

Interview with Hal Elrod January 16, 2012

Success Profiles Radio with Brian K Wright



1/16/2012



My guest was Hal Elrod, and we discussed his journey which included being hit head-on by a drunk driver at 70 mph and living to tell about it. This experience reinforced the importance of having a positive attitude.

His best-selling book "*Taking Life Head On*" was the result of this traumatic experience, and he is now a highly sought-after college and youth speaker where he impacts thousands of people per year with his positive message.

We also discussed his "Miracle Morning" project, which has helped many people start their day off correctly and accomplish more in the first few hours of the morning than many people do all day long.

For more information about Hal and his work, go to <http://www.yohalpal.com> and <http://www.themiraclemorning.com>

Join me each week as I have guests that have had a positive influence on others and have world-class expertise in at least one area in their lives.

<http://successprofilesradio.com>

Interview with Hal Elrod January 16, 2012

Brian: Hello and welcome to Success Profiles Radio. I am your host Brian K. Wright and it's an absolute pleasure to be with you here today. I'm honored that you chose to spend part of your day with me here and I know this is going to be an absolutely fantastic show. I'll be introducing my guest shortly and I promise you're going to be inspired during this hour. It's going to be fantastic. What I want to do with this show, and this is my first ever show of Success Profiles Radio, is to bring people to you every single week who have achieved some level of success in some area of their lives – whether it's in business, personal relationships, health, leadership, achievement of any kind. I want to reinforce week by week that everyone that I have as a guest on this show comes from a very ordinary place just like you and I do. And if they can do it, so can we. I want this show to be a massive dose of inspiration for all of us.

What I want to do first of all is just share a thought every week because I love to read. And I hope you all love to read too because everyone who is a leader is a massively attentive reader. They pay attention to what's going on around them. There's a book that Tony Robbins wrote a number of years ago. You may know who Tony Robbins is. He's probably the most recognized leader and expert in personal development and maximum achievement in the world. His infomercials have been on television for years and years and years. He wrote a book called *Awaken the Giant Within*.

There's one chapter in his book I think about periodically and I thought a lot about this weekend. It's simply this: the quality of your life is determined by the quality of the questions you ask. What he does is he discusses life metaphors. For those of us who have been out of an English classroom for a long time, a metaphor is basically a device in the English language that helps us compare something that we don't know about to something that we do know about to help us understand that concept a lot better. For example, life is like a game. That's a very interesting metaphor because if you think that life is a game and that affects your world view and how you interact with people and how you walk through life, you're going to think that life is fun, you're going to think that life is playful. You're going to think, okay there's a set of rules I have to figure out and once I figure out that set of rules then I'm going to succeed. There's a downside to that particular metaphor to because if you think life is a game then inherently you must also think that there's a winner and a loser in every transaction. Which means that life is a zero-sum game. And I don't think that's necessarily the case. I think that at times it's very useful to think of winning and losing at life. But in some cases I don't think it's entirely appropriate.

So you have to be very careful of the life metaphor you select for yourself. Other people think life is a dance. If you've ever thought about *Dancing With the Stars* or *So You Think You Can Dance* and you watch those people dance and move with complete joy, you understand what I'm talking about. I don't move like that. I wish I did. But some people do think of life as a dance. For others, life is a battle and is meant to be a struggle. Last year (2011) wasn't much fun for many of us, but if we EXPECT life to be a battle, then it certainly will continue to be.

One of my favorite metaphors is life is like a Jeopardy game. All of the answers are on the board. The winner is the one that comes up with the right questions. I love this metaphor because there's a baseline assumption that all of the answers are available. That means that no situation is completely hopeless and that there is an answer for everything. Sometimes the answer is really obvious and sometimes it's not. But the answer is always there. That's something that gives me a lot of hope. If there's an answer for everything, then I can do anything and so can you.

At this point I am completely honored to introduce my guest. Before I tell you who he is let me give you a brief introduction because this is absolutely amazing. My guest survived a 70-mph head-on collision with a drunk driver when he was 20-years old. He's now a best-selling author and international motivational speaker and world-renowned life and business transformation coach and is considered by most leaders to have already overcome and accomplished more by the age of 30 than most people do in a lifetime. Since his accident he has dedicated his life to helping others overcome their negative influences and self-imposed limitations so they can achieve their dreams. He does this through writing, speaking and his book, which he wrote after the accident called *Taking Life Head On*, and his newest project, *The Miracle Morning*. We will discuss all of those things today. It is my extreme honor and privilege to welcome as my guest Hal Elrod. Hal, are you there?

Interview with Hal Elrod January 16, 2012

Hal: I am Brian. Thank you so much for having me.

Brian: You're welcome. Thank you and welcome to Success Profiles Radio. Let's just get started at the very beginning because we all start somewhere. Have you always known that you wanted to be an author, speaker and coach? How did this all really begin for you?

Hal: No, I definitely didn't know that. When I was 15 years old I got started in radio. I kind of knew somebody who knew somebody. My dream of being a radio disc jockey at some point when I grew up and got older became realized at 15. I got my own radio show. I needed a cool nickname. Mom said, "Why don't you be Yo-Pal Hal?" I said, "Mom, you're such a dork. I'm never going to be Yo-Pal Hal!" And now anyone that knows me knows you can go to yopalhal.com. Mom was always right, right?

Brian: Yep. Exactly.

Hal: So I essentially was a very mediocre kid Brian. I like what you said when you opened the show; we all start somewhere. We all start with similar fears, insecurities and all of those things. When it comes to me growing up I never was the best athlete, I never got good grades, I was very mediocre. When everything changed for me was when I was 19 years old I got hired selling Cutco kitchen cutlery. For those of you who don't know it's a very high end, relatively expensive line of cutlery that is sold in homes through in-home demonstrations. The second day of my Cutco training I found out about this record, a 10-day fast start contest, the record had just been broken a week and a half earlier. I don't know what it was, something inside me, a switch was flipped and I decided, you know what, if that girl that just broke the record a week ago and lives an hour south of me could do it, why not me? Funny, now that I'm saying it out loud. It was the quality of the question that I asked myself. Which is that if she could do it, why not me? And if I can do it, how am I going to do it? Asking that question and committing everything I had to break that record really changed my life.

Brian: Are there some specific things that you did do facilitate that? Breaking a sales record in any company certainly takes a lot of effort.

Hal: I went to my manager after training and I was all excited to tell him that I wanted to break the record. I thought he was going to be equally as excited. He was very calm. He almost blew it off. He said, "Hal, I'll be honest with you. I hear that every week. Somebody always says they're going to break the record and nobody ever does it. I don't think you understand what you're saying in terms of what it's going to take." Like you said Brian, breaking a sales record isn't an easy thing to do and this company has been around for 50 years. So he said, "If you want to do something that hasn't been done in 50 years, you've got to work harder than you've ever worked in your life. You have to be more committed than you've ever been committed in your life. It's exciting to set the goal in here. But when you get out there in the real world, you're going to experience rejection and you're going to have bad days and you're going to be off track." He said that very few people are willing to be that committed through that adversity. He said if you're willing to commit though I can guide you and show you the way. I think out of fear of embarrassment I just said okay I'll do it. I made a commitment then and there that I'd give it everything I have and I will follow your leadership every day until the last moment. I ended up working harder and did 62 appointments in 10 days and I broke the record. Not because I had any skills or I wasn't better necessarily than anybody. It was that I outworked everybody else.

Brian: That is absolutely incredible. I want to give a call-in number because we do want people to call in to contribute to our conversation and to ask a question or make a comment if they'd like. The call-in number if you'd like to participate is 866-404-6519. If you're listening we'd certainly welcome your input and participation in this conversation.

So just to revisit what you talked about, you worked hard, you got a lot of appointments, having a positive attitude I'm sure helped an awful lot in that.

Interview with Hal Elrod January 16, 2012

Hal: It did. I was reading a book by Robin Sharma this morning talking about the value of enthusiasm. I just said a minute ago I broke the record because I outworked everybody. I think there was another half of the equation. That was that I was so enthusiastic about the product. I was so enthusiastic it was like a whirlwind; people didn't know what hit them. I think they were just signing on the order form just because they didn't even know what hit them. I was so excited! I wasn't skilled. I was just excited. Any great leader, or anyone who influences other people to join a movement, join a cause, purchase a product, to sign up for your program or to give you a promotion if you're working for someone, I think enthusiasm is one of, if not the most, important qualities too have that allows that to happen.

Brian: I totally agree. I don't know if you've read a book called *Little Voice Mastery* by Blair Singer. One of the things he talks about is the person with the highest energy wins. If you've got two equally skilled people and one person has a positive outlook on life and is energetic and enthusiastic, and the other person is the opposite of that, who are we going to gravitate to? I think the answer to that is really, really clear.

We're coming up on our break very shortly. But working hard, enthusiasm, anything else that you think helped you break that record?

Hal: It was allowing my mentor to guide me. My first day out there when I tried to break the record, which was \$12,000, I had to average selling more than \$1200 per day to break the record. My first day out, of course I wanted to get off to a good start and sell at least \$1200 to be on pace for the record and Brian, I sold zero. I had zero sales that day and I wanted to quit and had lost my confidence. Even my enthusiasm that I had when I left my third day of training was just gone. I was defeated. I was discouraged. I called my manager and I was ready to quit. He said, "Hal, you can respond one of two ways. He said how do you feel right now?" I said, "I feel like giving up." He said, "You can do what most people would do and you could give up before you really gave yourself a chance to succeed." And I'm kind of nodding on the other end of the line thinking, yeah, that's the plan and what's behind door number two?

"Or," my manager Jesse said, "you could do the only thing a successful person would do and keep moving forward. Get over the bad day. Go make tomorrow a great day. Go work even harder and make it happen." So I knew he was right, I got on the phone, I scheduled a bunch of appointments and the next day I ended up selling almost \$3000. The lesson from that is sometimes we have to believe in the belief someone else has in us until our belief catches up.

Brian: I remember a specific situation. I sold insurance for a year. My manager told me I had a chance to break the rookie record. I didn't believe him and of course I didn't do it because I didn't believe him. I wondered if this was just hype he was throwing at me or was it really true. My fault was that I didn't believe enough in myself at that particular time.

This is great stuff Hal. I want to visit a very important event in your life. Something happened to you not too long after that that completely altered the course of your life. Do you want to tell us about that please?

Hal: Sure. A year and a half after selling Cutco I was one of the top reps and that asked me to give speeches. I started speaking at conferences and *really* enjoying it. I also started to listen to Tony Robbins and watching his videos. I thought maybe someday I'll be like Tony Robbins and be a motivational speaker. A year and a half after I started selling Cutco I'd given a speech at a conference and was driving home about 11:30 at night. I had an hour and a half drive on the freeway up in northern California. At approximately 11:32 p.m. a man I had never met before, a drunk driver, got onto the freeway. Only the problem was he got onto the freeway going the wrong direction. His car struck my car head on. Both of us were traveling 70 mph when his car hit my car head on. I was in a Ford Mustang; he was in a much larger Chevy pickup truck. That sent my car into oncoming traffic. Another car, an innocent victim, a family of three, didn't have time to swerve. They hit me in the driver's side door; directly in my door at 70 mph. Completely crushed the left side of my body. I instantly went into a coma and ended up being found at the scene and clinically dead for six minutes.

Interview with Hal Elrod January 16, 2012

Brian: Wow! That's unbelievable. So you were obviously in a coma for quite a while.

Hal: Yeah. I guess the body when you're in that severe of a physical altercation, shuts the brain down and kind of to preserve you and being in immeasurable pain. I spent six days in a coma. I had 11 broken bones. When I came out of the coma doctors said I'd never walk again. Two weeks later I took my first step. Three weeks after that I left the hospital and went home. I went back to work and finished that year as the number six rep in Cutco.

Brian: What!?! That is crazy! Two weeks later you took your first step and then three weeks after that you left the hospital.

Hal: So three weeks after the night of the accident I took my first step, four weeks after I took my first step I left the hospital. And against doctor's orders I had my mom and dad drive me to appointments within about a week after getting out of the hospital because I wanted to compete in a Cutco sales competition.

Brian: That is absolutely incredible! I've never had this happen to me, thankfully. But when you woke up was your first thought, what just happened here, or what were you thinking?

Hal: I honestly don't remember my first thought. I suffered pretty significant brain damage and I don't remember the first week that I was awake. However I've had my family tell me the stories of what it was like, what I was telling them and how I responded. So it's really a blur between where my memory comes into play and where the stories come into play. I really have trouble knowing what's what. My parents told me though that when I woke up I was kind of terrified as to why I was in a hospital bed, why I was bandaged from head to toe and hooked up to monitors. The problem was because of the brain damage I suffered I had short term memory loss. So what would happen was I would fall asleep and wake up a couple hours later and I would have totally forgotten up before and been told what happened to me. It was really sad for my parents. I kept reliving the nightmare of waking up to this reality over and over and over and over again. They kept having to tell me over and over what happened to me.

Brian: Oh my gosh. To walk out of the hospital that soon. Obviously positive attitude is going to be a huge theme in this discussion because my goodness. That absolutely had to come into play. You had to have an incredible hope that this was going to resolve itself. Were doctors and your family telling you you were never going to walk again? Were they painting the worst possible case scenario just to make you feel better?

Hal: Sure, to get me to be ready for it. I remember I told my dad a couple of things. He came in one night. The doctors actually thought I was in denial. They called my mom and dad in. If you've read my book you've read this story. They called my mom and dad in one day and said, "We're really concerned about Hal." This was about two weeks after the accident. I still wasn't walking and didn't know if I would walk again. They said, "We believe Hal's in denial because every time we see him and every time the nurses interact with him he's so happy. He's always laughing and telling jokes and making us laugh. That's just not normal for someone who's been through what he's been through. We believe he's putting up this front because he can't accept the reality of what actually happened to him." They told my dad, "We want you to go in and talk to him and find out how he's really doing and what he's really feeling because until he accepts this and comes to grips with it, the emotional healing can't begin." So my dad came in one night; I didn't know this conversation had taken place. He sat me down and said, "Hal, how are you feeling?" I said, "I'm fine dad. Why? You seem like you're being all serious." And I'm just not a serious person. He said, "Hal, the doctors are concerned. I know when your friends are here and you have visitors, you're laughing and telling stories. But when you're falling asleep at night and you're really thinking about what has happened to you, are you sad, are you angry with the drunk driver, are you angry at what happened to you, are you frustrated? Are you feeling depressed? The doctors say that this is totally normal and it's important that you talk about it."

Interview with Hal Elrod January 16, 2012

I really considered what my dad had asked me. I thought am I feeling angry? No I'm not angry at all. The drunk driver made a mistake. He drank alcohol but he didn't try to hurt me. Why would I be angry at him? That doesn't benefit anybody. I thought am I depressed? Am I sad? And I thought no, I can't change this. Why would I feel sad and depressed? That doesn't fix anything. I finally responded and smiled at him. "Dad, I thought you knew me better than that. I'm none of those things. I'm grateful that I'm alive. Dad, I learned something in my Cutco training called the five-minute rule. My manager taught us that when you're going to go out there and you're going to be selling Cutco, just like in every day life, you're going to have bad days. There are going to be disappointments, some people are going to reject you or be mean to you. He said, "Look, dwelling on the negative doesn't fix anything. It doesn't make your situation better. It just makes it worse. But sometimes you need to be negative. So I'm going to give you guys the five-minute rule which says it's okay to be negative sometimes – bitch, moan, curse, whatever you've got to do, vent to somebody. But give yourself five minutes to do that. Then after your five minutes is up, you put 100% of your energy, your emotion, your focus, not on what has already happened in the past that you can no longer go back and change, but on the present and what you can do now to create the better future you want."

I said to my dad, "It's been longer than five minutes. I live by the five minute rule so I accept it and I focus on how I can use this experience to help other people. Dad, I always wanted to be a motivational speaker but I never really had anything worth talking about." Be careful what you wish for, but now I do. It told my dad, "I always wanted to write a book. I'm not much of a writer but maybe I'll write a book and share this story with other people." Brian, I really have this feeling of responsibility, like it's my responsibility to overcome this experience, this adversity, so I can be an example and share with other people how to do the same thing and overcome the adversity in their life. If I can't get through this in a positive way, how am I going to lead other people to do the same thing?

Brian: Exactly. I really love that thought that if you have something to share, you have a responsibility to get that out there. It's a lot like finding a cure for cancer and refusing to share it. That's incredibly selfish. If you don't share the gift that you have, you're really depriving the world because there's someone out there that really needs your gift. It's your responsibility to go ahead and share that.

Hal: Absolutely!

Brian: I appreciate that you shared the positive attitude was critical. I most incredibly love that five minute rule. I've never defined it as the five minute rule. But I give myself that brief period of time to let all that bad stuff out and then figure out what I can do with this. What's the worst case scenario? Can I accept it? And if I can, my life's not going to be over. What can I do to facilitate change right now? It sounds like that's what you did. I love the fact that you're doing something really incredible with your life and using this accident. After the break we're going to visit exactly what it is you are doing with your life. We're going to discuss how you are an in-demand high school and college speaker all over the country and we will talk about perhaps some funny stories from the road and some motivational quotes.

Brian: Hal, I know you get paid thousands of dollars to speak all over the country. But it wasn't always that way. How did that start?

Hal: I started speaking at Cutco and that's where that dream was born. I spoke at sales conferences. I was really torn between do I want to pursue high and college or do I want to pursue the corporate market? I gave some speeches at different real estate offices and businesses. I got a great response from that. Then I spoke at my local high school and the response from the students was overwhelmingly positive. I thought, you know what, I can speak to old sales guys for the rest of my life. I'm only getting older. I'm only going to look young for so long. I might as well speak to high schools and colleges now and make that impact while I'm still young. Then I can speak to older folks the rest of my life.

So how did I get started? I wasn't always in demand. I wasn't always paid thousands of dollars. I remember when my dream was to be a speaker and I didn't know how to get paid, I didn't know if

Interview with Hal Elrod January 16, 2012

anybody would pay me, I didn't really know if I could make it. There were so many other great speakers out there. One of my favorite stories is where I spoke at a technical college and it was their graduation. They didn't have any money to pay me. I was still new and wanted to do it for the experience. I just wanted to give back. When I got there they said we know you're doing this pro bono, we're not paying you. But we wanted to give you *something*. So they gave me a rock with the word Integrity written with a black Sharpie marker on it. I think there was a story behind it; they'd researched me and found I was big on integrity or something like that. The point is I went home just laughing and I thought I'm going to keep this forever; that one of my first paid speaking engagements I was paid with a rock with a word written with a Sharpie marker on it. I'm literally looking at that rock right now. I wrote the name of where I spoke and the date. It was August 12, 2008. So we're less than three years away and my speaking went from a dream to I was paid in rocks to being a reality. If I can do it, you can do it, like you like to say Brian.

Brian: Exactly. If I can do it, you can do it. That's absolutely true. I'm sure you probably have some favorite moments in your speaking career, perhaps a particular audience you spoke for or particular quote. Knowing you, we're friends on Facebook too, you post motivational quotes and you share what you're reading every single day. Do you have a favorite motivational quote that you're thinking about right now?

Hal: The quote I'm most known for is the tagline of my first book: Love the life you have while you create the life of your dreams. When I was writing my first book I really thought what's this encapsulating? What's the theme? I really believe that the purpose of life, and this is outside of any religious context, the practical purpose of living a fulfilling life is twofold. To be fulfilled at the highest level you've got to master both parts. The first half is to love the life you have, to truly love it unconditionally, not to only love it when it's good. But to love it even when it's challenging, even when things are tough. To be able to really be grateful and love your life and yourself unconditionally. That's the first half of the equation.

The second half is to create the life of your dreams. I think both of those are so important. Some people don't have both of those. For example celebrities are a great example. You see a lot of celebrities that are so focused on creating the life of their dreams, child stars that are now adult stars. They knew ever since they were young that they were going to make it and that was the life of their dreams. But you see some of these celebrities where they create this extraordinary life, they get everything they ever wanted and then they turn to drugs and alcohol. Look at Lindsey Lohan. I don't know her personally and I don't mean to make a judgment. You see somebody who had everything they could ever want but my belief is that she never learned how to love the life she had along the journey. So when she created the life she thought she wanted, she didn't know how to fully appreciate it.

So I think it's so important that we really love everything about the life we have while we are consistently creating the life of our dreams and really doing those simultaneously is the key I think to the ultimate fulfillment in life.

Brian: I really love that and thank you so much for sharing that. We do have a caller on the line. Mike, do you have a question for Hal?

Mike: Yes, hello.

Brian: Hello.

Hal: Hey Mike. How's it going?

Mike: Good. We actually know each other. This is Mike Binkus. How are you?

Hal: Mike Binkus! What's up buddy?

Interview with Hal Elrod January 16, 2012

Mike: Gosh. I have a request. I can't help but thinking about you. I have a friend. Her daughter just turned 19 in December and three days before Christmas a car hit her while she was riding her bicycle home. She was in a coma and came out of it and she's now in a brain rehab place. I wanted to ask if you could send a copy of your book, an autographed copy?

Hal: Yes, absolutely! If you email me her name and the address, I'm happy to do that. You have my email address, right Mike?

Mike: Yes.

Hal: In fact, if anybody listening wants my email address, I'm happy to give it out. It is hal@yopalhal.com. I take emails all the time and I'm happy to answer any questions. Definitely Mike send me that email and I'll be happy to send her a copy.

Mike: And if I can just take another minute. I knew Hal's story, I've read his book, but it's great to hear it again. I think one of the things Hal teaches is that repetition is a good teacher.

Hal: Thanks Mike for calling in. It's always good to connect with you.

Mike: Good to talk to you. Bye.

Brian: Thanks for calling in Mike and Hal that's really generous. That's really awesome. People can also connect with you on your website www.yopalhal.com, is that right?

Hal: Absolutely!

Brian: And on your home page if you want to connect with Hal on Twitter and Facebook and I believe on LinkedIn, you can certainly connect with Hal and follow what he's doing on a daily basis. I'm sure Hal would welcome having you in his crowd. Let's talk a little bit about The Miracle Morning. That is your new project. I know you've been talking a little about that on Facebook and Twitter for several months now. You're actually coming out with a book called *The Miracle Morning*, is that right?

Hal: Yes, if I can ever finish writing the thing. I've been working on it for a few years now.

Brian: Tell us the concept of The Miracle Morning. I know you're a very early riser. So what is The Miracle Morning? What does it involve? What is it that you do to get yourself up and get ready for the day?

Hal: It involves six personal development practices and involves the power of early rising. For anyone who does not consider themselves a morning person, I was the worst morning person on earth. Probably about four years ago was when this started. I basically hit rock bottom financially about four years ago. When the economy turned half of my coaching clients couldn't afford to pay for their coaching and my income dropped in half at the time. I literally couldn't pay my bills, I ended up accumulating \$50,000 in credit card debt, and my wife and I lost our first house back to the bank. So if anyone is in that situation or can relate, trust me, there's hope for you. I was talking to a good friend of mine and I was trying to get advice. He asked me if I was exercising every day and I said no, I can barely get out of bed everyday let alone exercise. And he said well you need to run every day. In order for you to think clearly and have a higher level of thinking, you need to get some oxygen to your brain and your need to get some cardio and go exercise and go running. I thought I hate running. I don't want to run. He said well if you want to stay the same, stay the same.

So the next morning I got up and got out the front door with my running shoes. Actually I didn't even own running shoes. They were basketball shoes. I got out my iPod and listened to a Jim Rohn audio and heard a quote from him that I'd probably heard before. Sometimes you just have to hear some three or four times before it sinks in or you just have to hear it at the right time. The quote was, "*Your level of success will rarely exceed your level of personal development.*" I literally stopped running and

Interview with Hal Elrod January 16, 2012

realized I'm not committed to personal development everyday. I'm not growing myself. I'm not improving myself and that's why my life's not improving. I thought I've got to change that. I've got to dedicate an hour everyday to my personal development. I ran home and created a list of all the personal development activities I'd heard for *years* that I should do from all the mentors, Jim Rohn, Tony Robbins. You should do affirmations, do visualizations, exercise every morning, journal everyday, you should read self-help everyday. All these things, you should meditate everyday. I wrote down six different practices and I thought I'm going to try these tomorrow.

Long story short the next morning I woke up at 6 a.m. and by 7 a.m. I felt on top of the world and I never looked back. It's something I started sharing with my coaching clients, they started sharing with their friends, and in a matter of months there were thousands of people around the world doing The Miracle Morning, posting their videos online, people I'd never met before. And I realized this wasn't just the most life-changing thing that I've ever done, this can be the one thing that can change someone's life. I started a website www.TheMiracleMorning.com. If your listeners want to go there and put in their email, I will send you a 17-minute video and a 60-minute audio absolutely free, no strings attached. You'll get that in your inbox within minutes after entering your info. It will really put you on the path of improving any area of your life that you want.

Brian: That's awesome Hal. Thank you for that. Everyday on Facebook I see people posting how incredible this Miracle Morning routine is that you've come up with. Can you tell us one more time how people can get a hold of you or how they can learn more about The Miracle Morning?

Hal: The best way is to go to www.TheMiracleMorning.com. There are videos and articles. But the best thing to do is put your name and email in and I will email you a 17-minute video of me on a stage in front of thousands of people sharing The Miracle Morning. Also a 60-minute audio where I go into more depth about it. Then you'll be on my Miracle Morning email list, only that list. I don't share your name or email with anyone. I'll stay in touch with you and any time I write a new Miracle Morning blog or anything along those lines.

Brian: We have another caller on the lines. Josh, are you there?

Josh: I'm here, Brian. How are you doing? Hal, unbelievably inspiring story. My question kind of goes back to your story Hal. My fiancé and I work with people who suffer from PTSD in all different areas of their lives. I wondered if you'd touch on that whether you suffered any type of symptoms after your horrific crash and how you dealt with it and any advice you'd give to someone who was dealing with that.

Hal: Honestly, I didn't really deal with it. I'm not an expert in that area and I wish I could be of more help. But I personally didn't deal with it. In the hospital when I made that decision that I'm going to accept this because since I can't change it feeling bad about it doesn't benefit anyone. I know that's a weird way of thinking; it's not a normal way of thinking. But it was really just the unconditional acceptance that gave me freedom from all the stress and emotional pain that most people experience in that type of situation.

One thing I can share with you is the three magic words I use to free myself from stress on a daily basis. I have shared this with thousands of people from the stage and I've seen this make a really profound impact on people's lives. Josh the three words are: Can't Change It. Those three words I made into a wristband after the accident. So if there's any way I deal with it, it's those three words. Whenever I feel stress, thinking of a big traumatic event in life or am just sitting in traffic and feeling stressed or angry, I look at that wristband on my wrist and take a deep breath and think Can't Change It. If I can't change it, I need to just let it go. When I say I've seen such profound impact on people's lives, this summer I shared the Can't Change It method in all the keynote speeches from the stage and I think it was six different people in totally separate events emailed me they had tattooed the three words Can't Change It somewhere on their body in the weeks following my speech.

Interview with Hal Elrod January 16, 2012

One woman let me know her father died 10 years ago and every day she suffered over his death, wishing he were still here, putting her energy into something that happened in the past that she couldn't change. When I taught her those three words, Can't Change It, it made her realize she was suffering of her own accord. She needed to let it go. On the 10 year anniversary of his death, she got the words Can't Change It tattooed and she emailed me a picture of it. I was almost in tears seeing the profound effect that this had.

After all of this I thought I've got to share this with the world. So I did set up a website, www.CantChangelt.com where I have a 10-minute video of me explaining the Can't Change It philosophy. There is an article as well you can forward or share with anyone dealing with stress over something they can't necessarily change.

Josh: That's fantastic Hal. A lot of people when they are dealing with something like that need to get to the can't change it part before they can even start to work on what they need to work on. That's definitely something I'll check out. Great story and great show Brian. We'll definitely be listening every week.

Brian: Thank you Josh. I appreciate your feedback.

Hal: Thank you Josh.

Brian: One thing I want to ask you also Hal is you've mentioned to me you do success coaching for people. Can you tell us a little bit about that?

Hal: Yes. I hired a coach in 2005. A friend of mine had hired a coach and was paying \$500 a month and I thought it was *outrageous*. Then I realized I'm renting a room from m friend in one of his six houses. Maybe I should follow his lead. Maybe he knows something I don't know, right? So the following year I hired a coach and my income more than doubled, it almost tripled, from one year to the next. It went from \$38,000 one year to over \$100,000 the next year. I really think having the accountability of a coach changed my life. Not only did I increase my income, simultaneously I wrote and published my book, I started my speaking career and did my first paid speaking engagement, I met my wife, I got in the best shape of my life. So it's not that I became a workaholic. I achieved levels of success in every area of my life that I had never experienced before. There's no way I would have done that without my coach.

Brian: Even the most elite athletes in the world have a coach because they can see your blind spot.

Hal: Exactly. So do most CEOs, the President of the United States. I was going into the following year, I had my book, I had decided I wanted to be a speaker, and then I decided I wanted to be a coach. I want to give the gift of closing the gap on our potential that we're usually so far from. I got certifications and in the last five years have coached hundreds, I've lost track, but hundreds and hundreds of people from all walks of life, business owners, entrepreneurs, sales people, stay-at-home moms. I've coached high school students. There's almost no area that's been off limits.

Brian: That's really incredible. If someone aspired to do what you do for a living, what advice would you give to them?

Hal: It depends on which they want to do. If you want to become a speaker you've got to go get some training. If you want to speak at high schools the best coach on speaking at high schools who has made more income and impact, he's made millions of dollars speaking at high schools, is Josh Shipp. His program is called Youth Speaker University. I just went through it last year. One of the best speaking in the college market is James Malinchak. I met Craig Duswalt at James Malinchak's event. The website is www.CollegeSpeakingSuccess.com. Whenever somebody asks me where do I get started, usually my first answer is, Google it!

Interview with Hal Elrod January 16, 2012

Brian: Like I was saying earlier, life is like a Jeopardy game. All the answers are there. You just have to ask the right question.

Hal: And Google will give you all the answers. How do I write a non-fiction book? That's a great phrase to type into Google and you'll probably get about a million websites in .3 seconds. There's a lot of training for coaches and speakers out there. I'm training speakers right now and coaching people who want to build a coaching business. I've gotten to the level in my career where I've built the successful speaking business and I've built the coaching business. This is the first year where I've taken on a few clients who want to build successful coaching businesses and also that want to build successful speaking businesses.

I will tell you an important distinction to make and this might upset some people. Getting certified in something is **not** enough. It's not even close to enough if you want to be successful. I know there are a lot of people who want to become coaches so they go and become certified and they learn how to be good coaches. But that's not the same as learning how to build a lucrative, successful coaching business. You could be the best coach in the world but if you don't understand marketing, if you don't understand how to find prospective clients, how do you present a call with them that sells them on coaching, you'll be a really good coach that's not making very good money and not making a very big impact because you don't know how to find people and market to people and express how good your coaching is.

Same thing with speaking. You could be the best speaker in the world. But if you don't know how to market your speaking services, you're going to be lost. I focus on seeking out the people who are best at marketing their services. I didn't just want to get certified and be a broke coach or broke speaker. When I coach speakers and coaches, I'm not just coaching them on how to be a good coach. I'm coaching them on how do you build a lucrative, six-figure coaching practice. If you want to make a big impact, you've got to make a lot of money. They go hand-in-hand.

Brian: I wanted to visit the idea that you do a lot of charity work. You ran a 52-mile marathon. Could you talk about that?

Hal: I'll tell you why I did that. Three words: Front Row Foundation. There's a charity I believe in and I was on the board for a while. It's such a great cause that it inspired me to run 52 miles to raise awareness and money for it. Go to www.FrontRowFoundation.org. It's a phenomenal organization that's changed the lives of thousands of people around the world and I'm grateful to be a part of it.

Brian: That's great. And if someone wants to hire you to speak, they can go to www.YoPalHal.com.

Hal: Yes and there's a contact form you can fill out. It goes to my assistant and she'll forward it to me. I'd love to hear from you.

Brian: Thank you so much Hal for joining us.