



**SPI Podcast Session #140 -  
Productivity and the Early Morning Routine  
with Hal Elrod**

Show notes: [www.smartpassiveincome.com/session140](http://www.smartpassiveincome.com/session140)

This is the Smart Passive Income podcast with Pat Flynn, session#140.

**Announcer:**

Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later.

And now your host, who drinks a bullet proof coffee every morning, Pat Flynn.

**Pat Flynn:** Hey, what's up everybody, thank you so much for joining me today and taking a little bit of time out of your holiday season to spend time with me. I really appreciate that. Of course, we're coming up to the close of the year here. I hope you're enjoying the holiday season. There's a lot of goal setting that's going to be going on. I actually have a really great podcast episode for you next week, talking about the biggest lessons I learned from 2014 and how we're going to crush 2015.

Before we get to that, we have this episode, which I'm really excited about because on it I have a featured guest who really is changing my life right now with some of the things he's been teaching. He is a keynote speaker, a best-selling author and just an all-around inspiring guy and I couldn't think of anybody better to bring on to talk about some things we can do to better prepare ourselves and our minds for next year.

This is [Hal Elrod](#), who you might have heard recently because I featured him and his best-selling book, *The Miracle Morning* in my recent post about the five books that I read in 2014 that I re-read. I published this post, it kind of went viral which is pretty cool. In 12 hours there were 683 comments and then in 24 hours there were over 1100, which was crazy and insane.

One of those books that re-read this year was called *The Miracle Morning* by Hal Elrod. It's about a morning routine.



This is totally crazy, especially for those of you out there who know me and know how I work and know what my schedule is like. I'm a complete night owl. I do all my creative work, all my productivity stuff around work at night after the kids are in bed because my why is my kids and I want to spend all day with them as much as I can.

I live a lifestyle that allows me to do that so I'm not going to work during the day when I want to spend all my time with my kids anyway. I work late at night. I'm just more creative, I'm more active, my brain's functioning better at night. I work with my body and I work at night.

However, I've been hearing time and time again, especially this year and all the podcast episodes I've been listening to, interviews with incredibly amazing people, people keep talking about their morning routine and how much that has changed their lives ever since implementing the morning routine.

Tim Ferriss asks every single guest that comes on his show "what is your morning routine?" and I was like what is this big deal behind the morning routine? I'm not a morning person. I would never even think of doing this.

I was introduced to Hal Elrod by Michael Port from Book Yourself Solid. Michael introduced me to Hal and I just had to have Hal on my show after hearing about all the amazing things he's been doing and it sort of aligned with what I was hearing in all these podcast episodes about the morning ritual.

This whole episode isn't just about the morning ritual, it's about Hal's story and all the things that he's done. He's really overcome some amazing things. He was hit head on by a drunk driver at 70mph and was pronounced dead for 6 minutes. He broke 11 bones, was told he would never walk again. Not only did he walk, he bounced back to become an ultra-marathon runner. That's 52 miles in one run. A multiple time number one bestselling author.

This is going to be so incredible, very inspiring I feel and a lot of actionable content. Reading his book [\*The Miracle Morning\*](#) twice, I can already feel the effects of waking up a little bit earlier, doing some things in the morning like meditation, affirmations and even down to things like just having a sip of water immediately after you wake up. All these little things add up and really change how you approach the day so you can set yourself up and all the hours ahead after you wake up for success.



I'm going to stop talking and we're going to get right into the interview with Hal Elrod. Again, the author of The Miracle Morning. You can find him at [halelrod.com](http://halelrod.com). Here he is:

**Pat Flynn:** What's up everybody? Thank you. This is the Smart Passive Income podcast. Once again, Pat Flynn here. I'm so excited to have our guest on. Somebody who Michael Port, who was in episode 130 highly recommended. After reading his stuff I couldn't be more inspired and more excited to have him on the show. So Hal, welcome to the Smart Passive Income podcast today.

**Hal Elrod:** Pat, I'm a big fan, this is an honor.

**Pat Flynn:** Thank you, I appreciate it. I was reading about you and reading about your story and oh my gosh, just the most incredible journey you've had. Can you give us the run-down of everything that's happened and just share the journey that you've been through?

**Hal Elrod:** Yeah, I'll try to do that without taking three hours with you. The short version here.

A couple of key components. I'll start when I was 15 years old. My dream was to be a radio disk jockey but I thought that at 15 I was years off from that even being a possibility. One thing led to another, I got my gig on a local radio station at age 15, where I hosted a weekly radio show for 3 hours every Thursday playing hip hop music and my mom gave me the nickname Yo Pal Hal, which my response when she suggested it was - she goes "make it cool, be Your Pal Hal or use slang, be Yo Pal Hal". I said "Mom, you're such a dork, I will never be Yo Pal Hal" and you can visit my website at [yopalhal.com](http://yopalhal.com).

Mom is always right, right?

Fast forward four years. I was a DJ on the radio, gave up my dream job to start selling Cutco knives. It was really a friend of mine, he was making good money at it but I was a DJ, not a sales person. He kept bugging me and encouraging me and saying "just try it, you'll be great at it". I started selling Cutco with really no expectation than making a few bucks that summer.

Ten days into my job, I had sold more Cutco than almost anyone that had ever sold Cutco before me in the first 10 days. It's called the fast start. I had sold \$15,000 in



knives and broken this 49 year old company record. That was a turning point for me because my whole life I was very mediocre. I wasn't one of those kids that excelled at anything. I got poor grades, I was the class clown, I was always in detention, I wasn't an athlete. Nothing in my life said that I was destined for greatness.

Something inside me clicked. Tony Robbins says it, it's in our moments of decision that our destiny is shaped. Something inside of me clicked on day 2 of my sales training. I went "you know what? Why don't I go for it? What the heck! Why don't I go for it? If another human being can sell this amount, why not me?"

I think it's such an important belief for us to all start to adopt into our life as we see people that are highly successful. People I'm sure look at you, Pat and go "Look at what he accomplished, look at the numbers, look at all that. He's so much further ahead than me, he's so much better looking than me, he's so much funnier than me". Whatever it is, we create this separation between us and people that we admire or even envy.

I think it's so important to us other people's success as evidence of what's possible for us. I did that and I broke the record.

Really where my story took a dramatic turn, a year and a half into my selling career with Cutco I gave a speech one night at a conference, which I did at almost every event that we had. After the speech I got a standing ovation. That was the first time I'd ever had a standing ovation so I was pretty excited. Got into my brand new Ford Mustang, it was literally 3 weeks old. Right off the lot, new car smell, bright white, 5-speed Ford Mustang. Got on the freeway, doing 70mph, cruise control set, feeling good, feeling grateful, I was on the top of the world. Career was great, life was great, I'd just got a standing ovation.

About 2 minutes up the road, 2 miles up the road, a man that I had never met before left the bar after drinking 2 beers, got in his full sized Chevy truck, got on the freeway, got up to 80mph. The problem was, he had gotten on the free-way going the wrong direction. So he was travelling 80mph coming straight at me. I don't remember seeing the headlights coming at me. I have brain damage from the experience.

Everything I'm going to share from this point forward for the next 30 seconds or so, I only know from police reports and eye witnesses and hospital records. Around 11.36 pm this full sized Chevy truck barreling down the highway, head on at my Ford Mustang, also travelling at 70 mph, collided head on in 150 mph head on impact. The



front of my car was just crushed, destroyed, the engine was smashed, the wind shield shattered, air bag exploded in my face.

The worst was yet to come as my car spun sideways out of control and the car behind me that was only behind me about 2 car lengths smashed at 70mph into my driver's side door. Instantly - if you can imagine - just look to your left right now and imagine there's a car coming at you at 70mph and it crashes into you. The entire left side of my body was destroyed.

I broke 11 bones, my femur broke in half, my humerus, my arm broke in half, my elbow was shattered, my pelvis shattered in three different places, it was crushed between the center console and the car door as it was smashed into me. I almost completely lost my ear. My eye socket was destroyed, it all had to be rebuilt in metal.

The top of my head was sliced open by the roof that caved in. Thank God I was in a coma. I began bleeding from head to toe and I actually bled to death, I was dead for 6 minutes on the side of the freeway when the paramedics and the fire department finally pulled me out.

I was in a coma for 6 days. They revived me and told me that I would never walk again and that I had permanent brain damage. I woke up 6 days later out of a coma to face this reality that I'm never going to walk again, I have permanent brain damage, my whole body is disfigured for the rest of my life, I may never drive again, on and on and on. It was a very difficult reality to accept.

**Pat Flynn:** Man, I can't even imagine. What were your feelings when you woke up? You were pronounced dead for six minutes, then you go into a coma and you wake up 6 days later and you get all this information. How are you feeling at that time?

**Hal Elrod:** I don't remember. I don't remember coming out of the coma. My brain was so damaged and my brain damage was so significant that you could have come and visited me for 3 hours, we could have talked and reminisced and if you'd have gone to lunch and come back, I would have not known that you'd been there for 3 hours.

I do know from hearing from my mom and my dad and my sister and other family members and close friends that were by my bedside day in and day out how I responded. They said when I came out of the coma I was very lethargic and confused, my eyes were half open. Because of the brain damage, my poor parents - and I have



kids now so I get it at a much deeper level than before I had kids, of what my parents went through, which I think is much worse than what I went through.

I came out of the coma and I can't even image having this nightmare of having to tell your child what they've been through. I would fall asleep and wake up and I would have forgotten that they told me. This lasted for days. My parents dozens of times would have to re-live this experience of telling their son what had happened.

I always joke, I go "I think it went from being difficult to it being annoying." Like "Alright Hal, you were in an accident, here just read this, we wrote it down for you."

Here's what happened. Once I got it from my short term memory, I started to actually remember what happened to me when I woke, up. I was sleeping a lot because I was in so much pain and my body was recovering, I was tired. My parents said as soon as I had a grasp of where I was and how I got there, I started laughing and joking and I started trying to sell Cutco to the doctors and nurses.

My parents were like "Hal, stop it, it's inappropriate" and I'm like "Mom, do you know how much money doctors make? They're like the best prospects that I can have! I'm not going to waste this opportunity."

It actually got to the point where the doctors called my parents about a week after I came out of the coma. They said "We're very concerned with Hal, we believe he's in denial because every time we're around him, he's always laughing and joking and smiling and making us laugh." They said "That's not normal for a 20 year old young man that's been told he may never walk again. We believe that his reality is so difficult for him to accept that he's checked out of it, he's delusional.

You've got to get him to admit how he's really feeling and talk about it because if he doesn't go through the - I'm sure deep down he's sad and depressed, he's scared, he's angry. All of those emotions are normal but he needs to feel them in here so we can help him cope and get through it and the psychologists and therapists can work with him. If it happens out in the real world, eventually it's going to come crashing down and he could turn into a meltdown, drugs, alcohol, suicide, whatever."

So my dad comes in that night and I didn't know this conversation had happened with the doctors. He explained why they were concerned. He says "Hal, how are you really feeling when your friends aren't here to laugh and joke? When you're by yourself at



night and going to bed are you sad? Are you depressed? Are you scared? Are you angry? It's very normal to feel those things and it's OK, we should talk about it."

I could tell his face was red, his eyes were welled up, he'd been crying. I could tell he was really concerned and so I really put a lot of thought into am I sad, depressed, angry, scared? I looked at my dad and I just smiled and I said "Dad, I thought you knew me better than that." He got a puzzled look on his face. I said "Dad, I'm alive and I live my life by the 5 minute rule. It's something I learned in my Cutco training. It's OK to be negative but not for more than 5 minutes. It's been 2 weeks.

My 5 minutes are up. The 5 minute rule says you can moan, complain, vent, whatever you've got to do for 5 minutes, let those emotions out, feel them completely, but then after 5 minutes my mentor taught me that there's no value in continuing to put energy into wishing something didn't happen, being angry about it, resisting it."

Every negative emotion that we ever feel is self-created by our level of resistance to whatever is out of our control, whatever has already happen or whatever is inevitably going to happen. Once we've learned to accept the things that we can't change, we're at peace.

That was it.

I don't have a graph to show you this Pat, but the last thing I'll share on this is a week after the conversation with my dad, when I told him if I never walk again, I'll be the happiest person you've ever seen in a wheelchair because if I can't change it, I won't ever let it determine how I feel.

A week later, the doctors came in with routine x-rays and said "we don't know how to explain this but your body is healing at an incredible, miraculous rate and we're going to let you walk tomorrow."

So I went from 'never walk again' to three weeks after the accident I took my first step. I got out of the hospital 4 weeks later and against doctor's orders, I went back to being one of the top Cutco reps. I didn't have a driver's license because of the brain damage. I had to catch rides from neighbors or other Cutco reps or whatever but I found a way and got back on top.



**Pat Flynn:** That's incredible. You're getting these expert views, people who went to school for this stuff telling you and telling your parents and telling everybody that you're never going to walk again yet here you are walking.

Who is it truly that determines our outcomes? Ourselves...

**Hal Elrod:** That's what I told my mom and dad, I said "Look, the doctors might be experts in medicine or whatever they do in there all day but they're not experts in me." And I think that's an important lesson, if there's anything worth writing down out of all this for everybody, rule number 1 is that you have to understand that lesson that when you learn to accept all things that you can't change - and by the way my three words for that are "can't change it."

When I hit traffic, it doesn't matter, you don't have to be in a horrific car accident, but when I hit traffic I used to be frustrated in the car for 30 minutes sitting in traffic and I go "wait a minute, I can't change it. What's the point in being frustrated over it or wishing I could?"

If we can't change it, the only choice we have is to accept it. I see people that suffer, there are people who suffer over things that happened whether it was 5 minutes ago, 5 days ago, 5 years ago or even in their childhood. They're still blaming their circumstances or blaming the way they feel based on something that happened to them years ago.

Once it's out of your control and you can't change it, the only intelligent choice we have to be really happy and fulfilled, is acceptance. It's learning to accept all the things we can't change.

I'll tell you Pat, real quick, this is really powerful. I got an email from a girl a few years ago. I spoke at a college up in Canada and she emailed me about a week after and said "Hal, I saw you speak last week and you don't know this but my dad died 10 years ago, at age 37." And she said "I have spent the last 10 years depressed, I've attempted suicide twice, I've been on anti-depressant medication for the last 10 years and ever since I saw you speak, you made me realize that it wasn't my dad's death that was causing me to be depressed, it was the fact that I wasn't willing to accept that he was dead."

The last week, she goes "I got one of your little Can't Change It wrist bands and the last week, I've just looked at that and I've been so at peace for the first time in 10





years" and she said "Yesterday was the 10 year anniversary of his death date" and she said "Please see the attached picture, it's a picture of my wrist where I've got the words Can't Change It permanently tattooed as a symbol that I'll never feel depressed over my dad's death again. I'll just look at it, I'm at peace with it and I'm grateful for who I am as a result of being his daughter."

I was in tears. Whether it's traffic or losing the most important person in your life, those three words Can't Change It are arguably some of the most freeing and empowering words that we can say.

**Pat Flynn:** Ah man, Can't Change It. It's so interesting how our memory and the past is such a crutch sometimes. We hang on to those things and they stop us, they bring on this resistance when we try something new and it's hard to remember that it's happened. Bygones be bygones as cliché as that is, you have to keep moving forward.

This reminds me of when I got laid off and this isn't nearly as tragic as what happened and is happening to a lot of people. I lost my job and it was all I knew and it wasn't until a few days later and getting a lot of support from a lot of people that I finally realized there was nothing I could do. I even tried to get back into the industry, calling friends and begging for any position that was available. There was nothing. Thank God there was nothing available because I couldn't go back, I could only go forward.

Thank you for that message. I think that is perfect as we end the year here because as we get into 2015, we get into a new set of goals, a new set of actions we are going to take to improve our lives. We have to let go of a lot of those things in order to move forward. That's kind of where I want to take this conversation now. You are a coach, you're a speaker, you talk a lot about goal setting.

We're getting to a point now where we see what we did in 2014, we may or may not be happy with it. How can we help make this next year a really stellar year for us?

**Hal Elrod:** It's a perfect topic because my first ever live event coming up in December, Best Year Ever Blueprint. All my time right now is figuring out how to help an audience really go into the New Year prepared to make it their best year ever.

For me, I've been really fortunate, whether it was mentors or my own initiative, I've had some years where I was able to almost triple my income from one year to the next.



I had a goal of writing a book for three years and failed. All of a sudden I was able to write the book. I was able to really make these breakthroughs.

Here is one of the most important lessons. I'm not sure when this is going to air but most people, when they start to end the year, they start to take their foot off the gas. They start to get a little bit lazy, they start to feel like they have the fresh beginning starting in January. What ends up happening is they go into the holidays and they create an arsenal of what I call holiday habits, which are bad habits - over eating, over sleeping, just overall laziness and mediocrity.

Most people go into the New Year with great intentions and an arsenal of bad habits. We know our results are largely created by our habits.

The premise of Best Year Ever Blueprint, the lesson is your best year ever does not start January 1st, it starts today, it starts at the very latest December 1st. If you're hearing this on December 15th, it starts today, whenever that is.

It's the idea that people need to understand that you need to finish this year in the way that you need to live next year. December needs to be the best month of your life if you want 2015 to be the best year of your life. Whatever you want to accomplish in 2015, don't make the mistake that 99% of people make, which is go "Well, I have until January 1st to start", right? Then you wake up late on January 1st because you were up partying for New Year's or whatever, right?

The reality is who we're becoming is determining everything. It's about going into December and going "How can I make this the best month of my life?" and if you're listening right now and it's Christmas eve or whatever, you go "How can I make this the best week of my life?," "How can I treat between now and the end of the year the way that I need to treat all of 2015 so that I can become the person that I need to be to create the best year of my life before it even starts."

It's kind of like training for a marathon. You train for a marathon. 2015 is the marathon. You train for the marathon leading up to it, right? If you were training for a marathon, you wouldn't do what you would normally do during Christmas and New Year's, you're like "I've got a marathon starting in a couple of weeks so I'm going to eat so much."

**Pat Flynn:** I can tell you, you need months to prepare. I ran my PR (my personal record) in June of this year, half marathon through San Diego, one hour and 58



minutes. So I broke 2 hours. I have another marathon that I actually just finished yesterday to be honest through Disneyland. It was the Avengers Race. I didn't prepare quite as much. I prepared maybe with two weeks left, not good. Today and probably for the next few days I won't hardly be able to walk. I'm crawling up the stairs. It's not good.

The marathon example is right on, spot on. I really agree with that. A lot of people wait until January 1st, now is the day I'm going to start. The thing is you can't just automatically switch those good habits on. You need to prime yourself for it. I really appreciate that advice.

You've coached thousands of people. You're known as one of the top success coaches in the world. What are some common mistakes that a lot of people are making? What are a few specific things that we could do to make sure that next year is great for us?

**Hal Elrod:** First and foremost and of course this is where I would go with this. It's having that morning success ritual. My book that I'm most known for, [\*The Miracle Morning\*](#), I'll actually - instead of you hearing it from me, I'll quote one of mentors and someone I look up to a lot, I'm sure you're familiar with Eben Pagan, right Pat?

**Pat Flynn:** Yep.

**Hal Elrod:** I was listening to an interview with Eben Pagan and Tony Robbins where Tony was interviewing Eben, in fact it's in my car, I've listened to it dozens of times. At the very end of the interview after a 90 minute – Eben is a genius when it comes to personal development, business productivity, he gives so much wisdom and value. At the end of it Tony says "Eben, it's like drinking from a fire hose, you've given us so much, if you had to take everything you've taught us and pick the one thing - or maybe you didn't even mention it yet, but what's the one thing that our listeners can do to take their business and take their life to the next level?" and he didn't hesitate.

He said "Create a morning success ritual." He said it's the most important thing you can do to set your mindset and the context for the rest of your day. Having a morning success ritual is the linchpin that determines the quality of your day, which determines the quality of your life in every way.

For me, when I was at my rock bottom - and it's interesting Pat, you kind of dismissed it when you said how when you lost your job, it doesn't compare to the accident. However, I always say to my wife I've had two rock bottoms. The car accident was the



first one and the second one was a lot worse. People always look at me and go "What do you mean, worse? You died. How do you get worse than dying?"

It was the 2007/8 when the US economy crashed. Just like you, I wasn't employed where I lost a job but I was an entrepreneur. I was a success coach that lost over half my clients then I lost my house. I stopped exercising, cancelled my gym membership, lived on credit cards, I had \$52,000 up on my credit cards over a 6-month period and I got deeply depressed for the first time in my life.

Basically my theory was if I create the most extraordinary morning ritual known to man and do it every single day theoretically that should turn me into the person that I need to be physically, mentally, intellectually and emotionally and create the levels of success that I want.

I didn't call it the Miracle Morning, I didn't have a name for it. But within two months of doing my morning routine, even though I wasn't a morning person - that's an important part, I was not a morning person, I was a night owl but I thought I have to change if I want my life to change. I got up early, did it for two months.

In less than two months my income more than doubled, I went from being in the worst shape of my life to having never run a day in my life, other than when it was required in high school P.E. class. I went from being in the worst shape of my life, having not exercised in 6 months to committing to, training for and completing a 52 mile ultra-marathon and my depression didn't even take two months to go away. It was literally gone the first day I did the Miracle Morning because I felt incredible. My depression was gone. I was like "Wow! If I can feel this way every day by 6 or 7am, this is the one thing that could change everything."

It was after the results of two months where my income had doubled and my life was transformed, I go, "This is my Miracle Morning, that's what I'm going to start calling it." It wasn't going to be a book, but I started teaching it to my coaching clients, they got very similar results, they were losing weight, increasing their income, things that sound like they are promises on an infomercial that were really happening.

I felt a sense of responsibility that I had to share it with the world. Now it's one of the highest rated books on Amazon. We just got our 515th review this morning.

**Pat Flynn:** Nice, congratulations. Yeah, number 1 bestselling book.



The funny thing is, I'm a night owl. My audience knows this. My audience knows that I work between 9 and 1am because that's after the kids are down. My why and what I do is for my kids so I want to be there with my kids physically and mentally all day and I don't even think about work until the night time, unless it's like right now. They're napping so you and I can talk and do this interview. There's a lot of timing involved as well.

I never really thought about the morning as the way to prime yourself for the rest of the day and to set yourself up for success throughout the day. My work is done at night but that doesn't mean my mornings should be ignored either.

On Tim Ferriss's podcast, he had Tony Robbins on and he talks about his morning ritual and every guest that Tim has on he asks what their morning routine is. It's really interesting that he always says that because it's obviously an important thing to him.

To hear it coming from you is more confirmation that I need to start thinking about my mornings now.

Does that mean that I should wake up earlier or does it mean that I should do specific things when I wake up? Give us some more insight and specifics on what does this morning look like in terms of those questions and what does yours look like?

**Hal Elrod:** Great questions. The first question as far as should you wake up earlier?

An interesting distinction around The Miracle Morning. Most people wake up in the morning because they have to. Most people. Meaning they look at their schedule and they go "OK, I have to be at work at 8am and it takes me 30 minutes to get there and it takes me 30 minutes to get ready, so I'm going to set my alarm for 7am so I can have 30 minutes to get ready and 30 minutes to get there." Or even better they go "I want to snooze 3 times so I'll back my alarm up to 6.30."

If you think about that. Starting the day - this is the way that I look at it - when the alarm goes off in the morning, or if you don't use an alarm clock, whatever it is, that's life's first gift to us. It's life's first opportunity. To start the day with procrastination, which is what hitting the snooze button is, to start with the day with resistance, which is like "No no no", we're literally telling the universe "I know I say I want to create an extraordinary life and become the best version of myself, but not as bad as I want to lay here unconscious for 10 more minutes," right?



**Pat Flynn:** You're making me feel bad for hitting the snooze button now.

**Hal Elrod:** You're the hardest type of person to get this across to. You're living an extraordinarily successful life in every way. Your number 1 priority is family, you have time with the family. Supporting the family is obviously a huge component of your role as a father and provider. You're doing that at an extraordinarily high level. I was asked recently, and this speaks to you. I was asked recently in an interview, they said "Hal, I read your book, you created [The Miracle Morning](#) to get yourself out of a rock bottom. You were broke, you were depressed, you were spiraling downwards physically, mentally and emotionally. You're not there anymore, you're successful. Why do you still do the Miracle Morning?"

I was like "That's an interesting question, I've never really thought of it that way." Here's what I realized, the one thing that we all share in common is the next level. We all share the next level. No matter how successful we get, on my dying day I'll be like "Man, I was still trying to get to the next level."

That's what the miracle morning is for me and for anyone. It's arguably the single most effective process/routine/strategy/ritual, whatever you want to call it, to take yourself to the next level every single morning so that you go into your day a better version of who you were when the alarm went off that morning.

You go into every single day a better version of who you were when the alarm went off that morning.

I can't think of a single person that doesn't need that if they really want to live to their full potential.

You can go through life without it, but it's one of those things where you don't know what you're missing out on until you do it.

I tell people go and read the reviews on Amazon and you hear people "I was not a morning person, I was a night owl." I'd say the majority, probably 70% of the people that do Miracle Morning every day and swear by it started out totally resistant to the idea.

**Pat Flynn:** I read a lot of the reviews and I'm like "Yep, that's me" or that was me.



**Hal Elrod:** It's one of those things that you don't even know what you're missing until you do it.

A brand new coaching client hired me a few weeks ago. I found a text message from him, can I read it to you guys real quick?

**Pat Flynn:** Yeah, please.

**Hal Elrod:** He hired me to be his coach, he's very successful, one of the top sales people for his company but he wakes up at 11am every day and I basically had to have the same conversation of what he's missing out on.

For him, he's like "Hal, I'm number 1 in my company. Why do I need to wake up early?"

Here's what he said: "You're the man, Hal. I can't believe it's only been 10 days since we spoke and you shared The Miracle Morning. I started doing it every day and following my foundational schedule. My feeling of fulfilment is higher than ever. I had my best week of the year so far, tripled my production from the previous 5 weeks. Waking up is fun and exciting now. I'm getting more done in shorter periods of time. My habits and mindset have drastically improved and I'm more excited than ever to see how much more we can accomplish together this year. Just want to say thanks Hal, you're the man."

He sent me that yesterday.

This is someone who is very successful and was very resistant to the idea of waking up early.

**Pat Flynn:** I love the part where he said waking up is fun and exciting.

I know for me at least, I wake up and I know it's fun and exciting because my kids are waiting for me but I know for a lot of people, if I were to ask you when was the last time you woke up fun and excited, most people would probably say that never happens.

**Hal Elrod:** To speak to that, here's what happened. When I created The Miracle Morning, a buddy gave me advice, he's like "Go listen to this self-help audio, it can help you turn it around, because I'd called him and told him I was depressed and a mess



and I wasn't telling anybody because I'm a success coach and I was embarrassed" - as a success coach who was failing miserably, it kinds of messed with my identity. I told my best friends, but there was 6 months where I didn't tell him or anyone.

One thing led to another and I heard a Jim Rohn quote where he said "Your level of success will seldom exceed your level of personal development" and that's when I realized I had to create a personal development routine. I did about an hour of research.

I wanted to make it the most extraordinary personal development routine known to man by combining the best of the best and proven powerful personal development practices. Then my challenge was when am I going to do it. I had to start in the morning. All these successful people had a morning ritual, they wake up early, I was going to give it a shot.

At that time in my life, I was depressed, I was a mess, everything was rock bottom, but that night going to bed, the best comparison I can give was that I felt like a kid on Christmas morning where I was excited to go to sleep, not because I was waking up to these problems that I had but because I was waking up to this morning ritual.

Then, once I actually did it, I felt like a kid on Christmas. I realized this, was it hard to wake up when you were growing up? Did you celebrate Christmas growing up by the way?

**Pat Flynn:** Yes.

**Hal Elrod:** I like to be sensitive to everyone. If you did not celebrate Christmas and you're like "That does not apply to me", think about a vacation or your first day of school, your birthday, any time in your life when you were excited to wake up.

What I realized is that we can recreate that experience consciously and actively and intentionally every single day of our lives. Why would you not create the experience of waking up every single day excited? In The Miracle Morning book, I give my personal bedtime affirmations that I read before bed to set that intention and set my mindset where I can't wait to wake up.

Think about it this way, usually your last thought before bed is your first thought in the morning. If you go to bed going "Ah man, I'm only getting 5 hours of sleep tonight,





I'm going to be so exhausted in the morning". As soon as the alarm goes off you're like "Oh God, here it goes, I'm exhausted."

You have to create your intentions before bed and wake up with those intentions so that you create your own reality every day making it the best day of your life with that morning.

**Pat Flynn:** We can go to your website and download the first two chapters for free, plus get a video from you, which will be great.

Can you just let us in a little bit and share what that miracle morning looks like? Is this something that's very personal to everybody and different or is this a specific routine that we should all be doing?

**Hal Elrod:** It's a specific routine that you can customize.

In the book I encourage you might as well try it as it is and then you can customize it. There's a whole chapter at the end, here's how you customize it and make it fit your lifestyle and your goals and this and that.

The six practices of The Miracle Morning:

The first thing is waking up earlier than you normally would. Just to close that loop, most people wake up because they have to. There's a very big difference between going "You know what? I want to dedicate time every morning to become the person that I need to be to create the levels of success and fulfillment that I really want in my life."

The Miracle Morning is simply starting by moving your alarm back 30 minutes. It could be an hour, whatever you want.

There's a whole chapter on the Six Minute Miracle Morning. Pat, you might even visit that. How do you do The Miracle Morning in literally 6 minutes. It's not some gimmick, it's a hack where you get about 80% of the benefit in one tenth of the time.

The Miracle Morning itself is made up of six practices that are known as the life S.A.V.E.R.S. And "savers" is an acronym thanks to my brilliant wife, who one day when I was writing the book and frustrated going "How am I going to turn these six practices



into some sort of functioning structure?" and she's like "Why don't you use a thesaurus?" and I'm like "Great idea!"

So S.A.V.E.R.S is the acronym.

The first S is for Silence. Prayer, meditation. Primarily meditation but you know, depending on your beliefs. Prayer and meditation are kind of that element of silence.

**Pat Flynn:** I've been adding meditation into my daily routine now and already I can feel the difference.

**Hal Elrod:** It's a game changer. I used to think it was Eastern philosophy, hokey, weird - then I read an article called Fortune 500 CEOs that meditate. I read it and they all swore by it.

I think his name was Ray Dalio, the number one hedge fund manager in the world, he's a billionaire. He said that meditation is the number one factor in his success. He's a billionaire, he runs the most successful hedge fund in the world.

The A is for Affirmations.

Written statements that articulate the highest vision that you have for yourself. What you want, why you want it, who you need to be so you can embody that vision and live into the affirmation.

The V is for Visualization.

If we have time I can give techniques into why visualization doesn't work for most people and what you need to do differently to make it very effective and very action oriented.

The E is for Exercise.

Exercise in the morning is crucial. I still go to the gym. I play basketball in the afternoon but I do 10 minutes of exercise every morning as part of my miracle morning. The thing is, you cannot replace the benefits of getting blood and oxygen to your brain and releasing endorphins that can benefit you all day long by waiting until the afternoon.



This is true with every single one of the life savers, you can do them any time of the day, but you're missing out. Until you do them, you're missing out on the ripple effect, the benefits that they provide for you with starting them first thing in the morning.

The R is for Reading.

Not like 50 Shades of Grey or Harry Potter, but self-help books.

The final S is for Scribing.

Again, I owe that the thesaurus. My vocabulary is not that extensive, I didn't even know what that word meant. Scribing is essentially journaling or writing. Have you discovered the 5 Minute Journal yet Pat?

**Pat Flynn:** I have, yes.

**Hal Elrod:** That's my favorite journal. It's funny, I have a miracle morning journal for sale on Amazon and I tell everyone if you want to get it you can but I recommend the 5 Minute Journal. I'm not affiliated with them but I use it, I love it, I think it's better than the one that I created. Those are life savers.

**Pat Flynn:** I love that. And that I feel gives us some concrete examples of things we can do going forward. I do recommend everybody get The Miracle Morning, your book. I'm going to pick it up myself and I'm going to practice this. I want next year to be amazing and I completely see where you're coming from with all this. I know you're not the only one who implements a morning routine in their life.

We're coming up to the end here. You mentioned something before we finish up about visualization. Can you talk on that point really quick?

**Hal Elrod:** Absolutely. Visualization, the way that it's taught - and this is the same with affirmations - the way that they've been taught forever since I know by gurus - in fact they are still taught this way. I was on one of the most popular self-help guru's website the other day and they are still teaching affirmations the old way.

Visualization, the way that most gurus or experts teach it, they teach you to visualize the end results. See yourself living in your dream house, see yourself in your dream job or making the income or whatever it is.



That is valuable but it's only half of the equation and I believe it's the least important half of the equation.

First, let me explain why that's important. Visualizing the end results, what that does for you - every goal, every dream, ever desire that we have, imaging them as little balls of energy floating around somewhere in our consciousness, our brain or whatever you want to see it. Those little balls of energy are all trapped inside a coating that's made up of fear, insecurity, self-doubt and our past.

All of our goals, dreams and desires are all trapped by these layers of fear, insecurity and self-doubt, and that prevents them from being manifested. When you visualize them as real and you actually see yourself accomplishing it in the long run, the value in that is that it breaks that ball of energy out of the fear and the insecurity, that layer that it's trapped in and it actually creates belief that it's possible because now you can see it.

So that's great, that's valuable but most people visualize that and then they're like "Alright, now I'm going to go back to doing what I've always done and getting what I've always got but I feel good because I visualized or I even made a dream board that sits on my wall and doesn't do anything for me." Here's where visualization becomes valuable, where it really becomes actionable:

If you visualize for 10 or 5 minutes a day, half or a third of the time see the end result, but then you have to bring your visualization back to the present day and see yourself taking action, doing what you need to do that is guaranteed to produce that result if you do it for long enough.

For example, writing *The Miracle Morning* was on my goals in 2009 and I failed. 2010 and I failed. 2011 and I failed. 2012 I finally realized "Wait a minute, what if I take the goal of writing the book and I filter it through all six of the life savers?"

So I started visualizing people reading the book and I started visualizing them passing it on to their friends and these expressions on their face like "Wow, this is amazing!" and that got me excited. Now the vision became real and I wanted to make it real.

The most important part is I would visualize myself at my computer typing like a mad man with a look on my face like, "Wow, this is going to be the best book ever, the thoughts are coming to me." It's real. I would see myself typing, the vision of the action that needed to be taken was so compelling that it got me to open my eyes, open



my computer and start typing. Whereas before, without the visualization and seeing myself doing it, there was too much fear, too much insecurity, too much self-doubt that was holding me back from my grandest vision for my goals and for my life.

**Pat Flynn:** Thank you for sharing that because starting next year I'm going to be working on my book. I do have an eBook on Amazon but this is my book that I want to have at Barnes & Noble and I've always visualized my kids and I going and me pointing out Daddy's book on the bookshelf. That's what's helping me go forward and I think implementing this morning routine is going to help me moving forward next year. It's something I really need because I wanted to start it this year but I didn't have time or I always put it aside for other things.

Next year is going to be a great year for myself and the Smart Passive Income brand and hopefully for everybody else out there listening.

Thank you so much Hal for sharing all of that and for telling us your story and I'm so happy you're here and able to help everybody who you've touched. Thank you so much.

**Hal Elrod:** Thank you man, the pleasure is mine, I really appreciate it.

**Pat Flynn:** Where can people find out more about you and what you have going on?

**Hal Elrod:** As you mentioned, [miraclemorning.com](http://miraclemorning.com) is the website where you can get the first few chapters of the book, you'll get a 17 minute training video, a 60 minute training audio all for free. That's at [miraclemorning.com](http://miraclemorning.com).

If you're ready to buy the book and you're like "I don't need the free chapters, just give me the book, let me read the reviews!," go straight to [amazon.com](http://amazon.com) and you can get The Miracle Morning there.

If you want to get in touch with me go to [halelrod.com](http://halelrod.com) and that's where you can send me a personal message and I try to respond to every single one.

**Pat Flynn:** Awesome. Thank you so much. If you want to check out his media on that page too, you can see all his TV appearances and all his amazing stuff.

Hal, thank you so much for all you and we appreciate you. I look forward to connecting with you in the future and telling you how awesome this coming year has been.



**Hal Elrod:** Shoot me your address Pat, I will send you a personally autographed copy of The Miracle Morning.

**Pat Flynn:** Awesome, you rock. Thanks Hal, I appreciate it.

**Hal Elrod:** You too buddy, take care.

**Pat Flynn:** Hal Elrod. Oh my gosh, such an incredible story and like I said in the introduction I have been implementing The Miracle Morning now. I recorded this episode a while back and then I came back and did the intro.

Since recording this episode, I have been implementing The Miracle Morning and it's been going really well.

Hal, I know you're listening to this because you listen to the show. Thank you so much for all that you do and your generosity. I recently did a campaign to help schools in Ghana and Hal was a big time contributor to that campaign. Thank you Hal. I wanted to do that publicly here. Everybody who contributed to that campaign, even a dollar, thank you all so much. The fact that we hit that goal of \$25,000 in just a week was just incredible.

Thank you again so much for taking the time to listen. All the notes and all the resources and links mentioned in this particular episode, and if you want to go directly to Hal's site from mine, you can go to [smartpassiveincome.com/session140](http://smartpassiveincome.com/session140).

Hal's website will be there although you can also go to [halelrod.com](http://halelrod.com). It was pretty cool to finally figure out how he was named Yo Pal Hal and it kind of stuck with him all of his life, which is really cool.

I also want to say thank you to [Lynda.com](http://Lynda.com), which is the sponsor for this particular episode today. Lynda.com is an easy and affordable way to help you learn. You can instantly stream thousands of courses created by experts on business, software, web development, graphic design and more.

You probably use some sort of software in your business or in your daily life that you could be more efficient at. Lynda.com would be the place to go, especially because what's really cool is they are on top of all these new releases and updates that these



different pieces of software come out with and they always have training videos ready for you the moment that these new releases come out. So you can get on and be more efficient with these pieces of software that you're using.

I also have used it for courses myself from business development type courses and now team management type stuff. I've also used it for stuff like how to use my DSLR camera much more efficiently as well.

These aren't just home made videos from YouTube, these are studio quality videos and they're amazing. A lot of great tools to go along with them as well like searchable transcripts, playlists and certificates of completion and things like that. You've got to get on Lynda, it's one of the coolest websites I've discovered this past year and been a part of.

If you go to [Lynda.com/SPI](http://Lynda.com/SPI) you can try it for free. You get all access to all their courses, seven days for free. [Lynda.com/SPI](http://Lynda.com/SPI).

Go ahead and check it out.

Thank you so much again. The show notes for this particular episode can be found at [smartpassiveincome.com/session140](http://smartpassiveincome.com/session140).

Thank you. Thank you so much for spending time with me today.

The next episode comes out on Christmas Day. I don't recommend you listen on Christmas Day, that's time for you and your family but the show is still scheduled to go out that day although it's always going to be available for you. Again, I'm talking about the biggest lessons I learned from his past year and how we're going to take those lessons and crush next year.

I'll see you next week. Thank you so much. Love you guys. See you in the next episode.

**Announcer:** Thanks for listening to the Smart Passive Income podcast at [www.smartpassiveincome.com](http://www.smartpassiveincome.com)



## LINKS AND RESOURCES MENTIONED IN THIS EPISODE:

- [Halelrod.com](http://Halelrod.com)
- [\*The Miracle Morning\*](#)
- [\*The 5 Minute Journal\*](#)
- [Today's Sponsor: Lynda.com](#)