselling myself or I keep not believing that I could actually do better than this. My question to you is how do you know how far to go with your goals? I know it may be a different approach for more your personal and life goals versus your business goals, but how can we gauge ... I think anybody could say at any level next year I'm going to make \$1 billion where ...

Michael: Right.

Pat: ... that may not be very possible for most people. Where does that line get drawn and how do you draw that line?

Michael: Yeah, that is a great question and it's a common question. I think of it as three different zones. A lot of people want to set a goal in the comfort zone. It's just an incremental improvement in some area and they know they absolutely can slam dunk it. Here's the problem with that. It doesn't create any growth and it doesn't create any excitement. The research that we've gathered shows that you actually have less of a chance of accomplishing those goals that are incremental and located inside the comfort zone, so that's zone one.

Zone two is the discomfort zone. That's where it stretches you where it's a little bit beyond what you think might be possible. You may feel and I think these are the markers in the discomfort zone and this is why they call it the discomfort zone. You may feel some fear, you may feel some uncertainty, you don't know exactly how you're going to accomplish it. You may feel some doubt, you're not sure you got what it takes to actually accomplish it. Those are great markers. When you start feeling that you know you're square in the middle of where you need to be because all the great stuff in life happens in the discomfort zone. Nothing good happens in the comfort zone. That's where we watch television and we veg out, we don't really achieve anything, but the discomfort zone's where it happens.

Now zone three is what you want to also avoid and that's the delusional zone. If I thought that I could make the PGA Senior Tour anybody that's played golf with me would tell you that I'm being delusional. That's not possible. I don't want to go into the delusional zone, I want to maybe go up right to the edge and then click it back a few. I want it to be in the discomfort zone, so that's how I think about it. Am I feeling uncomfortable? Awesome, that's where I want to be.

Pat: I love that. When I think back in my past to some of the goals that I've set sometimes I feel and I'm admitting this now, I set goals that I know I will achieve. I think I'm playing tricks with myself saying I'm just going to write down something that I knew I was going to already do.

Michael: Exactly, we do that with task lists. If you're the kind of person and I confess that I've done this from time to time, as an achiever sometimes I'll do the task and then I'll write it on my list because I want the credit for being able to check it off.

Pat: Right, right, right, right. That's really interesting. Now on the zone three thing, the delusional, I've heard many people preach and say, you know what, you got to shoot as high as you can because even if you don't get that goal you're still going to end up with great results. I'm curious to your thoughts on that because that is definitely in the delusional zone at times. My personal feeling is reach high, of course, but I would also feel bad if I didn't ... For me as being a very competitive person and also an achiever I feel if I weren't able to reach those incredibly high goals I'd still feel bad about it even though I were to have great results.

Michael: Yeah, that's a tricky one and I think one of the things that we have to do is that when we're planning forward and we're looking at the goal in front of us we're going to be measuring the gap, we're going to be looking at where we are versus where we want to be.

Pat: Right.

Michael: This is another insight from Dan Sullivan and he says that once we get to the goal, whatever's happened, we need to not measure the gap which is people that are sometimes perfectionists or achievers they'll measure the gap. They'll say I said I wanted to earn \$1 million, but I only earned \$950,000 and they'll beat themselves up because they came short of the goal.

Pat: Right, right.

Michael: What Dan says and what I think is right is measure the game. Look backwards and say, okay, but where was I last year. Now I'm going to rejoice in what happened in this last year and not beat myself up for what I didn't hit. I'll give you a good case in point. My most recent book is a book called as you referred to Living Forward. My goal, it's my number one goal for 2016 was put Living Forward on The New York Times bestseller list by March 31st, 2016. I've had two books that hit The New York Times bestseller list, so I knew it wasn't impossible. I didn't think I was delusional, but I also know it takes a lot of work and that was a big goal and it's more competitive than ever.

I got my team together, we put together I thought a great launch plan. We worked hard. It hit the USA Today bestseller list, it hit the Wall Street Journal list, but it did not hit The New York Times bestseller list. The question is does that mean that goal-setting just doesn't work. You set a goal, you worked hard, you didn't achieve it, do you just throw up your hands? No, because here's why. We wouldn't have hit the USA Today bestseller list, nor the Wall Street Journal bestseller list if we weren't shooting for The New York Times bestseller list.

That's a notorious thing with The New York Times list, too, as to why they put some books on the list and others they don't because I know based on the book scan numbers we had the numbers. We were the second bestselling book in the nation that week, but for whatever reason we missed it. I'm not going to beat myself up. I'm going to celebrate the fact that I hit those other two bestseller lists and we're going to learn from that experience and I'm going to have the same goal for the next book I publish.

- Pat: I'm sure you had other goals related to the book as well. The book I know has changed several people's lives and have got them started down the right path finally. That obviously is something that the book is doing that. I think most people would agree it's more important than The New York Times bestseller list.
- Michael: Oh, it so is, Pat, and thanks for mentioning that because the truth is the only reason I want to hit The New York Times list or any bestseller list is to get the book more visibility, so that more people are exposed and more people have the possibility of transformation. At the end of the day that's exactly what I'm after is people that take what they learn, apply it, and experience a transformation.
- Pat: Right, so when it comes to things like that where there's a meter of whether or not your book is going as far as it should or things like that. You should also remember the why behind why you're doing it in the first place.
- Michael: Totally.
- Pat: I think that should always take the primary concern. Now I'd love for you to share a recent ... Besides the book is there ... I know you've done a lot over the past year like I mentioned earlier, so I'm sure there's one example you could pull out. Could you share a recent example of a goal that you set, how far in advance you set it and what you did to work toward that.
- Michael: Yeah, I'm torn here because there's a couple of them, but let me give you one that was my third goal for 2016 which was to create and launch my new productivity course by September the 1st, 2016. That was the Free to Focus course. We didn't know that was the name at the time when I set this, but I set this goal back in December when I was finalizing my goal-setting for 2016. This would have been December 2015. I began to think about what that's going to take.

Actually, the previous summer I had compiled all the blog posts and podcasts that I'd ever done on productivity, so that at least we

had an archive or encyclopedia of all the content that was already available. It may have needed to be reformatted or restructured, but we have that. Then where it went from there is that I went through with my content team several outlines of that course. This is really my unique contribution is getting the structure and the frameworks and all that. Then when I was in New York one day with my chief content officer, Joe Miller, we got a hotel that we booked for a day and we just got a whiteboard up and we just outlined the thing, all the details.

Then we came back and then we started putting all the content that we had, figured out where the holes were, started doing the research, so it was really getting the content done first. Meanwhile as it begins to take shape and the marketing team begins to see the messaging and what some of the key features are they start working on things like the sales page and what the launch videos were going to look like and all the rest. For me it starts as individual. I'm thinking through it and what my contribution's going to be. I think if your dream doesn't require a team it's not big enough.

Pat: Interesting.

Michael: I like involving a team, I like doing things with a team and certainly there's a part of it that I can only do in the privacy of my own office where I'm working on it, but I love working on a team because without that team the course wouldn't have turned out as well as it did and been as successful as it was.

Pat: I'm sure there's a level of accountability, too, having other people involved where the work that you do you don't want to fall behind because you don't want let other people down. They're relying on you to get certain things done by a certain time. I know I feel that when I worked with my team on different projects. Them, too, they're going to want to make sure that they live up to their end of the deal, too. I'm curious, beyond the team are there any other things that a person can do to increase the likelihood that they're really going to follow through on those goals whether it's accountability or any other strategies.

Michael: Yeah, I'm a big believer in bringing outside resources. People don't do this. They struggle with problems for years, a marriage that they don't enjoy, or parenting problems that they're struggling with, or weight loss, or strength training, or any of that. I'll just give another example from my own life. For several years I had strength training as a goal. I was very specific about what I wanted to do and it was more of a habit goal where how many times I wanted to do strength training. I've always done a pretty good job on the cardio and really maintaining my weight, but I could see as I was getting older that I was going to be losing my strength and muscle mass and all that which is important the older you get.

I got so frustrated with this and I was talking to a friend of mine who's a psychologist. I said I've had this on my goal list now for a couple of years and I just never seemed to get to it. I'm just like I know better, I teach this stuff. He said to me, he said, "You need to bring in an outside resource." I said, "What do you mean?" He said, "Why don't you hire a trainer?" I'm like duh, it was one of those moments where I slapped myself on the head and I went yeah, why not? I hired a trainer. That was three years ago and I trained with him three days a week every week and I'm stronger than I've ever been in my life, but that required bringing in an outside resource.

Now why did I wait so long? I don't know. It wouldn't have to be a trainer. There's probably people listening to this that can't imagine hiring a trainer, but it could be a workout buddy like the guys that are in my mastermind or in this whole thing where they're keeping each other accountable to do a certain number of pushups every day. They're doing 100 pushups every day. You can bring in the accountability partner for whatever it is. It may be a counselor, it may be someone that you could barter with, but don't feel like you've got to just rely on your own ingenuity, creativity, or motivation. Have somebody else.

Pat: I love that, I love that. A lot of people who are listening to this they have an audience, they have a following on social media. Would you recommend asking an audience to help hold them accountable or sharing your goals? I know there's two sides to this. Sometimes there's the ... You get the accountability aspect which is what I feel

when I share a goal with my audience. I really want to make sure I do it to just to prove to them that I can. I know I'm going to get flack for it if I don't. Also, I think of Derek Sivers who had mentioned that sometimes when we say our goals to other people subconsciously it makes us feel like we're already achieving that goal when really we're far from it. I'm curious to know how would one utilize their existing audience to help them achieve their goals, too.

Michael: I remember one time when I ran my first half marathon I went public with it and I said, guys, I'm going to do this. I've never run a half marathon. In fact, I'm not working out that consistently. That was about 15 years ago and I said, but I'm going to do this. It actually worked for me, but then I watched that TED talk from Derek Sivers where he talks about that very thing. Of course, he says you should never share them basically with anybody because you get the psychological benefit that your brain thinks you've actually accomplished it and kind of take your foot off the gas.

Pat: Right.

Michael: I actually think that what works best and all the research that I've seen on this is selective sharing is the key. In other words, if you share your goals selectively with people that are willing to hold you accountable, help remind you of why when you get into the messy middle and forget your why and people that talk straight to you, but basically encourage you because not everybody will do that. There's some people that you share your goal with that will kind of poo-poo it. It might be somebody in your family that just doesn't take it seriously. They're going to pull you back, they're going to discourage you, so selective sharing is what I believe in practice.

Pat: I think that makes complete sense because when you share it with your audience they're not there to help you all the time. They're not necessarily having you at top of mind all the time. If you're working with a few people who know you're trying to get to this goal, maybe you slack a little bit, they're going to come back to you and say hey, what happened to this, where were you when you said you were going to do that? To me that's going to be very motivating because you selected those people for a reason. They're not just going to be

random people, but people that are meaningful in your life who will – their word is going to mean a lot more to you.

Michael: I know you've been in masterminds and I have a paid mastermind with guys that are in it. One of the biggest benefits, one of the best things that they get out of it is they're every month stating what their goals are for the next month to each other and only each other, but holding each other accountability. I just facilitate the group and sometimes they're really tough with each other, other times they're just really encouraging and let's not beat ourselves up, but let's get back in the game. There's just a wonderful thing that happens when you have a small group of people that love you and are committed to you and want you to help realize your best version of yourself.

Pat: One thing I recently learned in all the mastermind groups that I'm in is that people respond to others in different ways. For me, for example, I respond very well to positive feedback and if I'm not doing something I'm supposed to I enjoy positive encouragement. For a while when I was slacking off for some things that I was supposed to do a few people in the group would get all drill sergeant on me because that's the way that they respond best, but that was not the way that I would respond best.

Sometimes when they would do that I would just curl up into a little ball and hide in the corner of my office and just feel bad about myself the whole time. That's not what motivates me. One thing that we've done in our mastermind groups ... This is something that I feel every mastermind group should do is to share with each other how they best respond and share what motivates them and what doesn't motivate them. That way the rest of the group can know what those qualities are and make sure that they're always encouraging in the way that the person would respond best to.

Michael: That's a great idea. Somebody that I have read a lot of is Brené Brown. She's a shame researcher at I believe the University of Houston. Of course, she's a big mega bestselling author and she talks a lot about shame. She's a fascinating storyteller, but one of the things that she's come up in her research is that whenever people feel shamed it shuts them down and actually manifests more the

wrong behavior. I don't even mind the drill sergeant thing as long as it doesn't turn into shame because then it cuts to your identity. So much of our behavior flows out of our identity. This is one trick also I [inaudible 00:36:10] in goal-setting. For example, let's say you're trying to get consistent as a runner. You may tell yourself I'm just not a runner. If you reinforce that identity it's going to manifest itself in your behavior and you're not going to be a runner.

Pat: Totally.

Michael: If you start saying to yourself, you know what, I'm a runner, guess what, what do runners do? They run. Deal with it at the level of your identity and be very careful about the self-talk that you're using, what you're saying to yourself. The same thing happens with blogging or podcasting. Sometimes you can feel you're an imposter when you begin, but to say to yourself I'm a blogger or I'm an author or I'm a public speaker or whatever it is, reaffirm what it is that you want to become because your behavior is going to flow out of that.

Pat: Yeah, own it, everybody. It reminds me of our good friend, Jeff Goins, who when he was starting in his journey as a writer he was struggling quite a bit until he started to write down to himself I am a writer, I am a writer, I am a writer. Now he's an amazing author with several books and a huge tribe of writers.

Michael: Yeah, I love that example. I've interviewed Jeff on the very topic and everything shifted for him when he owned that.

Pat: Yeah, absolutely. Identity's huge. The last thing I want to talk about before I let you go, Mike, and again thank you so much for your time here today and all the wisdom that you're sharing. This is something that I asked you a previous time you were on the show. I think it's something that always comes up and that is when it comes to goal-setting or these things that we're working on sometimes we have in our head another idea that comes up or a different goal or maybe the thing we've been working on just doesn't feel right anymore, we don't see the results that we were expecting right away and we often want to change course. Do you have a litmus test or some

strategy to help people figure out when's the right time to shift to a new direction versus continue on the one that you're on?

Michael:

Yeah, I basically run that goal and this usually happens in the middle of the year when you lose focus and you feel you're running at a runaway and you're not sure you can pull it off. I run it through this litmus test and I call it the three R's. The first thing I say is can I recommit? Maybe I've just lost touch with my why and that's one of the reasons why my goal-setting course we spent a lot of time on what are your key motivations, what is at stake if you achieve this and what is at stake if you don't achieve this? To recommit to the goal by reconnecting with my why. If I can do that that's what I'm going to do.

Sometimes though you have to revise the goal. Maybe you had a change in your life circumstances, you got a different job, or you lost your job, or you went out and started a company, or something could happen, or you had a new baby, something that would happen that would change the circumstances, therefore, it's important to revise the goal. You don't have to completely delete it, but you could revise it and make it more ... I hate to use the word realistic, but make it more appropriate for the season of life you find yourself in now. Because when we start at the beginning of the year or before the year begins we're seeing everything, it's a little foggy, we're not quite sure, but as we move through the year we get more clarity and some things may need revision.

The third R though is just to remove it. This is your game. It's not like you're going to get to the end of the year and somebody's going to ... the goal police aren't going to come and say, okay, buddy, how many did you achieve out of what you set out to do. If something's really no longer relevant or if it's defeating you every time by just looking at it get rid of it. Get something on your goal list that'll really motivate you. I was talking again to one of the guys in my mastermind the other day who said he just declared, what I taught before, email bankruptcy.

Pat:

I've done that.

Michael: He said I declare goal bankruptcy. He said I just flushed all my goals and started over and for these last two months of the year I've got goals that I am so pumped about. Sometimes that's necessary, so those are the ... That's the order I would do. Revise if you can or excuse me, recommit if you can, revise if you can't and then if neither one of those two work then just remove it.

Pat: I love that structure.

Michael: Does that help?

Pat: Yeah, oh, absolutely. That makes it very clear even for me who deals with a lot of this stuff every single day actually. I could still imagine people saying I've worked so hard on this and I've spent months working on this. It's hard for me to let it go because I feel ... This is similar to when I had gotten laid off. I'd gotten laid off from the architecture world, went to school for five years, worked in that field for three years. It was eight years that I spent dedicated to architecture.

When I had the chance to become an entrepreneur I eventually finally made the plunge and started to do it and really commit to it. At first I was like I can't let go of the eight years that I had spent in school and that's what I thought I was going to do. Do you have any tips for somebody who has that conflict in their head related to what they had been doing this whole time and that time and effort that they've invested into that versus maybe a brand new path where what they had done is actually not going to matter anymore?

Michael: The truth is it's a sunk cost. You made the investment and the worst thing you could do with a sunk cost is continue to pour good money or good energy after bad. You're much better off in those situations to just cut your losses and move onto something else where you could really apply yourself and have a much better chance of achieving it, so it does take some mental discipline.

I'm that way, too. It's easy for me to want to hold onto things and hold on too long, but I think one of the benefits of age, frankly, the older you get you realize everything in life's a tradeoff. If

you're going to take on new opportunities, if you're really going to move the needle in your business, if you're going to move it in your personal life a lot of times ending things is as important as beginning things. I'll tell you a great book on this topic is a book by Henry Cloud and it's called Necessary Endings. Have you read that?

Pat: No, but that's one of those books that it was kind of like essentialism and the one thing, it's being tossed around the entrepreneurial space. That's another one that I keep hearing about, so it will be on my booklist for sure.

Michael: You should have Henry on your show. He's a great interview.

Pat: Oh, that'd be great. What's the title again?

Michael: Necessary Endings, a brilliant book. I've read it several times.

Pat: Man, Mike, this has been fantastic. Thank you again so much for coming on. I'd love to ask you really quick why everybody should pick up your course or who is it for? I've gone through the course myself, BestYearEver.me/SPI is going to be the link for you. One of the interesting things about this course is that it's not very long. Sometimes when we are hearing about creating online courses we want to pack as many videos and worksheets and all this stuff in there because we feel the more things that are in there the more you could charge, the more value that people are going to get out of it. I don't know how many videos you have in this upcoming round here, but it's very few.

Michael: Yeah, just five.

Pat: Just five, yeah. On paper you're like what, you have five videos? It's exactly the content you need if this is something you absolutely need help with and it's no more, no less. That's what I love about it. It's like you can just get the content, really get into that right mindset, get what you need, and then you can start to focus on these goals. Thank you for giving us a good example of what a great course is that it's not necessarily about just how many videos there are. I'm learning from you here and in my own courses I'm

adopting the same strategies to really give everybody what they need to get those results quicker. Who is it for and why should people pick it up?

Michael: Yeah, I think it's for anybody that is really committed to personal growth, who is committed to excellence and not just in one area of their life, but they really want to have it all. They want to have their best year ever and you get to define that, but for somebody who really wants to do that and harness the power of goal-setting whether you're an entrepreneur or whatever, it doesn't really matter. We've had students go through this, we've had government officials go through it, we've had law enforcement go through it, we've had just about every conceivable person go through this. Anybody who wants a better future and is committed to making this next year your best year ever this is basically the roadmap.

As you know it's called 5 Days To Your Best Year Ever, so it really was set up initially for people to take one video a day. It takes you about 30 to 45 minutes a day for 5 days and you come out of the backend of that process with a plan, a very simple, executable plan for this next year that I promise if you do it you'll be jazzed about this next year, you'll be more focused, and you'll have more clarity than probably you've ever ended a year with.

Pat: I love that. I'm actually going to be going through it to prepare myself for 2017, so I'm hoping to see maybe some of you guys who are listening in there as well. Again that link was BestYearEver.me/SPI and I'll talk a little bit more about that after we get off the phone with Michael. Anyway, I'm going to let you go. You've been so gracious with your time today, Michael. Always a pleasure to speak to you and I cannot wait until I get to see you in person again, shake your hand, and thank you again for all the great things that you've done for me and the SPI audience, so I appreciate you so much.

Michael: Thanks, buddy, great to be with you.

Pat: Take care. All right, I hope you enjoyed that episode with Michael Hyatt from MichaelHyatt.com. If you want to check out 5 Days To Your Best Year Ever with me you can check it out at

BestYearEver.me/SPI, BestYearEver.me/SPI. We'll take that course together, I'll see you in there and we can talk about it. I really hope to crush these big goals that I have in 2017 and I know you want to do the same thing. Show notes for this episode are available at SmartPassiveIncome.com/session243. Again that's SmartPassiveIncome.com/session243. By the way that link is an affiliate link, so I do get a commission if you go through that link at no extra cost to you. If you have any questions about the course let me know. I've gone in there before and have checked it out, but he reshoots it every year, it's awesome. Again that link one more time, BestYearEver.me/SPI.

Awesome, thank you so much, I appreciate you. I look forward to working through that course with you guys, Michael Hyatt's course, 5 Days To Your Best Year Ever at BestYearEver.me/SPI. Yeah, good luck to all of you and your goals and the people who you're going to serve through all those goals that you're setting. I appreciate you. Thank you so much for listening in and I look forward to serving you in next week's episode of the SPI podcast. Cheers and thanks so much. Bye.

Announcer: Thanks for listening to the Smart Passive Income Podcast at www.SmartPassiveIncome.com.

RESOURCES:

MichaelHyatt.com

[5 Days to Your Best Year Ever](#)

[Free to Focus](#)

[Strengths Finder](#)

[Living Forward](#)

[The One Thing](#)

[Derek Sivers' TED talk](#)

[Brené Brown](#)

[Necessary Endings](#)

