



**SPI Podcast Session #93 -  
How to Make Next Year the Best Year Ever!  
Goal Setting, Resistance and Priorities  
with Michael Hyatt**

show notes at: <http://www.smartpassiveincome.com/session93>

**Pat:** This is the Smart Passive Income Podcast with Pat Flynn, session #93! Let's do this.

**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-- he marched the inaugural year for the Esperansa Drum and Bugle Corp--Pat Flynn!

**Pat:** Hey what's up everybody? This is Pat Flynn and you might hear in my voice already but I'm a little hoarse. Not like a pony, little horse, but like my voice is a little sore, and that's because I've been practicing every night for a few hours every night for an upcoming presentation at New Media Expo in Las Vegas.

My presentation is on the first day, January 4th, at 10:30am and I'm really excited because this is, potentially, going to be the largest crowd I've ever spoken to. I have a super session, which means in the blogging track that I'm speaking in there are no other sessions going on at the same time. There could potentially be, I don't know, 500-700 people. Which would be awesome! I would love to speak in front of a crowd like that, but of course I want to bring my A-Game for that crowd.

I mean, I would bring my A-Game for a crowd of one, but I really want to knock this out of the park. I have somebody coming to film the presentation. Hopefully there's no technical glitches, which always happens during my presentation! But even if it happens, those are fun things that are talked about and lessons learned, so we'll see what happens.

But I've been practicing every night, which is why my voice is gone. I'm not really that sick. Hopefully the voice comes back. It will. I've been taking care of myself, don't worry.

I'm going to go right into the interview here with an INCREDIBLE person, somebody I really, really look up to. This is Michael Hyatt from [MichaelHyatt.com](http://MichaelHyatt.com). A leader of



leaders! A bestselling author, in February he put on the very first Platform Conference, and I was so honored to come and speak. It was an amazing, amazing, well put together event. I know he had another one in Dallas just last month, a couple of months ago, and just an all-around, incredible, genuine, nice, authentic, incredibly smart and experienced man, who I'm very, very happy to have on the show today.

We're talking about goal-setting, because 2014 is right around the corner. I know you have a ton of things that you want to accomplish. I do! So I tapped into Michael's brain to get into how we can better achieve our goals and some of the things that hold us back from achieving our goals.

I actually ask him a lot of hard questions, questions that I get all of the time that I struggle with, too, like how do you know when you're trying to reach a goal that it's time to give up on that goal and maybe pivot and try something else?

Or let's say you have many things you want to accomplish, you have a lot of goals, how do you know which one to tackle first? I swear, Michael probably gives the best answer to that question that I've ever heard from anybody. Michael, if you're listening to this, it was so good that I'm going to be giving that same answer to people when they ask me that same question, and I will give you credit for it! You deserve it.

Again, so much in this episode. We talked about Michael's new goal-setting course and I highly recommend it to anybody. I don't earn a commission or anything from it. Let's just get right into the interview. Here's Michael Hyatt from MichaelHyatt.com.

Michael Hyatt, thank you so much for coming on the Smart Passive Income Podcast! Welcome to the show! How are you?

**Michael:** I'm doing great, Pat. Thanks so much for having me!

**Pat:** Absolutely. It's so awesome to have you here and actually, Michael, you and I are going to see each other very soon at New Media Expo in a couple of weeks now. It's crazy how fast this is coming up.

I don't know why they did this, and I don't even know if you know this, I just found out, you and I are speaking in super sessions at the event at the exact same time.

**Michael:** We are? Oh my gosh! So it's like competition.



**Pat:** [laughing] Yeah. I mean, no, not compet--I'm worried that, you know, everyone's going to go to you because everybody loves you and I'm just like "Awwwww." I want to watch you, that's the main thing.

**Michael:** No, I'd love to hear you, too. People should go to your session! Honestly, if you're listening to this podcast, go to Pat's session! He delivers the bacon every single time. You know he'll be great. Go there, and get into the frame of mind.

**Pat:** Ah, thank you Michael. I really appreciate that. You threw out the magic word--bacon! So...[laugh]

I'm really excited to have you on because we're going to talk a lot about something that I think are on a lot of people's minds these days which are goals, because we're leading into 2014, people want this to be the best year EVER, and you know a lot about goal setting and reaching those goals.

I've seen you do a number of different things this past year that really impressed me, like the Platform Conference, which I was invited to and it was AMAZING. Your first time out, and I want to know how that came about and when the goal for that came into place and how that came into fruition.

And just, you know, you're doing such amazing things, but before that--I'm looking at your blog right now, Michael. You have 370,037 total subscribers. That is SO MUCH. But you weren't always a blogger. You weren't blogging--you didn't just start out as a blogger, like I did. What were you doing before you built this platform, MichaelHyatt.com?

**Michael:** You know, blogging was kind of an afterthought, because I spent my entire career in the book publishing area, and I started when I was a senior in college at Baylor University and I was in telephone marketing, of all things.

**Pat:** Telephone marketing? Wow...

**Michael:** Yeah, yeah. I was one of those guys. So I spent those first few years in sales and then I transitioned to marketing and I finally went to editorial and then I started getting bumped upstairs in terms of management and leadership, all of which was great, but most recently I spent six years at the helm of Thomas Nelson Publishers here in Nashville where I live, and it was awesome.



I just love the power of ideas and the power of books to really impact people, and I'm all about transformation and books have had such a transformative impact on my life, I just love the thought of participating in that industry and helping other people experience transformation as well.

**Pat:** That is awesome! What were some of the challenges for you when you decided to start blogging? Was it always this...was it a success at day one for you?

**Michael:** No! I mean, I didn't even think about that, Pat. When I started--it was funny because I broke my ankle, and so I was recovering from that and I thought "You know, I've always wanted to start a blog and here I am, this unexpected accident, and I'm flat on my back for a week, because I had to have surgery on it. I said "I'm going to start a blog!"

I thought of it initially as a repository for my best thinking and then I started to be a little bit beyond that and think "Well, you know, this may be something that I can use to share with the people in my company--" I was the president of Thomas Nelson at that time, and I thought I could just, you know, share my best thinking with my employees and it would be a repository for that.

It never really occurred to me, at least initially, that the outside world might have an interest in it. And then it took off from there. But it was slow! I will say it was slow. It took four years for me to attract more than 1000 readers a month.

**Pat:** I love that you said that, because a lot of us think--we see these incredibly successful blogs and we think it happens overnight, but definitely not. It took me close to two years before I started to see any sort of leverage.

Not only do you have a blog now, but you have an incredibly successful podcast. It's called This Is Your Life, and you and I seem to keep trading top places in iTunes in the Business section. I do listen to your show, Michael and it's fantastic.

**Michael:** Oh, thank you.

**Pat:** I listened to an episode on a road trip recently that was about [advice to new CEOs](#), or those who want to be, and that was--it's not necessarily for those who want to become CEOs but even just entrepreneurs or people who want to start working for themselves. There was some really, really great information in that one. If you're going to listen to one of Michael's episodes I would definitely listen to that one because that



one really had an impact on me as far as what to expect and the realities of it and how hard it is and some of the challenges that you're going to face along the way.

That's something we're going to talk about a lot today are the challenges that we're facing because we all want to do so many amazing things and I know I have a ton of things on my plate. You know a lot about some of the upcoming projects that I have and at times I feel like "maybe this is too much." But other times I get in the mindset of "this is going to be so awesome!"

One of the things I remember you talked about at the Platform Conference specifically was this idea of Resistance or this thing that happens to use whenever we're about to do something cool, it always tries to stop us. I talk about this a lot on the podcast, but, I didn't know if you wanted to start with the things that are holding us back from reaching our goals. You have this whole methodology and stuff for goal setting to actually reach your goal. Where do you want to start with goal setting?

**Michael:** I think started with Resistance is a good thing. By the way, it's not an original idea with me. This comes from Steven Pressfield in his fantastic book, [The War of Art](#). Then he talks about it more in *Do the Work*, another book that he wrote, a little short book.

**Pat:** I will say, for those of you who are interested in that book, I highly recommend it. The language is a little bit abrasive at times, so just keep that in mind. I wouldn't read it to your kids when they're going to bed. But it does--it's made a completely impactful statement to me in my life, and I know it's done the same for others. So thank you for that mention.

**Michael:** Yeah. And I think, you know, that people can relate to it is because what he talks about is, any time you set out with the intention to improve some area of your life in a positive direction--it might be you want to get in shape, or you want to start seeing growth in your business, maybe you haven't seen that in years, or you want to improve the relationship you have with your spouse--you'll almost inevitably meet with Resistance, which is that thing that tries to stop you from making forward progress.

You can almost set your clock by it. It's going to show up, and in fact when it does, once you learn to recognize it, it can kind of be an indicator that you're headed in the right direction.



I think rather than getting discouraged and thinking--by the way, this almost always happens to me, and I forget about this until I get in the middle of it--but when you start experiencing that Resistance, like you want to throw in the towel or you want to quit because you're in what I call the messy middle, it's just good to remind yourself "Oh yeah, this is that thing that always happens whenever I'm trying to grow or trying to make an improvement or trying to accomplish something I've never accomplished before"--I meet with a Resistance.

The good news is that we can use that much like an airplane uses the resistance of the air to create liftoff, we can use that to go to a complete new level in our lives or our business.

**Pat:** Mm, I like that. Michael, when was the last time you experienced this Resistance?

**Michael:** Oh, probably a week ago.

**Pat:** Haha, right? Me too. I'm thinking of it right now too.

**Michael:** No seriously! I mean, you know, even this big course that we created--[5 Days to Your Best Year Ever](#)--we were in the middle of that, in the middle of the launch and it's interesting, that whole term—"launch." Because I really want to expand on that metaphor sometimes. A launch is for NASA astronauts--you know, when you're taking off the launching pad, there's so much vibration you don't know if the rocket's about to blow up or if you're about to get into orbit.

With that launch, you kind of pre-think everything, you try to make everything smooth, you think you've thought of everything possible until you get right into the middle of it and you go "Oh my gosh, I can't believe we missed that!" And the problems start coming in, and literally with that launch I said about an hour into it "I wonder if we should push the hold button and just regroup here."

Fortunately, two of the people who work with me said "No, no, we're going forward, this is awesome!" So we did. And we got through it, it was fine. That's typically for, I think, anything meaningful you try to launch. You're going to experience that if not at the beginning, somewhere along the middle, and it's a temptation to quit. But if you can hang with it and hit the inflection point, lots of good things happen.

**Pat:** I really like how you said other members of your team were like "Let's just do it!" Sometimes that's what you need. I've found that that's what's in the case in my life,



whenever I find that Resistance when goal setting almost in the same way as sort of overcoming this Resistance, I think other people involved in your goals are completely important.

What would you feel about--what are your thoughts on sharing your goals? Because I actually remember, this was a TED Talk I heard that basically the thesis of it was you shouldn't share your goals because when you share your goals, your mind thinks that you've accomplished those things already. I'm really interested to hear what your thoughts are on that, because I feel like, and a lot of people know this for obvious reasons, I share everything on the Smart Passive Income blog.

**Michael:** You do.

**Pat:** And that holds me accountable. But it was really interesting to hear this person-- I'll link to the TED Talk in the show notes--but that person was saying you shouldn't openly share your goals because it will sort of give your brain this idea that you've already accomplished it, and you will procrastinate, and you will not do the work that you should do.

**Michael:** When I first started out, I thought much like you do, that I just needed to share my goals and go public. And I did this on my blog the first time I ever did it because this was probably now about eight years ago, I thought "I'm going to run my first half-marathon." I was totally excited about it, I was really committed to getting in the best shape of my life, and so I'd just begun my tenure as a CEO at that point, I thought "You know, this is going to be a really demanding job and I've got to be in great shape, I've got to take care of myself, because this is going to require more of me than I'd ever done before."

So, I went public. I said "I'm going to run this half-marathon, this is what my training schedule is, blah blah blah blah." And I encouraged people to do the same thing.

Then I watched that [TED video by Derek Sivers](#).

**Pat:** Yep, that's the one I was talking about.

**Michael:** Yep. And that's where he talks about, you know, you get the same psychological satisfaction from talking about the goals as actually accomplishing it. So he urges people to just stay quiet about it.



Here's where I've come down, Pat. I think there's a middle ground, and the middle ground to me is this: share the goal with people that you know are going to be supportive and hold you accountable.

I think it can be sometimes dangerous if you share it with people who might be naturally cynical or people who are negative and can pull you back down and maybe they're threatened by the thought of you accomplishing something that they wish maybe in their hearts that they can accomplish or have the courage to pursue, and you don't want those kind of people creating a sort of friction or resistance that will keep you from reaching the escape velocity that you need to accomplish the goal.

That's why I say I think it's better if you can share it now with a supportive group. I totally couldn't be totally quiet about it. My wife has to know, she's the most supportive person I know. My team, I mean, it's going to involve them. Obviously they have to know about it. So I think you've got to use a little judgment with it.

**Pat:** Yeah, I think understanding who you're sharing that information with is definitely helpful. I really like what you said about--this is sort of off-topic here, but you said taking care of yourself as far as when you were becoming president you knew you had to take care of yourself and become healthy. That's something I hear you talk about a lot, is when trying to understand your priorities in life, you always put--and this is going to sound interesting until you explain about it--you always put yourself first. Explain that.

**Michael:** Yeah. This is one of those things that seems a little awkward for people, and in my particular tradition--you know, actually God would come first for me, and then I would come second--but certainly at the top of the list, and people think "Well, no, you should put other people first, and that's the right thing, that's the moral thing to do."

But here's the deal--unless I take care of myself, unless I'm healthy emotionally, physically, spiritually, relationally, all of those other things, unless I'm really taking care of myself I don't have additional capacity to give to other people. And really, my ultimate value is that I want to have a positive impact, I want to have a transformational impact on the people that I encounter, whether that's my podcast or my blog or just the people I work with. So I've got to be physically available, emotionally available, I've got to have the capacity to do that, and that requires me taking care of myself first.





And I think, Pat, it's much like what the flight attendants says at the beginning of the safety check on an airline flight when they say you know, in the unlikely event of an emergency, and we lose oxygen, that's going to pop out from above you and you need to affix that to your own face before you attempt to help somebody else.

**Pat:** Right.

Michael: And it's because if you pass out, the people that are counting on you to help them--you're just not going to be available to them. I do think taking care of yourself is really important. And I'll say this--I know that you're a super high achiever and I know that people that listen to your podcast are high achievers, and if you want to be in your most energetic, productive self and really have an impact, that requires you to take care of yourself.

Getting the appropriate amount of rest, eating the right kind of food, getting exercise, doing the kinds of things, you know, to use a musical metaphor--keep the instrument tuned and in good working order so that it can perform at its optimal level at a concert. And that's why I look at my body and my psychology, mental state, all of that is part of that instrument that I want to guard and take care of so that I really can make a contribution to other people.

**Pat:** I really like that instrument metaphor, because I was in marching band for several years, so I think that's an even better metaphor than the one that I typically use, is you're sort of like a car and you have to go in every 15,000 miles to make sure it's running, and you've got to fuel it with the best gas in order for it to run correctly and so on and so forth. So, same metaphor...

**Michael:** Yeah, that's a good one, too.

**Pat:** I think I'm going to switch to the instrument one though. I really like--

**Michael:** Yeah, yeah you can do it, totally.

**Pat:** I really like that!

All right, now let's move on to goal setting specifically. How do we make this upcoming year, 2014, the most amazing year ever? I had mentioned in a previous podcast, it's always funny to me around this time of year how people get jazzed about the upcoming year and they WAIT until the next year before they start finally doing these things, and



I think, you know, you shouldn't have to wait for a specific time to get started on your goals, but it just so happens we are at the end of the year and we have the opportunity because we, as human beings, just chunk up our lives into these years.

How do we make this next year, or this next phase in our life, if you will, if you're making listening to this in the future mid-year, how do you make the next phase of your life the best phase ever?

**Michael:** This is such a great question and I like taking advantage of this time of year because it's naturally a time where people are thinking about winding up the current year, thinking toward the next year, things are becoming possible to their thinking--it's just that time of the fresh start, which I love. But I'm with you totally. You can do that any time. It doesn't have to be on the change of the calendar year.

But to me where it begins is realizing that this next year could be your best year ever. There could be a breakthrough. The truth is, you're going to live through 2014 one way or the other. Chances are good that you're going to live through it. So why just make it another year like last year, or the year before?

Because with a little intention, with a little effort, you can have a record year, you can have a personal best--as people say if they're runners--you can have a year that was really one that you can remember as a positive year for the rest of your life, because the truth is, you know, what we have in the present is all the time that we really have, but if we squander another year, we don't really take advantage of it, if we don't really set out to accomplish those things that matter most to us, who knows if we'll have the next year after that? Who knows if we'll have--we could do it in five years?

Might as well tackle it now and really move the needle while you can. So, I think to me when I think of the next year, I think about the whole area of breakthrough and possibility and how can I do something that would make it a year a worth remembering.

**Pat:** Mm. And then how do we, you know, where do we even start with that? Yes you can say internally "Next year's going to be awesome! It's going to be the best year ever!" And then I can imagine people--and even I do this sometimes--"Okay, what does that mean, what does that look like how does that work? Where do I start?"



It's so overwhelming because it's--I mean, a year's a long time, and--what do we want to do? How do we know what direction to go and, you know, how do you filter through everything that's going in your head around goal setting?

**Michael:** yeah, that's a great question too. And the place that I would start is actually getting complete with 2013, and here's what I mean by that.

You've got to kind of process the past and what you either accomplish or didn't accomplish in this year so that you're not dragging it into next year. Because the truth is your performance for this year could be an impediment if you're not careful.

For example, you may have not accomplished the goals that you set out to accomplish, and you may find that there's a little cynicism in your heart, and so you throttle back your expectations, and you go "You know that goal-setting thing doesn't really work. I missed a bunch of goals this year, so I'm just going to kind of drift through this next year."

Of course, you would never say it consciously but on an unconscious mind, it would have that impact. Or you might say "Gosh, I crushed it this last year in my career" or whatever area it was, and so "I'm never going to have another year like that again so why even try?"

But all I'm saying is if you're not careful, if you don't process the past, then you might repeat it or you might just give up before you start. I go through this process where I have seven questions that I ask about last year. For example, one of the questions in this exercise--I won't give them all to you but I'll give some of them to you--if the last year were a movie of your life, what would the genre be? Would it be drama? Would it be comedy? Would it be romance? Would it be adventure? What is it?

And were there two or three major themes that kept reoccurring? I really believe in the principle, Pat, of listening to your life. And paying attention to the little signals that bubble up and keep reoccurring and themes are like that for me.

Or another one is what did you accomplish this past year that you were the most proud of or what were the disappointments or regrets that you experienced this past year? And literally I encourage people to write these down.

As people have been doing this, following this course that I've come up with, it's amazing how many people are just moved emotionally in doing that. Several people



have said to me "I didn't realize how impactful these seven questions would be, but when I went through the exercise I realized that there were things in my life that were really important and I was never acknowledged for them or I was really sad about them and I didn't have a way to process them, but somehow in the process of writing these out almost like a journal, it helped me get clear so that I was free to begin to consider this next year as a blank canvas without having the impediment of dragging this last year and the impact of it into this next year."

**Pat:** Isn't it amazing how...sometimes it just takes someone else to say "write this stuff down" or "think about this" to discover all these things, all these, perhaps, missing parts or things that we should be focusing on--or in there, in our brains, we just need someone to help us get them out.

**Michael:** It's so true, and it's like if you've ever been to a really good counselor, and--I didn't used to admit this publically, but honestly this is one of the best things that ever happened to me is going to a counselor from time to time when I'm struggling on some issue, whatever. But just to have somebody ask me really good questions, and give me a chance to talk and sort of give me the feedback, and you can experience a lot of that.

I do this practice of daily journaling where I try to process the previous day and just kind of work through it because I'm the kind of person, it's just my nature, I'm an achiever--on the Strength Finders, that's my #1 strength, and so for me once I check it off the list, I'm done with it.

Except I'm not done with it. At least I'm not done with it emotionally and sometimes I need to go back and process that so that again I'm clear and free and able to really accomplish even more significant things in the future.

**Pat:** Yeah, I like that. It sort of reminds me when my wife and I were engaged, we went to Engagement Encounter, which is sort of a requirement in the Catholic religion to get ready, you have to go through this sort of...almost like counseling type stuff, and we were given this exercise, we're given a pamphlet, like a little booklet, and one of these exercises we had to go into a room for...just by ourselves, and write about why we loved the other person, and what we wanted to accomplish as a couple.

And then we read each other's after that and we'd be crying and the whole thing. It was amazing, because--yes, I knew I loved her but I didn't know--it's hard--it's almost like mind mapping, right?



**Michael:** Yeah.

**Pat:** You're taking everything that's going on in your brain, which is conscious and subconscious at the same time and actually putting it on paper to see it and be able to share it and have an effect on another person's life in that way and an effect on my life as well. It was just huge.

So, yes, writing things down, talking about it, just like--I would even encourage people to just record themselves talking about their goals or what is own their minds. It might sound silly to people on the outside, maybe like "Well, this person's crazy, they're talking to themselves." No! You're trying to figure things out in your brain and you can't do it without talking or writing things down.

So I really think that's cool and I love that that's a part of this course you have coming out. A big question I have for you, and this is a question I get all the time and I'm really interested in hearing what your thoughts are on this, Michael.

You have a goal, you are set on doing something and you're working toward it. Perhaps it's starting a blog and you've been blogging for a little bit and maybe it's a product that you have in mind that you've been working and trying to create, and things aren't happening and you just want to give up, sort of like what we talked about earlier.

In some cases, the smart decision is to do that, because it might just not be the right thing to do. How do you define, or can you define, or what--how do you discover if you should continue on that thing you're doing or perhaps make a pivot or shift?

**Michael:** Well, that's a tough question.

**Pat:** It is, I'm sorry to just--I didn't tell Michael I was going to ask him that question, but...

**Michael:** No, no, it's fine! Because it's a question that certainly I think about a lot and I get asked that same question also, and Seth Godin has a little book on this called [\*The Dip\*](#). But it's hard to tell and it's mostly art, but I can tell you this, that the time to quit is probably after you've persisted for longer than you think you should.

I'll give you an example--my first book, when I wrote my first book, I thought it would be a slam dunk and it was rejected by 29 publishers before the 30th one said yes. A friend of mine, Andy Andrews, who wrote a book called *The Traveler's Gift*, was



rejected by 52 publishers and went on to be a New York Times bestseller, but it was accepted by the 53rd publisher.

There are a lot of stories like that and I think at the end of the day you've got to ask yourself, you've got to look inward and ask yourself--is this something that's really important to me? Do I, at the end of the day, do I believe in this? Would the people who love me and who are around me really believe in this with me?

I think that so often in our culture, which is so addicted to instant gratification, if we don't see the results immediately, BOOM, we're on to the next thing. And I think that inability to persist really hurts a lot of people and keeps them from gaining the traction that they could get if they would just hang in there a little bit longer.

You know, when you try to work out with a fitness trainer, for example, the thing the fitness trainer always does is he makes you do more pushups than you think you can do, more sit-ups than you think you can do, but just hang in there a little bit longer because it's those last few reps where you really grow.

**Pat:** Right, absolutely.

**Michael:** I think you've got to think of it that way.

**Pat:** no, I love that. That's a fantastic answer. It's so hard for me to answer that sometimes because they're giving me this whole email about what they do and it's hard for me to know if that's the right...they literally ask me "Should I stop or should I keep going with this?" And that's a question that I can't answer, you have to answer that on your own.

**Michael:** I totally agree with that. Nobody's going to answer that for you, and--here's what we have to be careful of when we find ourselves in that position. It would be nice if we could shift the responsibility outside of ourselves so that if our wife told us, for example, to continue and it didn't work, we could blame her, say "Honey I only was doing it because you encouraged me to do it."

No. We need to accept responsibility for ourselves. If you quit, fine. If you don't quit, fine. The great thing about mistakes, Pat--this is something I believe with all my heart--is ultimately there's no failure, there's only feedback or there's only learning.



Even if we make a mistake, we can recover, but I think that fear of failure, that fear of making a mistake that we can't recover from holds a lot of people back from ever having the courage to just venture out and try it.

A few things--and believe me, I've had some colossal failures in my career and in my life, but there is nothing that has proved to be fatal. And I think John Maxwell said this and he's right, but the only time you really fail is if you just give up and quit. As long as you're still on the field, still applying, there's still possibility. There's still the chance for success.

**Pat:** I love that you said that, Michael. I think any successful entrepreneur, if they're honest with you, they will say that failure has been vital to help them reach their goals and become successful. Without failure...I mean, it's hard because we always hear, especially in the media, about these people who hit it out of the park on the first swing and we expect to do the same thing when really striking out, you have to know what it feels like to strike out to really, really appreciate that home run you're going to hit later.

**Michael:** Absolutely. I can tell you in 1992, I had a business with a partner, and I wouldn't say we went bankrupt, but the truth is we had all of our assets pledged to the bank so we couldn't even go bankrupt. The bank just came and got everything.

We were too broke to even go bankrupt, but I remember sitting in our office floor--and in those days back, um, really before cell phones we had hardwired phone, but the only thing we had in this office, the bank had taken all the furniture, he and I were sitting in this office with one phone that was hard wired to the wall, and we were just saying "What happened?"

We had this growing business that sucked up a lot of cash and we found ourselves with no cash flow and the business went kaput. But honestly, it's an experience that I would never want to repeat but the lessons I learned through that I would never trade for anything, because it was what enabled me to really be able to become who I've become and to do what I've done.

**Pat:** Love it, I love it Michael. Before I ask you about your course, 5 Days to Your Best Year Ever, I want to ask you if you can share one or two tips for everyone out there, actionable tips, something they could do and keep in their mind when they are coming into 2014 that will really, really help them go in the right direction as far as achieving their goals.



**Michael:** Well, Pat, one of the things I would say is do write your goals down. There is a power in writing your goals down, because it's almost like it sets intention in motion. You know, it kind of lets you and everybody around you, it puts you on notice that you're serious about this, serious enough to write it down.

I had my whole family read this book about eight years ago, called [\*Write it Down, Make it Happen\*](#), and it was so fun. In fact I stumbled across that list about a year ago and I made all of my family write down 100 things they wanted to accomplish before they died. It's amazing how many of those things we've actually accomplished! But just writing them down, even if you don't have a detailed action plan, just the mere act of writing those down helps.

Another thing I would suggest is keep them few in number. I think sometimes we fail because it's kind of like the ancient Chinese proverb that says "Man who chases two rabbits catches neither." And probably you need more than one rabbit to pursue in terms of goals but I would keep it about five to seven, so that you can stay focused and keep your team focused and really have a chance of accomplishing these goals.

And then of course this is something we've maybe all heard but haven't practiced and that is make them smart, but I would just say this--make them SPECIFIC. For example, writing a book is a great aspiration, but it's not a goal because it's not specific enough. You know, what book do you want to write? Let It Go, or in my case I wrote this book this past year called *The Life Plan Manifesto*, it'll be out this next year, but that was one of my goals for this last year, and so I was specific with it.

And then to put a date on it is so important. There's just not this sense of urgency unless you have a deadline on it. So for me I wanted to get that book done by July 31st, and I actually did finish it by that day. I hoped to finish it a week early, but I didn't, but I finished it on July 31st but I'll tell you, that deadline drove it. If I didn't have that deadline I would not have finished the book on time.

**Pat:** Absolutely. The deadline is huge. That is SO--I mean, that's something that my team and I are always talking about now, or running these two week sprints, chop up these big goals into smaller goals, and we are getting so much done recently.

**Michael:** That's good.

**Pat:** It's been amazing.





Talk about your course really quick, Michael. I'm always happy to have people promote things that I KNOW are going to be helpful. Like, we had Clay Collins in episode 78 talk about LeadPages and hundreds of people bought LeadPages and it's helping them with their business now, and this is something that I know, I've gone through it myself, I've looked up the material--I wouldn't share this or I wouldn't have you on talking about this if I didn't see it and approve it myself. But Michael, we all--I highly respect you, so even if I didn't check it out I know this would help people.

But I did check it out, it is helpful, tell us about it.

**Michael:** This began really about two years ago in my mind because I thought to myself "Goal setting has been a key cornerstone of my own life for about the last 15 years." Every year I go through this process of setting annual goals, and it really drives everything during the year. It doesn't mean I don't change and it certainly doesn't mean I don't accomplish--I DON'T accomplish all of them. But I accomplish a lot more with goals than I ever would if I didn't have the goals.

I thought, as I've met people, as I've lead a big company, I've realized that few people really understand how to go through the process. So, I wanted to create a course, because for me typically when I'm settling on my personal goals it's that week between Christmas and New Year's.

I love that time of year, because you kind of cross the finish line on Christmas, you've got all that behind you, the beginning of the year hasn't started--I've always taken that week off and really try to process what's happened the previous year and to set my goals. Obviously business goals are typically set long before that. But it's a great week to do that.

I thought if I could guide people through a five-day process where it wasn't so demanding--I've been through these courses, and you probably have, too. It's so overwhelming! I mean, one of the goals should be to get through the course. So I didn't want it to be so long and so demanding that people couldn't get on with what was most important which was actually executing on the goals, so I wanted to have it short.

Every day, each of the five days has a brief, typically about a nine or 10-minute video from me, where I explain a key concept, and then there's a series of exercises that I have you do so that incrementally as you move through the week you go from realizing the possibility breakthrough, processing the past on day two, SMART goals and actually



articulating your goals on day three. Day 4--and boy, this is key--connecting with the motivations of each goal. What's going to keep you going when you hit that messy middle and want to quit, and identifying those before the race even begins so that you follow through and execute against that goal, and then finally on day five where the rubber meets the road, how do you actually distill all this into your task management system so that you're not just creating a set of New Year's Resolutions that 60 days after you start you've given up on, but you've really followed through and make this your best year ever. That's the course.

**Pat:** Awesome. Thank you for taking a couple of minutes to show that. Michael approached me earlier and he's like "Oh, I'd love to give you an affiliate link for this for your audience" and I believe in this stuff so much, in Michael's course, that I want to show you that I'm doing this because I know it will help. That means that if you go through this link that Michael's sharing with you--it's not an affiliate link. I would rather get paid by you achieving your goals than the little bit of money I would get from a commission. That's how much I believe in this.

Michael, if you want to direct people where to go to get this course, where would they go?

**Michael:** Thank you, Pat. Go to [BestYearEver.me/pat](http://BestYearEver.me/pat). That simple.

**Pat:** Yeah. So I hope that shows you guys that I'm not doing this for money, I'm doing this because I know this is helpful and I'd rather see you email me later on, say "Wow, that was amazing. I'm going to prove to you that I'm going to reach my goals in 2014." THAT'S what I want to see.

I want to see those emails from you, whether you go through this course or not, I want to know what it is that you're going to accomplish in 2014. Actually, leave a comment! How about that? You leave a comment on this post--go to [smartpassiveincome.com/session93](http://smartpassiveincome.com/session93).

Leave a comment on this post and, you know, tell me what you--what's maybe one big thing you want to accomplish in 2014? And I will come back to this post in the future and email you maybe halfway through the year or whatever, but this is something I want to see if you follow through. I think Michael's course will absolutely help you do that.



**Michael:** Hey Pat, I know you didn't want to get an affiliate fee, but what if we did this? What if we gave away a course, you could just award the course to somebody who leaves a comment?

**Pat:** I think that's a great idea! That's something we've done before with other products. I don't even know why I didn't even think of that. But thank you, Michael!

**Michael:** Yeah, absolutely.

**Pat:** Yeah, that'll be awesome! So leave a comment on this post and how about on January 1st--yes. On January 1st, I will take a little bit of time out of my day to read those comments and I will select one of you and you will get free access to Michael's course. Leave a comment, [smartpassiveincome.com/session93](http://smartpassiveincome.com/session93) and I will select one of you, probably at random. I want to read through it all but it's fair to be random here in this case and I will hook you up with Michael to get into his course. Sound good?

**Michael:** Awesome, Pat.

**Pat:** Awesome, that was sweet! Actually, that was pretty awesome. Thank you, Michael. Any final words for the Smart Passive Income audience? We all have so many things going on. I think maybe let's end on this question because this is an important one and one I want to know because I have so many things in my mind as well, things that I do want to accomplish in the next year--how do I know what to work on first? What's my top priority?

**Michael:** You know, this is a concept that I learned from Chalene Johnson where she talks about push goals. What's that one goal that, like a domino, will cause the others to fall more easily? For me, for example, I know that if I'm doing some sort of physical training, like I'm training for the Country Music Half Marathon on April the 27th, 2014--I know that if I can stay focused on that the first part of this year, it's like--that's a push goal for me. Everything else, if I can get my training in, everything else comes more easily because I've got more energy, I'm seeing a sense of progress, it's very measurable.

So that's what I would do. I would try to identify that one goal that, if you think about it, if you really accomplish that, it would make all the other goals easier to obtain.

**Pat:** That is the best answer to that question I have ever heard, Michael!



**Michael:** [chuckle] Awesome!

**Pat:** That is seriously--thank you so much, Michael. It's always a joy to talk to you, on and offline, and I hope to see you again soon. And let's have you back on the show later on and we can talk about something else.

**Michael:** Great Pat, thanks for having me on.

**Pat:** Thank you, Michael, appreciate it.

All right, I hope you enjoyed the interview with Michael Hyatt from MichaelHyatt.com. If you'd like to get access to his course you can go to [BestYearEver.me/pat](http://BestYearEver.me/pat). There is no affiliate commission tied to this, I only want to see you achieve your goals. That's why I'm doing this and I know this is great material so I hope you enjoy it.

If you'd like to potentially get access to his course for free, I'm giving away one free--or Michael's giving away one free copy or membership to his course. If you go to [smartpassiveincome.com/session93](http://smartpassiveincome.com/session93), leave a comment on the post sharing one goal that you want to have and accomplish in 2014, I will select someone on January 1st at random. I'll get your email address and I'll send it to Michael and he'll hook you up with free access to his course.

I'd love to hear your comments and what your goals are going to be for next year? And leave those goals knowing that you're putting them in a place where you WILL be held accountable for it. That's a big thing. And just rock it out. Here we are, 2014 coming up. I so appreciate you and your undying support for Smart Passive Income and all the things we do here. I love you guys! Thank you so much. Here is to an amazing year and here's to you and your success, and have a happy and safe New Year. Peace!

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